



LabStyle Innovations
Company Overview
2015

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This presentation of LabStyle Innovations Corp. (the "Company") and statements of our management or agents related thereto contain or may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 (the "Act"). Statements which are not historical reflect our current expectations and projections about our future results, performance, liquidity, financial condition, prospects and opportunities and are based upon information currently available to us and our management and their interpretation of what is believed to be significant factors affecting our business, including many assumptions regarding future events. Words such as "seek," "intend," "believe," "plan," "estimate," "expect," "anticipate", "will", "would" and other similar expressions all denote forward-looking statements within the meaning of the Act.

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Presentation Published: <http://mydario.investorroom.com>



About us



Effective management of diabetes requires the right device, knowledge & motivation. With Dario, your glucose meter is your smartphone



- Established in 2011
- Led by **highly professional** management team
- 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

Meet our team



Erez Raphael

Chairman & CEO



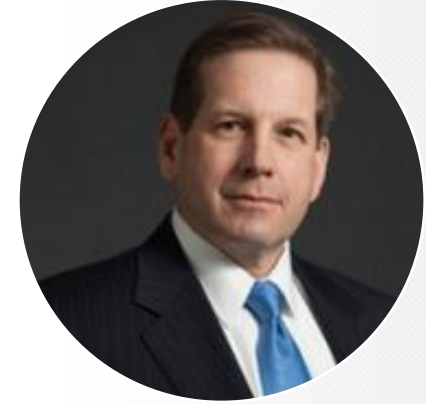
Zvi Ben David

CFO



Dror Bacher

VP R&D &
Operations



Todd Durniak

EVP/GM USA



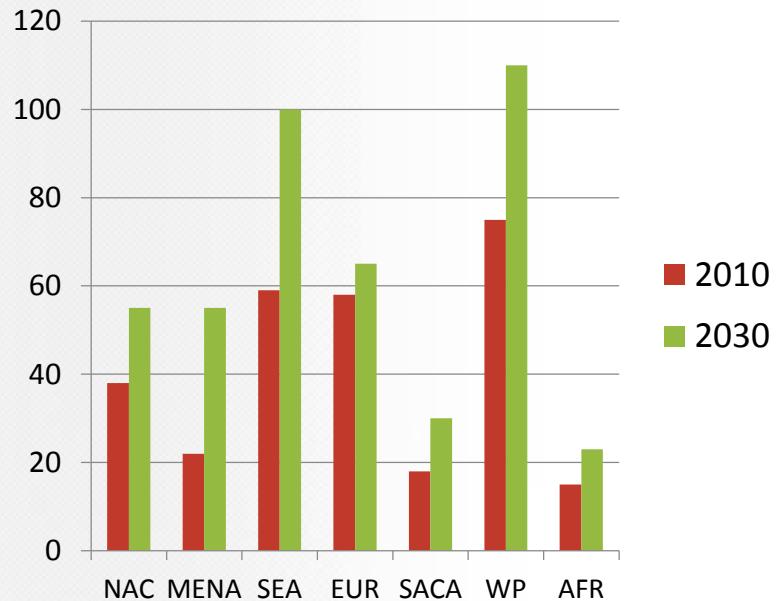
***LabStyle Innovations** is led by an experienced management team with vast software, medical device and technology experience and is guided by a world class board of directors and scientific advisory board.*

