

# Heart Attack Detection

Fourth Quarter and Full Year 2021 Financial Results Conference Call

NASDAQ: BEAT

March 24, 2022

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# Agenda

- Introduction, Recent Announcements and Market Opportunity
- 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.



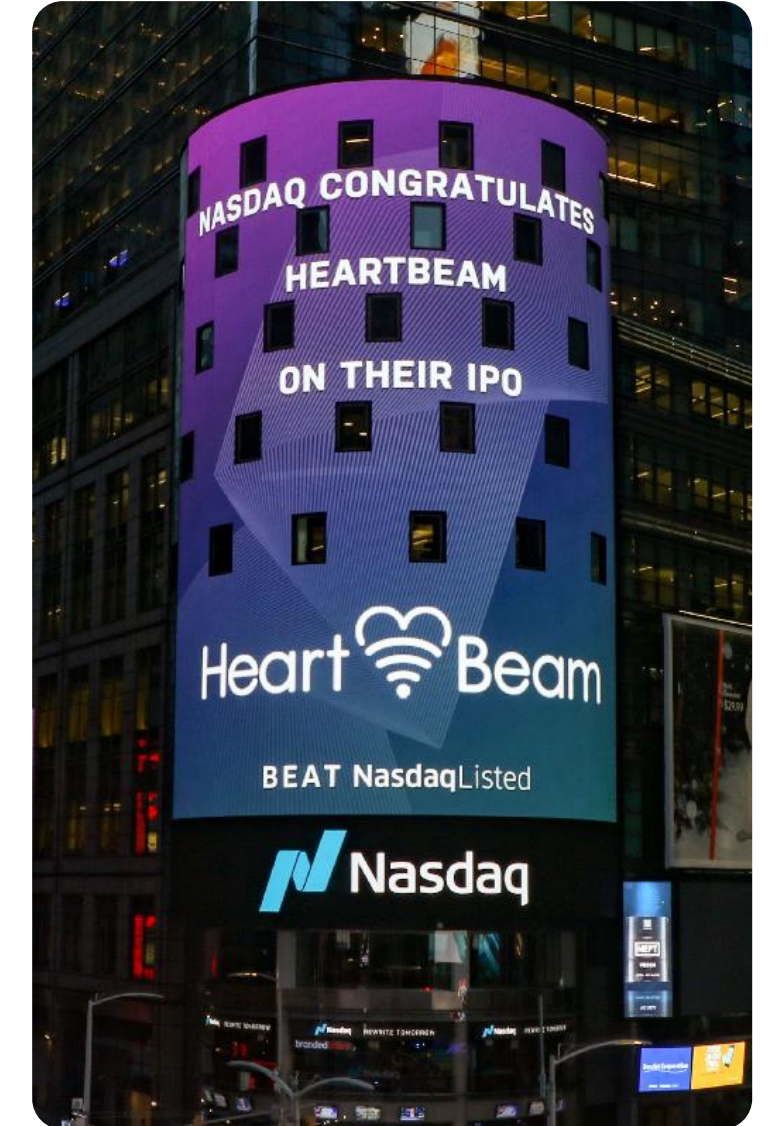
**Rick Brounstein**  
CFO

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.



# Key Fourth Quarter, Full Year 2021 and Subsequent Highlights

- Successful IPO on the Nasdaq Capital Market under the ticker symbol “BEAT” on November 11, 2021
- Appointed as Chief Operating Officer Alan Baumel, a 30 year product development, manufacturing, quality assurance, and regulatory affairs professional
- Established Scientific Advisory Board (SAB) to provide scientific guidance and insight to the Company’s medical studies, research and product pipelines
- World-renowned cardiologist C. Michael Gibson, MS, MD, appointed as Chairman of the new SAB
- Partnership agreement with LIVMOR Inc. to build a HeartBeam branded version of LIVMOR’s Halo+ FDA cleared turnkey solution for remote patient monitoring (“RPM”)
- Business Associate Agreement (BAA) and Clinical Trial Agreement (CTA) with Phoebe Putney Health System to conduct a pilot study designed to evaluate HeartBeam’s Emergency Department (ED) Myocardial Infarction (MI) software product
- Professional services agreement with Triple Ring Technologies, Inc. to assist in the design and development of its Telehealth complete solution 3D vector Electrocardiogram (ECG) collection device for remote heart attack or myocardial infarction (MI) monitoring



