

# Heart Attack Detection

Third Quarter 2022 Financial Results Conference Call

**NASDAQ: BEAT**

November 10, 2022

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The HeartBeam telemedicine technology platform has not yet been evaluated by the FDA and is not approved for clinical use in the USA or other global geographies.

# Agenda

- Introduction and Recent Announcements
- Product Timelines and Updates, and Partnerships
- Model at Scale and Financial Results
- Closing Summary

**Branislav Vajdic**

**Jon Hunt**

**Rick Brounstein**

**Branislav Vajdic**



**Branislav Vajdic, PhD**  
CEO & Founder

30 years of experience in technology development and senior management positions. At Intel, he was the designer of first Flash memory and two key inventions that enabled Flash as a product and led engineering groups responsible for Pentium 1 through Pentium 4 designs.



**Jon Hunt, PhD**  
Chief Business Officer

34 years' experience in the Medical/Medical Device Industry with extensive domestic and international experience in general management, clinical/regulatory, sales and marketing.



**Rick Brounstein**  
CFO

30 years of experience in health technology senior management. During his career he has held positions including Chief Financial Officer, Chief Operating Officer, Treasurer and Accounting Manager.

# Video: HeartBeam AIMIGo™ Technology



The HeartBeam telemedicine technology platform has not yet been evaluated by the FDA and is not approved for clinical use in the USA or other global geographies.

Video link will open in web browser



# No Patient Friendly Heart Attack Solution in the Market



[kardia.com/blog/whats-the-difference-between-kardiamobile-6l-card](https://kardia.com/blog/whats-the-difference-between-kardiamobile-6l-card)

## Get your Kardia device

**ALIVECOR®**

Start taking control of your heart health from home with Kardia. Get your device today.

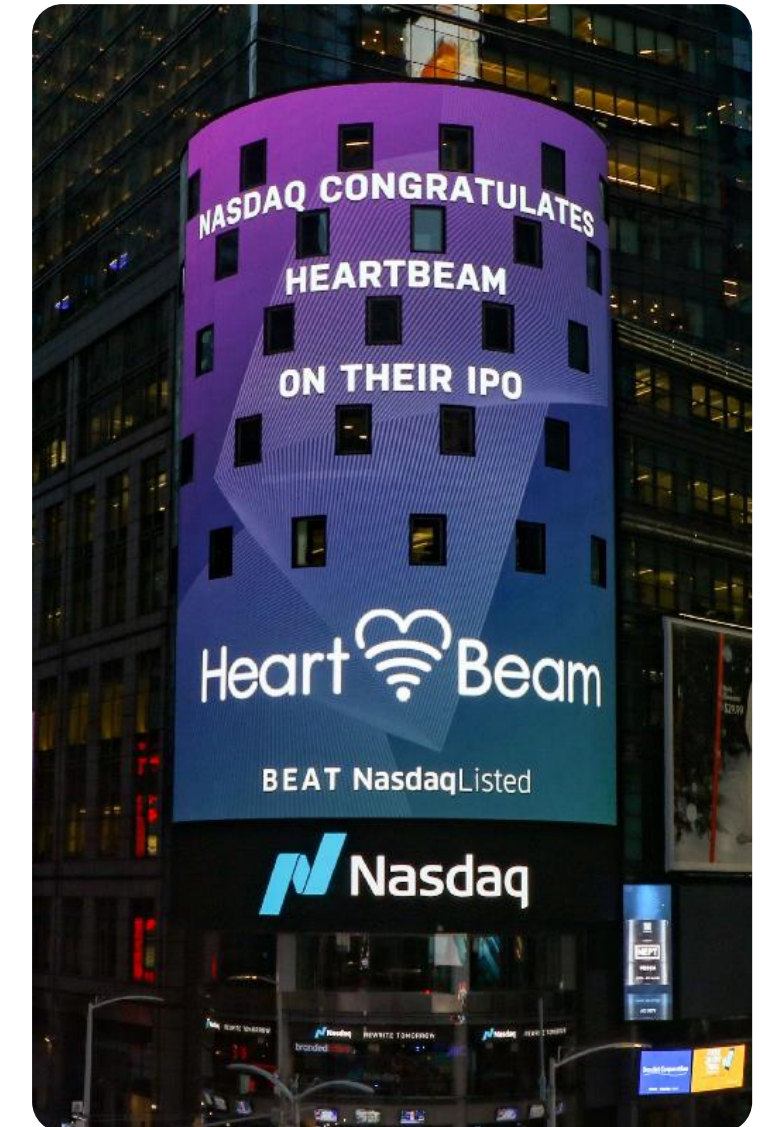
KardiaMobile is not tested or recommended for use with pacemakers and ICDs.

