

Company Overview

An introduction to the ORQUIRA medical tourism marketplace

ORQUIRA is building an AI-powered international patient marketplace connecting patients with trusted providers and supporting the experience before, during and after treatment. Launching first in Colombia through a phased marketplace rollout.

MARKETPLACE CATEGORIES

- MEDICAL
- DENTAL
- AESTHETICS
- LONGEVITY
- WELLNESS
- BEAUTY
- HOLISTIC
- PET HEALTH



What is ORQUIRA?

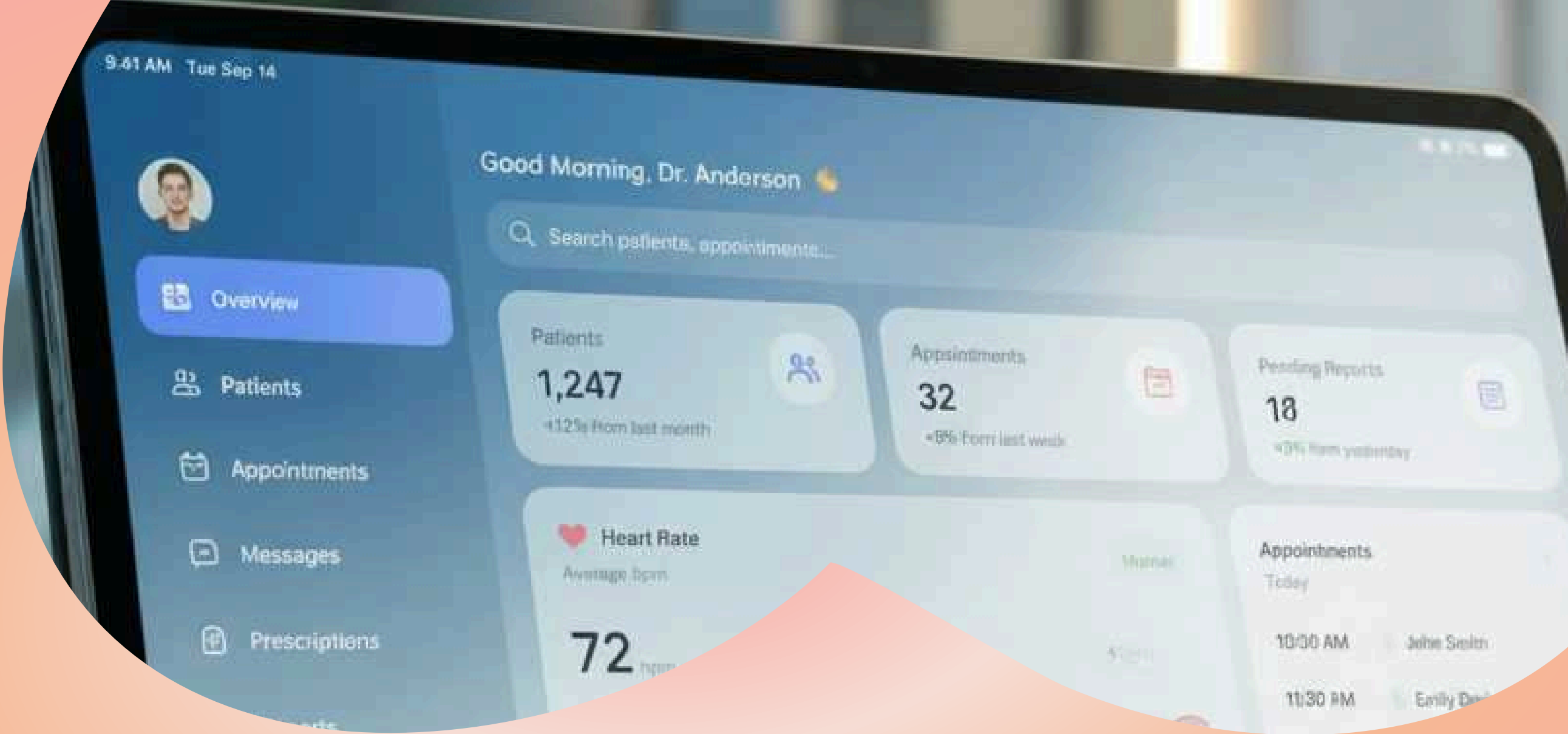
ORQUIRA is building an AI-powered international patient marketplace connecting patients with trusted providers and supporting the experience before, during and after treatment. Colombia is the first launch market, with the marketplace expanding progressively through a phased rollout.