# HEARTBEAM SOLUTIONS TRUE PLATFORM TECHNOLOGY



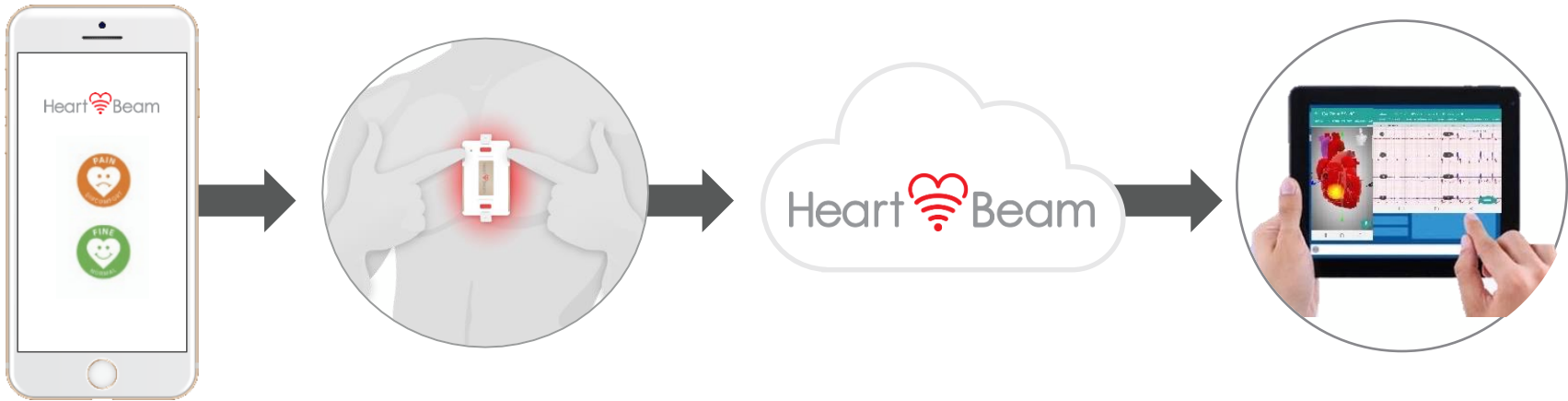
ED solution for more accurate MI detection



