



## Thriving with Diabetes In the mHealth Era

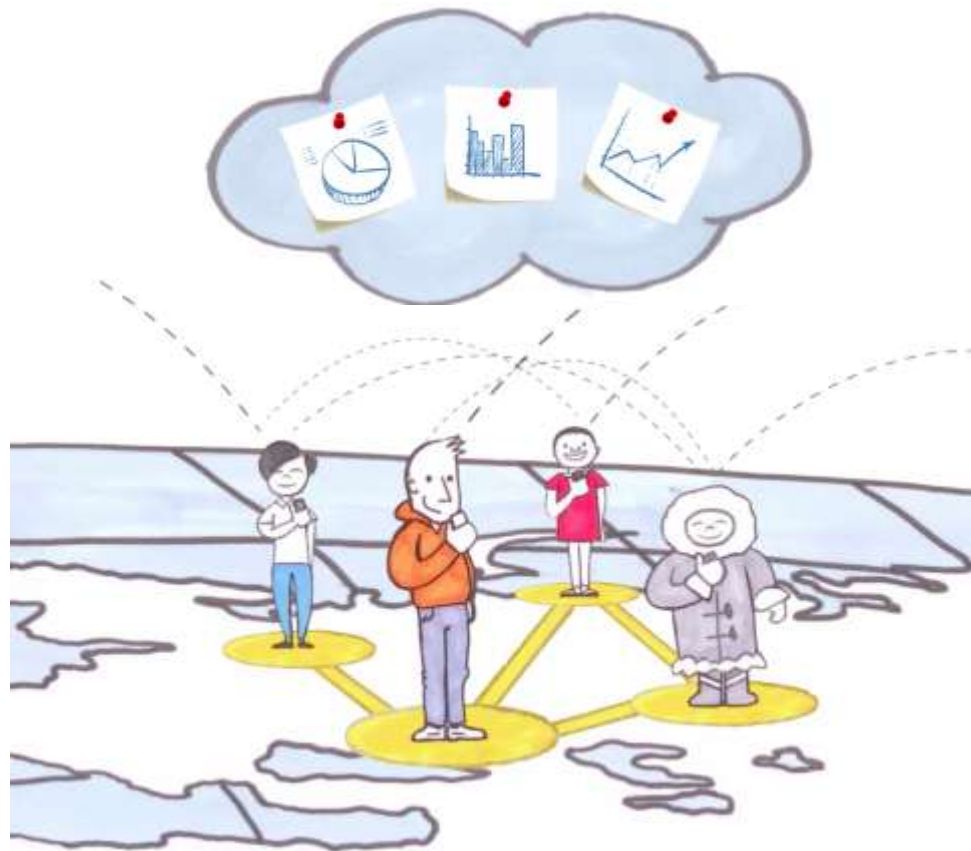
LabStyle Innovations Corp. (OTCQB:DRIO)

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Dario provides a scalable mobile health solution that improves lives of people with diabetes across the world.



