AliveCor®

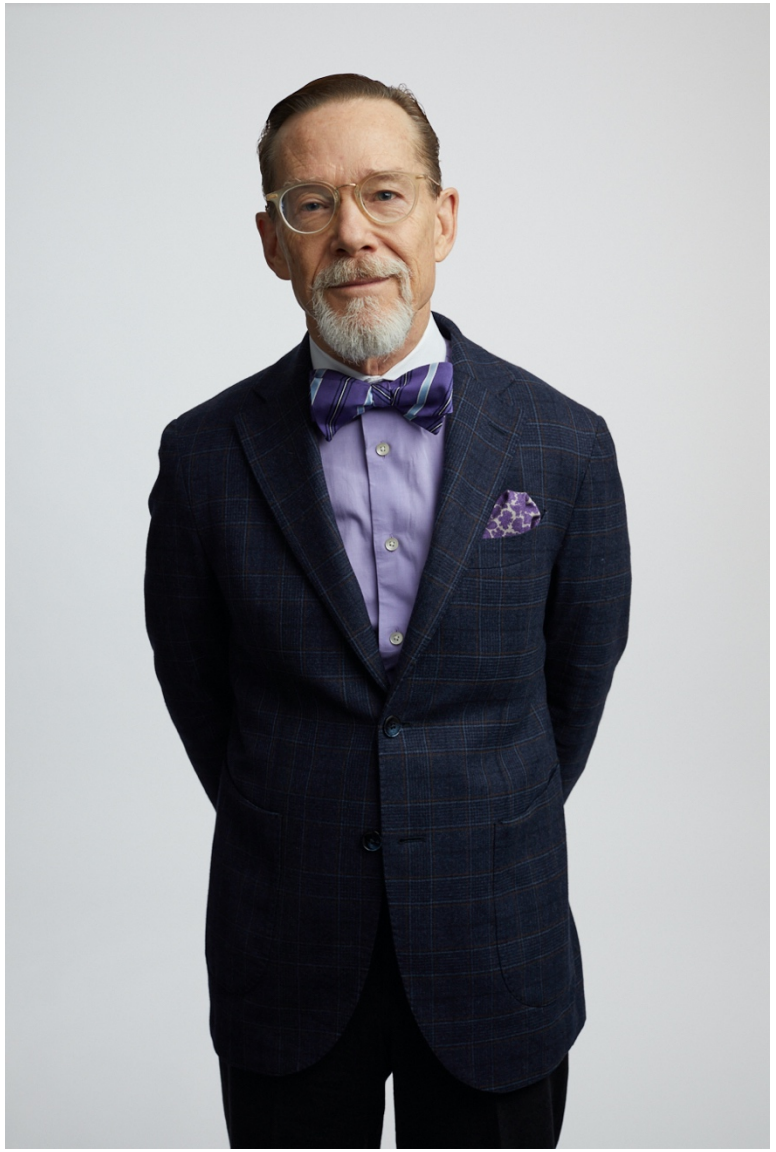
Corporate Overview

Mission

AliveCor's mission is to save lives and transform cardiology by delivering intelligent, highly-personalized heart data to clinicians and patients anytime, anywhere.

History

- Founded in 2011 by physician and inventor, Dr. Dave Albert.
- Dr. Albert developed an FDA-cleared smartphone case that worked as an ECG in 2012.
- Since its founding, AliveCor has grown to a staff of 75+, developing cutting-edge AI and ML technology, devices, and platforms to support heart health worldwide.

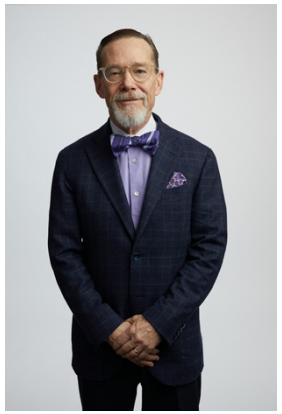


State of the Heart

- Heart disease is responsible for more human death than any other cause, accounting for **1 in 4 deaths** in the U.S and **31% of deaths worldwide**.
- In **half of mortality cases**, the first sign of heart disease is cardiac arrest.
- **350,000 out-of-hospital cardiac arrests** occur annually. Effective remote monitoring can reduce the incidence.
- Atrial fibrillation (AFib) is a type of heart disease that causes an irregular heartbeat (arrhythmia), which can lead to **stroke, blood clots, and other heart-related health issues**.
- An estimated **40 million people across the world have atrial fibrillation.**

