



Medical Grade Heart Attack Detection

Always with the patient

Fourth Quarter and Full Year 2022 Financial Results Conference Call

NASDAQ: BEAT

March 16, 2023

DISCLAIMERS

This presentation contains forward-looking statements. All statements other than statements of historical fact contained in this presentation, including statements as to the Company's future results of operations and financial position, planned products and services, business strategy and plans and objectives of management for future operations, are forward-looking statements.

These statements involve known and unknown risks, uncertainties, assumptions and other factors that may cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements.

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HeartBeam AIMI™ and HeartBeam AIMIGo™ have not yet been evaluated by the FDA and are 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
Robert Eno
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.



Robert Eno
President

28 years of experience with a proven track record of developing markets and commercializing disruptive medical technologies. During his career he has created go-to-market strategies for multiple breakthrough products and held senior marketing and sales leadership roles.



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

by Doors Misc HB trees fashion Patents Matrix Clinical Trials Search Result... FirstService Residential | O...

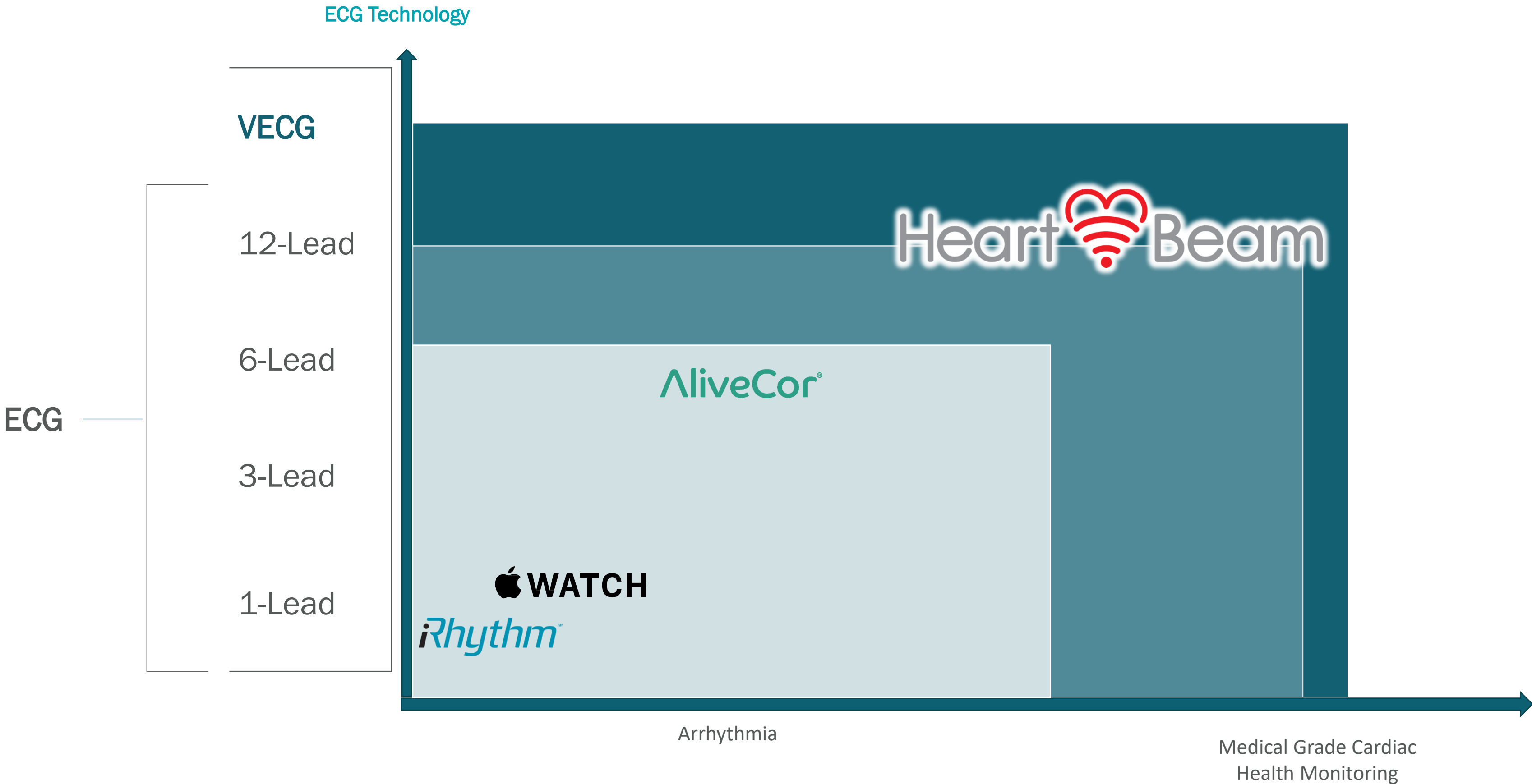
Get your Kardia device

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.

