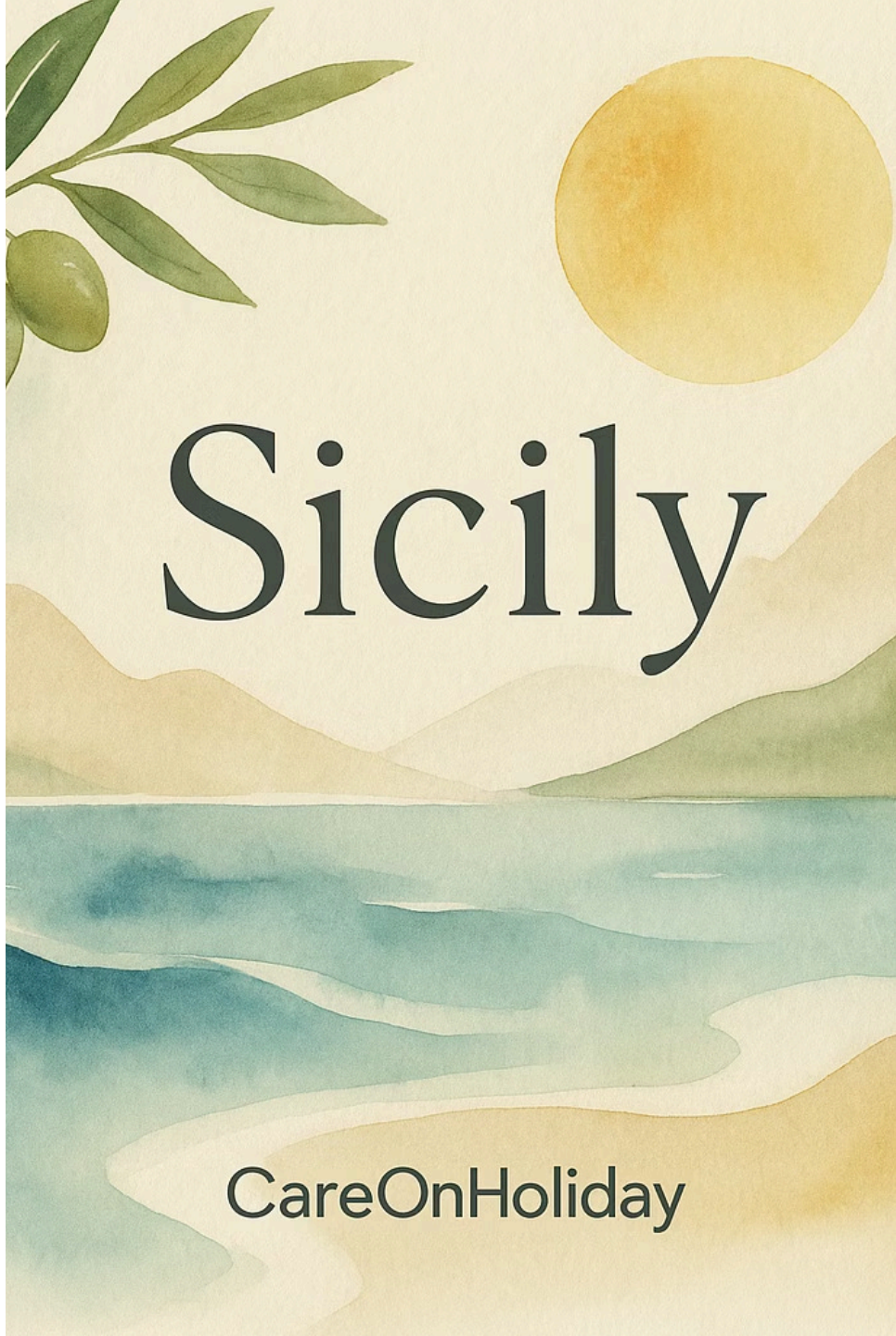
CARE ON HOLIDAY

# The Mediterranean Longevity Travel Company

Harnessing the power of science, lifestyle, and community to help you live longer and live better.