Mission

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

Global Trends in Diabetes

Prevalence of Diabetes Mellitus,
(Age 20-79) by region,
2010 & 2030



387 Million

387 million people have diabetes globally

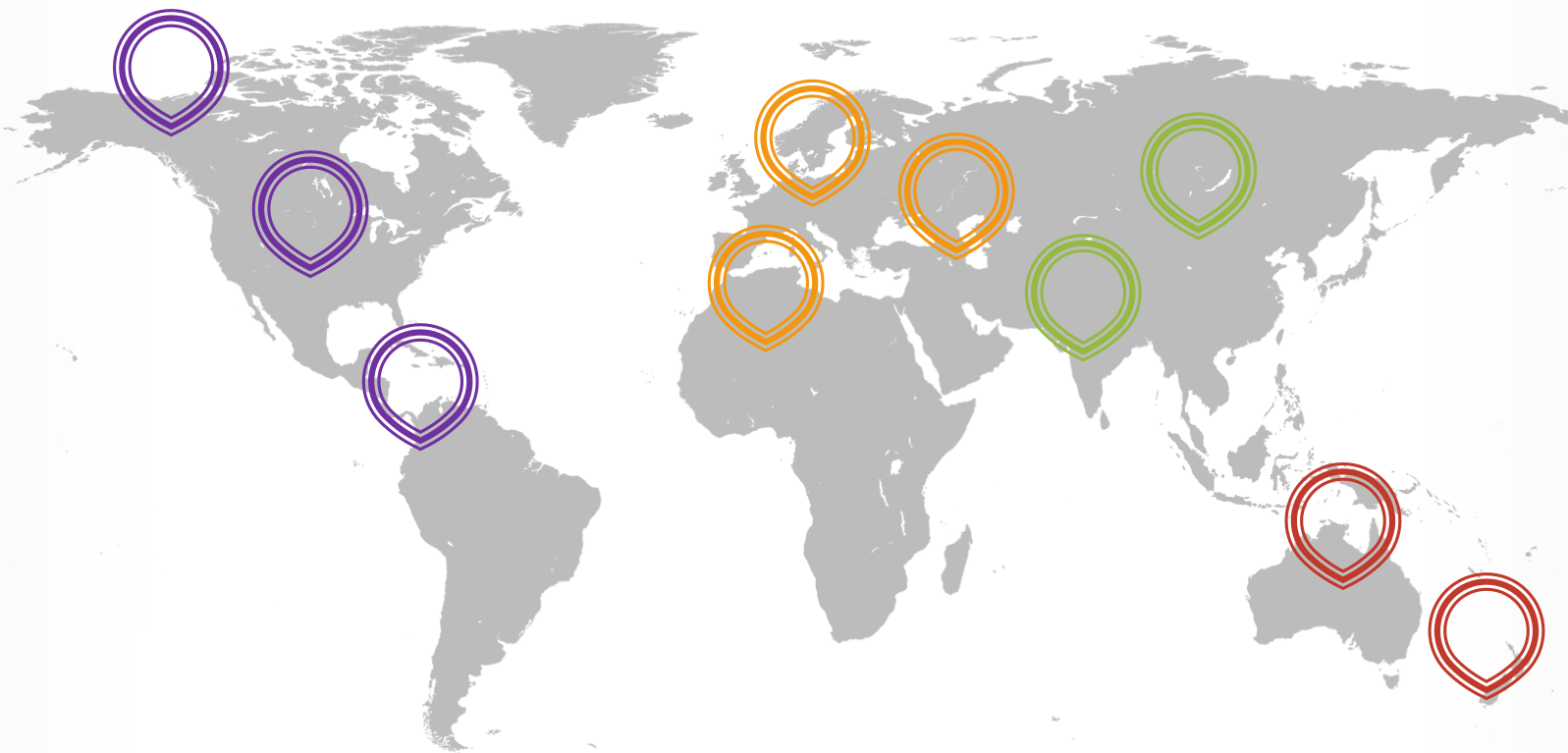
179 Million

179 million people with diabetes are undiagnosed

592 Million