Unlocks Conditions Beyond Arrhythmias



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Market Landscape

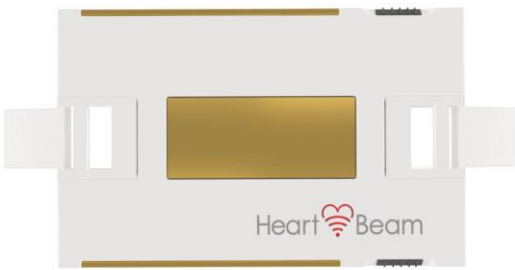
Substantial Capabilities Beyond Existing Offerings





























Heart  Beam

 WATCH

AliveCor®

iRhythm™

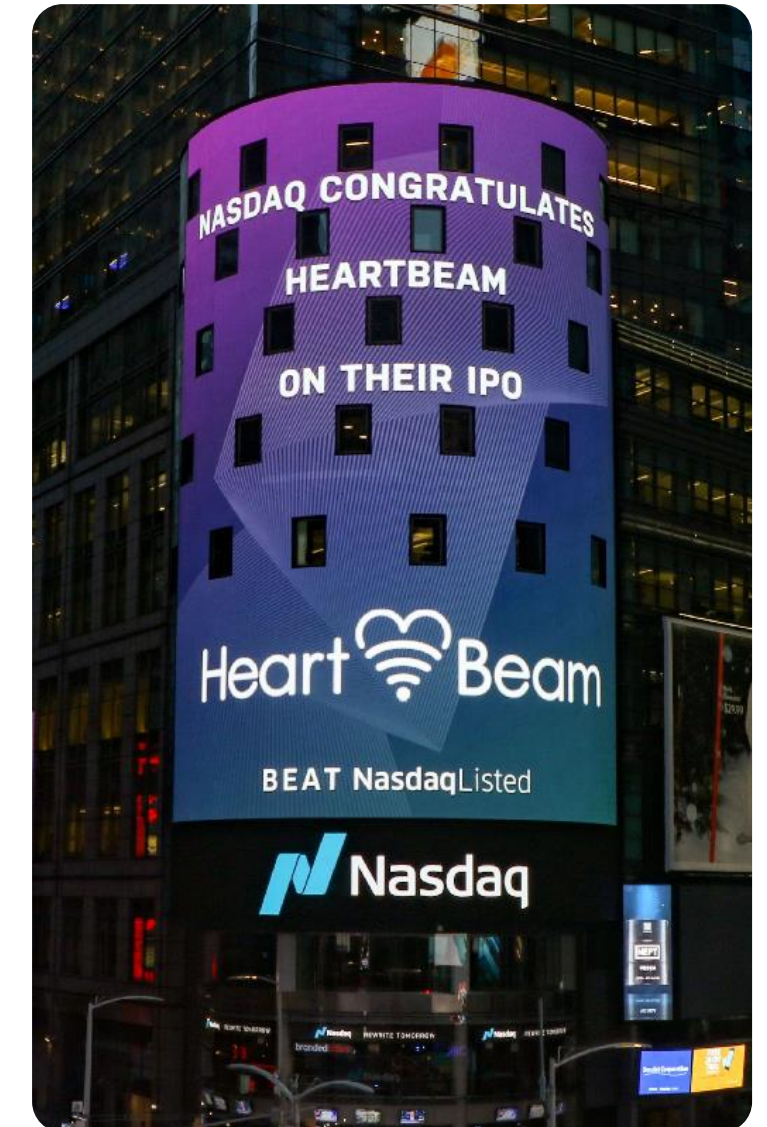


Heart Attack Detection				
12L ECG Capable				
Integrates history & symptoms				
Uses Baseline				
Long Term Use Potential				
AFib Detection				
AFlutter Detection				