WHO WE ARE

# Travel Reimagined as a Force for Longevity

CareOnHoliday is an Italian company pioneering the future of Longevity Tourism, Medical Tourism, and Wellness Travel — transforming every journey into a purposeful investment in health, prevention, and a richer quality of life.

## Our Founding Belief

Travel is one of the most powerful and underutilised tools in preventive health. We believe every journey taken with intention becomes a meaningful act of self-care — and a step towards a longer, more vital life.

## Our Integrated Ecosystem

We unite Longevity Medicine, cutting-edge technology, authentic Italian hospitality, and Mediterranean culture within a single, seamless model. We don't organise holidays — we architect transformative experiences that elevate well-being and generate enduring value for the communities that welcome our guests.



OUR VISION

# Redefining Travel as a Path to Lasting Health

For too long, travel has meant escape. We believe it can mean something far greater — a catalyst for transformation that reshapes how you live, age, and thrive long after you return home.



## Prevention & Medicine

Personalised Longevity Medicine programmes that identify and address health risks before they become illness — not reactive care, but intelligent prevention.



## Nutrition & Movement

Evidence-based Mediterranean nutrition and purposeful physical activity integrated seamlessly into every day — nourishing both body and performance.



## Mind & Well-being

Structured practices in stress resilience, mental clarity, and immersive connection with nature and culture — because lasting health begins in the mind.



## Community & Belonging

Meaningful social bonds and intergenerational connection — among the most powerful predictors of longevity that science has ever identified.

True longevity is not built inside a clinic. It is built through the choices we make every single day — and it begins with how we choose to travel.

WHY SICILY

# The Mediterranean's Living Laboratory of Longevity

Sicily is one of the world's most authentic Mediterranean ecosystems — a place where the factors that international research identifies as the primary drivers of healthy longevity are not prescribed or manufactured, but lived every single day.

### Climate & Nature

A generous climate, extraordinary biodiversity, and landscapes that draw you into effortless daily movement — no gym required.

### Food & Tradition

The Mediterranean Diet in its truest form — alive in sun-drenched markets, family recipes, and centuries of unbroken culinary wisdom.

### Community & Pace

A pace of life built for sustainability, anchored by deep intergenerational bonds and an enduring sense of belonging.

Sicily provides the ideal canvas where cutting-edge Longevity Medicine meets a centuries-old way of life that has quietly promoted health and vitality long before science gave it a name.



OUR MISSION

# Creating Places Where Longevity Thrives

At CareOnHoliday, longevity extends beyond individual health — it is equally about the vitality of *places*. Our mission is to transform villages, cities, and destinations into **Longevity Communities**: living ecosystems that generate well-being, attract discerning visitors, celebrate local heritage, and create lasting economic opportunities for the people who call them home.

We do not build tourism products. We cultivate integrated ecosystems where medicine, culture, technology, and community converge — authentically and sustainably.

## What a Longevity Community Delivers

- Draws health-conscious international travellers seeking genuine transformation
- Celebrates and protects the cultural and natural heritage of a place
- Generates sustainable economic value for local communities
- Produces longitudinal health data that advances global longevity research
- Empowers residents to live longer, healthier, more fulfilling lives

OUR MODEL

# Five Dimensions of Longevity

Every CareOnHoliday project is built on the seamless integration of five complementary dimensions — each essential, none sufficient alone. Together, they form a holistic architecture for genuine, measurable longevity transformation.



## Health

Longevity Medicine, precision prevention, biomarker tracking, biological age assessment, and truly personalised well-being programmes.



## Technology

Digital Twin modelling, Artificial Intelligence, wearables, continuous smart monitoring, and fully integrated digital health platforms.



## Lifestyle

The Mediterranean Diet, purposeful physical activity, restorative sleep, stress resilience, and the power of meaningful human connection.



## Territory

Storied villages, extraordinary natural landscapes, living traditions, and authentic cultural experiences that nourish the soul as much as the body.



## Community

Residents, clinicians, universities, pioneering businesses, research centres, and a growing network of international partners — united by a shared vision.

OUR METHOD

# The CareOnHoliday Method

Our five-step method turns every visit into a profound journey of personal transformation — one whose impact endures long after you return home.

1

## Measure

Establish your baseline with comprehensive biomarker testing and biological age assessment — the foundation of everything that follows.