Leadership Team

Priya Abani
CEO



Dave Albert, MD
Chief Medical Officer, Founder

Ira Bahr
Chief Commercial Officer

Siva Somayajula
Chief Technology Officer

John Maley
Chief Financial Officer

Alfred Woo
Chief Product Officer

Brian Clarke
General Counsel

Evolution of Products (US)

November 2012:
Began shipping first generation KardiaMobile ECG

January 2013:
Kardia app released

February 2014:
FDA 510k for OTC use

August 2014:
FDA 510k for AFib algorithm

January 2015:
FDA clearance for Normal and Noise algorithms

September 2016:
Launched BP management within the Kardia app in partnership with Omron

March 2017:
Launched KardiaPro, clinician portal

November 2017:
Launched SmartRhythm and KardiaBand

March 2018:
Launched KardiaStation

April 2019:
Launched Omron Complete

June 2019:
Launched KardiaMobile 6L

Devices and Hardware | KardiaMobile

- Single-lead rhythm strip comparable to Lead I of standard ECG machines.
- Most clinically-validated mobile ECG solution available worldwide.
- Instant analysis for Normal sinus rhythm, AFib, Bradycardia, and Tachycardia in just 30 seconds.
- FDA-cleared
- CE-marked

Devices and Hardware | KardiaMobile 6L

- Introduced in June 2019.
- World's only FDA-cleared 6-lead personal ECG solution.
- Provides a more-detailed view of the heart than a single-lead ECG. Includes: Lead I, Lead II, Lead III, aVF, aVR, and aVL.
- Captures a medical-grade 6-lead ECG in 30 seconds and detects Possible Atrial Fibrillation, Bradycardia, Tachycardia, or Normal sinus rhythm.

Why Clinicians Recommend Kardia

- Convenient, short or long-term remote monitoring.
  - Affordable hardware for patients to remotely capture ECG data anytime, anywhere.
- Patients are engaged in their own healthcare.
  - Easy-to-use, portable device that allows patients to take an ECG the moment they feel a symptom and share the data with their providers remotely.
- Early detection at their fingertips.
  - Instant, FDA-cleared detection of Normal sinus rhythm or Possible AFib with a 30-second ECG recording.
- Immediate feedback, giving patients peace of mind.
  - Patients report peace of mind and feeling more in control of their heart health.

Patient Testimonial – *Mary White*

"I was absolutely fascinated. I suppose I should have been shocked at the state of my heart, because it was up and down, but I wasn't, I was just amazed as it just picked up on the irregular rhythm. It's fantastic it really is!

If I hadn't been diagnosed that day in my GP's office, I really don't know what the outcome would have been. I wouldn't have been able to enjoy my grandson's childhood and I wouldn't have that bond with him. I really think it saved my life. I'm very grateful for the device, very grateful.

I would honestly say it's a lifesaver. It's so simple to use. You don't have to go out of your way, it's just there. I couldn't believe it - the doctor and I looked at each other, and I said this is just amazing!"

Patient Testimonial – *Gael Salzmann*

"I found it invaluable because even if you can't read ECG's, I could see there was an arrhythmia. I kept moving between an irregular rhythm and then back to normal. For years I had been trying to show my doctor what was happening!

As a patient it gives you reassurance. I can actually feel my heart racing and going out of sync - so now I just take a look. I notice the symptoms now, and for my own peace of mind, know I need to go and see my doctor. With the history recorded on my phone I can now compare what is happening. I've also used the service where a doctor will actually have a quick look at your reading, for a small fee, and they come back with a full report, which has been excellent!

I just think anybody that has some form of a cardiac problem should have this for peace of mind. They can actually physically see what is happening to their heart and when it's happening. That in itself, to me, is mentally really good for someone with a cardiac condition."

