endurance LONGEVITY

Endurance RP Limited

壽 康 集 團 有 限 公 司 *

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 575)

OPERATIONAL UPDATE ON DEEP LONGEVITY

The board (the "**Board**") of directors (the "**Directors**", each a "**Director**") of Endurance RP Limited (the "**Company**" and collectively with its subsidiaries, the "**Group**") wishes to inform the shareholders of the Company and potential investors of the following update in respect of its operations.

Deep Longevity, Inc

We are pleased to report that Deep Longevity, Inc ("**Deep Longevity**") is continuing its growth journey with multiple initiatives around building out the team, product, technology and commercial models.

Deep Longevity Limited, a wholly-owned subsidiary of Deep Longevity, has taken the significant step of hiring a new Chief Executive Officer, Deepankar (Deep) Nayak, bringing experienced professional talent to redefine the strategy of the company, and take the organisation forward. Deep has over 17 years of experience in technology consulting having worked with large pharmaceutical customers in the United States ("**US**"), United Kingdom ("**UK**"), Europe, Japan and the Middle East. During his career he has worn multiple hats, consulting with customers, building large enterprise applications, leading large technical and delivery teams, sales and relationship management in various leadership roles. His proven experience in commercialising technology and SaaS solutions with large enterprise customers will be invaluable.

Deep Longevity is committed to building and commercialising various aging clocks using our artificial intelligence ("**AI**") led deep learning models. We are applying special focus to our MindAge© offering as we seek to tap into the robust demand seen in the virtual mental health care market. The total addressable market is approximately US$89 billion (or approximately HK$694.2 billion) in the US only.

At this stage, we are considering the creation of an enterprise grade MindAge© offering (web and app based) directed at large and mid-sized employers in the US, UK and Europe, which will be the platform of choice for employees to manage their virtual mental well-being in a safe, secure, private and personalized environment within the workplace. This will be our focus for the remainder of 2022 and going into 2023.

As a first step on our path to create a virtual mental health offering through our deep learning based biomarkers of aging and longevity, on 21 June 2022 Deep Longevity announced its collaboration with Dr. Nancy Etcoff of Harvard Medical School. Dr. Etcoff is widely recognized in the field of psychology and is a member of the Harvard University Mind/Brain/Behaviour Initiative where she teaches a seminar on "The Science of Happiness." She is also a practicing psychologist at the Massachusetts General Hospital Department of Psychiatry where she is the director of the Program in Aesthetics and Well Being.

Deep Longevity, in co-authorship with Dr. Etcoff, has published an article in *Aging-US* describing a machine learning approach to human psychology: "Optimizing future well-being with artificial intelligence: Self-organizing maps (SOMs) for the identification of islands of emotional stability." The article serves as the scientific background for a free self-help application, FuturSelf, developed by Deep Longevity.

The authors used data from the Midlife in the US study (www.midus.wisc.edu) to create two digital models of human psychology.

The first model is an ensemble of deep neural networks that use information from a psychological survey to predict the chronological age of the respondents and their psychological well-being in 10 years. This model demonstrates the aging-related trajectories of the human mind. It also shows that the ability to build meaningful relationships increases with age, as do mental autonomy and environmental mastery. It simultaneously indicates that the focus on personal growth steadily declines, and the feeling of having a purpose in life only drops after 40–50 years. These findings contribute to the discussion of socioemotional selectivity and hedonic adaptation in the context of adult personality development.

The second model is a self-organizing map developed as the backbone of a recommendation engine for mental health applications. This automated learning technique divides all respondents into clusters based on their risk of developing depression and identifies the shortest path toward a cluster of mental stability for any individual. Alex Zhavoronkov, the Chief Longevity Officer of Deep Longevity, elaborates, *"Existing mental health applications offer generic advice that applies to everyone yet fits no one. We have built a system that is scientifically sound and offers superior personalization."*

To demonstrate this system's potential, Deep Longevity has developed FuturSelf (https://futurself.ai), in collaboration with a leading European insurtech innovation hub, as a 'proof of concept', free to use application that lets users take the psychological test described in the original publication. At the end of the assessment, users receive a report with insights aimed at improving their long-term mental health and well-being and can enrol in a guidance program that provides them with a steady flow of AI-chosen recommendations. The proof of concept has the purpose of delivering the innovation envisioned during the design collaboration and to definitively demonstrate the efficacy of the technology. Data obtained on FuturSelf will be used to further develop Deep Longevity's digital approach via a minimal viable product (MVP) on mental health with the aim of offering the application via a business-to-business (B2B) software as a service (SaaS)© model to insurance companies, large corporates and other employers to allow their employees to track and nurture their own mental health and wellbeing.

In recent years, given the worldwide pandemic and its impact on workplace changes (including an increased emphasis on remote work and the associated psychological effects), large employers have developed a keen awareness of the importance of employees' mental health. In order to address how mental health can be managed to help employees better cope with job demands and maximize their productivity, Deep Longevity is focused on providing highly scalable and commercial solutions that can be applied cost effectively across all industries. Using Deep Longevity's digital approach to managing mental health, an invaluable feedback loop is created that can help employees thrive by increasing their motivation and productivity or allowing them to seek important and timely emotional support when required. On a per-employee basis, the cost to employers to provide this essential human resource function can be minimal. Ongoing discussions with large insurance companies and other multinational corporations suggest that the commercial opportunity for Deep Longevity (through FuturSelf and other applications) is immense and geographically scalable across all markets world-wide.

A leading biogerontology expert, professor Vadim Gladyshev from Harvard Medical School, comments on the potential of FuturSelf:

"This study offers an interesting perspective on psychological age, future well-being, and risk of depression, and demonstrates a novel application of machine learning approaches to the issues of psychological health. It also broadens how we view aging and transitions through life stages and emotional states."

The authors plan to continue studying human psychology in the context of aging and long-term well-being. They are working on a follow-up study on the effect of happiness on physiological measures of aging.

Jamie Gibson, Chief Executive Officer of the Company said, "*As one of the forerunners in the longevity AI market, we are thrilled to achieve this remarkable milestone together with the world's top-notch scientists. We are confident about the future of integrating deep learning AI technologies in human psychology and the development of digital solution to improve people's mental health and overall well-being.*"

Alex Zhavoronkov, Chief Longevity Officer of Deep Longevity commented, *"I've dedicated a large part of my life towards furthering the science of Longevity and am delighted to announce that DL has found a person who not only shares that passion but also brings the experience of building and commercializing products that will help us take our innovation to global markets. DL's aging clocks will underpin the research and development that the Longevity industry is going to witness and I'm confident Deep will take our aging clocks to different industries as we discover new applications of this technology."*

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

Note: Unless otherwise specified herein, the amounts dominated into US$ have been translated, for the purpose of illustration only, into HK$ using the exchange rate of US$1.00 = HK$7.80.

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By Order of the Board
Endurance RP Limited
Jamie Gibson
Executive Director
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Hong Kong, 5 July 2022

As at the date of this announcement, the Board comprises six Directors**:**

Executive Director:
Jamie Gibson *(Chief Executive Officer)*

Non-Executive Directors:
James Mellon *(Chairman)*
Jayne Sutcliffe

Independent Non-Executive Directors:
David Comba
Julie Oates
Mark Searle

[*] For identification purposes only