KardiaMobile does not check for heart attack.



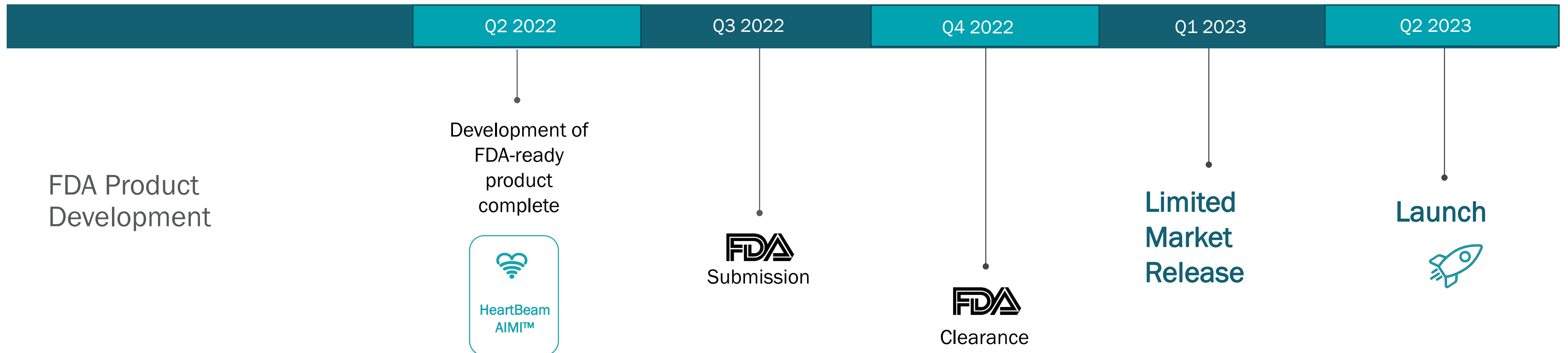
# Key Third Quarter 2022 and Subsequent Highlights

- 510(k) application for HeartBeam AIMI™ platform to FDA to aid in diagnosis of heart attack submitted in August, with expected clearance in the fourth quarter and limited market release in Q1 2023 – full commercial roll-out in Q2 2023
- Broadened product portfolio pipeline with smartwatch connectivity supporting a daily multi-hour heart monitoring solution, leveraging the HeartBeam AIMIGo™ platform to address the multibillion-dollar global market for detection of atrial arrhythmias
- Granted patent for signal transformation from VECG to 12-Lead Electrocardiogram (ECG), allowing the HeartBeam AIMIGo credit card-sized device to deliver a 12-lead ECG anytime, anywhere
- Granted patent for 12-lead ECG patch monitor intended for detection of heart attacks and complex cardiac arrhythmias, opening a pathway to a disruptive ischemia and arrhythmia detection via 12-lead ECG patch product
- Expanded the addressable patient population for the Company's HeartBeam AIMI software platform to include unstable angina as a diagnosis for analysis and provide access to a broader patient population for technology once cleared by the FDA
- Appointed Peter J. Fitzgerald, MD, PhD, as Chief Medical Officer, a renowned Stanford cardiologist who brings deep clinical, research, and industry expertise to the executive team
- Appointed Ken Persen to the role of Chief Technology Officer to lead the overall technology strategy and development of the HeartBeam AIMI and HeartBeam AIMIGo



# HeartBeam AIMI Updates

- Submission of HeartBeam AIMI platform to FDA to aid in diagnosis of heart attack in August, with expected clearance in the fourth quarter and limited market release in Q1 2023
- Expanded the addressable patient population for the Company's HeartBeam AIMI software platform to include unstable angina as a diagnosis for analysis and provide access to a broader patient population for technology once cleared by the FDA
- Engaged multiple partner health systems to provide ECG data to complete our clinical trial as part of the FDA submission