# Diabetes

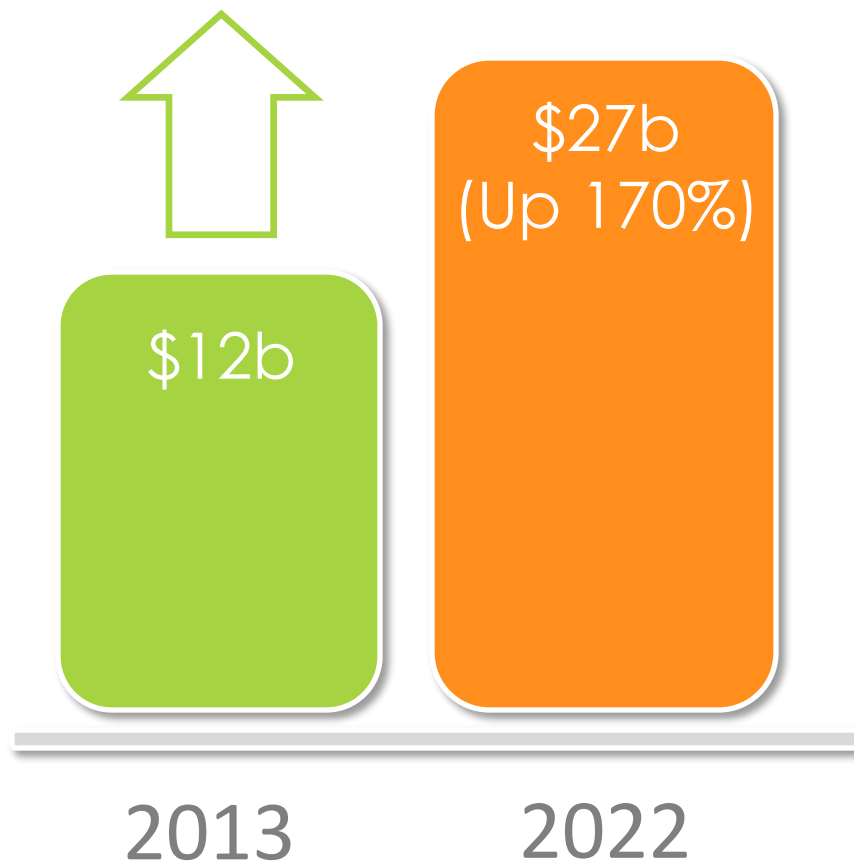
Almost 10% of world population

Growing 17% annually

1 in 3 American adults by 2050



# Blood Glucose Monitors A Growing Market



Johnson+Johnson

 **Abbott**

4

