



HealthBuy

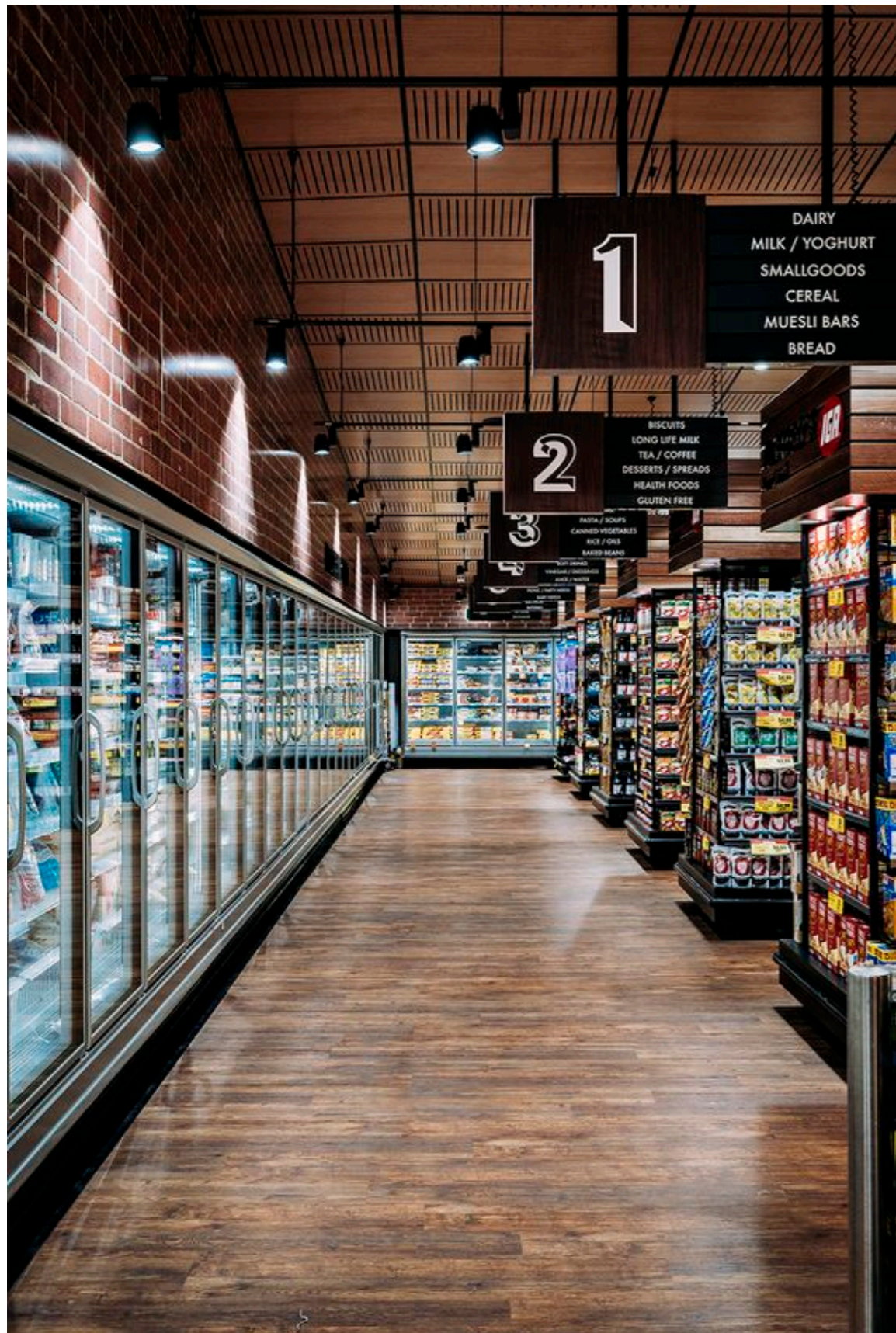
**HEALTHBUY SHOPPING  
COMPANION**

# You are what you eat!



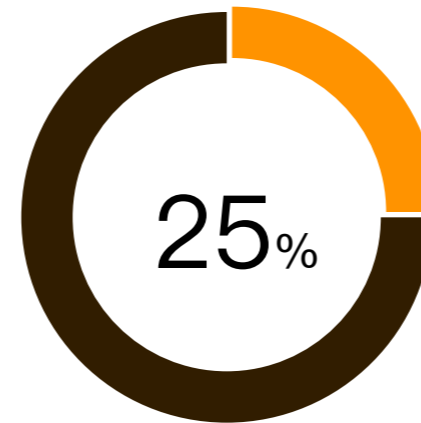
HealthBuy, a Shopping Companion that helps you make healthier choices





