



Rehab in The Real World

Help Me Stop (www.helpmestop.org.uk) is a breakthrough non-residential alcohol and drug treatment service.

Its "Dayhab" service is based on a successful US model, which has proven that day treatment produces the same result as residential, but at only one tenth of the cost.

A typical residential centre will charge up to £25,000 for a 6 week stay - few can afford either the time or the money.

Help Me Stop's online Digital Dayhab costs just £1,500 for a 6 week intensive treatment programme.

INDUSTRY

Healthcare

CUSTOMERS

All ages, men and women looking for a solution to their alcohol and drug addiction problems, who cannot afford the time or money for residential treatment, which can cost up to £25,000.

DEMAND

Demand is huge - some 500,000 people in the UK every year are failing to find a practical and affordable solution to their addiction problems.

USE OF FUNDS

Funds raised will pay for the opening of both a dedicated Detox unit in North West London and the Company's second "Dayhab" centre in Central London, also the development of the Company's successful Online Digital Dayhab.

FUNDING OPPORTUNITY (EIS)

Help Me Stop is seeking to raise up to £1.25m via EIS for approx 29% of the Company, based on a pre-money valuation of £3m.

TEAM

The team comprises both clinical and financial expertise. Headed by Chairman Stephen Bradshaw, ex Priory Group, having successfully sold two healthcare businesses: seasoned CEO Tim Smith with 30 years' experience in addiction therapy, and Chris Cordell, highly qualified clinical director.

BREAKTHROUGH

Dayhab represents a breakthrough in the treatment of alcohol and drug addiction, for which there is huge pent-up demand.

PROFITABLE

Help Me Stop currently projecting sales of £6.4m and Ebitda of £3m in 2024.

ONLINE POTENTIAL

Digital Dayhab has the potential to be rolled out rapidly across the UK and overseas - the business already has clients as far away as Switzerland and Russia.

SCALABLE

Highly scalable business model, with potential for rapid expansion.

EXIT

Potential for exit via trade sale in 4 years at an enterprise value of £30m, a return for investors in this round of x 8 (before tax relief).



**THE INVESTORS
— PANEL —**

FUNDING, ADVISORY, STRATEGY PLANNING FOR FOUNDERS, STARTUPS, SCALE-UPS AND SMEs

The Investors Panel has not verified the information or data in this document and does not warrant its accuracy please seek independent Financial Advice when considering investment capital may be at risk. This document is confidential.