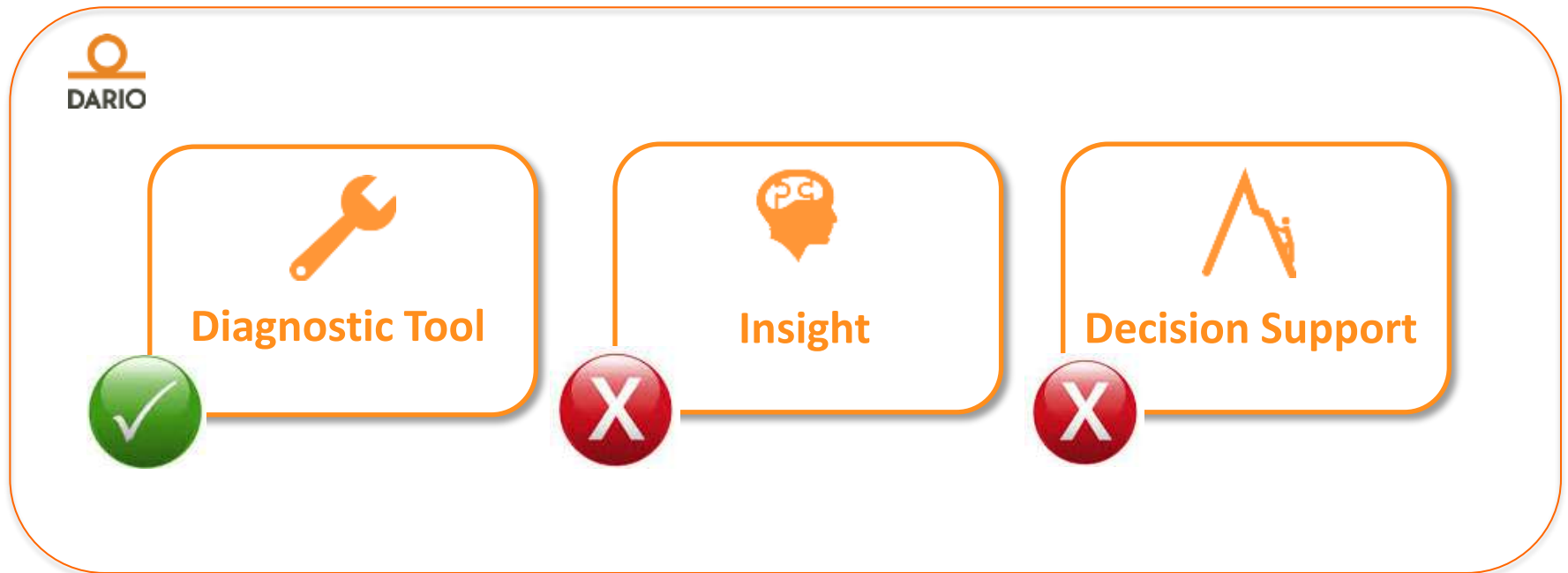
Players control 80% of the market





## Traditional Glucose Meter

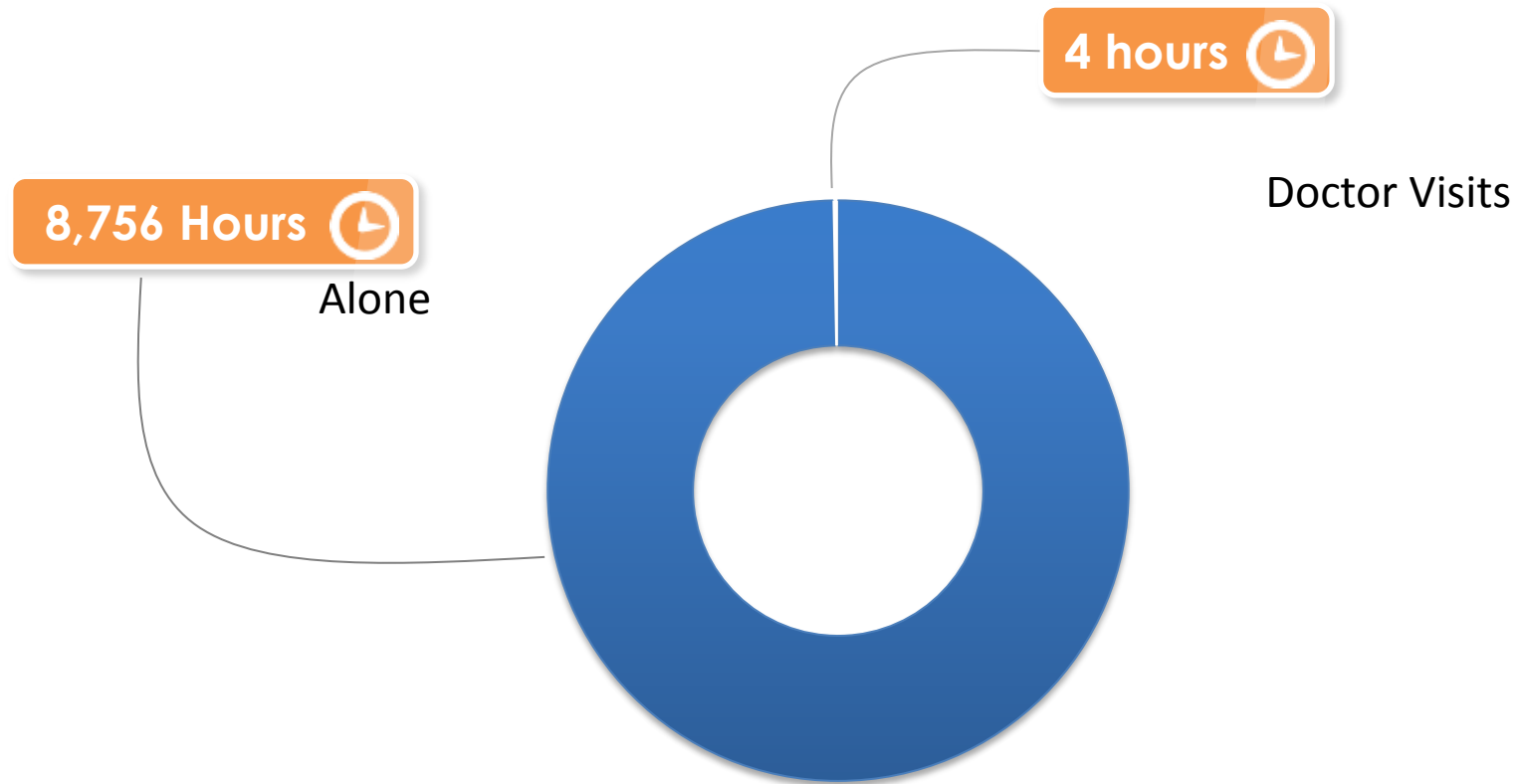
# To Manage Diabetes Effectively You Need a Combination of:



Traditional medical devices focus on diagnostics.  
Dario Targets all aspects



# Chronic condition requires self-ongoing treatment



In between doctor visits, patients need to make decisions on their own, and therefore they need more than just a diagnostic tool

# Other pure diagnostic products had challenges entering the market



# Other pure connected/mobile also faced challenges

Very expensive

Not compatible with both Android/iOS

No overall management solution

No remote treatment



# Dario™ All-in-One Smart Meter and Diabetes Management Solution

Lancing device



Smart Meter plugs into smart mobile devices (one device iOS + Android)

25 Strip Cartridge – GOD technology



- Compact • Tiny blood sample • Highly accurate
- iOS/Android • Inexpensive • Highly usable - No battery
- CE Mark granted in September 2013 • Potential 2015 FDA approval



# Dario™ All-in-One Smart Meter

How does Dario work?!

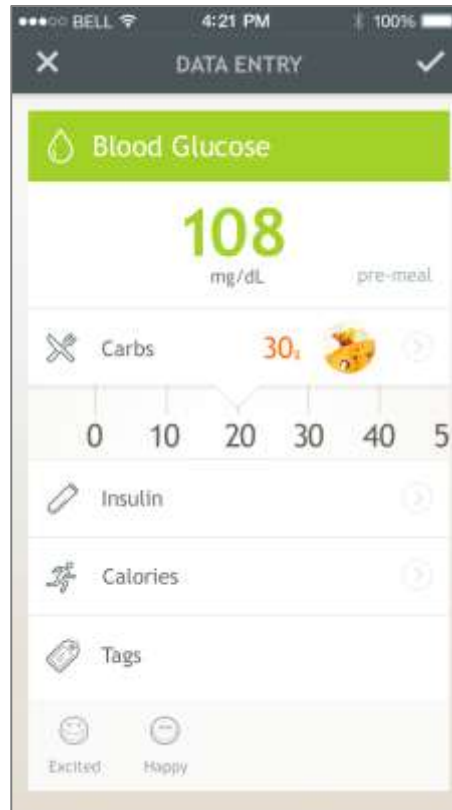


# Dario™ Performance Management

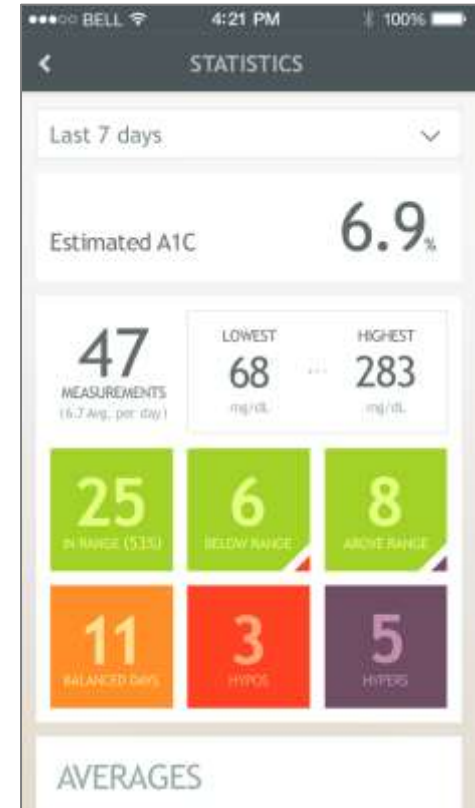
Personalized Treatment



Overall Diabetes Management



Decision support



# Dario™ Value

## Patient



- Simple to use & Pocket size
- Diabetes management
- You are not alone

## Supporters



- Easier monitoring
- Remote support

## Payers

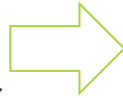


- Better Compliance
- Better prevention
- Cost savings

# Dario™ Business Model



Strips -  
Disposables



- Out of pocket & reimbursement
- Disposable Strips (razor/razorblade model)