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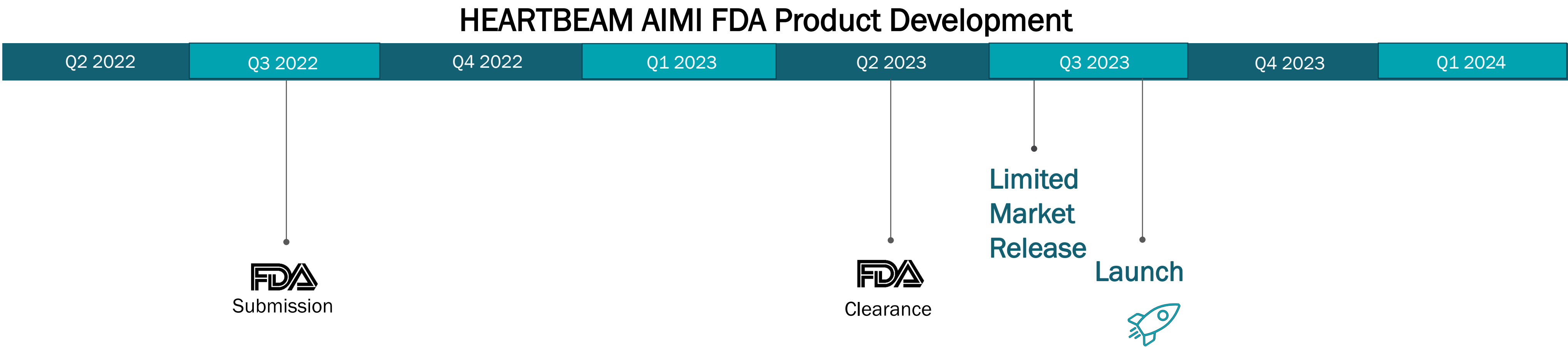
Key Fourth Quarter 2022 and Subsequent Highlights

- Strategic acquisition of substantially all assets from LIVMOR, including 3 issued United States patents, and the LIVMOR technology, including the Halo+™ Atrial Fibrillation (AF) Detection System
- Partnered with Evolve Manufacturing to build HeartBeam AIMIGo 12-Lead 3D Vector Electrocardiogram Device, positioning HeartBeam AIMIGo for early market testing in Q4 2023 after expected FDA clearance
- Granted European patent for signal transformation from Vector Electrocardiogram (VECG) to 12-Lead Electrocardiogram (ECG), offering protection for HeartBeam's flagship technology in multiple countries in Europe
- Received new patent for 12-Lead Electrocardiogram (ECG) Smartwatch-based Monitor intended for detection of heart attacks and complex cardiac arrhythmias
- Appointed senior medtech executive Rob Eno as President, adding a wealth of experience in bringing new category products to market.
- 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



HeartBeam AIMI Updates

- Submission of HeartBeam AIMI™ platform to FDA to aid in diagnosis of heart attack in August
- Clearance is expected in Q2 2023 and limited market release in Q3 2023



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

HeartBeam AIMI Software and HeartBeam AIMIGo Revenue Opportunity

HEARTBEAM AIMIGo

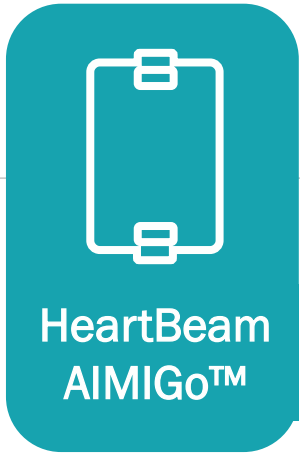
HeartBeam will use its own salesforce

Excellent alignment w/CAD patient needs

Direct pay model

- ✓ Multiple market segments with ability to pay outside of the reimbursement system

TAM: \$12bn



HEARTBEAM AIMI SOFTWARE SOLUTION

HeartBeam will use its own salesforce

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

TAM: \$500m



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HeartBeam AIMiGo Product Development and Regulatory Plan