2

## Understand

Work with leading experts to decode your data, uncovering what your results reveal about your health trajectory and longevity potential.

3

## Experience

Immerse yourself in the Mediterranean way of life — its cuisine, movement, culture, landscapes, and human connection.

4

## Transform

Embrace lasting habits and new perspectives, guided by a personalised longevity plan crafted specifically for you.

5

## Continue

Sustain your progress at home through ongoing digital monitoring, expert follow-up, and a programme that evolves with you.

LONGEVITY MEDICINE

# Beyond Disease — Towards Lifelong Vitality

Our philosophy is rooted in the most advanced principles of Longevity Medicine. We don't wait for illness to strike — we act decisively before it does, equipping each individual with the knowledge, tools, and expert support to shape their own health trajectory for decades to come.

### Predictive

Leveraging biomarkers and clinical data to detect risk patterns years before any symptom appears.

### Preventive

Delivering targeted interventions that measurably reduce biological age and extend healthy, high-quality years of life.

### Personalised

Assessing each individual as a whole — because no two people age the same way, and no two plans should either.

### Participatory

Placing you at the centre of your own health journey — informed, engaged, and fully empowered to lead it.



BIOLOGICAL AGE

# No Two People Age the Same Way

Chronological age tells only part of the story. Two individuals born in the same year may carry vastly different biological realities — distinct inflammation profiles, metabolic function, cardiovascular resilience, and physical vitality. CareOnHoliday maps the full picture, revealing where each person truly stands and what is possible from there.

### Biomarkers & Inflammation

Advanced blood analysis quantifying systemic inflammation, oxidative stress, and cellular health — the earliest signals of accelerated ageing.

### Metabolism & Body Composition

Precise evaluation of metabolic efficiency, fat distribution, muscle integrity, and cardiometabolic risk to reveal the body's true functional age.

### Physical Performance & Mobility

Functional movement screening combined with strength, balance, and mobility testing — a direct measure of biological vitality and reserve capacity.

### Sleep & Recovery

In-depth analysis of sleep quality, circadian rhythm alignment, and the body's capacity to repair and regenerate — a cornerstone of long-term resilience.

### Stress & Mental Resilience

Physiological stress markers paired with psychological well-being assessments to complete a truly holistic portrait of health.

Our ambition goes beyond extending lifespan — we are dedicated to multiplying the years lived in full health, vitality, and purpose.

TECHNOLOGY

# Your Digital Twin

## Personalised Longevity, Powered by Living Data

The Digital Twin is the technological core of the CareOnHoliday model. By unifying clinical data, biomarkers, wearable devices, and continuous monitoring, we build a dynamic, evolving portrait of each individual's health — one that adapts in real time and grows more precise with every insight.

### Unified Health Intelligence

Clinical assessments, biomarker profiles, wearable data streams, and lifestyle inputs converge into a single, coherent model — giving us a complete and continuously updated view of your health.

### Health That Moves With You

We don't capture a snapshot — we track an ongoing story. Your Digital Twin follows how your health evolves across months and years, identifying trends, progress, and emerging opportunity.