Clearance

KardiaMobile

Anguilla
Aruba
Australia
Austria
Bahrain
Belgium
Canada
Chile
Denmark
Finland
France
Germany
Hong Kong
Hungary
India
Ireland
Israel
Italy
Jamaica
Korea
Luxembourg
Malaysia
Malta
Mexico
New Zealand
Norway
Pakistan
Poland
Qatar
Spain
Sweden
Switzerland
Thailand
The Netherlands
Trinidad and Tobago
UK
US

KardiaMobile 6L

Australia
Austria
Belgium
Canada
Denmark
Finland
France
Germany
Hong Kong
Hungary
India
Ireland
Israel
Italy
Luxembourg
Malta
Norway
Poland
Spain
Sweden
Switzerland
The Netherlands
UK
US

Research

100+ Peer Reviewed Articles

Post-surgery

KardiaMobile is a convenient way to monitor for AFib recurrence after cardiac surgery.

Lowres N et al.,
Eur J Cardiothorac Surg, 2016

Post-ablation

KardiaMobile smartphone-based ECG monitors added to the 2017 consensus guidelines for patients post-ablation.

HRS Consensus Statement, 2017

Quality of life

Self-monitoring with KardiaMobile improves AFib detection and self-reported quality of life.

iHEART study, J Atr Fibrillation , 2017

Key Publications

- Assessment of remote heart rhythm sampling using the AliveCor heart monitor to screen for atrial fibrillation: the **REHEARSE-AF study.**
- A single-center randomized, controlled trial investigating the efficacy of a mHealth ECG technology intervention to improve the detection of atrial fibrillation: the **iHEART study protocol.**
- Multi-centre Randomised Controlled Trial of a Smartphone-based Event Recorder Alongside Standard Care Versus Standard Care for Patients Presenting to the Emergency Department with Palpitations and Pre-syncope: The **IPED (Investigation of Palpitations in the ED) study**
- **NICE** Medtech innovation briefing

Case study: impact within AHSN environment

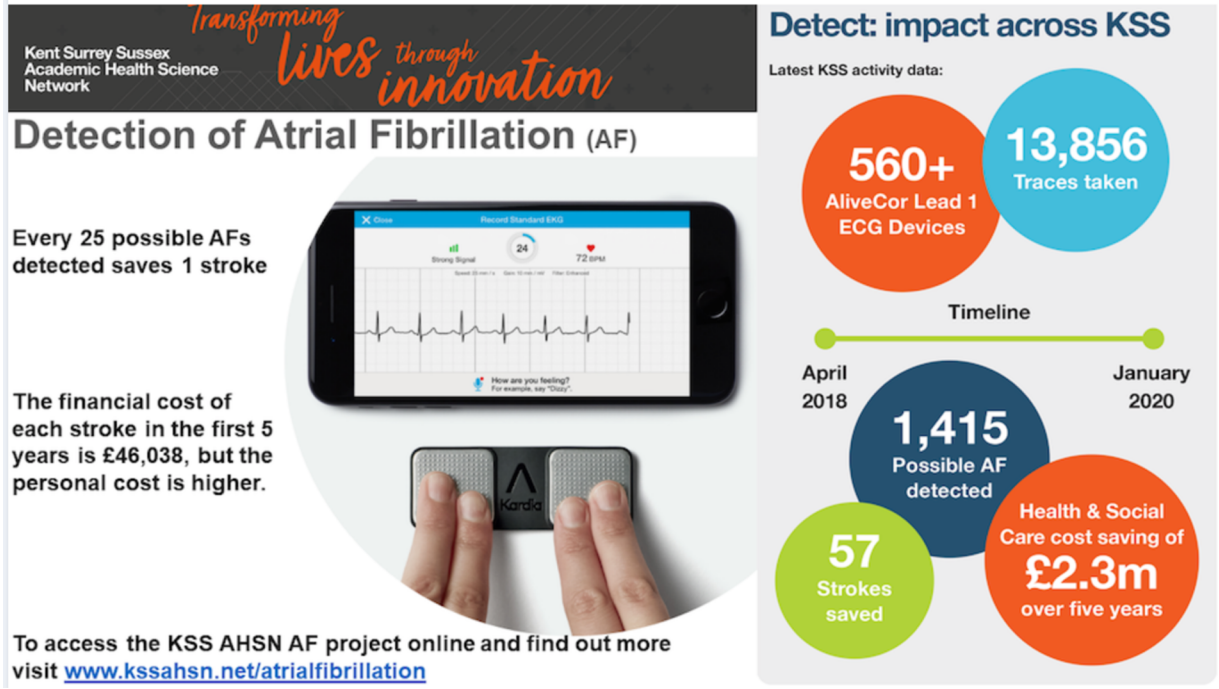
[AHSN KardiaMobile roll-out programe evaluation report]

