



Digital Diabetes Health Platform

LabStyle Innovations Corp. (OTCQB:DRIO)



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Company Overview

- Dario provides a proprietary smartphone-based platform for comprehensive diabetes management with iOS and Android compatibility.
- Proven Usability and High Accuracy coupled with coaching, feedback and predictive analytics delivers significant benefits to patients and HC systems.
- Growing list of accessible markets via CE Mark, Health Canada, Australia TGA, with expected FDA clearance in 2015.
- Business model delivers multiple recurring revenue drivers.





Mission

Improving the lives of people with and at risk for Diabetes through a comprehensive digital glucose measurement and disease management tool set.

Diabetes is a Global Issue

Global Diabetes Prevalence



- 387 million people have diabetes; by 2035 it is expected to rise to 592 million
- 179 million people with diabetes are undiagnosed
- Diabetes caused 4.9 million deaths in 2014
- Every seven seconds a person dies from diabetes
- More than 21 million live births were affected by diabetes during pregnancy in 2013

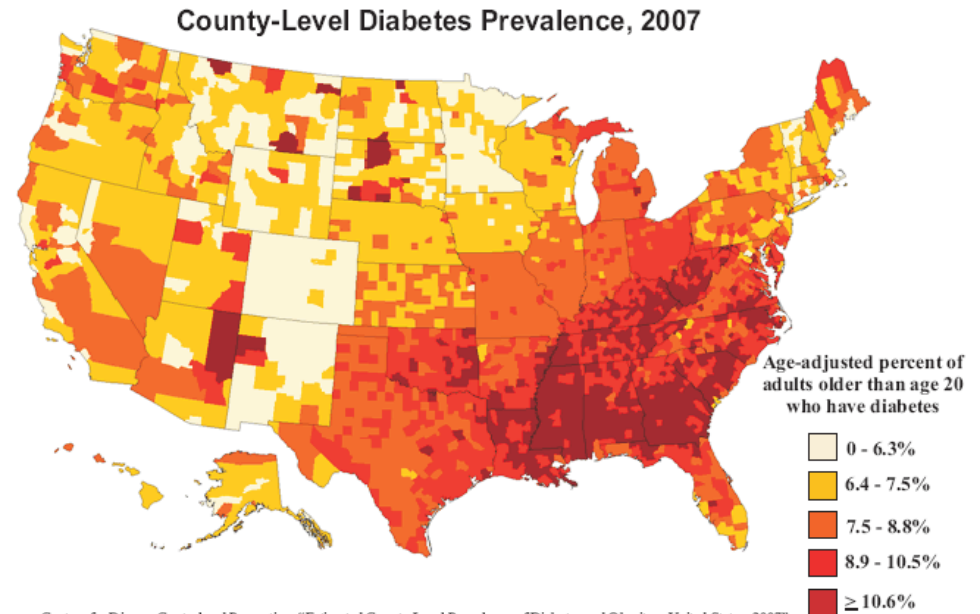
(Source: International Diabetes Federation)

The U.S. needs more than another Glucose Meter



- As of 2012 about one in four adults have diabetes in the US.
- 86 U.S million adults had pre-diabetes in 2012, and are at high risk for developing Type 2 diabetes
- Estimated cost of diagnosed diabetes in 2012 was \$245 billion