Our Vision

To make accessing trusted care abroad simpler, safer and more transparent — while helping high-quality providers connect with international patients through one integrated marketplace.

Where We Are Today

- ✓ ORQUIRA is currently in product development and market validation, preparing for a controlled private beta in Medellín.
- ✓ The controlled Medellín private beta is designed to validate marketplace liquidity, provider onboarding, booking behaviour and operational workflows before wider launch.
- ✓ The beta will test both sides of the marketplace, including provider onboarding, credential verification, discovery, booking conversion and customer experience.
- ✓ Provider and user capacity will remain intentionally limited while ORQUIRA validates demand, marketplace operations and the conditions required for scalable expansion.



ORQUIRA Development Roadmap

ORQUIRA is currently in product development, Marketplace Design Preview and early market validation. The marketplace will progress through validation, prototype development and private beta testing before an initial public launch, followed by phased category expansion.



ORQUIRA is not yet publicly available. Provider verification and onboarding will begin with a controlled private beta before wider public launch.

PRIVATE BETA • MEDELLÍN, COLOMBIA

15-20 providers • 50-100 invited users • Selected categories • Controlled booking capacity

GOAL: Validate marketplace demand, transactions, provider operations and customer behaviour before initial public launch.

EIGHT CATEGORIES - RANKED FOR COLOMBIA

Market Opportunity

A Colombia-first ranking combining international demand and growth, local market strength and destination advantage.

HOW THE RANKING IS WEIGHTED

- 45% International / tourism demand
- 35% Colombia market strength
- 20% Colombia destination advantage



Bubble size = relative ORQUIRA opportunity score



¹ Holistic uses Yoga Tourism as the measurable market proxy.

² Pet Health + Travel uses Pet Travel Services as the measurable global market proxy.

³ Longevity uses Personalized Diagnostics as a measurable market proxy, reflecting preventive screening, biomarkers and personalized health optimization central to longevity services. 2025 market value of US\$12.1B is published by Grand View Research; ~US\$21.2B for 2030 is calculated using its published 12.2% CAGR (2026–2033). Longevity tourism is an emerging segment and is not yet measured as a standardized global tourism market.

*Notes: Colombia medical-trip spend refers to average spend for trips with a medical motive. Wellness spending compares wellness travellers with typical international travellers. Aesthetics foreign-patient data are based on ISAPS survey estimates. Dental refers to international patients travelling to Colombia for dentistry. Beauty figures reflect travel-trend research rather than a standardized tourism market. Holistic demand reflects traveller willingness to pay more for wellness-focused travel. Pet travel refers to 19,000+ official documents issued by ICA for pets leaving Colombia in 2024 and does not represent veterinary-tourism patients.

Sources: Global Wellness Institute; MinCIT/ProColombia; ISAPS; ANDI; ICA; ResearchAndMarkets; Grand View Research; Fortune Business Insights; Skyscanner; Global Market Insights; Grand View Research — Personalized Diagnostics Market; Global Wellness Institute — Global Wellness Economy Monitor. 2030 figures are published forecasts or calculated from published growth rates where required. Aesthetics uses the cosmetic medical tourism market; Beauty uses Colombia's beauty and personal-care market alongside global beauty-travel demand indicators. Markets may overlap and should not be combined into a single total market figure. Bubble sizes reflect a Colombia-first assessment of international demand, Colombia market strength and destination advantage, rather than market value alone.

