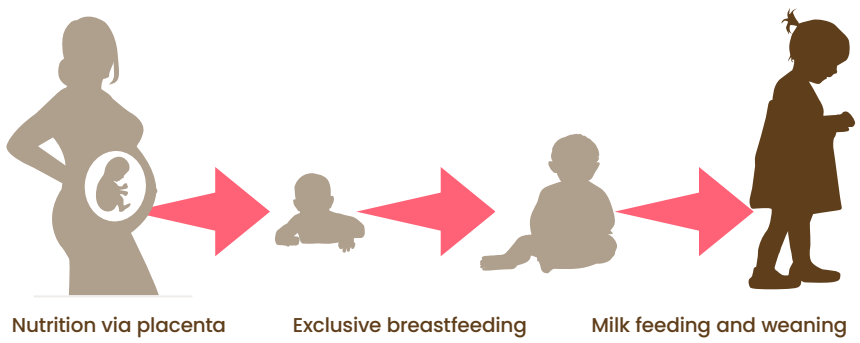
IRON UP! Fighting together for an iron strong generation

IronUp! Checker

FOR HEALTHCARE PROFESSIONALS ONLY
NOT FOR DISTRIBUTION TO GENERAL PUBLIC.

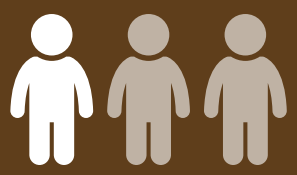
Iron needs remain high, starting from conception and continuing through early childhood



With lasting effects on:[1,2]

Iron deficiency can result in anemia, a public health concern

1 of 3
young children has anemia **globally**[3]



Iron Deficiency Anemia (IDA) is diagnosed through blood tests. An INVASIVE PROCESS, especially for infants and young children

Yet awareness of IDA and the role of nutrition in preventing it remains low. Many at-risk individuals go UNDETECTED until symptoms appear

- Low energy[4]
- Delays in motor skills[5,6]
- Behavioural challenges[7]
- Frequent infections[8]

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Creating a need for the IronUp! Campaign with goals to:

- Raising awareness
- Screening children
- Educating parents

India and Southeast Asia consensus:

It is recommended that all children undergo their first screening for anemia between the ages 9 and 12 months, followed by annual non-invasive screenings from the ages 1 to 5 years.[9]

To improve early detection and reduce barriers to screening, NON-INVASIVE, easy-to-use tools have been created

Leveraging digital health screening tools for earlier risk screening, awareness, & education

IRON UP! CHECKER

Our latest research demonstrates that an Artificial Intelligence model can estimate hemoglobin levels from smartphone images with clinically meaningful

AI powered screening.

The AI does not replace diagnosis or medical advice.

accuracy.

IronUp! Checker

IronQ

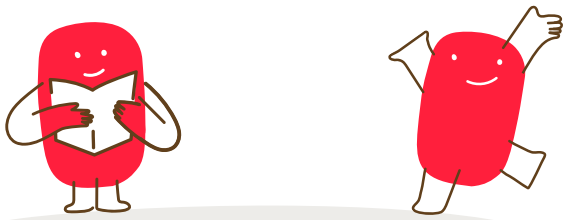
Tool can estimate the risk of inadequacy of iron-rich foods intake

AI Model

Tool can predict hemoglobin levels from smartphone images

IronUp! CHECKER is a supportive digital screening tool for HCPs and parents.

The IronUp! Checker aims to make anemia and inadequate iron intake more visible and easier to identify before it affects a child's development and wellbeing.



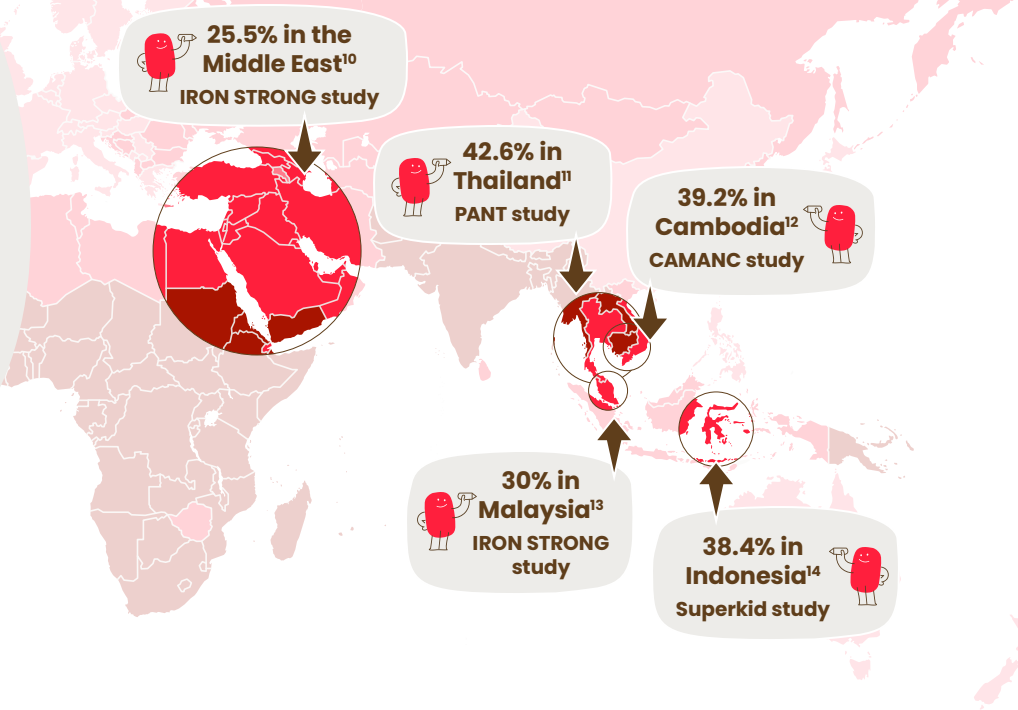
Rather than feeling like a medical procedure, the IronUp! Checker works through a playful interaction with the children.

With IronUp!, let's aim for 14 million screenings by 2030 for an iron strong generation

Risk of anemia in young children

>4 million children have been screened for the risk of inadequate iron intake and/or low hemoglobin levels using the IronQ and MASIMO DEVICE

Data based of extraction on June 1st 2026.



Our goal is to continue offering scalable, non-invasive tools for anemia screening to make a hidden global health issue more visible.

IronUp! Checker

The Checker provides an early screening signal that can help guide awareness and encourage follow-up care where needed.

For Parents:

- Simple way of screening
- Educational support
- Raising awareness

For HCPs:

- Earlier identification of risk groups
- Non-invasive screening alternative
- Screen more children

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References

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