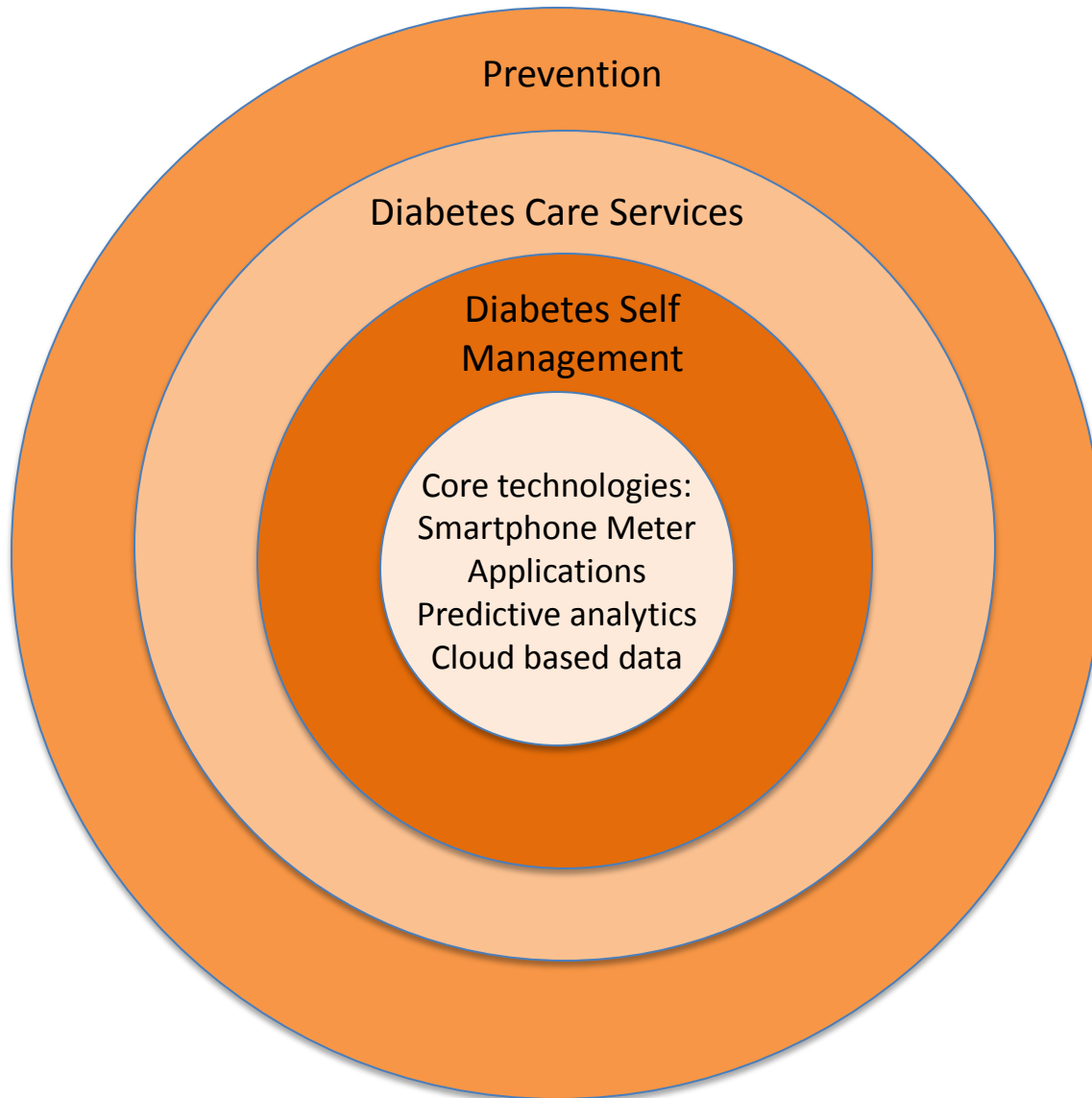
(Source: American Diabetes Association (ADA))



Sources: Centers for Disease Control and Prevention, "Estimated County Level Prevalence of Diabetes and Obesity—United States, 2007" *Morbidity and Mortality Weekly Report* 58 No. 45 (Nov. 20, 2009):1259-1263.

The market needs a solution that will drive treatment plan adherence and deliver data for disease management and prevention.

DARIO at the center of Diabetes Management



Using LSI's proprietary technology platform, Dario is more than a meter...

It becomes the center of health management ecosystem with benefits for users, Physicians, and Payors.