Colombia has an international market. ORQUIRA connects it.

Four evidence-based benchmarks reveal established medical demand, aesthetic capacity and a significant wellness opportunity.

MEDICAL TOURISM

2026 TOP 10 DESTINATIONS¹

Travel-media editorial ranking

- 01  Türkiye
- 02  Thailand
- 03  India
- 04  Mexico
- 05  South Korea
- 06  Malaysia
- 07  Costa Rica
- 08  Singapore
- 09  United Arab Emirates
- 10  Colombia

 **Colombia #10**
in this editorial list

Connect international patients with Colombia's healthcare providers, treatments and coordinated medical journeys.

WELLNESS TOURISM

2026 TOP 10 DESTINATIONS²

Editorial ranking · signature experiences

- 01  India · Ayurveda & yoga
- 02  Thailand · Thai massage & spa
- 03  Indonesia (Bali) · Yoga & Balinese healing
- 04  Japan · Onsen & forest bathing
- 05  Switzerland · Alpine & medical wellness
- 06  Australia · Surf & nature retreats
- 07  Costa Rica · Eco-wellness & hot springs
- 08  Philippines · Hilot massage & island retreats
- 09  Maldives · Luxury spa & relaxation
- 10  South Korea · Korean spas & skincare

 **COLOMBIA #45**
Nature retreats, thermal springs & holistic wellness

Discover Colombia's wellness retreats, spa experiences and restorative escapes surrounded by nature.

AESTHETICS

2025 TOP 10 · FOREIGN PATIENTS³

Median overseas-patient share · ISAPS

- 01  Dominican Republic · 50%
- 02  Tunisia · 40%
- 03  Colombia · 27.5%
- 04  Lithuania · 25%
- 05  Czechia · 22.5%
- 06  Bosnia and Herzegovina · 20%
- 07  Egypt · 20%
- 08  Lebanon · 20%
- 09  Mexico · 20%
- 10  Panama · 20%

 **COLOMBIA #3**
27.5% median. Worldwide median: 10%³

Connect international clients with Colombia's aesthetic specialists, personalised treatments and recovery services.

DENTAL TOURISM

2025 PLATFORM PATIENTS⁴

DentaVacation · patient share

- 01  Mexico · 42.68%
- 02  Vietnam · 17.50%
- 03  Turkey · 7.89%
- 04  Colombia · 4.63%
- 05  Thailand · 3.45%
- 06  Costa Rica · 2.66%
- 07  Indonesia · 2.56%
- 08  South Korea · 1.87%
- 09  Albania · 1.82%
- 10  Morocco · 1.58%

 **COLOMBIA #4**
4.63% platform share

Explore Colombia's cosmetic and restorative dental care, from smile makeovers to implants and coordinated follow-up.

LONGEVITY

Connect international clients with Colombia's preventive healthcare, advanced diagnostics and personalised healthy-ageing services.

-  SWITZERLAND
-  UAE
-  SINGAPORE

BEAUTY

Discover Colombia's hair, skincare and beauty services, with convenient bookings throughout your stay.

-  SOUTH KOREA
-  THAILAND
-  JAPAN

HOLISTIC

Experience Colombia's nature retreats, mindfulness practices and holistic wellness offerings.

-  INDONESIA
-  INDIA
-  COSTA RICA

PET HEALTH

Travel and explore Colombia with your pets through connected accommodation, transport and trusted local services.

-  FRANCE
-  GERMANY
-  NETHERLANDS

THE ORQUIRA OPPORTUNITY

Turn existing interest into trusted discovery, provider comparison, multilingual coordination, booking and follow-up across one visitor journey.

¹ Travel And Tour World (June 2026): editorial Top 50 medical-tourism destinations; methodology and scoring are not independently reproducible.
² Travel And Tour World 2026 Top 50 Wellness Destinations: editorial destination ranking, not independently verified inbound visitor counts. Signature services are illustrative.
³ ISAPS 2025: median foreign-patient percentages among surveyed surgeons, not visitor counts; countries reporting 20% are tied.
⁴ DentaVacation 2025: international dental patients using that platform; Colombia #4 within its dataset, not an official global tourism rank.

