HeartBeam

Total Heart Intelligence… Wherever You Are

heartbeam.com

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HeartBeam is a medical technology company dedicated to transforming the detection and monitoring of critical cardiac conditions. The Company is creating the first-ever cable-free device capable of collecting ECG signals in 3D, from three non-coplanar directions, and synthesizing the signals into a 12-lead ECG. This platform technology is designed for portable devices that can be used wherever the patient is to deliver actionable heart intelligence. Physicians will be able to identify cardiac health trends and acute conditions and direct patients to the appropriate care – all outside of a medical facility, thus redefining the future of cardiac health management.

NASDAQ: BEAT

Share Price[1]	$1.65
Market Cap[1]	$56.6M
Cash & Cash Equivalents [2]	$5.1M
Shares Outstanding	34.3M
Float*	26.8M
Insider Holdings*	23.8%

1) As of November 5, 2025
2) At June 30, 2025

How to Use the HeartBeam System

* Source: Yahoo Finance

Mission

From symptoms to confidence. Anywhere, anytime.

HeartBeam is the first ever cable-free synthesized 12-Lead ECG platform, delivering clinical-grade insights in real time, wherever symptoms begin.

Freedom: Diagnose anywhere, anytime

Accuracy: Clinical-grade Results

Access: App-based Ecosystem

Speed: Rapid cardiologist interpretation

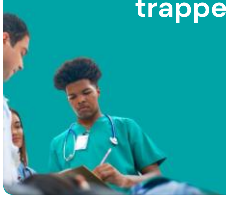
Received foundational FDA 510(k) clearance for arrhythmia assessment December 2024

FDA 510(k) clearance on 12-Lead ECG Synthesis Software, for arrhythmia assessment, expected Q4 2025

Consumer ECGs Have Limited Capabilities & Traditional ECGs are Limited to Healthcare Facilities

Consumer wearables like Apple Watch use only a single-lead ECG

- Noisy signals
- Limited diagnostic capabilities
- False positives



12-Lead ECGs: Gold standard that's trapped in the hospital

- Bulky equipment and wires
- Requires trained operators
- Only in hospitals or ERs
- Patient immobilized during testing
- Not available when symptoms strike

HeartBeam is Creating a New Category with Groundbreaking Technology

First ever cable-free synthesized 12-Lead ECG for patients to use anytime, anywhere

Strong IP and Clinical Evidence De-Risked Technology

- **24** Issued patents
- **14** Clinical Papers & Presentations
- FDA Foundational FDA Clearance

Addressing the Unmet Need in Heart Attack Detection

20M+ US patients

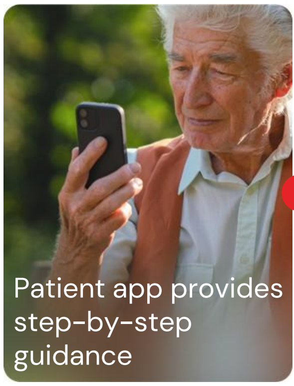
Launch Into Initial Market Imminent: Poised for Success with Concierge & Preventive Cardiology

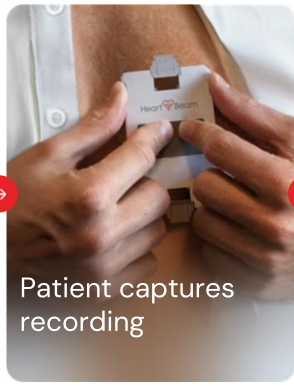
Open Ended Opportunity

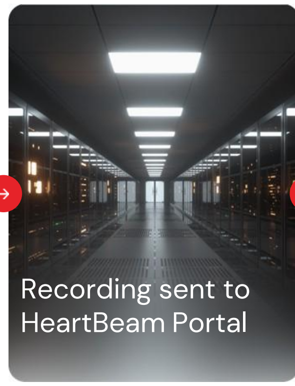
Cash Flow Business via Initial Market
⌄
Invest into Larger Markets
⌄
Future Offerings include patch and AI predictive insights

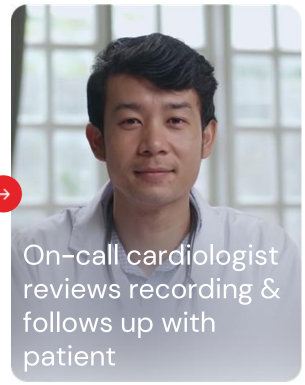
Meet HeartBeam

From Symptoms to Clarity in Minutes









Multiple Near-Term Market Entries, $2 Billion+ Opportunity

Phase 1

Concierge Patients

1.5M patients (500k target)

$250–$500M annual revenue potential*

Direct Patient Pay Consumers

2.6M elevated-risk patients (top 5% income)

$1.3–$2.6B annual revenue potential*

Existing Codes (RPM)

Expand beyond patient pay

HeartBeam partners with practices to share cost

Phase 2

Massive Opportunity: Value Based Care

Show clinical and cost benefit (High risk CAD, chronic patients, post-discharge)

Medicare Advantage, C-SNP, ACOs

MI indication unlocks additional revenue

* Based on $500 - $1,000 per year per unit. >2.5 million Oura rings and >3 million AliveCor Kardia devices have been sold

High Margin, Recurring Revenue Business Model

Pricing

$500 - $1,000 per year*

- Recurring revenue subscription model
- Includes device, access to app and portal, unlimited asymptomatic reads, defined number of cardiologist reads
- Higher tier pricing for access to more cardiologist reads

Margins

70%+ on recurring revenue

- ~50% margin on upfront costs
- Only a 3-5 month payback period to cover upfront costs
- 70% + margin thereafter
- Additional functionality over time to maximize user retention

Cash Flow

Path to break-even via initial market

- Starting in 2 U.S. geographic regions to prove the concept
- Demonstrate demand is real and ability to sell
- Upon success, expand into additional regions
- 10% penetration in initial ~5 regions = cash flow break-even

* Market research indicates strong willingness to pay at $50-$75 per month, plus upfront charge for device/hardware

** Break-even economics: 75,000 patients per region X 10% penetration X $750 per year X 5 regions @ 70% gross margin = $20M

Leadership Team

ROB ENO
Chief Executive Officer
HeartFlow
GUIDANT

BRANISLAV VAJDIC, PHD
Founder & President
intel

TIM CRUICKSHANK
Chief Financial Officer
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