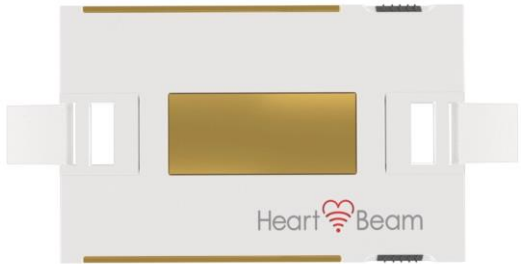
Q3 2022



Complete telehealth solution for remote MI monitoring

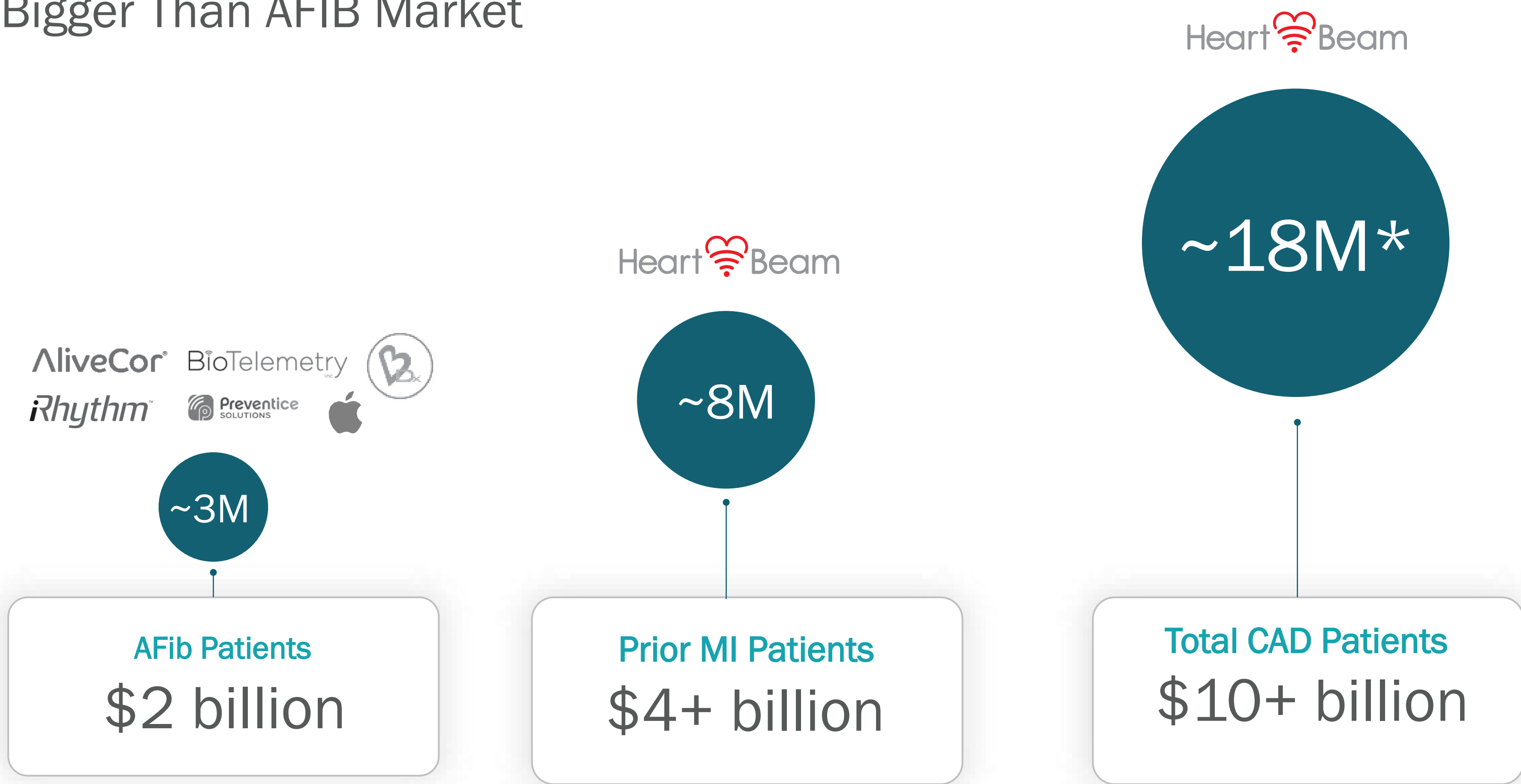


Q1 2023



# HeartBeam US Market Opportunity

## 6x Bigger Than AFIB Market

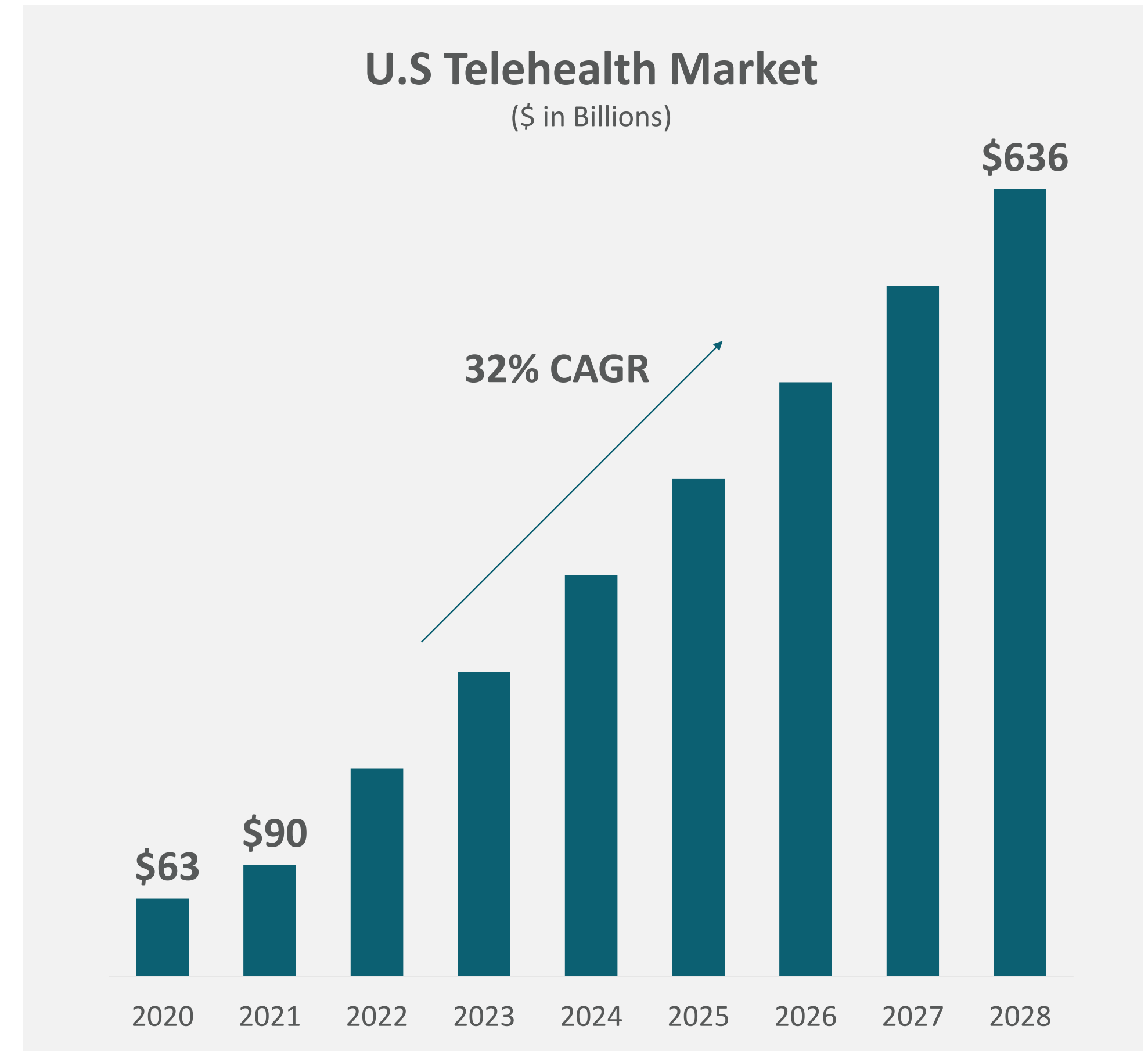


1. National Hospital Ambulatory Medical Care Survey: 2016 Emergency Department Summary Tables  
2. Unplanned Readmission Within 6 Months Affects 25% of PCI Patients in the US. TCTMD 2019  
3. Bayoumy et. Al. Smart Wearable Devices in cardiovascular care: where we are how to move forward. Nature 2021.