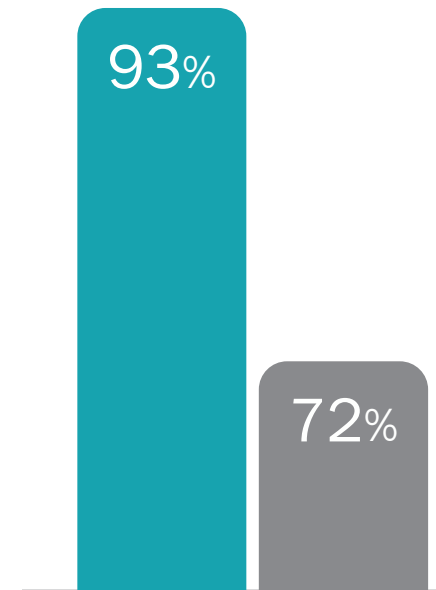


\*This timeline is for illustrative purposes only and is meant to portray a sequence of events, not their estimated timing.

# HeartBeam AIMI Software Product First Revenues

**HeartBeam's software-only heart attack diagnosis tool** for the Emergency Department improves accuracy of MI diagnosis

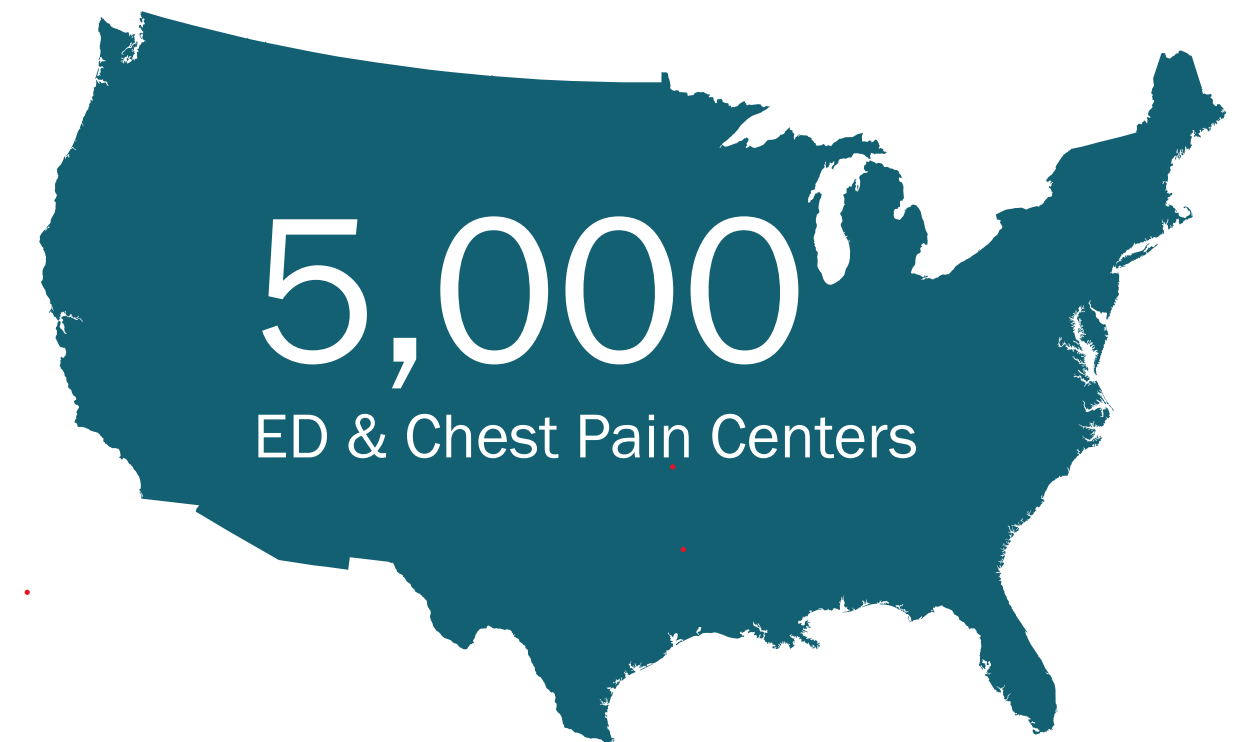
- > No change in Emergency Department patient workflow
- > Leverages existing ECG hardware
- > 510(k) FDA regulatory path
- > Reduced costs and liability exposure



21-point gain over cardiologist in ECG MI diagnosis accuracy (HIDES)

■ HeartBeam  
■ Cardiologist panel

Software licensing business model drives **\$100k/year per Emergency Department**



