



MEDICAL EXCELLENCE

Great Health is the Ultimate Luxury

LifeMember™ Product & Service Detail

Welcome to Medical Excellence, the exclusive global membership club for health and healthy lifestyles. We are trusted personal health advisors who help our Members navigate the complexities of medical care. We actively manage your health and the health of your loved ones just as your wealth is managed – with the very best professionals, practices and amenities available anywhere in the world.

- Preferential access to the world's best doctors and hospitals – the same standard of care and personal attention received by heads of state, chief executives and elite athletes – gives you and your family peace of mind.
- The control, security and convenience of a Personal Health Advisor dedicated 24/7/365 to managing your healthcare with a customized plan for long-term health and well-being.
- Global coordination of health care services, wherever you are, whenever you need them. We arrange your local medicine, as well as any treatment you may need or desire internationally.
- An unsurpassed member experience wherein you and your family enjoy healthcare and healthy lifestyle services made personal and luxurious by our exclusive concierge services that rival the finest in the world.

Membership annual fees are US\$41,000 per adult and US\$15,000 for children. Our Members appreciate how their Medical Excellence programs can lead to a healthy body and mind, enriching their lives with wellbeing and longevity that are truly life's ultimate luxuries.

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LifeMember™ families enjoy the following health care and amenity services as part of their Annual membership fee:

Dedicated Personal Health Advisor
Preventative Care and Specialist Consultation
Predictive Genomic Evaluation
Comprehensive, State of the Art Broad-Array Diagnostic Battery
Medication Assessment & Advisory Follow-up
Chronic Care Primary Follow-up
Annual Immunizations
Personal, Encrypted Digital Health Record
Written Health Assessment & Recommendation Dossier
Programs for Women's, Men's, Children's & Geriatric Medicine
Hotel, Entertainment, Logistical & Translation Arrangements
Global 24/7/365 Medical Assistance & Concierge Support
Nutrition Counseling Consult and Written Assessment
Complimentary Subscription to Medical Excellence Magazine (12/2012)
Personalized Medical Excellence Membership Card

Optional or Interventional Services:

Surgical Procedures (Therapeutic and Elective)
Physical and Addiction Rehabilitation
Adult & Children's Counseling
Advanced Specialist Diagnostics & Treatment
Fertility & Well Baby Care
Intensive Chronic Disease Management
Complimentary/Alternative Medicine Disciplines
Weight Loss & Lifestyle Management Programs
Emergency Medical Evacuation Arrangements
Advanced Dentistry Treatments
Blood and Stem Cell Harvesting

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Sports Medicine and Performance Enhancement Programs

Comprehensive Medical Services are arranged and managed by Medical Excellence through our Health. Care Partners. We developed our health care services partner strategy based on two principles:

- Source, and contract with, the premier international health care institutions providing the finest comprehensive, integrated healthcare services
- Create a member experience that measurably improves the health status, quality of life, and lifespan of our members and their families

In addition to working closely with the best centers of excellence in your locale for day today medical treatment, Medical Excellence has selected the following institutions as

Our Medical Center Partners of choice:

The New York-Presbyterian Hospital

The University Hospital of Columbia University School of Physicians and Surgeons and The Weil Cornell School of Medicine.

The Johns Hopkins Medical Center

The Physician Faculty and University Hospital of The Johns Hopkins University.

Stanford University Medical Center

The Faculty and University Hospital of Stanford University.

Harvard School of Medicine Faculty

These institutions are recognized globally for their outstanding physician compliment, towering diagnostic expertise, and demonstrated ability to provide the most advanced, state of the art, integrated health care to VIP customers. They are global leaders in advanced medical research and clinical trials, as well as the practical application of the latest medical innovations, many of which were invented and perfected within their academic research centers.

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Specialty Hospitals

Medical Excellence has determined that our customer's interests are best served when we ruthlessly cull the medical community to access only the best medical talent in the world. Our integrated health system partners enjoy worldwide reputation as true centers of excellence that have the ability to treat the entire range of health care needs of our Members. However, we also recognize the place of the "specialist" institutions, those with demonstrated differentiation in terms of quality, innovation and practical application of advanced medical research. We have selected three centers of excellence to be included in our exclusive specialist institution network:

Memorial Sloan Kettering Cancer Center

For the treatment of Cancer. Recognized as the finest center for cancer care globally, MSK is the acknowledged leader in the development of treatment protocols for cancer. In partnership with the Weil Cornell School of Medicine and Rockefeller University, MSK also is the recognized leader in medical research and the practical application of cancer treatment within an institutional setting.

The Hospital for Special Surgery

For the treatment of orthopedic and rheumatology patients. HHS is recognized worldwide as the finest center of excellence for orthopedic and rheumatology treatment. The medical center is a global leader in medical research in these specialties. Its affiliation with Weil Cornell School of Medicine and New York-Presbyterian Hospital provide patients with the best of both worlds – specialized treatment for orthopedic and rheumatology issues, while having the ability to treat patients with multiple health issues in an integrated setting.