\* Includes 8m Prior MI patients

# Telehealth Market

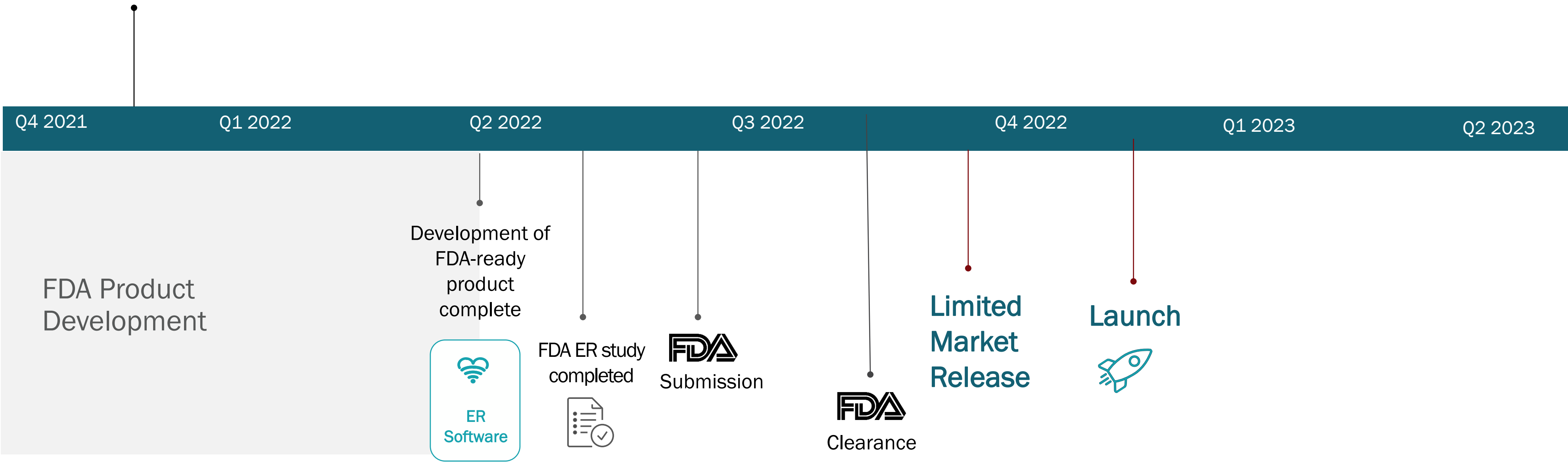
- Adoption rate of telehealth increased dramatically during COVID-19, especially in cardiology, radiology, behavioral health, and online consultation
- Governments actively developing new policies and reimbursement guidelines to promote the use of digital health platforms
  - U.S. Centers for Medicare & Medicaid Services (CMS) expanded reimbursement for telehealth
- Market driven by rising prevalence of chronic conditions and the growing geriatric population