### Precision Medicine, Made Real

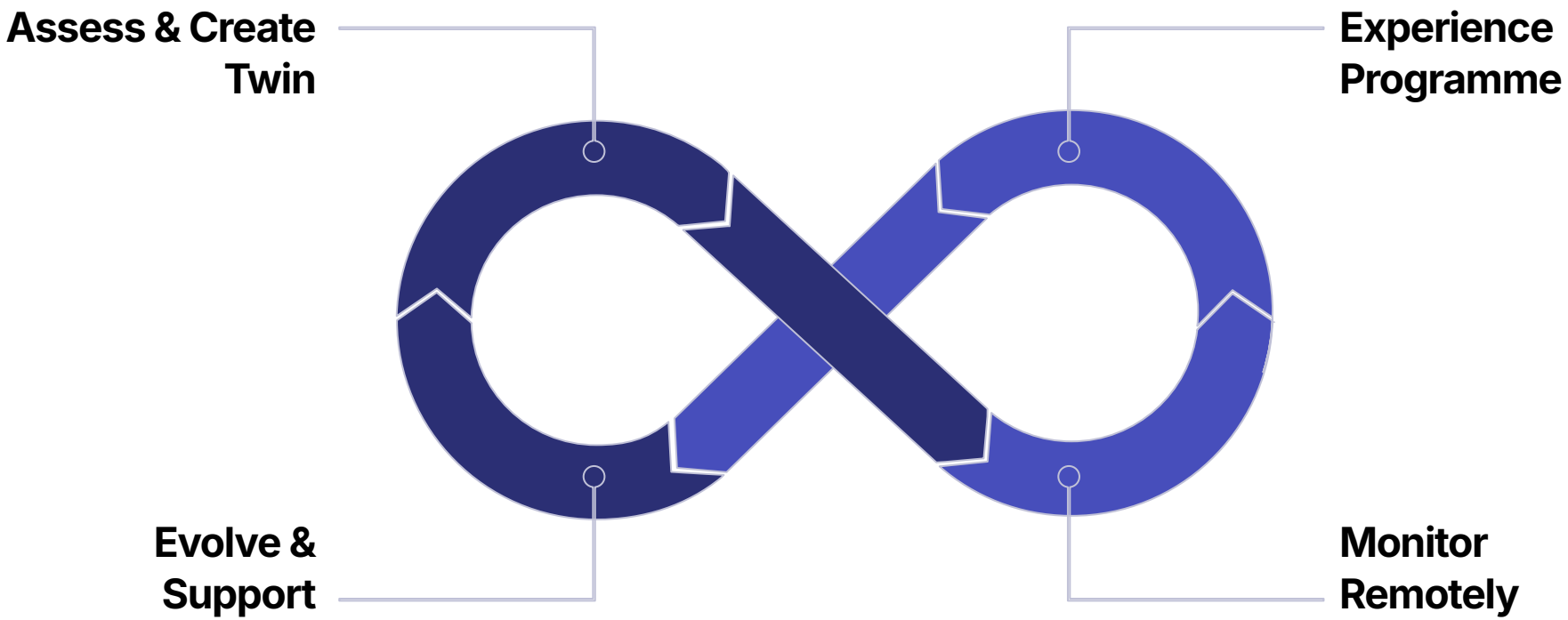
The Digital Twin transforms data into action — enabling increasingly personalised interventions that make true longevity medicine not a distant aspiration, but a present reality.



CONTINUOUS CARE

# From a Single Experience to a Lifelong Journey

The journey does not end at departure. Powered by the Digital Twin and a dedicated care infrastructure, the longevity experience extends far beyond the retreat — accompanying each individual with personalised guidance, real-time insight, and expert support throughout the months that follow.




This continuous care model transforms a single retreat into an enduring health partnership — one that delivers measurable, lasting improvements in biological age, vitality, and quality of life.

OUR EXPERIENCES

# Longevity Experiences, Beautifully Designed

Every CareOnHoliday programme unites clinical precision with the richness of authentic Mediterranean life. We craft each experience to transform its destination into a living environment for discovery, health, and genuine well-being — where science and culture reinforce each other at every step.

## Health Foundation

A comprehensive Longevity Assessment, full medical check-up, and biological age evaluation establish the personalised baseline from which every programme is built.

## Mediterranean Nutrition

Hands-on cooking experiences, vibrant market visits, and expert nutritional guidance bring the authentic Mediterranean Diet to life — as daily practice, not theory.

## Movement & Renewal

Functional training, forest bathing, mindfulness, and spa recovery combine to deliver holistic physical and mental restoration — purposefully sequenced for lasting effect.