HeartBeam will use its own sales force



# HeartBeam AIMI Software and Gen. 1 HeartBeam AIMIGo Revenue Opportunity

## HeartBeam AIMI SOFTWARE SOLUTION

HeartBeam will use its own salesforce

Software licensing business model drives \$100k/yr per EMERGENCY DEPARTMENT

- ✓ Emergency Department averages 85 patients/day
- ✓ ECG for all patients \$3-4/use

**TAM: \$500m**



## GEN 1 HeartBeam AIMIGo

HeartBeam will use its own salesforce

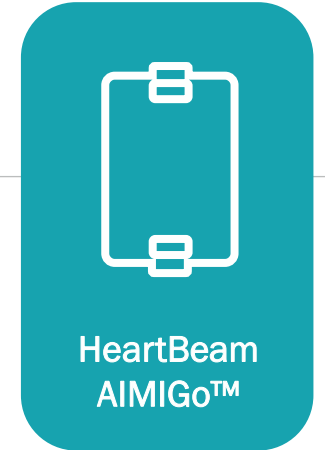
**Excellent alignment w/ CAD patient needs**

- ✓ Utilize four existing RPM codes\*

**Subscription model**

- ✓ **Practice gets** \$1300+/year (\$100/month) per patient
- ✓ HeartBeam gets technical fee of \$600/year (\$50/month) per patient **from practice**

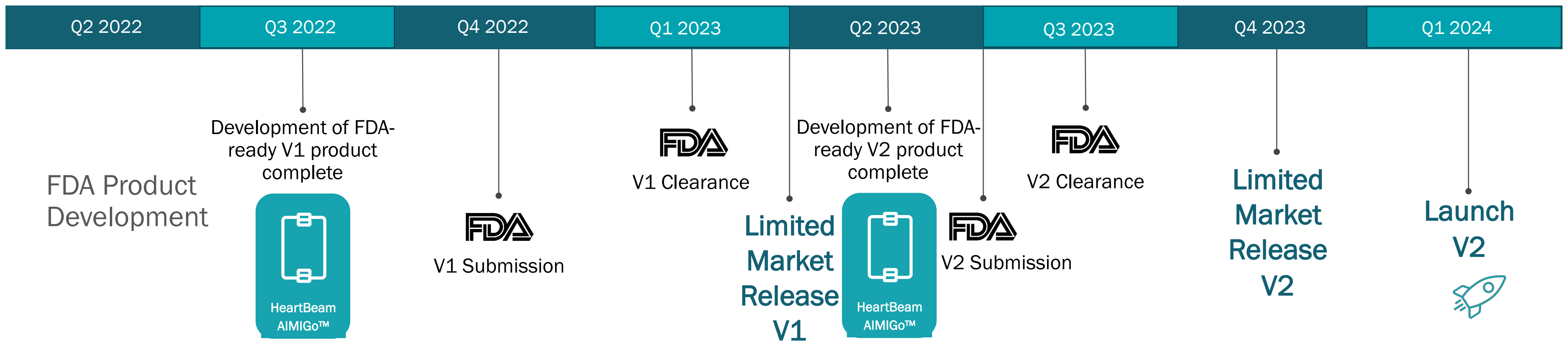
**TAM: \$10bn**



\*Remote Patient Monitoring – physician reimbursement codes

# HeartBeam AIMiGo Updates

- Broadened product portfolio pipeline with smartwatch connectivity supporting a daily heart monitoring solution, leveraging the HeartBeam AIMiGo platform
- Granted patent for signal transformation from VECG to 12-Lead Electrocardiogram (ECG), allowing the HeartBeam AIMiGo credit card-sized device to enable a 12-lead ECG
  - Granted patent for 12-lead ECG patch monitor intended for detection of heart attacks and complex cardiac arrhythmias, expanding on HeartBeam’s patent for a 12-lead ECG monitor technology
- Acquired source code access under the LIVMOR Partnership Agreement that will be used to build a Company-branded version of LIVMOR’s FDA cleared platform for Remote Patient Monitoring to connect physicians and patients
- Partnered with Triple Ring Technologies to co-develop its HeartBeam AIMiGo complete solution 3D vector Electrocardiogram (ECG) collection device for remote heart attack (MI) monitoring



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# HeartBeam AIMiGo Product Development and Regulatory Plan



- 3D Vector Cardiogram
- Credit card sized collection device
- Smartphone app
- Synthesized baseline + symptomatic 12L ECGs for physician's review
- Symptoms report
- Patient risk factors/history