Remote  
Treatment



- Healthcare professionals - licenses
- Coaching & Content



Data  
Monetization

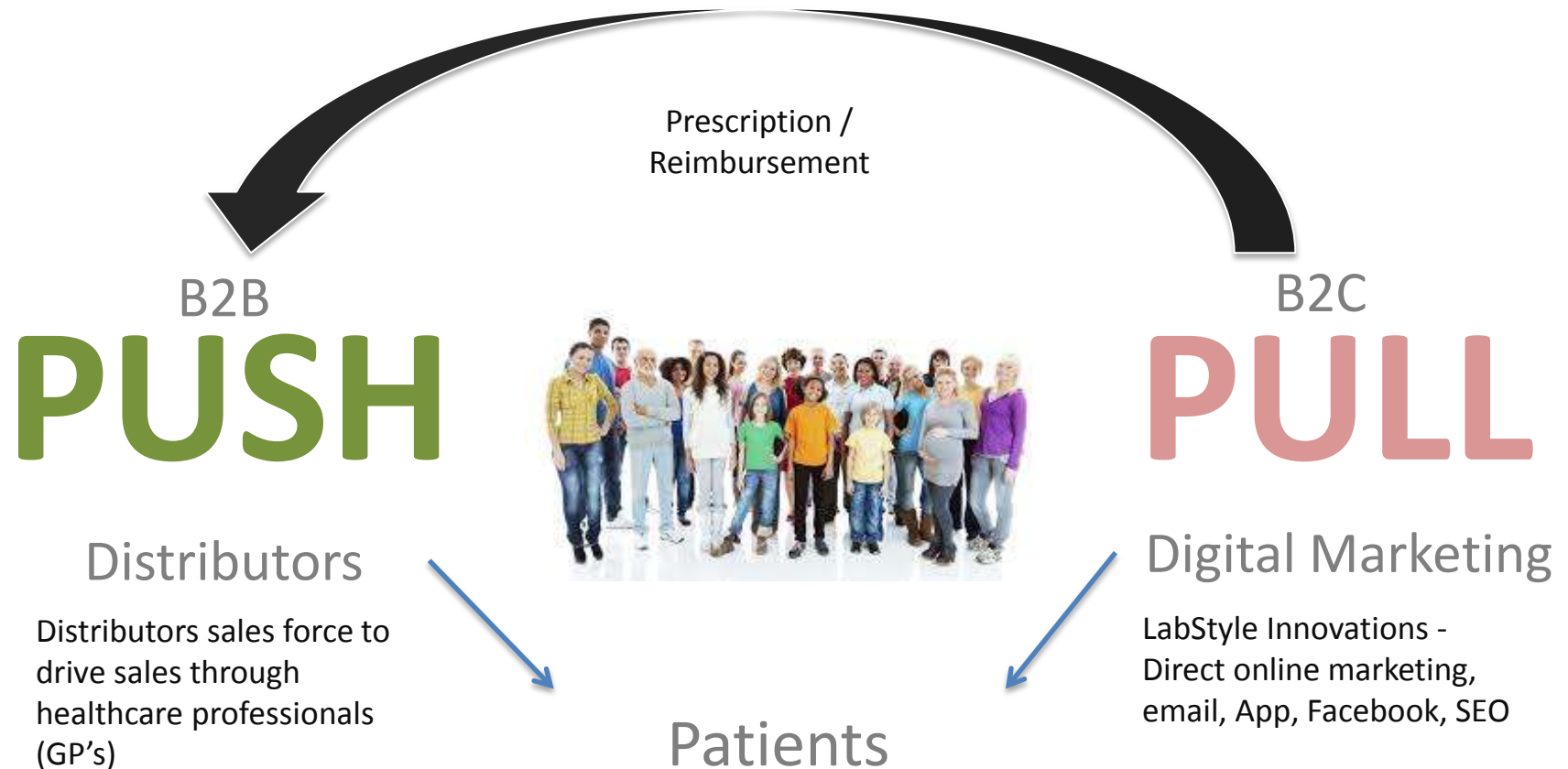


- Clinical studies, trial recruitment



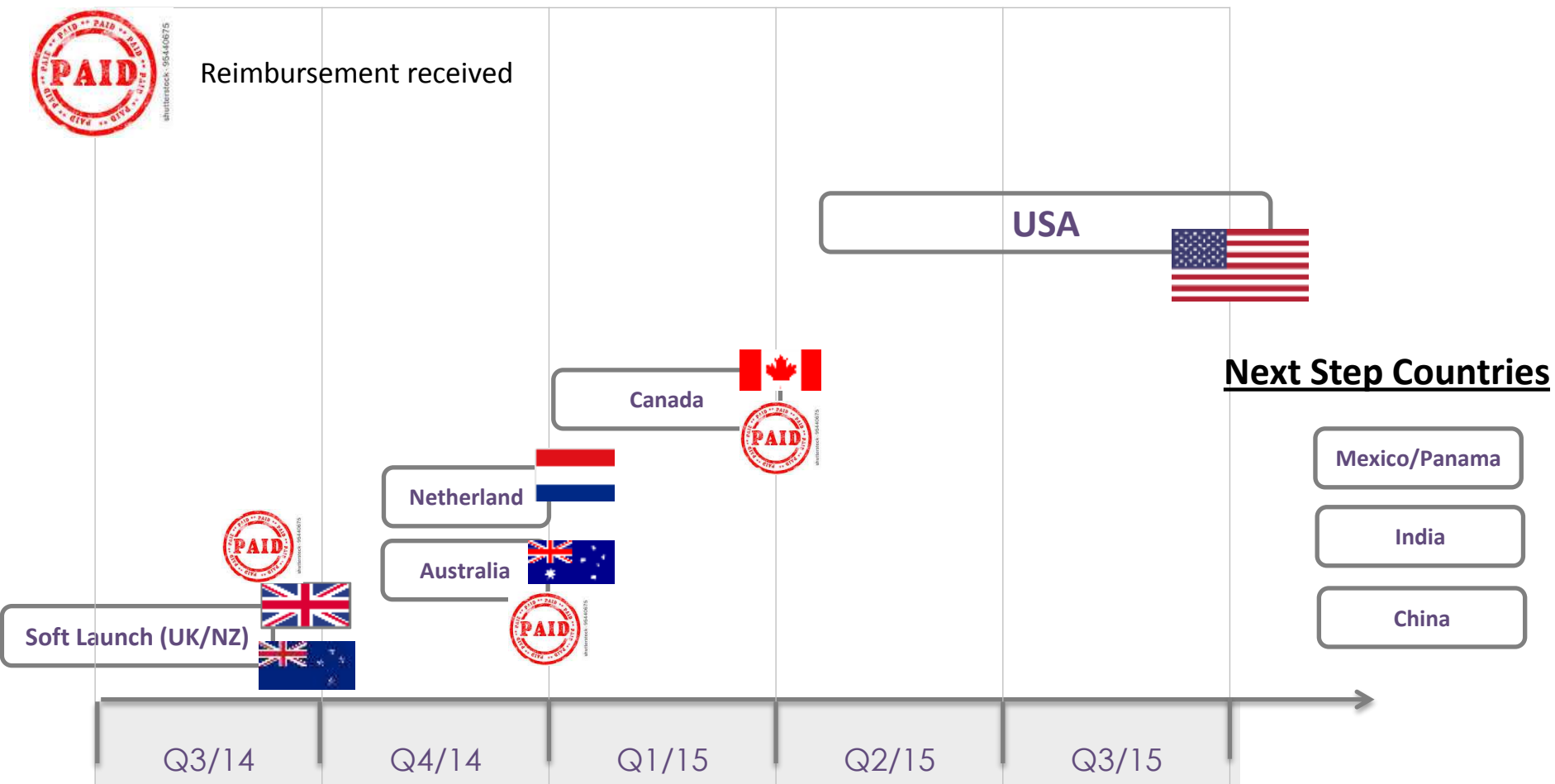
# Go To Market Strategy -

Already being implemented in initial launch countries



Combining push & pull for high pick up and retention

# Penetration – Plans Forward





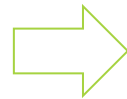
# UK Launch – Case Study

Users  
Feedback



**Very Positive** for both device and app – above 25,000 downloads. 6,000 registered app users. Dario captured by users as personalized and user centric

Pull - Digital  
Marketing



Effective digital marketing (SEO, Facebook) – CPA: 1\$. Dario Facebook page 17,000. Twitter: 2,000 followers.