2030 & Beyond: The Next Frontier of Healthcare and Longevity

From AI-powered medicine and robotic surgery to personalized care, regenerative medicine and cellular rejuvenation, breakthrough technologies are shaping the future of healthcare, wellness and longevity.

AI IN HEALTHCARE



Artificial intelligence helps doctors detect diseases earlier, make better treatment decisions and deliver faster, more personalized care.

US SOUTH KOREA CLINICAL USE

LONGEVITY & CELLULAR REJUVENATION



Researchers are studying how to slow biological ageing, keep people healthier longer and potentially restore youthful function in ageing cells.

US UAE SOUTH KOREA EXPERIMENTAL

PERSONALIZED MEDICINE



Doctors can use your DNA, health history and test results to create more personalized care instead of one-size-fits-all treatment.

SINGAPORE US EMERGING

ROBOTIC SURGERY



Advanced surgical robots help doctors perform delicate procedures more precisely, while remote technology expands access to specialists.

CHINA SOUTH KOREA CLINICAL USE + EMERGING

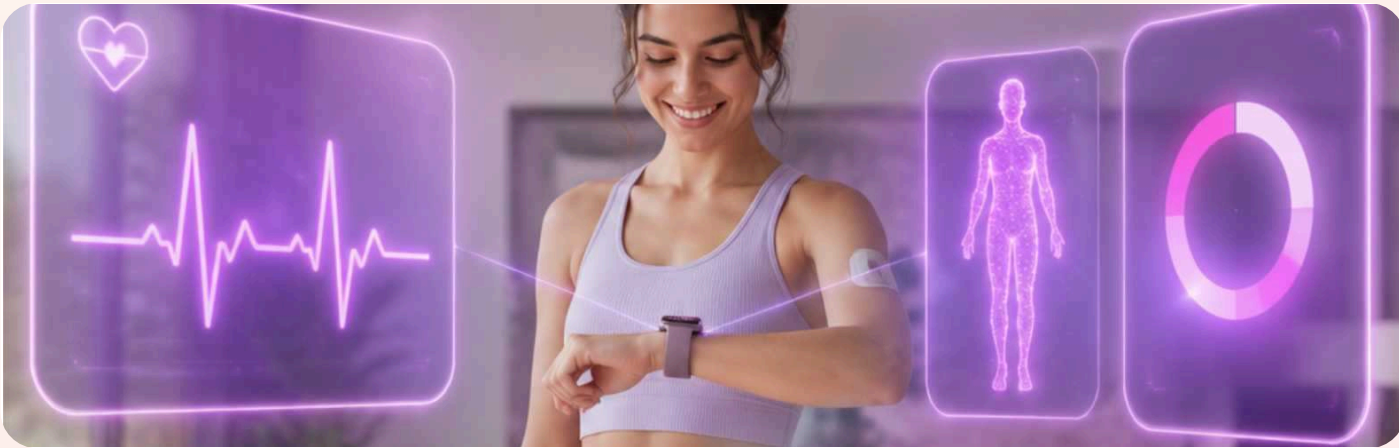
REGENERATIVE MEDICINE



Scientists are developing cell therapies and ways to repair damaged tissues, helping the body recover and potentially restore lost functions.

JAPAN US EMERGING

MEDICAL TECHNOLOGY DEVICES



Smarter medical equipment, wearable sensors and advanced scans help doctors monitor health, detect problems and improve patient care.

US DUBAI SOUTH KOREA CLINICAL USE

WHY THIS MATTERS FOR COLOMBIA

As global healthcare evolves, ORQUIRA can connect international clients with Colombia's growing network of trusted health, longevity and technology-enabled providers.