North East & North Cumbria (NENC) AHSN

- 20,735 pulse rhythm checks recorded between Jan 18 and Mar 19
- Detecting 1,175 people with possible AF
- Preventing 47 possible AF-related strokes
- £630,000+ healthcare costs avoided in year 1
- £2,160,000+ health and social care costs avoided over 5 years
- Potentially, 15 lives have been saved

Health Innovation Network (HIN)

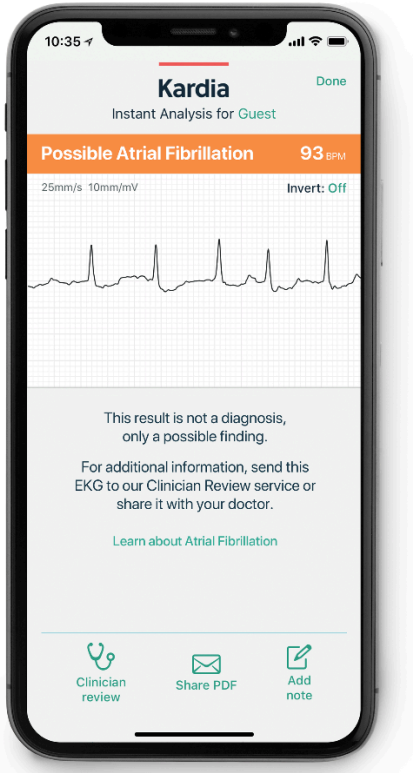
- KardiaMobile was used to test 10,413 people
- Detecting 537 people with possible AF
- Preventing 21 possible AF related strokes
- £281,000+ healthcare costs avoided in year 1



Clinical Enterprise Solutions | KardiaPro

- KardiaPro connects with KardiaMobile and KardiaMobile 6L, the most clinically-validated mobile ECG in the world, to enhance patient care and streamline ECG interpretation through remote patient monitoring.
- HIPAA and GDPR compliant
- Patient ECG and/or blood pressure data, transmitted automatically from Kardia app to your practice's KardiaPro portal
- Streamlined ECG and blood pressure interpretation with no data overload

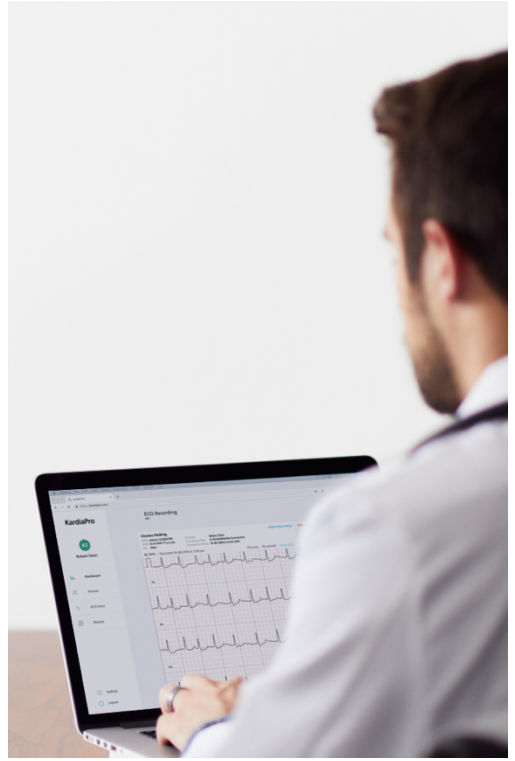
Example: KardiaPro Patient Journey



Kardia user receives abnormal rhythm

The user is asked if they wish to share with a physician

Their physician receives a copy of the recorded ECG



A KardiaPro connection is made

KardiaPro Remote Patient Monitoring

- KardiaPro allows providers to effectively monitor patients' ECG and/or blood pressure data remotely, for which practices may bill.
- For patients with atrial fibrillation, physicians may use KardiaPro for:
  - Tracking rhythm over time
  - Adjusting rate/rhythm medications
  - Post-cardioversion
  - Pre/Post-ablation
- For patients with hypertension, physicians use KardiaPro for:
  - Initiating and titrating blood pressure medications
  - Improving patient adherence with home blood pressure self-monitoring