## FDA 510(K)

Predicate devices identified

Simple validation study

Will provide data on advanced technology features to be introduced in Gen 2



# HeartBeam AIMiGo Product Reimbursement Strategy

Use Available RPM Codes to Accelerate Revenue and Data Collection

## Basic Gen 1

Excellent alignment with CAD patient needs



### Utilize existing RPM\* Codes

CPT Codes	Description	MPFS**
99453	Remote monitoring of physiologic parameter(s) initial; set-up and patient education on use of equipment	\$19.03
99454	Remote monitoring of physiologic parameter(s) or programmed alert(s) transmission, each 30 days	\$55.72
99457	Remote physiologic monitoring treatment management services, 20 minutes or more of clinical staff/physician/other qualified healthcare professional (QHCP) time in a calendar month requiring interactive communication with the patient/caregiver during the month	\$50.18
99458	Remote physiologic monitoring treatment management services, clinical staff/physician/other QHCP in a calendar month requiring interactive communication with the patient/caregiver during the month; additional 20 minutes	\$40.84
99091	Collection & interpretation of physiologic data digitally stored and/or transmitted by the patient &/or caregiver to the physician or other QHCP, at least 30 minutes	\$56.41

## Subscription Model

### Reimbursement To Practice

\$1,300+/year (\$110/month) per patient

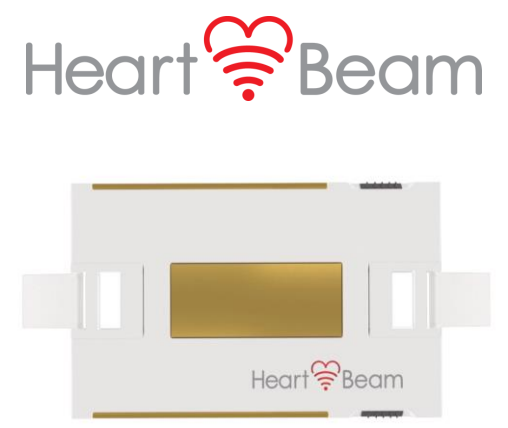
### To HeartBeam

\$600/year (\$50/month) per patient

\*Remote Patient Monitoring – physician reimbursement codes

# Market Landscape

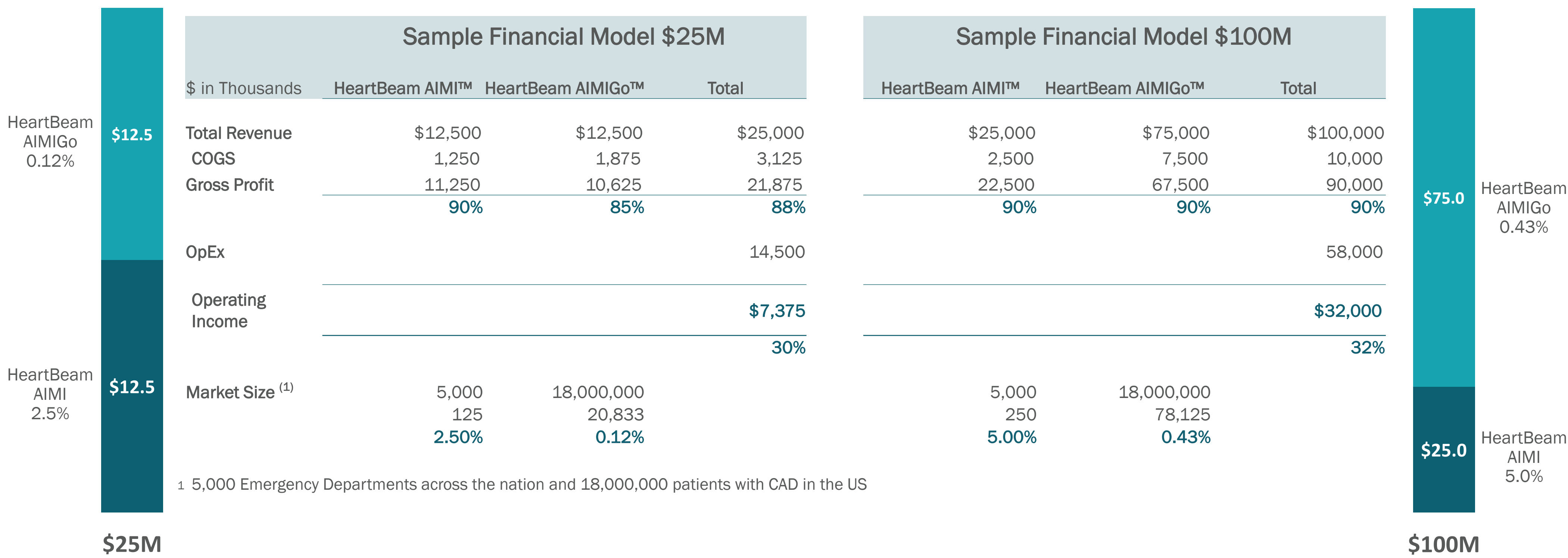
## Substantial Capabilities Beyond Existing Offerings