# Why HealthBuy ?

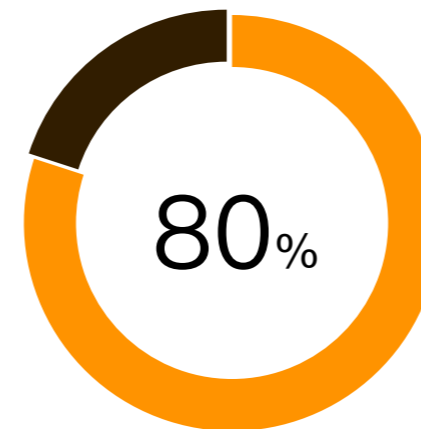
National Health Trends: Red Light!



## Chronic

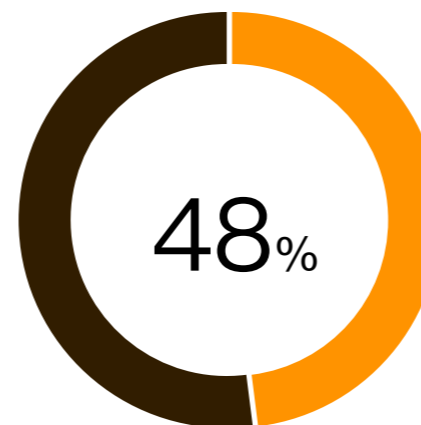
Hypertension  
Hyperglycemia  
Hyperlipidemia

Number increasing while demographic getting younger



## Food Allergies

Among allergens, the majority is Food-based



## Obesity

Increasing size of obesity population

Sources :

Yahoo奇摩攜手《早安健康》發佈健康大調查，2016

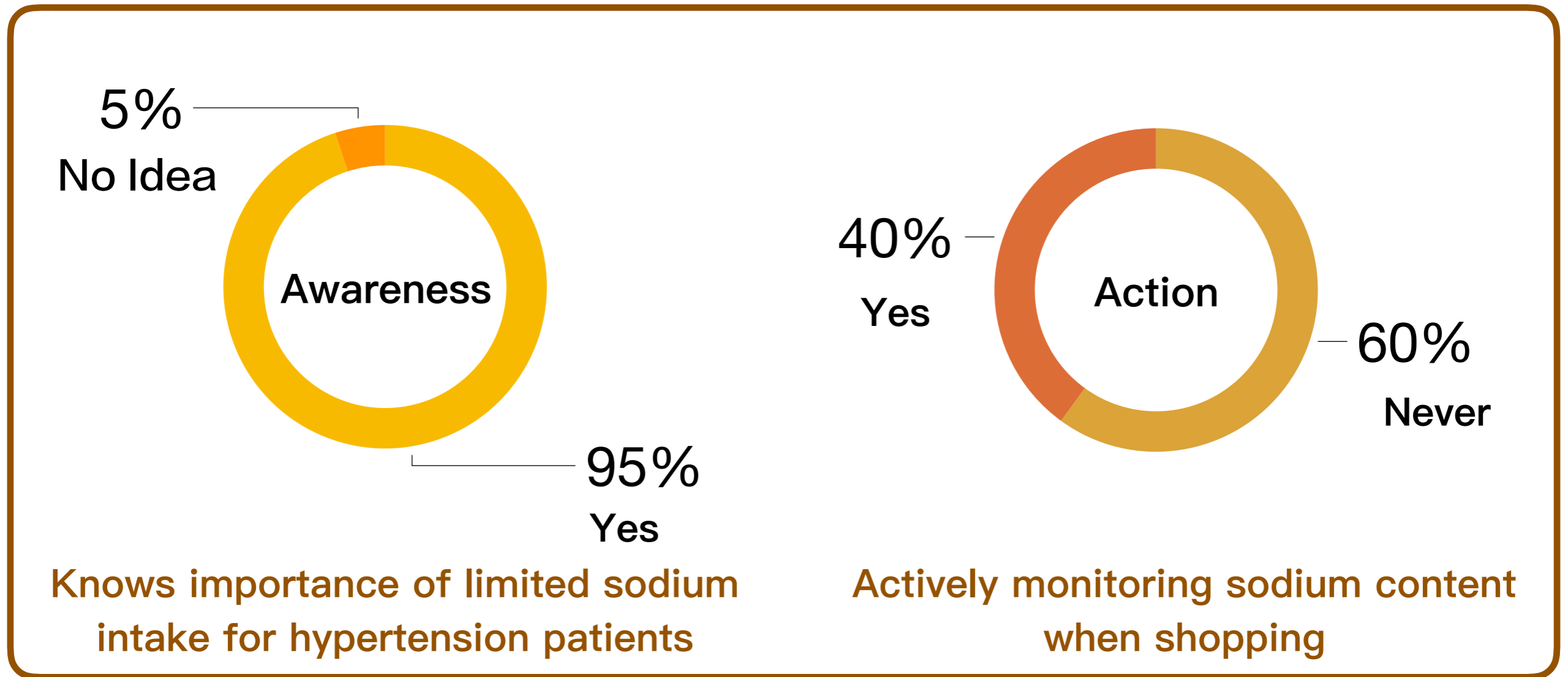
衛生福利部國民健康署 - 健康行為危險因子監測系統 電話調查問卷、財團法人食品工業發展研究所《台灣食品生活型態與消費行為之探討》，2010