DARIO™ is User Centric



Dario's intensive online experience combines online sensors, behavioral support, and programs to drive compliance with treatment activities

DARIO™ ALL-IN-ONE METER*



- Compact
- Tiny blood sample
- Highly accurate
- iOS/Android
- Inexpensive
- Easy to use
- No battery

*Not approved for sale in USA

A Familiar Evolution: Dedicated Device to App



GPS
➔



Camera
➔



Glucose Meter
➔



The DARIO™ Application Interface

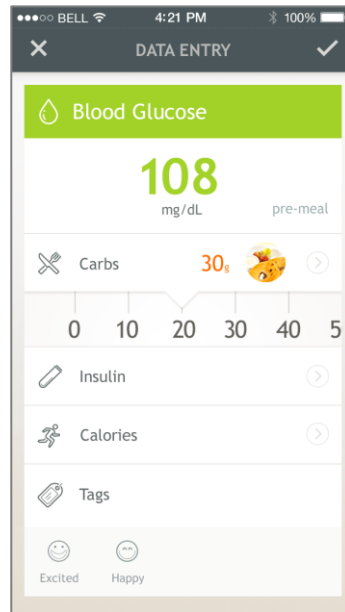


The application becomes the center of the user's daily routine:

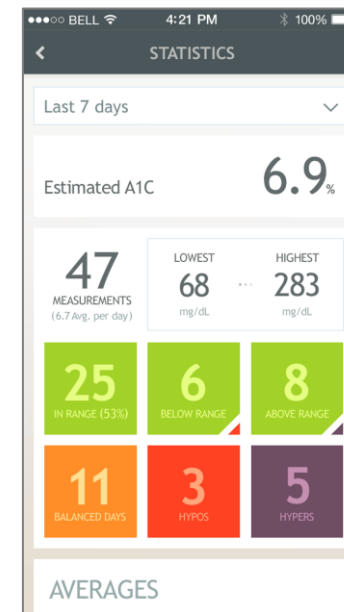
Personalized Treatment



Overall Diabetes Management

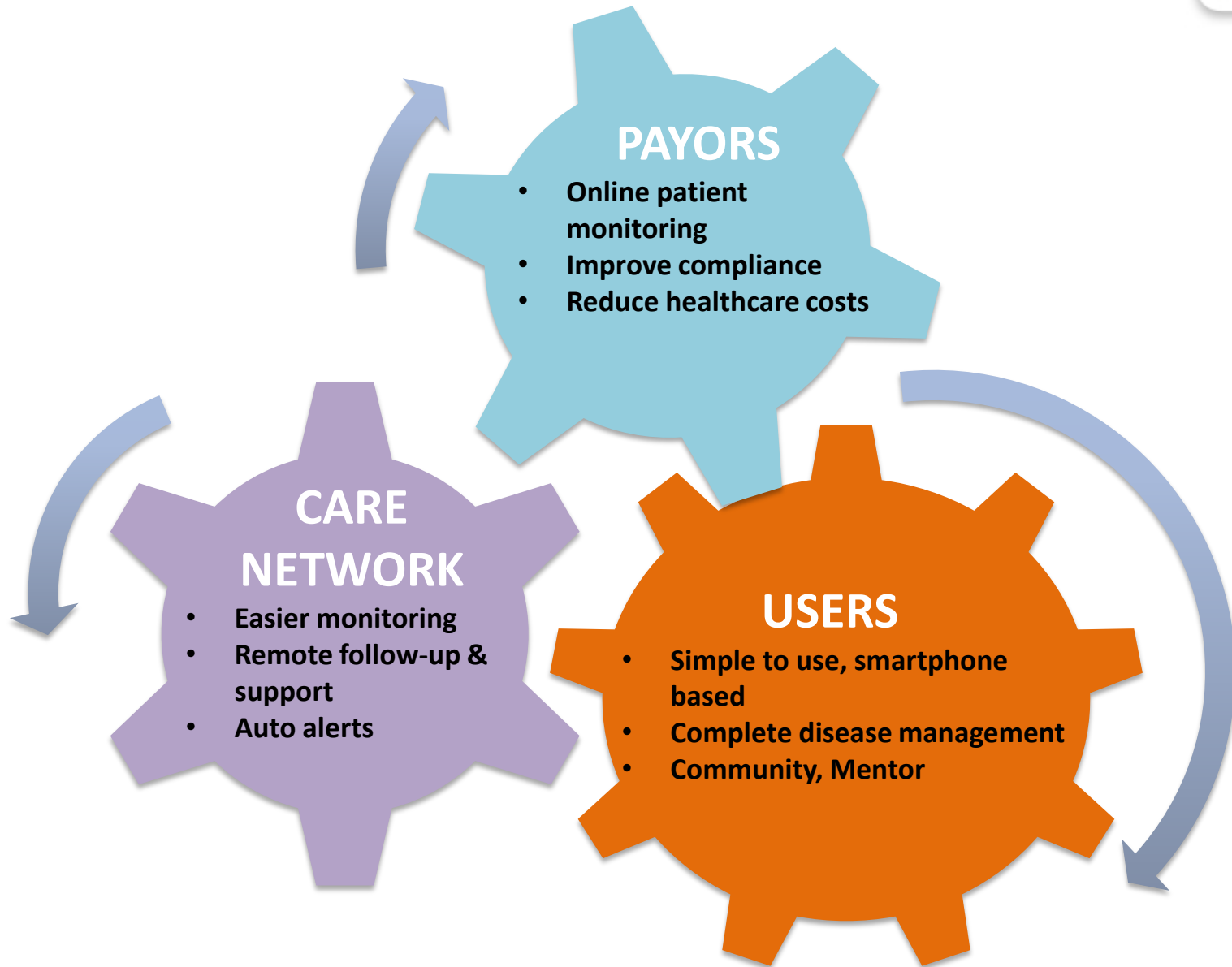


Decision Support



...and delivers a data source for users, caregivers, clinical decision makers, and insurers.

The DARIO™ Value Proposition



DARIO™ COMPETITIVE ANALYSIS



Company	Basic Feature BGM (Freestyle, Verio, Contour, Aviva etc.)	BGM for Insulin Users (Aviva Expert, Insulinx)	All-in one (Roche Accu-Chek Mobile)	Smartphone Connected (iBGStar, iHealth Align, 2in1)	Cellular connectivity (Liveongo, Telcare)	
Device	All-in-one Kit	x	x	✓	x	✓
	Pocket sized	x	x	x	x	✓
	Powerless	x	x	x	x	✓
	iOS/Android	x	x	x	✓/x	✓
Disease Management	Information sharing with doctors and relatives	x	x	x	✓	✓
	Actionable insights	✓/x	x	x	x	✓/x
	Insulin recommendation	x	✓	x	x	✓
	Estimated HBA1C	x	x	x	x	✓
	Community platform	x	x	x	x	✓
	Mentor platform	x	x	x	x	✓/x
	Clinical Programs	x	x	x	x	✓/x
	Pricing	Dario is Competitively Priced				

MARKET PENETRATION - 2015



Reimbursement received

USA

Costa Rica

Panama

Canada

Israel

Italy



Australia



Soft Launch (UK/NZ)



Netherland



DARIO™ Delivers Revenue via Multiple Channels



**Device and
Disposables**



- 85% reimbursement & out of pocket
- Disposable strips (recurring revenue model)



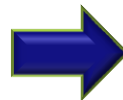
**Diabetes
Disease
management**



- Service fees clinical programs
- Tele-Care Providers



**Data
Monetization
Services**



- Meta analysis for Payers and HMO's
- Insurers online monitoring
- Clinical studies platform