By 2035, global diabetes is expected to drastically rise to 592 million people

Dario World Presence



Business Model

Progress bar

2014

+

2015

+

2015/16

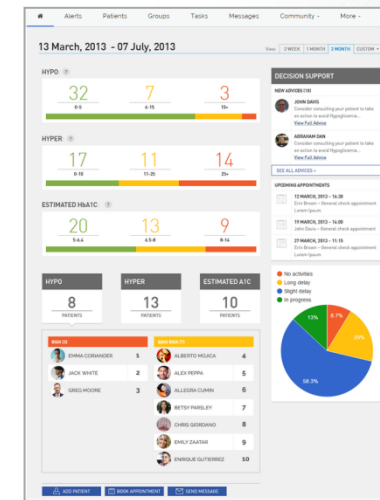
MyDario™



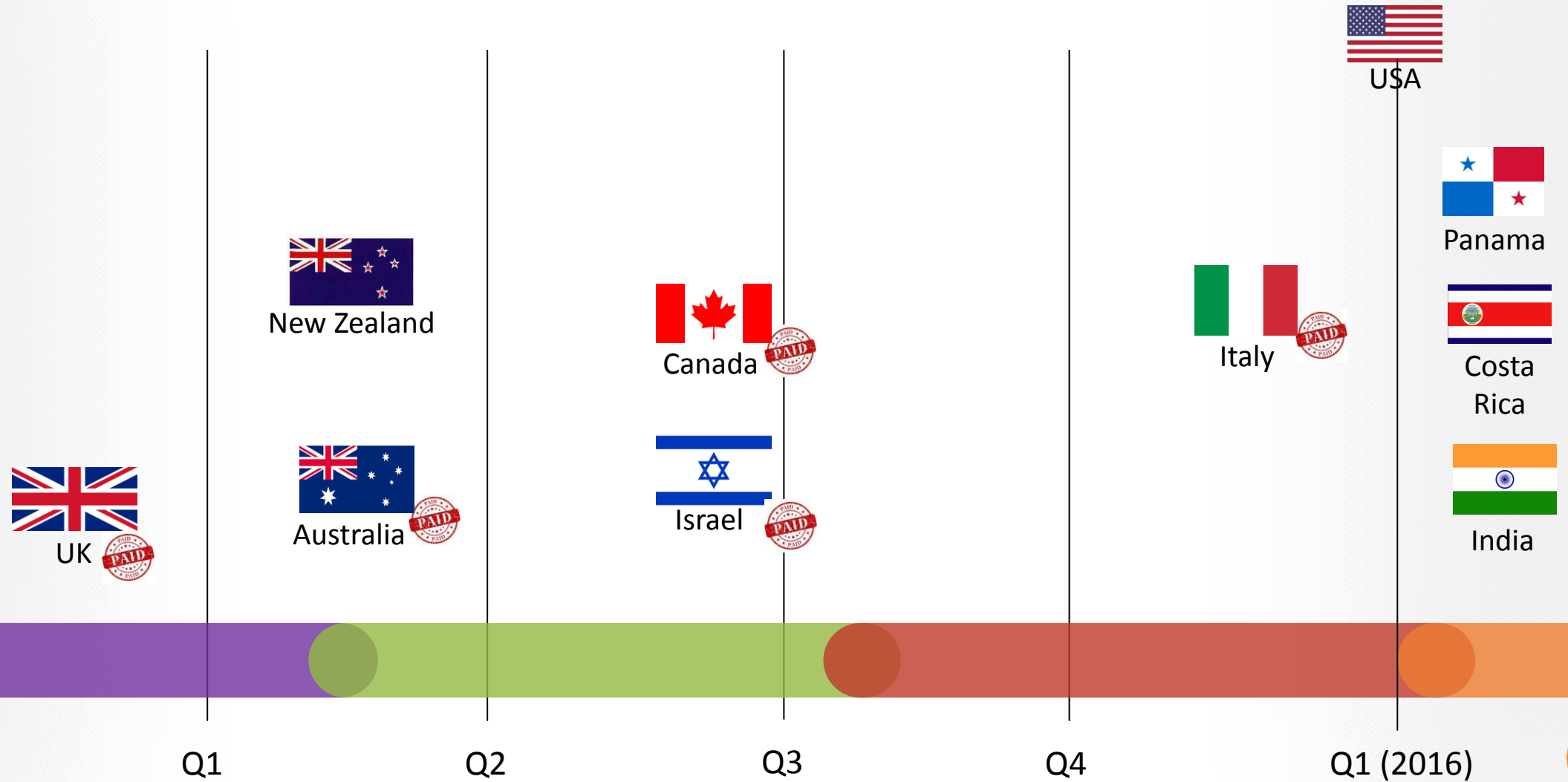
DarioLite



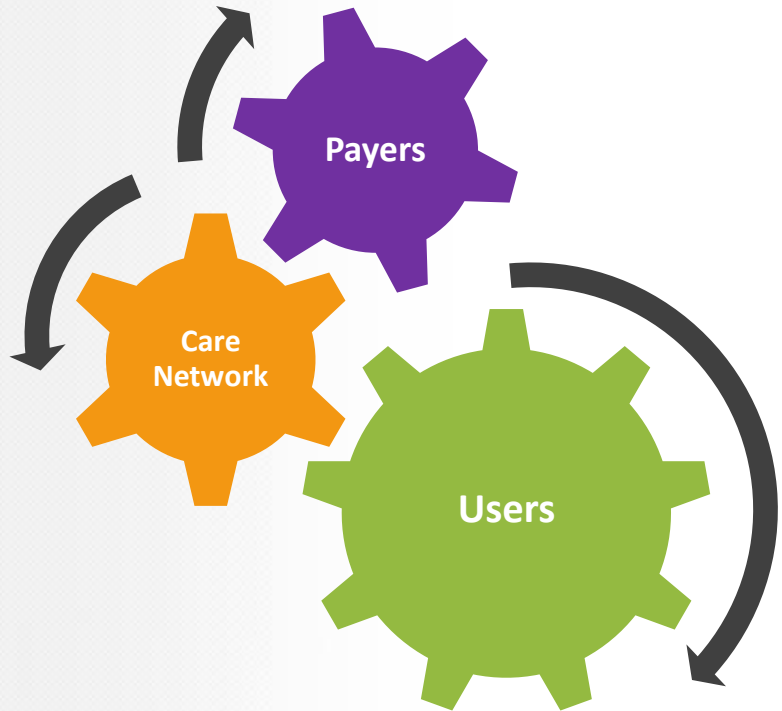
DarioCare



Market Penetration



Dario™ Value Proposition



Payers

- Online patient management
- Improve compliance
- Reduce healthcare costs



Care Network

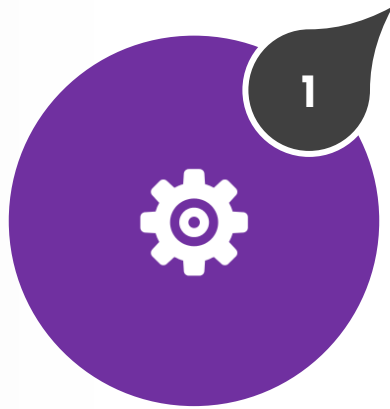
- Easier monitoring
- Remote follow up & support
- Auto-alerts



Users

- Simple to use, smartphone based
- Complete disease management
- Community mentor