# Dietary Purchase Habit

Chronic Patients

The Gap between Awareness and Action



Consumers generally are health conscious, but they **seldom put it in actual practice while shopping.**

Sources :

Yahoo奇摩攜手《早安健康》發佈健康大調查，2016

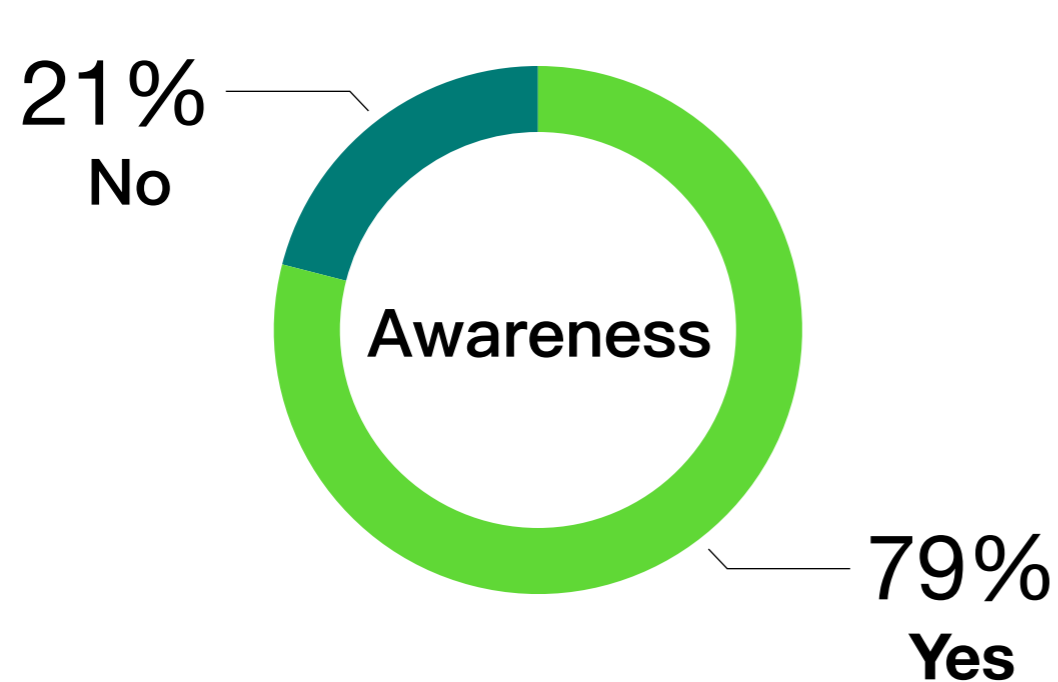
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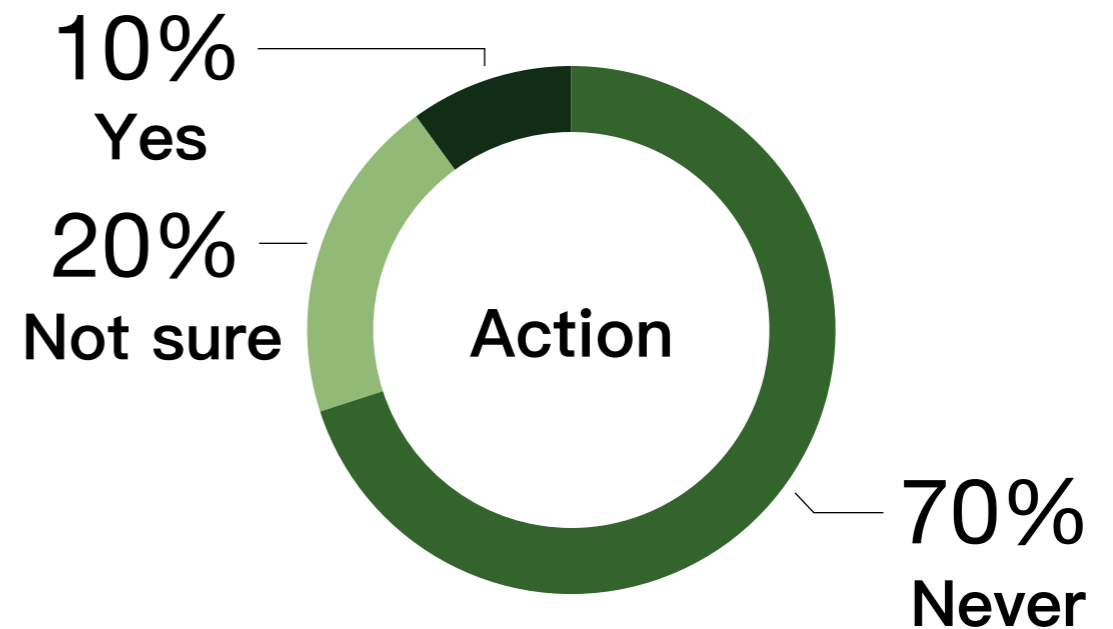
# Dietary Purchase Habit

General Consumers

The Gap between Awareness and Action



Think healthy



Read food labels while shopping

To general consumers, **food labels are often too complex and difficult to read**, making personal health management challenging.

Sources :

Yahoo奇摩攜手《早安健康》發佈健康大調查，2016

衛生福利部國民健康署 - 健康行為危險因子監測系統 電話調查問卷、財團法人食品工業發展研究所《台灣食品生活型態與消費行為之探討》，2010

TO BUY OR  
NOT TO BUY ?

THAT IS THE QUESTION.



## The Philosophy of HealthBuy

“Prevention is better than cure.”

To that end, our strategy focuses on informing the shopper before purchase and consumption.

With our in-house dietitian, HealthBuy helps shoppers before purchase, to determine whether a food item is appropriate for consumption, based on their health profile.





## Using Technology to Help you with a Balanced Diet.

Digital Technology X Food Nutrition X Health Management

Research shows that over 5 million smart phone users in Taiwan subscribe to health news and information and said awareness is also gradually increasing. HealthBuy gives shoppers peace of mind by making them aware of what it is they're consuming.

