



OCTOBER HEALTH | PURPOSE AGENDA

At October Health, we believe that business can be a powerful platform for positive change. Below we set out how our services employ a purpose-driven, specifically through democratizing access to mental health. From reducing carbon footprints through digital delivery to reducing barriers for underserved groups, we embed social responsibility throughout our work.

1. Digital Society:

- *Democratization of Mental Health:* At the heart of October Health is the unwavering principle to democratize mental health. As we stand on the brink of a digital revolution, October Health takes the lead in ensuring that mental well-being is not a privilege, but a right. Our digital-first approach guarantees that everyone, irrespective of where they come from or what they earn, has a seat at the table of quality mental health care.
- *Scaling high quality mental health care:* We have built a gig economy for mental health professions where independent, licensed counsellors can securely deliver services online. By empowering self-employed professionals, we can reach underserved communities globally.
- *Data Insights:* Our platform isn't just about care; it's about understanding. By providing businesses with actionable, data-driven insights into the mental well-being of its community, we're ensuring that interventions are not just reactive but proactive, cultivating a mentally resilient digital society.
- *Collaboration and Engagement:* Our platform is a beacon of community. Through shared experiences, group interactions, and the harnessing of collective wisdom, we're nurturing a digital society that values connection and empathy.



2. Planet:

- *Carbon Footprint Reduction:* Our commitment to the planet is evident in our operational strategy. By championing digital over traditional models, we're not just reducing carbon footprints but setting a precedent for how sustainable health care can be delivered.
- *Digital Education:* October Health's platform is an educational hub, linking the correlation between a thriving planet and mental well-being. Through content and engagement, we show that taking care of our planet is synonymous with taking care of our minds.
- *Sustainable Partnerships:* Our commitment goes beyond just care delivery. By employing local talent and fostering partnerships with homegrown businesses, October Health is weaving sustainability into the fabric of its operations.

3. Inclusion:

- *Reaching the Marginalized:* The disparities in healthcare access in South Africa are evident. Our solution? Make quality mental health care indiscriminating and omnipresent. Offering our base app for free isn't just an offer, it's a statement that inclusion is non-negotiable. October has also been meticulously engineered for minimal data consumption, ensuring users access our services without the burden of exorbitant data costs. By optimizing October for low data usage, we aim to provide accessible and affordable care, irrespective of location, 24/7.
- *Empowerment through Economic Opportunities:* Our commitment to reinvesting into the community, especially through black-owned businesses, stands as a testament to our dedication to uplifting and empowering those historically left behind.
- *Cultural Sensitivity: South Africa's rich tapestry of cultures is its strength:* Our services, from content to counseling, respect and celebrate this diversity, ensuring every user feels seen, heard, and understood.



In Conclusion: October Health is not just a service; it's a movement. A movement to make mental health care equitable, accessible, and universal. In our corporate clients, we see more than a partner; we see an ally. Together, we stand on the precipice of an unparalleled opportunity: to redefine and democratize mental health for all of South Africa.