Push -  
distributer



Buy-in among KOLs. Improve the reimbursement process to ensure users are getting prescription and are sustain with Dario.



# UK – Users Testimonial



**Kristina Brown**

September 19 at 1:25am

I'm so happy, the pics shows my poor control when I first started using the machine you can see the progression. I've only been regularly using it for the past month but it's made a massive difference [Sara Dario](#) this machine has been a miracle for me and really helped me gain some control back! Thanks so much



**Janine EssexGirl Burpitt** ▶ [Dario](#)

Friday at 5:30 PM ↻

Received my machine today ITS AMAZING! Thank you!

2 Likes



**Andrew Haworth**

September 30 at 11:17pm

Sugars are getting better at meal times for me since using the dario app still a little way to go and a few of mine are out of range due to checking my sugars more with driving more and more



**Scott Johnstone** Relieved mine today. Amazed how compact it is and fit into my pocket with my phone. No more bulky cases, it's easier than my i b g star I had to carry round.

Like · Reply · Yesterday at 12:45am



**Paul Daly**

June 2 at 7:44pm ↻

Thanks Dario! Just received my meter. The app is awesome, and it's a relief to have small piece of kid to carry around. Good work folks!



**Jo Manson-King**

October 6 at 1:36am

Thank u for the add from Christchurch NZ. My 8yo daughter's Dario just arrived. She is soooo super excited and can't wait for school to show it off.Lol

Like · Comment



**Mark Richardson** I have just received my new Dario in the post today, apart from a 5minute read up on how to use and downloading the app this is brilliant. I can take the one small product that contains everything I need in it anywhere, so much quicker, easier and smarter. Love it...

Like · Reply · 3 hrs

# Extend The Revolution in Diabetes Care

- Phase 1: Existing Product
  - All in one
- Phase 2 : Dario Value
  - Increase User Base – Low cost countries
- Phase 3 : Dario Therapy
  - Insulin injection and Painless Lancing



# Potential Future Products

Leverage hardware and software to deal with other chronic diseases

**Cholesterol**

**Triglyceride**

**HbA1C**

**Fertility testing**

# Comprehensive Intellectual Property



9 Patents : 1 granted 8 pending

- 1 Core technology – device/smartphone integration
- 4 Device design
- 4 Software design

In addition:

3 Utility Model (1 granted)

# From dedicated device to mobile crowd based app



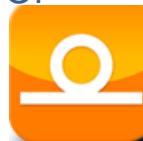
GPS  
➔



Camera  
➔



Glucose Meter  
➔





# Experienced Management Team



Erez Raphael  
Acting Chairman, CEO &  
President

20 years of experience in building product organizations – from Design to commercialization. Formerly with Amdocs (NYSE: DOX) and Nokia-Siemens.



Zvi Ben-David  
CFO

25 years of financial and accounting experience, particularly with public and private medical device public companies. Served as corporate vice president and Chief Financial Officer of Given Imaging Ltd., a medical diagnostic company and of Ultrashape Medical Ltd. Recently, has been an independent medical device entrepreneur and investor.



Shosh Friedman  
RAC , FRAPS consultant

Former SVP Clinical and Regulatory Affairs at Given Imaging (NASDAQ:GIVN). More than 20 years in clinical, regulatory affairs and QA systems.



David Edelman  
Director Product Strategy

Entrepreneur and patient advocate who has dedicated his career to using technology to improve health and happiness. President of Diabetes Daily, a leading online community and educational platform.