- 3D Vector ECG
- 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

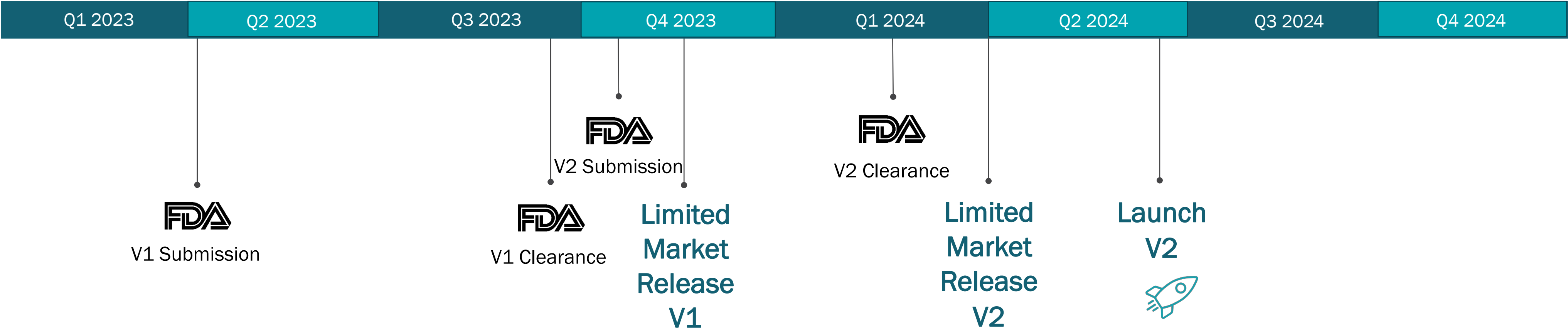
Will provide data on advanced technology features to be introduced future generations

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HeartBeam AIMIGo Updates

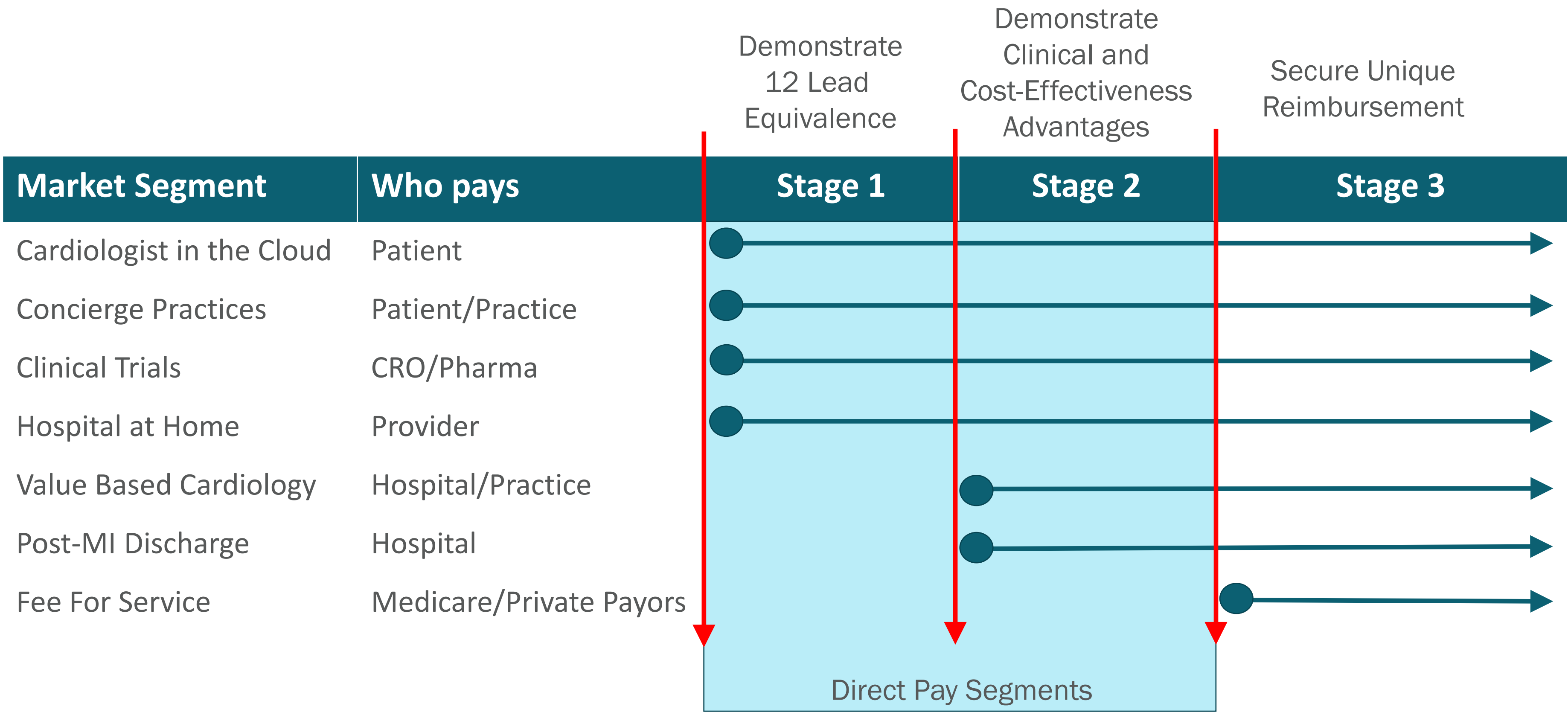
- Granted patent for signal transformation from VECG to 12-Lead Electrocardiogram (ECG), allowing the HeartBeam AIMIGo credit card-sized device to enable a 12-lead ECG
- Partnered with Evolve Manufacturing to build HeartBeam AIMIGo 12-Lead 3D vector electrocardiogram device, positioning HeartBeam AIMIGo for early market testing in Q4 2023 after anticipated FDA clearance