## Culture & Connection

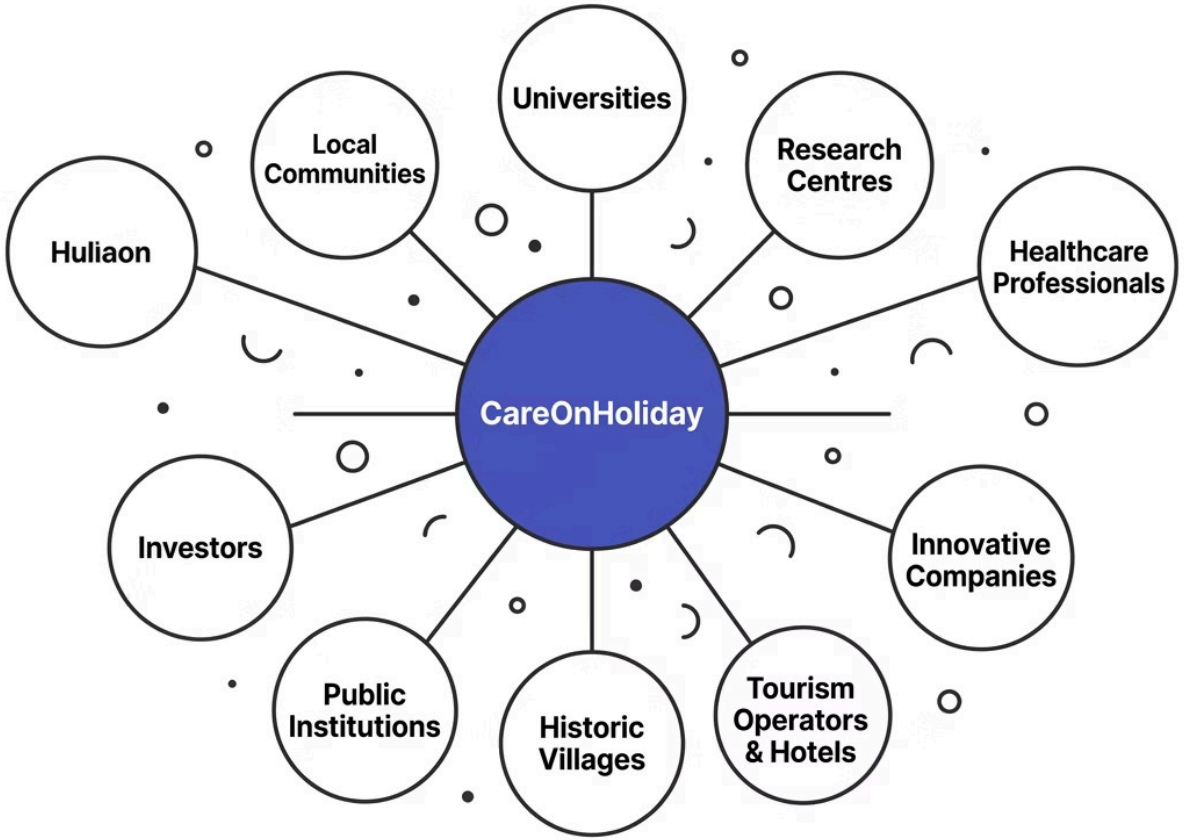
Immersion in cultural heritage and authentic local communities nurtures the social bonds that science consistently links to longer, healthier lives.



COMMUNITY NETWORK

# A Global Network Built for Longevity

CareOnHoliday unites world-class expertise, destination infrastructure, and shared vision across every dimension of the longevity ecosystem. Each project strengthens a living, collaborative network — where knowledge flows freely, talent gravitates naturally, and opportunity creates lasting value for all.




Every CareOnHoliday programme draws on the finest scientific, clinical, cultural, and entrepreneurial minds — both locally rooted and globally connected — to deliver experiences that are as credible as they are transformative.

WHY CAREONHOLIDAY

# A Model Unlike Any Other

We are not a tour operator. We are not a clinic. We are not a wellness retreat. We are **The Mediterranean Longevity Travel Company** — and our integrated model stands alone in the world.

### Medicine & Technology

Longevity Medicine, Digital Twin technology, and Artificial Intelligence work in concert to deliver measurable, precision health outcomes tailored to each individual.

### Experience & Culture

Experiential travel, the Mediterranean Diet, living heritage, and authentic historic village environments create a depth of immersion no resort can replicate.

### Community & Continuity

Rooted in genuine local communities, our continuous digital follow-up extends the impact of every experience across a lifetime — not just a holiday.

It is the seamless integration of all three dimensions within a single, coherent model that sets CareOnHoliday apart from every other operator in this space.