SOURCES ¹ US FDA: AI-Enabled Medical Devices (2026) · ² KHIDI / Medical Korea: overseas patient and healthtech initiatives · ³ Dubai Health: robotics and health innovation. · ⁴ Singapore National Precision Medicine Programme · ⁵ Japan PMDA: regenerative medicine approvals · ⁶ China: published robotic telesurgery case reports. Longevity reprogramming remains experimental.



How ORQUIRA Addresses Medical Tourism Marketplace Friction



Verification & Trust

PROBLEM

Patients often struggle to assess which international providers they can trust.

SOLUTION

Category-specific verification checks help patients identify trusted providers more confidently and reduce trust friction within the marketplace.



AI Specialist Agents

PROBLEM

Patients often have questions before they are ready to speak with a provider and may not know where to begin.

SOLUTION

Text and voice AI Specialist Agents will help patients navigate information and next steps, with human concierge support when additional assistance is needed.



Price Estimator & Comparison

PROBLEM

Treatment prices alone do not always reflect the total cost of travelling for care.

SOLUTION

Estimate treatment and travel costs together and compare options, helping patients understand when medical travel makes financial sense.



Quotation & Patient Case Tracking

PROBLEM

Enquiries, consultations, quotations and next steps can easily become fragmented across different channels.

SOLUTION

Centralise consultations, quotations, payments and booking progress in one place, reducing fragmentation across the patient and provider journey.



Bilingual Patient Coordination

PROBLEM

Language barriers can create confusion and uncertainty during treatment planning.

SOLUTION

Bilingual support throughout the process helps patients and providers communicate more clearly and confidently.



All-in-One Platform

PROBLEM

Planning care abroad can require hours of research across websites, emails, messaging apps and separate service providers.

SOLUTION

ORQUIRA brings discovery, comparison, coordination, booking and ongoing support into one connected experience, reducing fragmentation across the marketplace.

AI Agents are intended to support navigation and coordination and do not replace professional medical advice.

Marketplace Design Preview

Six design previews illustrate ORQUIRA’s planned marketplace experience across discovery, patient coordination, provider operations, pricing, trust and AI-assisted navigation.



Marketplace Discovery

Discover providers by treatment, category and destination, with key information presented in one place.



Patient Journey

Follow an example IVF patient journey from initial enquiry through consultation, treatment planning and coordination.



Provider Portal

See how providers may manage enquiries, patients, appointments and marketplace activity.



Price Estimator & Comparison

See how patients may estimate and compare treatment and travel costs.



Verification & Trust

Explore how ORQUIRA plans to verify providers and communicate trust information to patients.



AI Specialist Agents

Explore specialised AI assistants designed to help patients navigate different healthcare needs and next steps.



PRIVATE PREVIEW ACCESS

- ✓ Marketplace Design Previews are shared privately during the pre-launch phase.
- ✓ Access requests are reviewed individually.
- ✓ Requesting access does not guarantee immediate access.

Marketplace Vendor Ecosystem

ORQUIRA is designed as a multi-sided marketplace spanning the wider care, beauty, recovery and travel journey. Its eight vendor groups create opportunities across treatment, longevity, accommodation, logistics, wellness, relocation and veterinary services.

Top 10 vendor types are prioritised based on:

- ✔ Customer demand
- ✔ Revenue potential
- ✔ Colombia's strengths as a destination