Children's Hospital at Boston

For the specialized treatment of children and adolescents. Staffed by leading pediatric physicians from the Faculty of the Harvard University School of Medicine, Children's is recognized as the #1 hospital for treating children in the United States.

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Luxury Service & Amenities

The Company also arranges all logistics pertaining to medical care, hospitality and entertainment activities for our Members. We call these services "The Medical Excellence Member Experience". Medical Excellence has developed an integrated Member Experience Strategy designed to provide our Members with highly personalized service that combines the following customized services:

Completely Customized, Individualized Health Care Regimen Delivered
by our Academic Medical Center Health Care Partners
Personalized, Award-winning Hospitality Accommodations
Personalized Spa & Leisure Activities
Business Support Services While in US
Air & Surface Transportation Logistics
Electronic Medical Record and 24/7/365 Support

A Medical Excellence professional (Personal Health Advisor) will arrange and manage the logistics of every aspect of the Member Experience including travel arrangements, limousine transfers, hospitality, entertainment, and most crucially, all of the logistics involving health care diagnostics testing and examinations. We believe this offering is unique and without peer in the concierge medical marketplace. The Medical Excellence Personal Health Advisor is a highly trained executive tasked with ensuring our Members receive the highest quality experience in Medical Treatment and Concierge Hospitality Services. Each Personal Health Advisor has a mastery of our Member's language and culture. In addition, they have mastered the health care and hospitality needs of the Member and their family.

The Member Experience – Service and Amenities Detail

Highly personalized customer service and amenities are an essential part of the Medical Excellence experience. When a new Member joins Medical Excellence, our Personal Health Advisor from the Member Experience team will facilitate the completion of a Medical Excellence Experience Profile that provides our team with a complete picture of our member's needs and preferences. The Profile will be installed into our confidential database and will include information relating to health care and medical history, hospitality and entertainment preferences. It is an exhaustive list managed by our Team to ensure that our Members receive the EXACT services they may require during their stay in the United States.

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The Profile is accessed and reviewed with our Member each time they access Medical Excellence for their health care services.

The Member Experience team will then prepare a Medical Excellence Member Dossier, which documents every aspect of our member's visit to the United States, including Travel Itinerary and Arrangement, Health Care Services appointment times and locations, Cultural Events & Entertainment and other key services desired by our Member. The Member Dossier is a personalized, leather bound compendium of the entire health care and hospitality experience of our Member and their family while in the United States.

Members can avail themselves of a wide range of services designed to compliment the medical services provided by our medical center partners. Over and above the capacities built and managed by Medical Excellence, our plan calls for developing close working partnerships with pre-selected and fully vetted hospitality partners to ensure that our Members feels pampered, fully supported, and completely relaxed. These supporting competencies include:

Excellence in Health Personal Health Record

Medical Excellence is developing, in conjunction with a technology partner, a unique Electronic Medical Record that stores key health, health status, diagnostic results, and medication history in an electronic format. This encrypted, password protected information can easily be accessed anywhere in the world by medical professionals in an emergency.

HQ Services

The Medical Excellence headquarters will provide guest offices and concierge office services for our visiting Members. Guest offices will have full wireless Internet, Bloomberg, phone & fax, as well as office assistant services available to our members.

Personal Health Advisor

The Personal Health Advisor (PHA) is a Medical Excellence executive charged with the responsibility to facilitate all Member logistics including airport transfer, hospitality check-in, and escort to and from Medical Services appointments. As the logistical and operational quarterback for our Members, the Personal Health Advisor ensures the Member receives a quality experience from our Medical Center and Hospitality partners. A Medical Excellence Personal Health Advisor personally and professionally executes each aspect of our Member's interaction with Medical Excellence.

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Hospitality Services

Medical Excellence professionals will arrange for the Member's visit to the United States according to their exact standards and preferences. We have partnerships with Top Grade luxury hotel providers in each of our core medical center markets. Medical Excellence, in cooperation with our hospitality partners, has designed a Medical Excellence Experience Package exclusively for our Members that include exclusive amenities to further customize the Member experience. Cultural and Sporting Events – Medical Excellence will arrange for premium tickets to the most sought after cultural and sporting events.

Concierge Restaurant and Entertainment Services

During your stay with us, Medical Excellence will arrange for Members to dine at the finest, most exclusive restaurants and clubs.

24/7/365 Member Support

Medical Excellence is available to our valued Members anytime – 24/7/365. We plan on having our Personal Health Advisors and on-call physicians participating in an "on-call" rotation schedule to assure we can assist our Members when they need us. Our management information system will provide our Personal Health Advisors with a complete information picture on our Members so the Member can receive expert, knowledgeable assistance whenever they may require.

Membership in Medical Excellence provides families with the ultimate in access to the finest health care and healthy lifestyle services. Our Members receive worldclass healthcare as received by heads of state elite athletes, business leaders and celebrities. We invite you to enjoy a lifetime of benefits that come with membership in Medical Excellence!

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