Multiple Revenue Channels



Device and Disposables

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



Diabetes Management

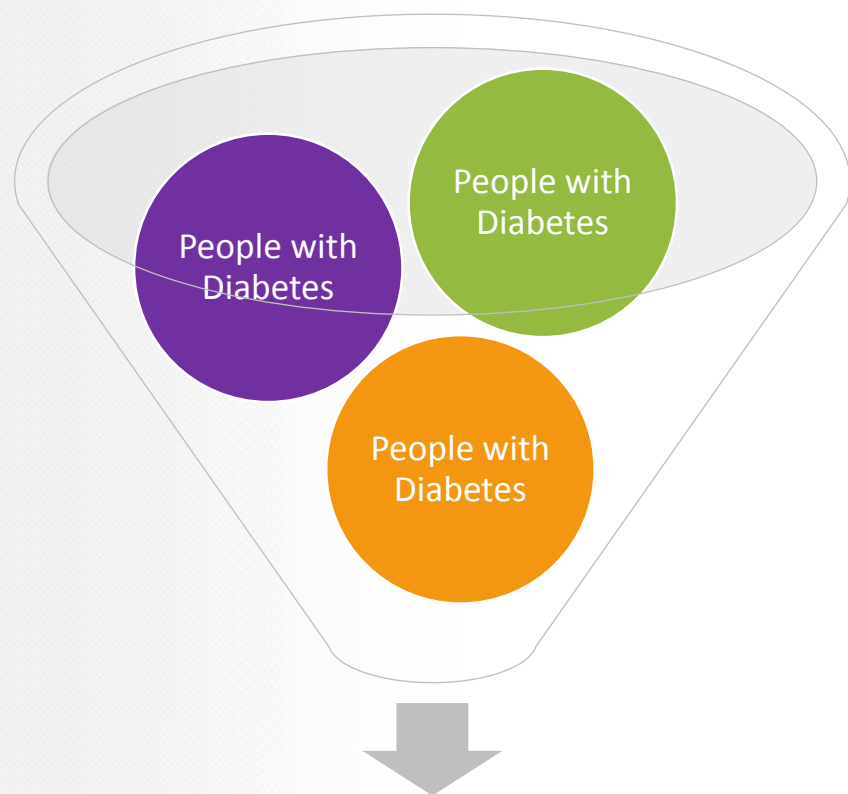
Service fees clinical
programs
Tele-care providers



Data Monetization Services

Meta analysis for Payers
and HMOs
Insurers online monitoring
Clinical studies platform

Demand Creation Strategy



DARIO USERS

The Right Strategy for Success

B2C DTC Web
Marketing/DTP
distributor sales

PUSH

Subscription models,
pharmacy, retail,
DME


Disease
management
programs

PULL

B2B engaging plans,
telemed, and clinics

Competitive Overview

Competitive Overview

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

The Offering

Evolution: Dedicated Device to App



GPS



Camera



Glucose Meter



The Need

**Improved Clinical
Outcomes**



**Compliance
Adherence**



**Reduced Cost
of Care**



The Solution

Share information with family caregivers, share knowledge with other families



Patient's smartphone becomes their glucose monitor
Real time communication and data capture



Dario™ Cloud



Engaging mobile platform:
alerts, motivation, actionable,
behavioral, support,
community



Enables health care professionals; hospitals, clinics, telemedicine to support and scale up their core capabilities

Dario™ All-in-One and DarioLite™



The Dario™ World

1

All-in-One

Pocket-size integrated lancing device and test strips

2

Complete Monitoring

Gives actionable insights and alerts. Calculates sugars, insulin, A1C, carbs and activity

3

Accessibility

Easy to use web portal

4

Engagement

Motivates through community support

5

Innovation

App/software improvements every 4-6 weeks based on user feedback and market needs

6

Reach

Coverage on 100% iOS and 85% Android devices globally

Dario™ App



Record all data; blood glucose measurements, carbs & insulin intake, physical activity. View, analyze, list and compare all this valuable information and share it with your community, family and medical staff



Track



Understand



Connect

Improve Clinical Outcomes

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

DarioCare™ - Diabetes Management Platform



The platform is designed to enable healthcare providers and patients to connect over cloud into the platform, fetch information and seamlessly push it back to the users