Eran Kurman  
VP, Global Strategy

Over 16 years of executive leadership in the Medical Device Industry. Eran has extensive experience in global strategic marketing, business development, and clinical development knowledge.



Dror Bacher  
VP, R&D

More than 15 years of software business experience, including managing positions in product development at both mobile and semi-conductor companies.



# Board of Directors



Malcolm Hoenlein  
Director

CEO, Executive Vice-Chairman, Conference of Major American Jewish Organizations. Director, Council of Foreign Relations



Dennis McGrath  
Director

Currently serves as President, CFO and board director of PhotoMedex, Inc. (NasdaqGS: PHMD,) joining the company in 2000



Prof. Richard Stone  
Director

Serves on the board of directors of multiple technology companies, including Powermat, Espro-Accoustiguide Group, Wellsense Technologies, NanoX Imaging and Check-Cap. Cofounded Lev Pharmaceuticals, Inc. which was sold to ViroPharma in 2008 for nearly \$450 million in upfront consideration.



Rami Yehudiha  
Director

Marketing and advertising executive. From 2004 to the present, he has served as the Founder and Chief Executive Officer of LEAD, a top ten Israeli advertising firm. From 1997 to 2003, he served as the Chief Executive Officer at Ogilvy One Israel, a part of the WPP Group.



Hila Karah  
Director

Independent business consultant and an investor in several high-tech, biotech and Internet companies. Serves as a director in several private and public companies including Intec Pharma and Cyren Ltd. She served as a partner and Chief Investment Officer of Eurotrust Ltd., a family office.



Dr. Peter Kash  
Director

Has served as Adjunct Professor of Entrepreneurship at the Wharton Business School Associate Professor of Marketing at Polytechnic University, and a visiting Professor of Entrepreneurship at the Graduate School of Business at Nihon University in Tokyo. He has co-founded more than a dozen biotech companies and served on numerous boards. He co-founded Two River Group and led Riverbank Capital Securities both specializing in creating and financing biopharmaceutical companies.

# Scientific Advisory Board



Prof Itamar Raz, MD  
Head of SAB

Head of Diabetes Unit and Research Center, Hadassah Medical Center; Israel National Council of Diabetes of the Israel Ministry of Health; President, Israel Diabetes Research Group.



Gary Scheiner  
CDE MS

Has lived with type 1 diabetes since 1985 acknowledged as the 2014 Diabetes Educator of the Year by the American Association of Diabetes Educators. Known for his globally-available coaching services at [IntegratedDiabetes.com](http://IntegratedDiabetes.com).



Dr. William Polonsky  
PhD

An internationally recognized expert in the behavioral aspects of diabetes management. Co-founded the Behavioral Diabetes Institute. He is author of numerous books, including the famed Diabetes Burnout: What to Do When You Can't Take It Anymore.



Hope Warshaw  
MMSc RD CDE BC-ADM

Dietitian and diabetes educator for nearly thirty-five years. Owner of consulting practice, Hope Warshaw Associates, LLC,. Her work today spans from corporate consulting to consumer and professional writing and individual diabetes and weight management counseling.



Dr. Paul Rosman  
DO FACP FACE FACOI

Former Senior Medical Advisor at Eli Lilly & Company, has held teaching positions at Ohio University and Northeastern Ohio Universities College of Medicine, as well as served as President or Chair of American Diabetes Association, American Association of Clinical Endocrinologists, Ohio River Chapter, and the Ohio Diabetes Prevention and Control Program



Dr. Paolo Pozzilli  
MD

Professor of Endocrinology and Metabolic Diseases, Head of Department at the University Campus Bio-Medico in Rome, Italy in charge of the Post-Graduate School and PhD program in Endocrinology and Diabetes. He is also Professor of Diabetes Research at St.Bartholomew's and the London School of Medicine.



Dr. Eberhard Standl  
MD

Professor of Medicine, Endocrinologist and Angiologist at the Munich Diabetes Research Group in Germany. Has developed his career in both Munich, and at the Joslin Diabetes Center at Boston in USA.



# Thank You.



**Thriving with Diabetes, Together**