### Personal

#### Health Profile

Traffic Light clearly shows whether food is suitable

### Food Health Articles and Videos

Stay abreast of food news and safety trends

### Food

#### Barcode Scanning

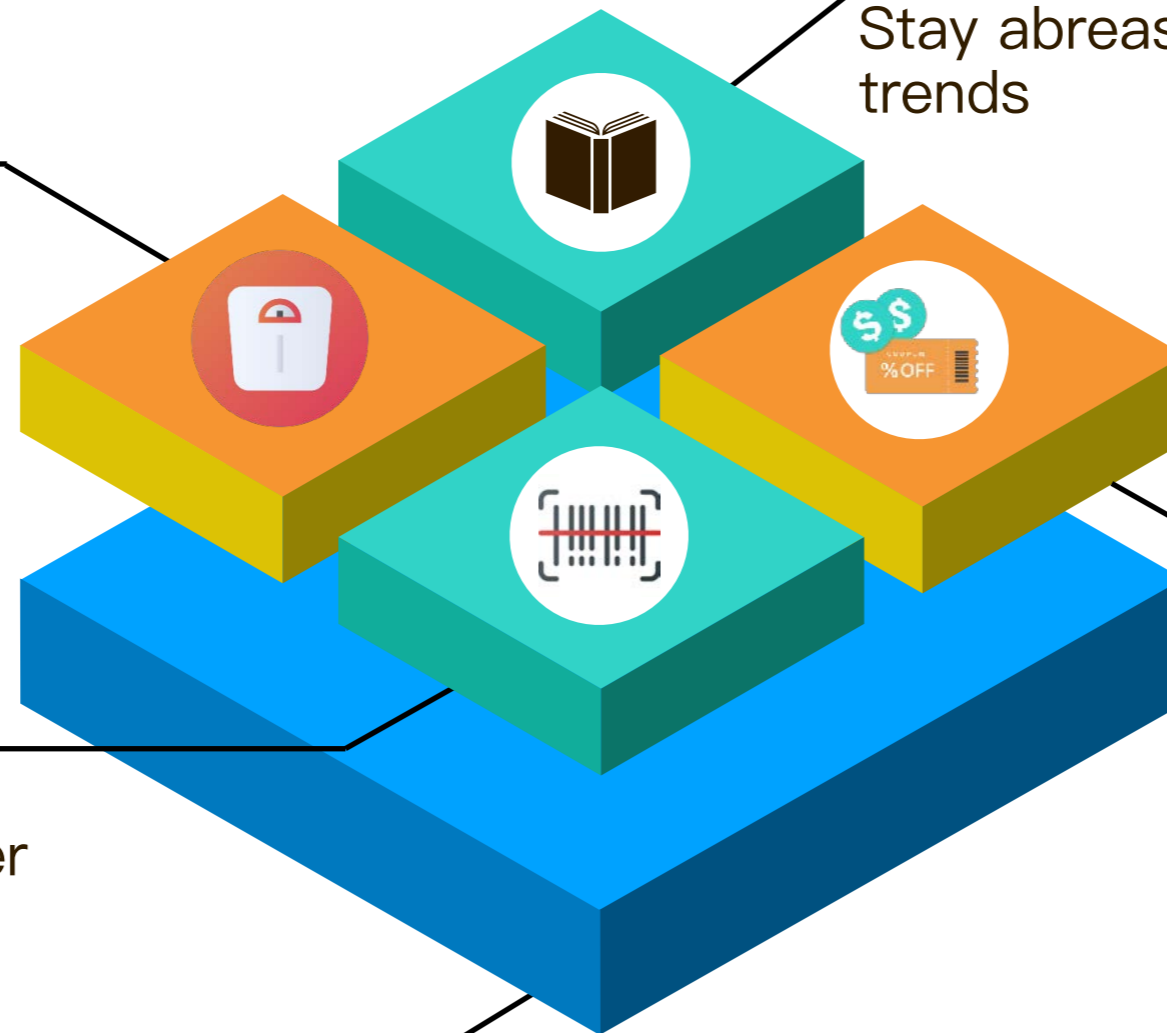
Shorten and improve label reading for easier health management

### Rewards for Healthy Consumption

Fully committed to a healthy lifestyle with coupons from our partners promoting health