Data Analysis



Easy to Use



Accessibility



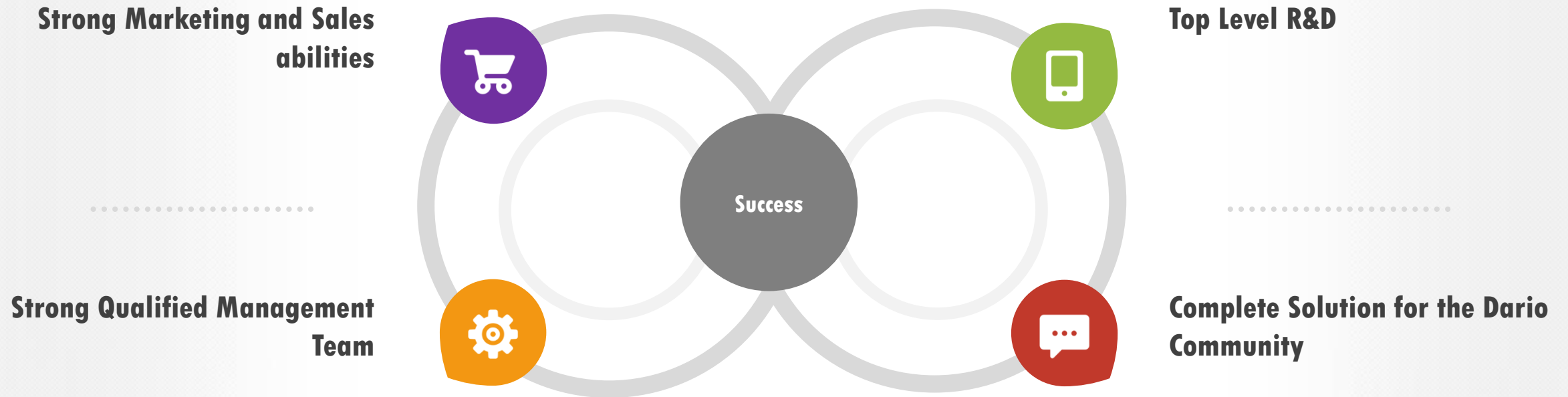
Communication

Reduce Healthcare Costs

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

Summary

LabStyle Success Factors



Dario Changing Lives



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 🙏🙏🙏



Kimberley Bunting ▶ The Dario Lounge

33 mins · Broad Clyst, United Kingdom · 📍

Recieved mine this morning what a fantastic peice of technology I would recommend anyone with a smart phone !! It's light and no more taking a big pack of everything around with me!! Just one thing where can I get more test strips as I test 5 times a day with injections so these will only last me 5 days thanks in advance x

Like · Comment



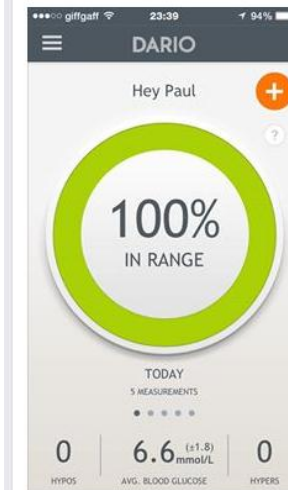
"As an employee of Dario living with diabetes, I was very excited to join the company and start using Dario. I could hardly wait to complete the 25 readings necessary in order to get my estimated A1C level. This morning I got a fantastic result of 5.4% which is great news for me. With the help of Dario, I'm sure that I will be able to keep my A1C levels in the low range. I'm so happy to have the opportunity to work with the Dario team and to have a Dario device that helps me better manage my blood sugars."



Paul Barrett

November 17 at 1:40am · Padgate, United Kingdom

Always a bit of a boost when you see that



Like · Comment

👍 Sara Dario, Keshet Rosenthal, John Davies and 27 others like this.

💬 View 6 more comments



Paul Barrett The Dario meter has really helped me with my levels with my old meter I was nt carrying it around as I found it to bulky so I was guessing my insulin dose the meter is that easy to carry I take it everywhere and of course you always have your phone with you November 17 at 5:02pm · Like



Mahefuze Moosa My is 33%range since using this dario hopefully we will all get 100%ranges soon. November 17 at 5:15pm · Like · 🍷 1

Capitalization

- Stock price range (YTD) \$0.15 - \$0.53
- Market Cap * \$17M

Shares Outstanding:

- Common Stock 41.5M
- 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.
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 for your attention

See you on our next meeting