 **HEALTHCARE**

01 Dental Clinic

02 Plastic Surgery Clinic

03 Fertility / IVF Clinic

04 Stem Cell & Regenerative Medicine Clinic

05 Menopause & Hormone Clinic

06 Bariatric & Weight Loss Clinic

07 Dermatology & Aesthetic Clinic

08 Hospital / Multi-Specialty Center

09 Vision Correction Clinic

10 Integrative & Functional Medicine Clinic

 **LONGEVITY & PREVENTIVE HEALTH**

01 Longevity Medicine Center

02 Preventive Health & Executive Screening Center

03 Regenerative Medicine Clinic

04 Advanced Diagnostics & Biomarker Center

05 Functional & Precision Medicine Clinic

06 Metabolic Health Clinic

07 Hormone Optimization Clinic

08 Women's Longevity Center

09 Cardiovascular Prevention Center

10 Biological Age & Health Assessment Center

 **BEAUTY PROVIDERS**

01 Beauty Salon

02 Hair Salon

03 Beauty Studio

04 Nail Salon

05 Brow & Lash Studio

06 K-Beauty Clinic

07 Permanent Makeup Studio

08 Makeup Studio

09 Scalp Spa

10 Beauty Academy

 **RECOVERY & AFTERCARE**

01 Recovery House

02 Aftercare Nurse

03 Lymphatic Drainage Specialist

04 Physiotherapy Provider

05 Hyperbaric Oxygen Therapy Provider

06 Recovery-Friendly Hotel

07 Medical Transportation Provider

08 Compression Garment Provider

09 Wound Care Specialist

10 Home Healthcare Provider

 **LIFESTYLE & SUPPORT**

01 Wellness Retreat

02 Longevity & Biohacking Center

03 Spa & Recovery Center

04 Nutritionist

05 Physiotherapist

06 Fitness & Movement Studio

07 IV Therapy Provider

08 Meal Delivery Service

09 Medical Spa (Med Spa)

10 Women's Health & Wellness Center

 **STAY & LOGISTICS**

01 Recovery-Friendly Hotel

02 Recovery-Friendly Short-Term Rental

03 Airport / VIP Transportation

04 Bilingual Medical Concierge Service

05 Medical Interpreter

06 Travel Concierge Service

07 Wellness Hotel

08 Executive Transportation

09 Tour & Experience Provider

10 Corporate Housing Provider

 **RELOCATION & RESIDENCY**

01 Health Insurance Broker

02 Immigration Lawyer

03 Relocation Consultant

04 Real Estate Agent

05 Bilingual Personal Assistant

06 Medical Tourism Airbnb Host

07 Furnished Rental Provider

08 Property Management Company

09 Banking & Fintech Provider

10 Spanish Language School

 **VETERINARY & PET CARE**

01 Veterinary Hospital

02 Veterinary Specialist

03 Veterinary Surgeon

04 Veterinary Oncologist

05 Veterinary Dentist

06 Pet Travel Coordinator

07 Pet Transport Service

08 Pet Recovery Boarding

09 Pet Rehabilitation & Physiotherapy

10 Home Veterinary Nurse

Note: Vendor type rankings reflect ORQUIRA's internal marketplace prioritisation and are directional. They are used to identify high-potential areas for marketplace development and may evolve as demand, provider supply and commercial opportunities are validated. Source: ORQUIRA Marketplace Structure v4.0, 2026.

Priority Marketplace Categories

ORQUIRA's initial marketplace strategy spans eight categories selected for their international demand, revenue potential and Colombia-specific destination advantages. Category expansion will be phased as demand, provider supply and operational readiness are validated.

Top 10 sub-categories are prioritised using the ORQUIRA Priority Score:

✓ Willingness to travel

✓ Revenue potential

✓ Demand and market trends

✓ Colombia's competitive advantage

✓ Repeat booking potential

✓ Strategic fit with ORQUIRA

+

MEDICAL

01

Fertility / IVF

02

Regenerative / Stem Cell

03

Weight Loss / Bariatric

04

Orthopedics / Sports

05

Endometriosis Care

06

Menopause Care

07

Executive Check-Ups

08

Vision Correction

09

Heart Health

10

Digestive Health

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DENTAL

01

Dental Implants

02

Full-Mouth Restoration

03

Veneers / Smile Design

04

Crowns / Bridges

05

Oral Surgery / Grafting

06

Cosmetic Dentistry

07

Root Canals

08

Gum Health

09

Braces / Aligners

10

Dentures / Prosthetics

✦

AESTHETICS

01

Liposuction / Contouring

02

Breast Surgery

03

Rhinoplasty / Facial Contouring

04

Mommy Makeover

05

Tummy Tuck / Body Lift

06

Hair Transplants

07

Wrinkle-Relaxing Injections

08

Fillers / Facial Balancing

09

Face / Neck Lift

10

Eyelid Rejuvenation

🌿

LONGEVITY

01

Longevity Medicine / Healthspan

02

Biomarkers & Advanced Diagnostics

03

Preventive Health / Early Detection

04

Biological Age / Ageing Assessment

05

Metabolic Health

06

Hormone Optimization

07

Precision Nutrition

08

Sleep & Recovery

09

Women's Longevity

10

Regenerative Longevity

🌿

WELLNESS

01

Post-Surgical Recovery

02

Menopause Retreats

03

Thermal Retreats

04

Hydrotherapy / Recovery Spa

05

Sleep / Recovery

06

Stress / Burnout

07

Nutrition / Metabolism

08

Strength / Mobility

09

Lymphatic / Recovery Massage

10

Physiotherapy / Rehabilitation

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BEAUTY

01

Haircuts / Blowouts

02

Hair Colour / Balayage

03

Facials / Skincare

04

K-Beauty Treatments

05

Brows / Lashes

06

Nails

07

Hair Repair / Extensions

08

Textured Hair

09

Makeup

10

Permanent Makeup

💡

HOLISTIC

01

Women's Renewal Retreats

02

Spiritual Retreats

03

Plant Medicine Integration

04

Wise Women / Matriarch Circles

05

Ancestral Colombian Wellness

06

Nature & Forest Therapy

07

Breathwork

08

Women's Circles & Feminine Wellness

09

Therapeutic Yoga

10

Somatic Practices / Embodiment

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PET HEALTH

01

Pet Wellness Exams

02

Emergency Pet Care

03

Pet Diagnostics

04

Pet Dental

05

Pet Medical Travel

06

Senior Pet Care

07

Vaccinations / Parasites

08

Pet Travel Certificates

09

Pet Nutrition / Weight

10

Pet Skin / Allergies

Note: Sub-category rankings reflect ORQUIRA's internal Priority Score, based on willingness to travel, revenue potential, demand and market trends, Colombia's competitive advantage, repeat booking potential and strategic fit. Rankings are directional and may evolve through market validation; they do not represent launch order or service availability. Source: ORQUIRA internal market research and marketplace prioritisation, 2026.



Founding Provider Programme

ORQUIRA's Founding Provider Programme is an early supply-side acquisition and validation initiative designed to build an initial provider network, collect operational feedback and recruit qualified providers for private beta testing.

- ✓ Selected providers progress through qualification, verification and controlled onboarding before marketplace participation.
- ✓ The programme helps ORQUIRA validate provider supply, onboarding requirements and operational readiness before wider marketplace expansion.
- ✓ Participation remains selective during the pre-launch phase as ORQUIRA validates quality, fit and category readiness.
- ✓ Selected providers will receive private beta onboarding, participation requirements and applicable commercial terms before joining.

Revenue Model Overview

ORQUIRA's planned revenue model is primarily transaction-led. ORQUIRA generates marketplace revenue when eligible services are booked through the platform. Additional platform and service-based revenue opportunities may be introduced as the marketplace develops.



Detailed commercial terms, pricing, commission rates, financial projections and internal market modelling are intentionally excluded from this overview.

How the Marketplace Works





Next Steps

- 1 Contact ORQUIRA and tell us your area of interest or strategic focus.
- 2 ORQUIRA reviews each enquiry and identifies the most relevant next step or engagement pathway.
- 3 Relevant parties may be invited to a Marketplace Design Preview, strategic discussion, provider onboarding process or other pre-launch engagement.

Connect with ORQUIRA

Website: **www.orquira.com**

WhatsApp: **+57 (310) 795-5966**

Email: **hello@orquira.com**



Connect with ORQUIRA to learn more about the marketplace, strategic opportunities and pre-launch engagement.

ORQUIRA

ORQUIRA is developed and operated by TOMOKU S.A.S.
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