### Comprehensive and Rich Food Database

Consolidation of all sources of food data in Taiwan







Chronic Diseases/ Diet Plans  
Allergens/ Dislikes

## Enter Personal Health Profile



Dynamically  
calculate Dietary  
Reference Intake

# Scanning Packaged Foods

Find the most appropriate  
Foods for you



Nice

核桃曲奇餅乾

詳細資訊



Health Buy



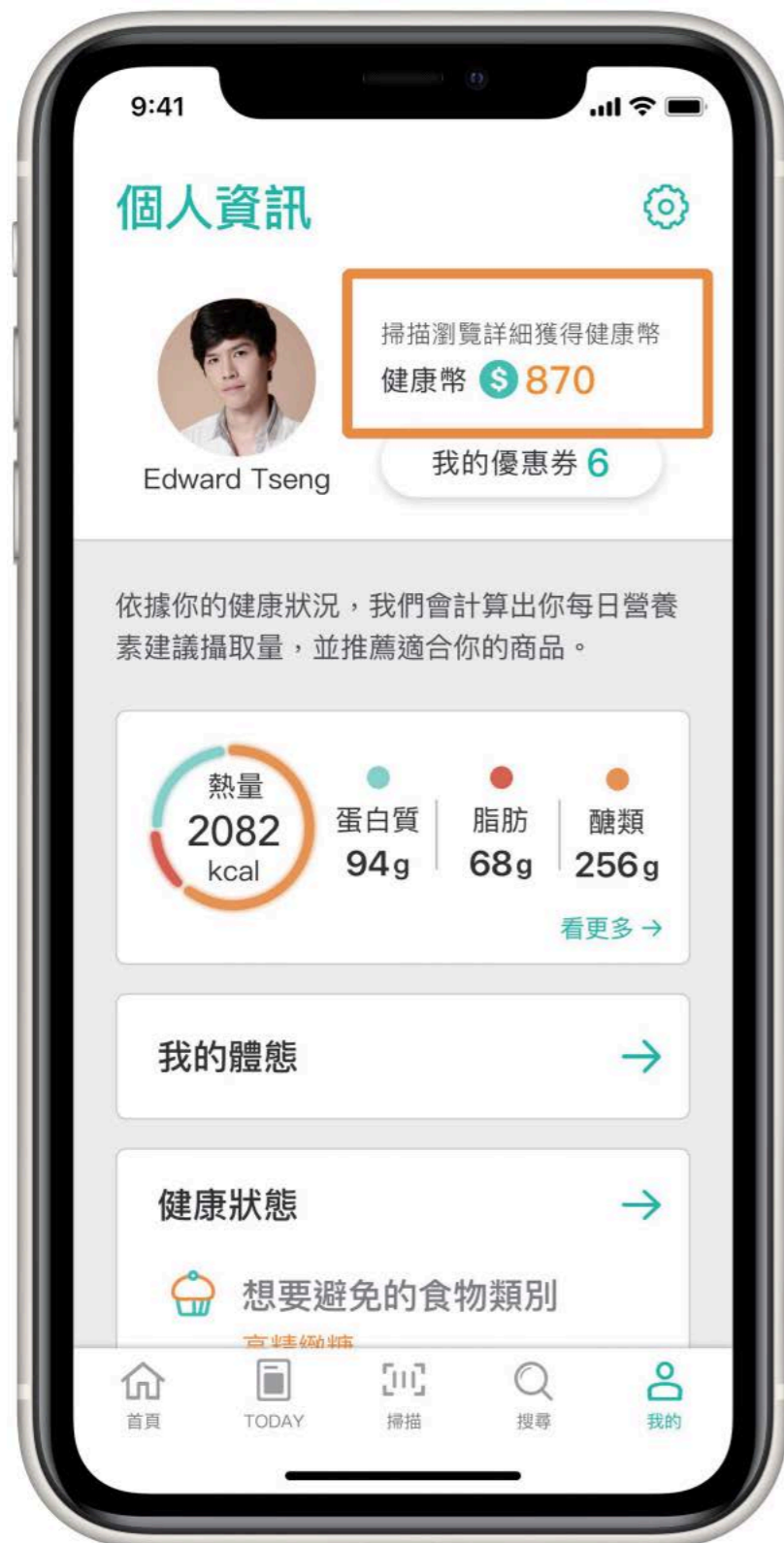
# A Dietitian in your Pocket

Instantly evaluate food suitability based on the shopper's health profile

Traffic Light

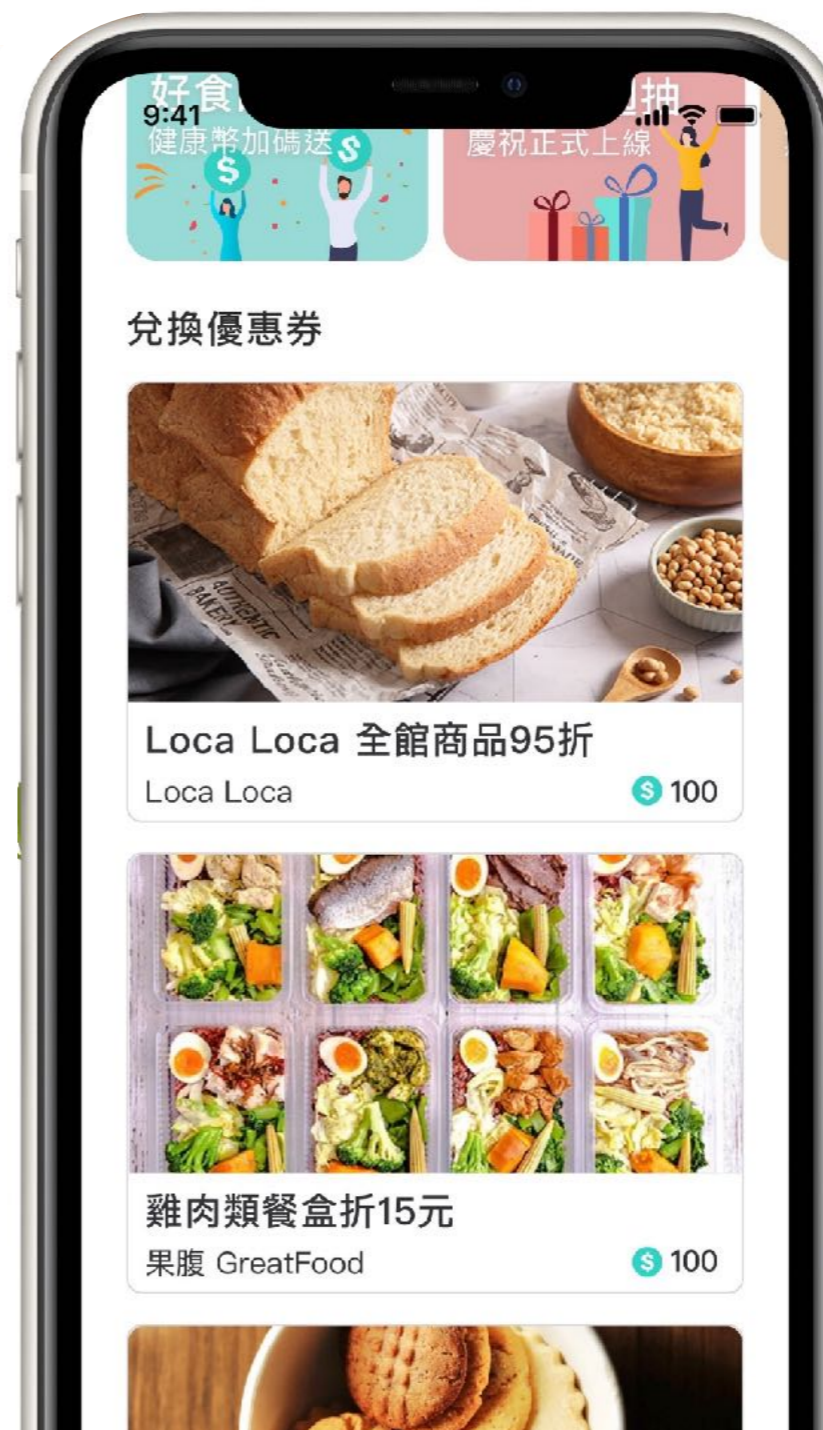


Personal Dietary Reference Intake



## Exclusive Offers

Earn HealthCoins to redeem coupons from our Partners in Health