# ER Software Tool Updates

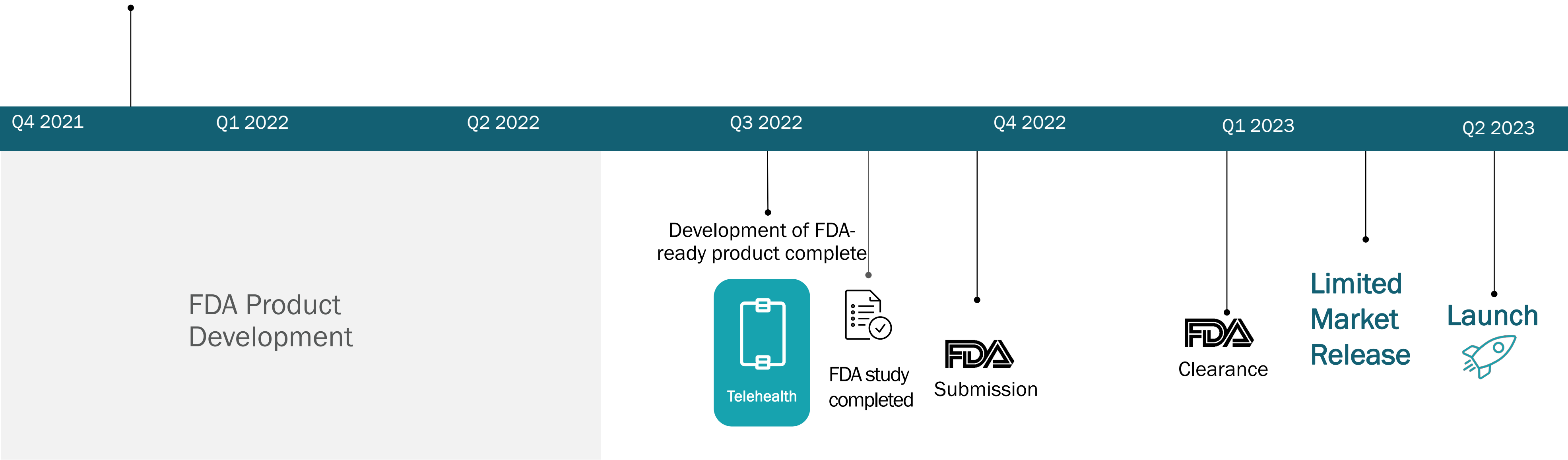
- Partnered with LIVMOR Inc., a digital health solutions company, to build a HeartBeam branded version of LIVMOR’s Halo+ FDA cleared turnkey solution for remote patient monitoring (“RPM”) to connect physicians and patients
- Partnered with Phoebe Putney Health System, signing a Business Associate Agreement (BAA) and Clinical Trial Agreement (CTA) to conduct a pilot study designed to evaluate HeartBeam’s Emergency Department (ED) Myocardial Infarction (MI) software product





# Telehealth Updates

- Partnered with Triple Ring Technologies to co-develop its telehealth complete solution 3D vector Electrocardiogram (ECG) collection device for remote heart attack (MI) monitoring



