



## LabStyle Innovations Corp.

### CORPORATE HEADQUARTERS

9 Halamish Street, 1<sup>st</sup> Floor  
Caesarea Industrial Park, 38900  
Israel  
[www.mydario.com](http://www.mydario.com)

**Industry:** Software/Medical Device  
**Year End:** December 31

### STOCK SUMMARY

Symbol: DRIO

### MANAGEMENT TEAM

**Erez Raphael**  
*Acting Chairman/CEO & President*

**Zvi Ben-David**  
*CFO*

**Professor Itamar Raz MD**  
*Head of SAB*

**Shosh Friedman**  
*RAC, FRAPS consultant*

**Eran Kurman**  
*VP, Global Commercial Strategy*

**Dror Bacher**  
*VP, Research and Development*

**David Edelman**  
*Director Product Strategy*

### INVESTOR RELATIONS/PRESS INQUIRIES

Brenda Zeitlin  
1 800 896 9062  
[brenda@mydario.com](mailto:brenda@mydario.com)

**LabStyle Innovations Corp. (OTCQB: DRIO)** believes that a platform for connecting medical devices for ongoing data collection, analysis and support tools will transform the quality of diabetes care.

LabStyle's flagship product, Dario™, empowers people with diabetes to take charge of their health with the right tools, insights, and support in their pocket. With access to both real-time and historical blood glucose data, Dario™ is designed to spot patterns, recommend the right treatments and support behavior change efforts.

Dario™ is a platform that combines an all-in-one, blood glucose meter, smart phone application (iOS & Android), website application and treatment tools to support more proactive and better informed decisions by patients, doctors and healthcare systems. The stylish and compact self-monitoring system combines a lancet to obtain a blood sample, a proprietary disposable test strip cartridge and a smartphone-driven glucose meter.

LabStyle Innovations is led by an experienced management team with vast software, medical device and technology experience and guided by a world class board of directors and scientific advisory board.

### COMPANY MILESTONES

- Founded in 2011 and commenced trading on OTCQB Market. (April 2013)
- Granted a CE Mark for the full Dario diabetes management system which allows for marketing in Europe. (September 2013)
- Signed exclusive distribution agreements in United Kingdom, Australia, New Zealand, Sweden, Italy, Netherlands and Canada. (During 2013 and 2014)
- Launch of the Dario™ iOS mobile app in the UK, New Zealand and Italy.
- Filed 510(k) FDA clearance for marketing the Dario™ device and iOS app. (December 2013)
- Closed a \$4.19 million placement financing. (February 2014)
- Launch of the Dario™ glucose monitoring device in the United Kingdom, New Zealand and Italy (Q2 2014)
- Received reimbursement coverage in the UK, Italy and Australia
- Closed a \$4.24 million private placement financing (September 2014)
- Expanding to the rest of the world (throughout 2014 and 2015)
- Launch of the Dario™ platform monitoring device in the United States (throughout 2015)
- Launch of the next Generation Dario™ blood glucose monitoring device (2015)

## MARKET

- Diabetes is a fast growing epidemic with more than 382 million people living with diabetes worldwide. This number is expected to grow to 592 million by 2035.<sup>1</sup> The total cost of diabetes in the United States was US\$245 billion in 2012.<sup>2</sup>
- The global diagnosis and monitoring devices market is expected to reach US\$26.0 billion by 2018, growing at a CAGR of 7.8% from 2011 to 2018;<sup>3</sup> in addition, the total diabetes management market was US\$50.8 billion in 2011 and is estimated to reach US\$98.4 billion by 2018.<sup>3</sup>
- The global self-monitoring blood glucose market was US\$9.7 billion in 2011 and expected to reach US\$27.4 billion in 2022.<sup>4</sup>

## MISSION

- Deliver the best diabetes self-monitoring platform.
  - Stylish, all-in-one smartphone-powered blood glucose monitoring platform (stylish, all-in-one device, app and cloud).
  - Test strips provide a significant high margin, recurring revenue stream. Pricing plans are competitive with high-end test strips in the market.
  - Third-party distribution augmented by direct-to-consumer sales in certain jurisdictions, supported by an efficient, online-driven marketing approach.
- Enable health providers to better identify and manage population risk.
  - Prioritize patient interventions based on real-time health data.
  - Provide evidence-based clinical decision support.
- Monetize data by sharing personalized product and service recommendations and supporting clinical trial recruitment and online advertising.
- Support health providers with evidence-based health improvement and cost-reduction systems.