OUR IMPACT

# Value That Endures at Every Level

Every CareOnHoliday project generates measurable, lasting value across three interconnected dimensions — transforming individual lives, revitalising communities, and advancing healthcare systems toward a more sustainable future.

## For People

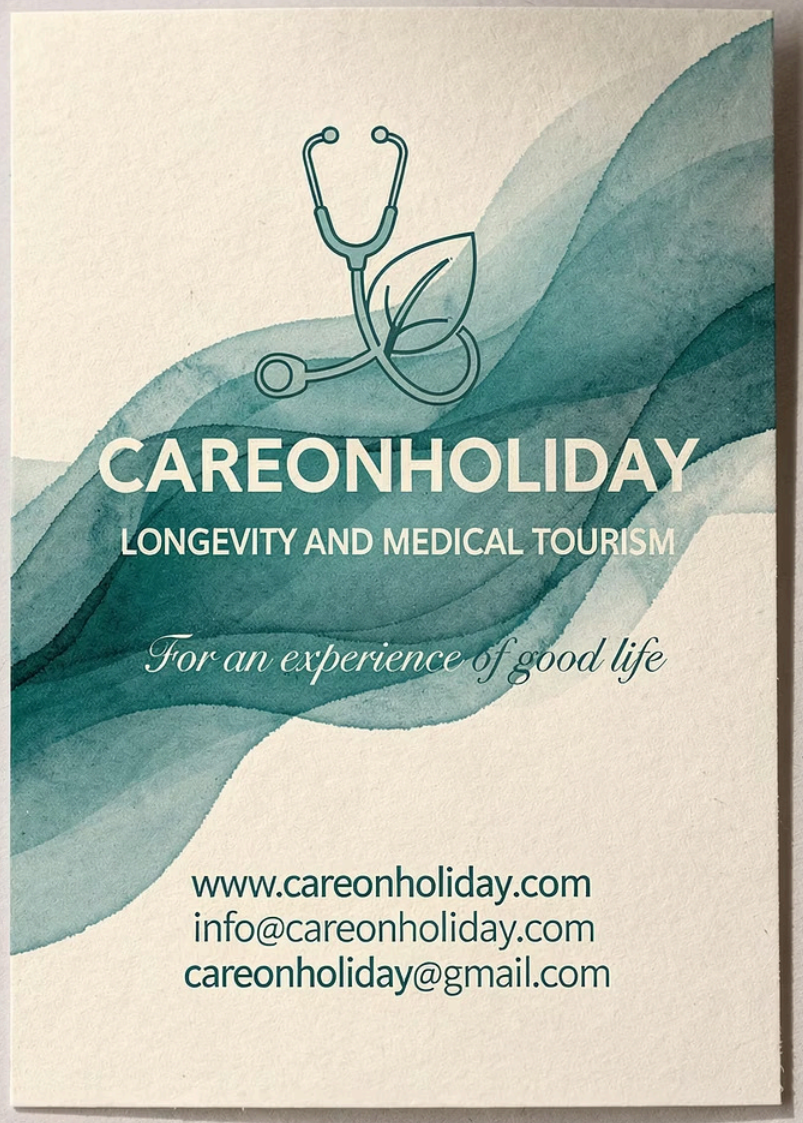
Enhanced vitality and resilience. Deeper self-knowledge and genuine agency over one's health. A measurably higher quality of life — with tangible, lasting reductions in biological age.

## For Communities

Renewed tourism flows and accelerated economic development. New livelihoods and investment. A stronger, more confident local identity — rooted in culture, pride, and place.

## For Healthcare Systems

A decisive pivot from treatment to prevention. More personalised, data-driven clinical practice. Richer longitudinal health datasets. And a healthcare model built to last.




# Live Longer. Live Fully.
# Live Mediterranean.

We are building Sicily into the world's definitive destination for Longevity Tourism — a place where cutting-edge research, precision medicine, and deep Mediterranean culture converge into a replicable global model for human flourishing.

> For CareOnHoliday, longevity is not a medical specialty. It is a new vision of civilisation — one where individual health, community vitality, and territorial destiny advance as one.

**CareOnHoliday — The Mediterranean Longevity Travel Company**