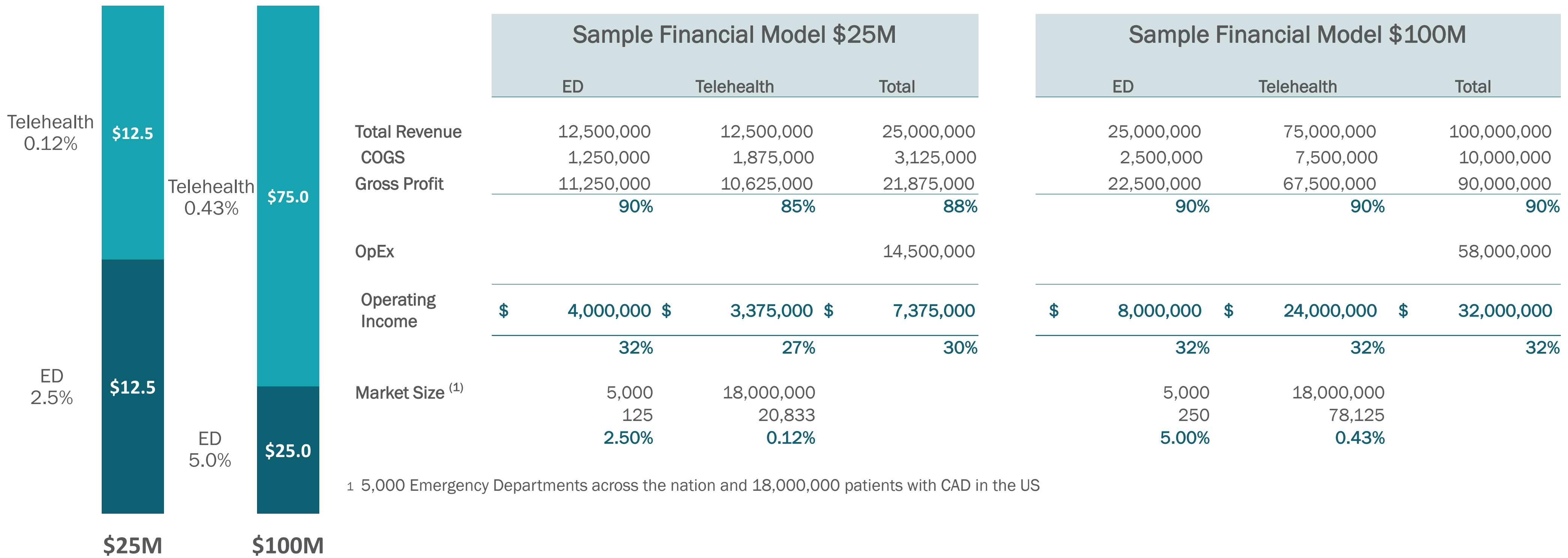
# Market Landscape

## Substantial Capabilities Beyond Existing Offerings

	Heart  Beam	 WATCH	AliveCor®	<i>Rhythm</i> ™	 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 ED & Telehealth 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

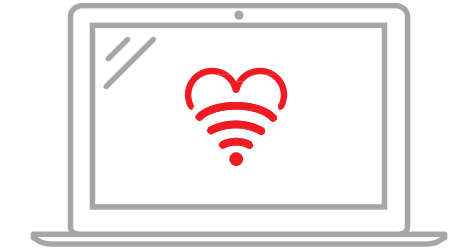
# FY 2021 Financial Highlights

\$ in Thousands	Years ended December 31,	
	2021	2020
Operating Expenses:		
General & Administrative	\$2,030	\$655
Research & Development	255	133
Total Operating Expenses	(2,285)	788
Loss from Operations	(2,285)	(788)
Interest Expense	(2,165)	(280)
Other Income	22	-
Net loss	\$(4,428)	\$(1,068)
Cash & Cash Equivalents	\$13,192	\$24



# 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
- Initiated strategic partnerships to advance Emergency Department (ED) Myocardial Infarction (MI) Software Product & Telehealth Solution toward FDA submission
- Productive discussions with leading healthcare industry potential customers
- Strategic Hires & Scientific Advisory Board (SAB) to position the company for rollout success
- Successful entrance on the Nasdaq with IPO with cash position to provide sufficient runway into 2023



# Q&A

## Company

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