HEARTBEAM AIMIGo FDA Product Development



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HeartBeam AIMiGo Potential Market Segments



PLATFORM TECHNOLOGY DEEP PRODUCT PIPELINE

Next Generation Products



HeartBeam AIMiGo

12L ECG system



12-lead
ECG patch

12-lead recording
and real time signal
transmissions

Estimated Global Market
of \$4.8B by 2030



Integrated System

Fully integrated
HeartBeam
AIMiGo/LIVMOR system



AI Solution

Predictive
algorithms from
longitudinal big
data



12-lead ECG
Smartwatch

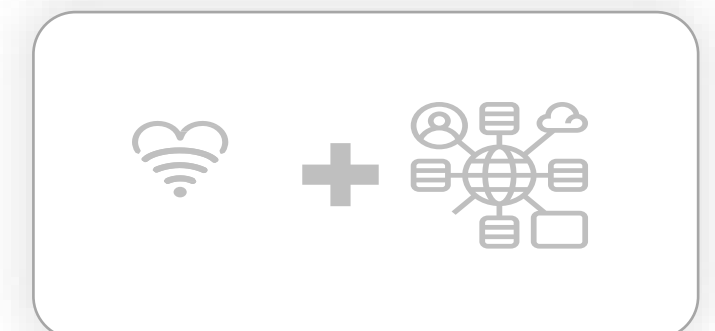
12-lead ECG for
heart attack
detection, complex
arrhythmia
monitoring or other
cardiac disorders

Q4 & FY 2022 Financial Highlights

\$ in Thousands	Quarters ended December 31,		Years ended December 31,	
	2022	2021	2022	2021
Operating Expenses:				
General & Administrative	\$2,099	\$1,243	\$7,354	\$2,030
Research & Development	1,639	96	5,677	255
Total Operating Expenses	3,738	1,339	13,031	2,285
Loss from Operations	(3,738)	(1,339)	(13,031)	(2,285)
Interest Income (Expense)	26	(746)	66	(2,165)
Other Income	-	-	3	22
Net loss	\$(3,712)	\$(2,085)	\$(12,962)	\$(4,428)
Cash & Cash Equivalents	\$3,594	\$13,192	\$3,594	\$13,192

Closing Summary

- Well known and previously unsolved problem with a massive worldwide market
- LIVMOR acquisition extends HeartBeam's reach in remote monitoring and detection with full ownership of an existing cutting-edge FDA-cleared product, the Halo+ Atrial Fibrillation (AF) Detection System
- 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 Q3 2023
- Patents granted:
 - Granted European patent for signal transformation from Vector Electrocardiogram (VECG) to 12-Lead Electrocardiogram (ECG), offering protection for HeartBeam's flagship technology in multiple countries in Europe
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- Appointed Peter J. Fitzgerald, MD, PhD, as Chief Medical Officer



Q&A

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