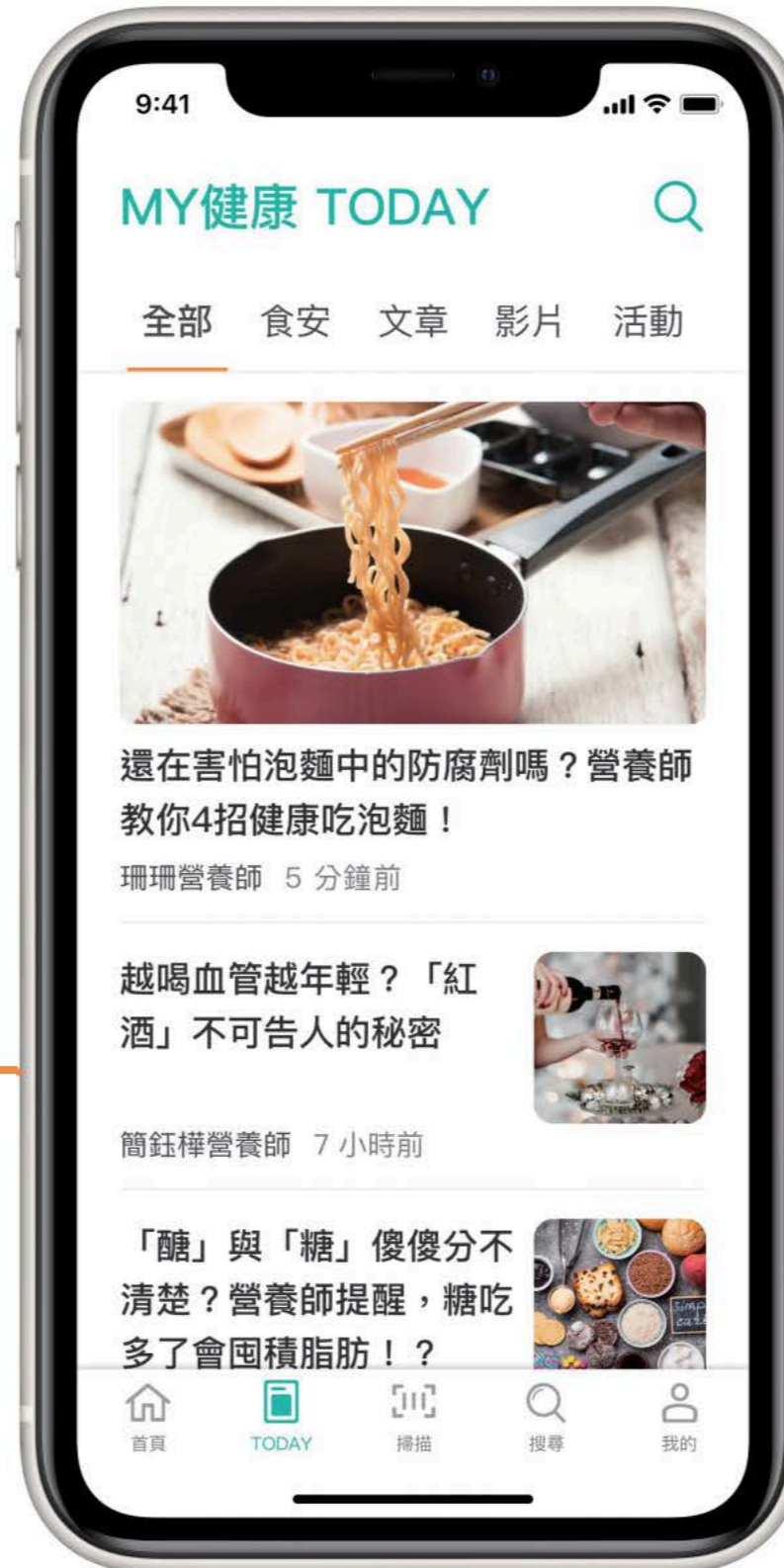




# Practical Knowledge on Nutrition

Articles written by national certified Dietitian

Articles on Health and Nutrition



Weekly YouTube Videos



# Thank You

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## Contact

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