Demand Creation Strategy



B2C DTC Web
Marketing/DTP
distributor sales

B2B engaging plans,
telemed, and clinics



Subscription models,
pharmacy, retail, DME

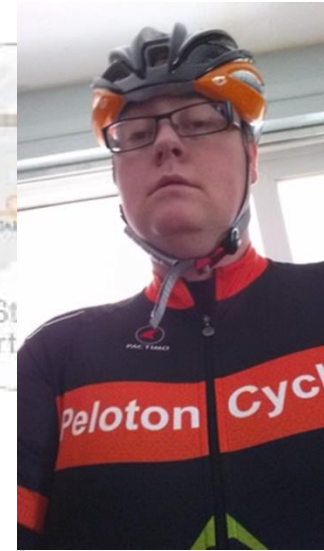
Disease management
programs

The Power to Change Lives (1)



"The Dario is a pleasure to use and helps me get the correct dose of insulin. Dario means being in total control of your blood sugars. I can recommend the Dario 100% it's the best tester I have ever used in over 15 years of being a diabetic "

G.K., UK



"I have been using the Dario now for almost a week and I can't get enough of it. It's light compact easy to use and accurate. "

R.S., UK



"I have had the pleasure of using the Dario BG kit and app for 6 months, I am delighted by the flexibility and added control its has given me in my Diabetes management" M.H., NZ



The Power to Change Lives (2)



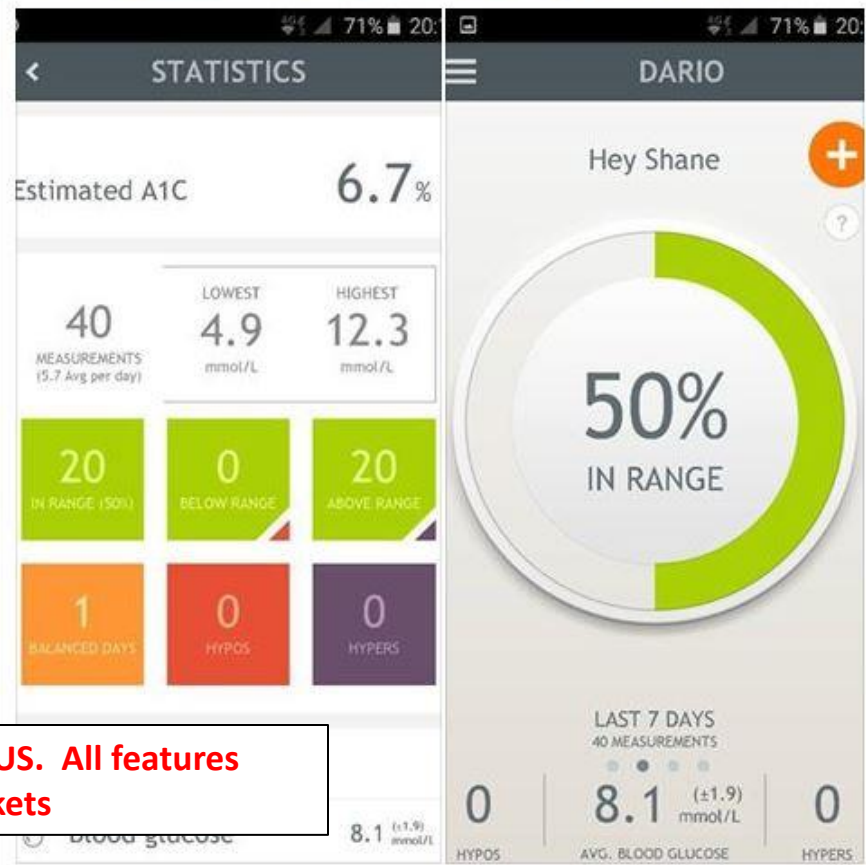
Shane Adrian Jones
June 17

Since discovering this app and Carb counting gone from ac1 of around 12 to this. Thank you dario.