	Heart Beam	Apple WATCH	AliveCor	Rhythm	biotricity
Heart Attack Detection	✓	✗	✗	✗	✗
12L ECG Capable	✓	✗	✗	✗	✗
Integrates history & symptoms	✓	✗	✗	✗	✗
Uses Baseline	✓	✗	✗	✗	✗
Long Term Use Potential	✓	✓	✓	✗	✗
AFib Detection	✓	✓	✓	✓	✓
AFlutter Detection	✓	✗	✗	✓	✓

# Sample Financial Model for our HeartBeam AIMI & HeartBeam AIMIGo Solutions at Scale

Revenue at TAM Penetration %



- Attractive financial model
- Each product offers a recurring revenue base with gross margins > 80%
- As the company scales, operating margins can be in excess of 30% even as the company increases investment in R&D



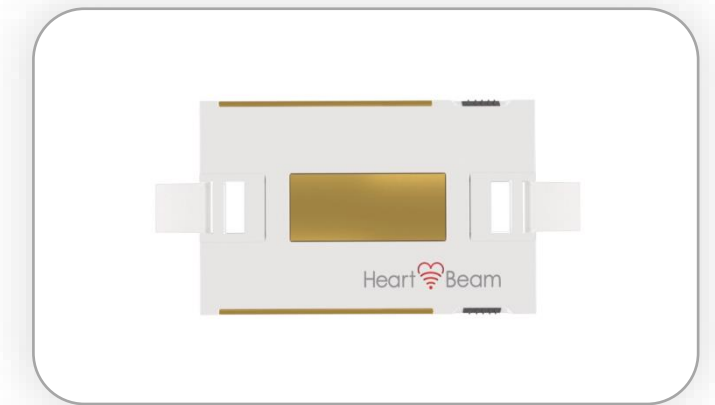


# Q3 2022 Financial Highlights

\$ in Thousands	Quarters ended September 30,	
	2022	2021
Operating Expenses:		
General & Administrative	\$2,048	\$341
Research & Development	1,562	105
Total Operating Expenses	3,610	446
Loss from Operations	(3,610)	(446)
Interest Income (Expense)	28	(742)
Other Income	3	-
<b>Net loss</b>	<b>\$(3,579)</b>	<b>\$(1,188)</b>
<b>Cash &amp; Cash Equivalents</b>	<b>\$6,672</b>	<b>\$795</b>

# Closing Summary

- Well known and previously unsolved problem with a massive worldwide market
- Product timeline and milestones on track for FDA Clearance and market launch
- HeartBeam AIMI™ platform August submission to FDA to aid in diagnosis of heart attack, with expected clearance in the coming months and limited market release in Q1 2023
- Product portfolio pipeline broadened with smartwatch connectivity supporting a daily heart monitoring solution, leveraging the HeartBeam AIMIGo platform
- Patents granted:
  - Signal transformation from VECG to 12-Lead Electrocardiogram (ECG), allowing the HeartBeam AIMIGo credit card-sized device to enable a 12-lead ECG
  - 12-lead ECG patch monitor intended for detection of heart attacks and complex cardiac arrhythmias
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- Appointed Peter J. Fitzgerald, MD, PhD, as Chief Medical Officer
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# Q&A

## Company

Rick Brounstein  
Chief Financial Officer  
HeartBeam, Inc.  
[ir@heartbeam.com](mailto:ir@heartbeam.com)

## Investor Relations

Chris Tyson  
Executive Vice President  
MZ North America  
Direct: 949-491-8235  
[BEAT@mzgroup.us](mailto:BEAT@mzgroup.us)  
[www.mzgroup.us](http://www.mzgroup.us)

Heart  Beam

[www.heartbeam.com](http://www.heartbeam.com)

2118 Walsh Avenue, Suite 210 Santa Clara, CA 95050

