



Lab Style Innovations Corp.
9 Halamish Street, 1st Floor
Caesarea Industrial Park, 38900
Israel
Phone: 972 4 770 4054
www.mydario.com

Company Overview

Mobile Diabetes Care Platform

LabStyle Innovations Corp. (OTCQB:DRIO) develops and commercializes patented technology providing consumers with laboratory-testing capabilities using smart mobile devices. LabStyle's flagship product is Dario™, is a platform that combines an all-in-one, blood glucose meter, smart phone application (iOS & Android), website application and treatment tools to support more proactive and better informed decisions by patients, doctors and healthcare systems. Dario™ offers millions of people with diabetes a way to self-manage their condition and thrive by monitoring their activities and managing their blood sugar levels. In addition, Dario™ provides patients, caregivers and clinicians both real-time and historic patient data resulting in better patient performance and improved health. LabStyle is pursuing patent applications in multiple areas covering the specific processes related to blood glucose level measurement as well as more general methods of rapid tests of body fluids using mobile devices and cloud-based services. In August 2014 LabStyle was granted a U.S. patent covering core functions of the Dario™ Blood Glucose Monitoring System. Dario™ received regulatory approval in Europe, has received reimbursement coverage in the UK, New Zealand, Australia, and Italy, and in H2 2014 launched in the UK, New Zealand, and Netherlands. The Company expects U.S. FDA approval and U.S. launch in 2015.

Equity Overview

OTCQB: DRIO

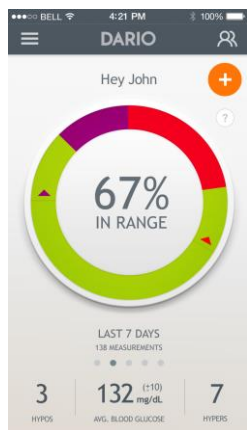
Stock Price (05/11/15): \$3.35

Avg. Volume (30-day): 193,787 shares

Shares Outstanding: 40.5 Million*

Market Cap: \$14.1 Million

Dario™ Device and App



Disclaimer:
Except for historical information contained herein, the statements in this fact sheet are "forward looking" within the meaning of the Private Securities Litigation Act of 1995. A fuller discussion of LabStyle Innovations Corp.'s risks and uncertainties are described in the Company's filings with the Securities and Exchange Commission, which should be reviewed in conjunction with this overview.

Investment Highlights

Mobile Platform for Diabetes Management

Dario is a digital platform for diabetes management that includes novel software applications combined with the patented Dario™ smart meter, comprised of a test meter, test strips and lancet in one stylish, compact device which interfaces with a user's mobile device. With access to both real-time and historical blood glucose data, Dario™ is designed to spot patterns, recommend the right treatments and support behavior change efforts.

Glucose Monitoring is \$12 Billion Global Market

The global blood glucose monitoring market is expected to reach \$12 billion by 2017. More than 382 million people are living with diabetes worldwide. This number is expected to grow to 592 million by 2035. The total cost of diabetes in the United States was US\$245 billion in 2012. The global diagnosis and monitoring devices market is expected to reach US\$26 billion by 2018, growing at a CAGR of 7.8% from 2011 to 2018. In addition, the total diabetes management market was US\$50.8 billion in 2011 and is estimated to reach US\$98.4 billion by 2018.

Multiple Recurring Revenue Streams

LabStyle expects multiple recurring revenue streams from Dario™. From devices and disposables, the Company expects 85% reimbursement from insurers, plus out of pocket from patients. From service fees for diabetes behavioral programs designed to improve clinical outcomes. From data monetization through services such as meta-analysis for insurers, online monitoring for insurers, clinical study platforms, and tele-care providers.

Received Marketing Clearance in Europe & Expects FDA in 2015

The CE Mark was granted for the full Dario™ diabetes management system which allows for marketing in Europe. Marketing clearance has been applied for and is expected from the U.S. FDA for the Dario™ device and iOS app in 2015.

Global Rollout with U.S. Launch Expected in 2015

LabStyle has signed exclusive distribution agreements for Dario™ in the United Kingdom, Australia, New Zealand, Sweden, Italy, Netherlands and Canada. The Dario™ is launched in the UK, New Zealand, Netherlands, Israel and Australia. The global rollout continues in 2015 with a launch expected in Canada and Italy in Q2 2015 and the U.S. in H2 2015. Dario™ has received reimbursement coverage in the UK, Italy, Netherlands and Australia.