Shane Adrian Jones
June 23 at 1:22pm

My first balanced day ever. And never thought before dario I would ever hit 50 percent. I think it's because I get to see it in real time not like my old meter where I only saw the trends when I down loaded them for my Dr.



Currently not approved for sale in the US. All features shown may not be available in all markets

Like Comment

Like Comment

The Power to Change Lives (3)



Shane Adrian Jones
June 28 at 12:46am

Never had a week this good that I can remember. Having the results in my face in real time really helps with my control



Shane Adrian Jones
July 14 at 11:19am - Edited

Can't believe how great my readings are these days. Thank you dario. Even my 3 month readings are under 8 never had that



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CAPITALIZATION



- Stock price range (YTD) \$0.15 - \$0.53
- Market Cap * \$15M

Shares Outstanding:

- Common Stock 31.5M
- Preferred (as converted) 9.0M

*As of June 30, 2015

2015-2016 MANAGEMENT OBJECTIVES

- Continue expanding sales to new markets whilst deepening penetration into reimbursed countries.
- Prepare for a focused US launch effort catalyzed by FDA Clearance in 2015.
- Move into disease management via strategic partnerships with Health Care plans and providers. Commence monetization of cloud data services.
- Continuous improvement of margins via volume-driven cost reductions.
- Explore future strategies to expand platform beyond diabetes to other chronic diseases

Experienced Management Team

Name	Experience	Headquarters
Erez Raphael Chairman and CEO	<ul style="list-style-type: none"> • 20 years of experience in building product organizations – from Design to commercialization. • Formerly with Amdocs (NYSE: DOX) and Nokia-Siemens. 	Israel
Zvi Ben-David CFO	<ul style="list-style-type: none"> • 25 years of experience with public and private medical device companies • CFO of Given Imaging Ltd. (formerly Nasdaq: GIVN), and UltraShape Medical Ltd. 	Israel
Todd Durniak EVP, GM USA	<ul style="list-style-type: none"> • Over 25 years of Medical Device Commercial and Technical leadership • Formerly VP & GM of Neighborhood Diabetes delivering Diabetic supplies 	U.S.
David Edelman Director Product Strategy	<ul style="list-style-type: none"> • 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. 	U.S.
Eran Kurman VP, Global Strategy	<ul style="list-style-type: none"> • 16 years of executive leadership in the Medical Device Industry. • Extensive experience in global strategic marketing, business development, and clinical development knowledge. 	Israel
Dror Bacher VP R&D	<ul style="list-style-type: none"> • 15 years of software business experience • Managing product development at mobile and semi-conductor companies. 	Israel

STRONG TEAM OF ADVISORS



Name	Experience
Prof Itamar Raz, MD Head of SAB	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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.
Dr. William Polonsky, PhD	<ul style="list-style-type: none"> • An internationally recognized expert in the behavioral aspects of diabetes management. • Co-founded the Behavioral Diabetes Institute Author of numerous books on Diabetes.
Hope Warshaw, MMSc RD CDE BC-ADM	<ul style="list-style-type: none"> • Dietitian and diabetes educator for nearly thirty-five years. • Owner of consulting practice, for corporate consulting to consumer and professional writing and individual diabetes and weight management counseling.
Dr. Paul Rosman DO FACP FACE FACOI	<ul style="list-style-type: none"> • Former Senior Medical Advisor at Eli Lilly, held teaching positions at Ohio University and Northeastern Ohio Universities College of Medicine • Former President or Chair of American Diabetes Association, American Association of Clinical Endocrinologists, and the Ohio Diabetes Prevention and Control Program
Dr. Paolo Pozzilli, MD	<ul style="list-style-type: none"> • Professor of Endocrinology and Metabolic Diseases, • Head of Department at the University Campus Bio-Medico in Rome, Italy • Professor of Diabetes Research at St. Bartholomew's and the London School of Medicine.
Dr. Eberhard Standl, MD	<ul style="list-style-type: none"> • 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 in Boston.

Thank You

