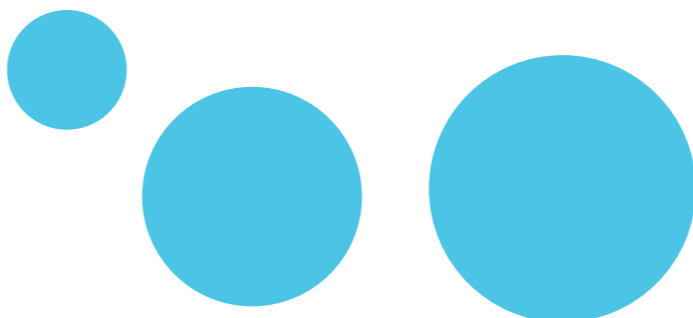


Breathometer™

COMPANY OVERVIEW

DEC-2015

Confidential Clause



How much fat is my body burning right now?

Am I at risk of an asthma attack?



Are there disease causing bacteria living in my mouth?

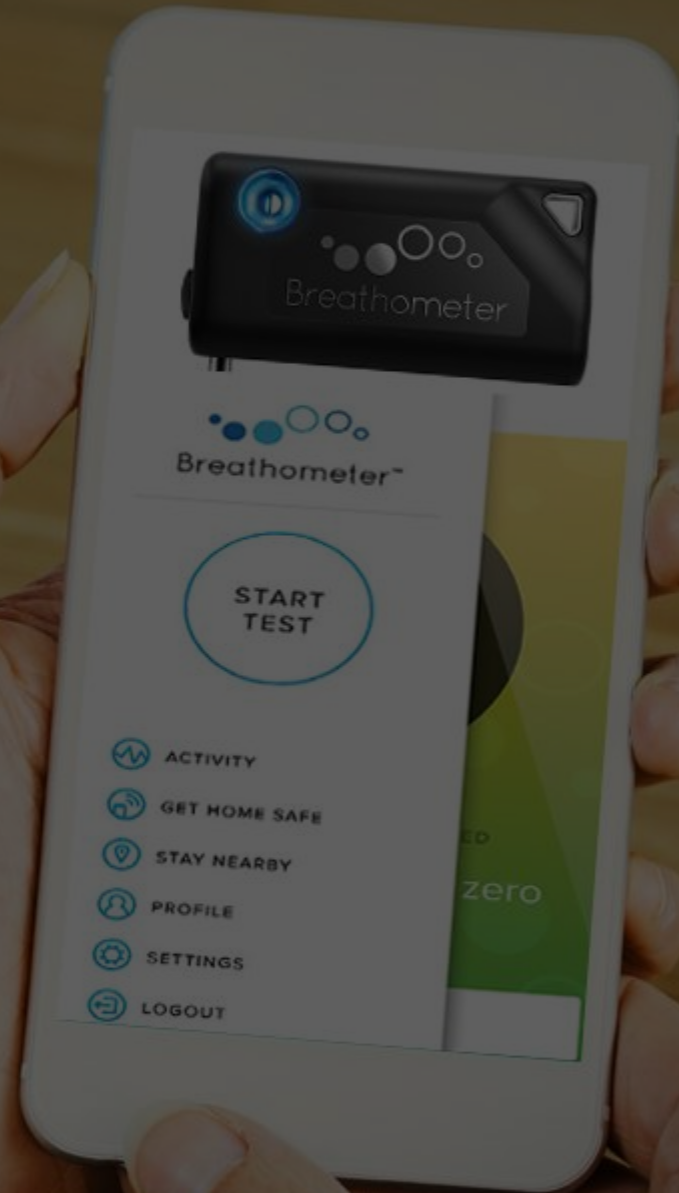
IS MY BODY
HEALTHY AND
OPERATING AT
ITS PEAK?



Improving lives
through
molecular breath
analysis.

Q1 2016 Launch

Oral health product development nearing completion and set to launch through a global marketing partnership with Phillips



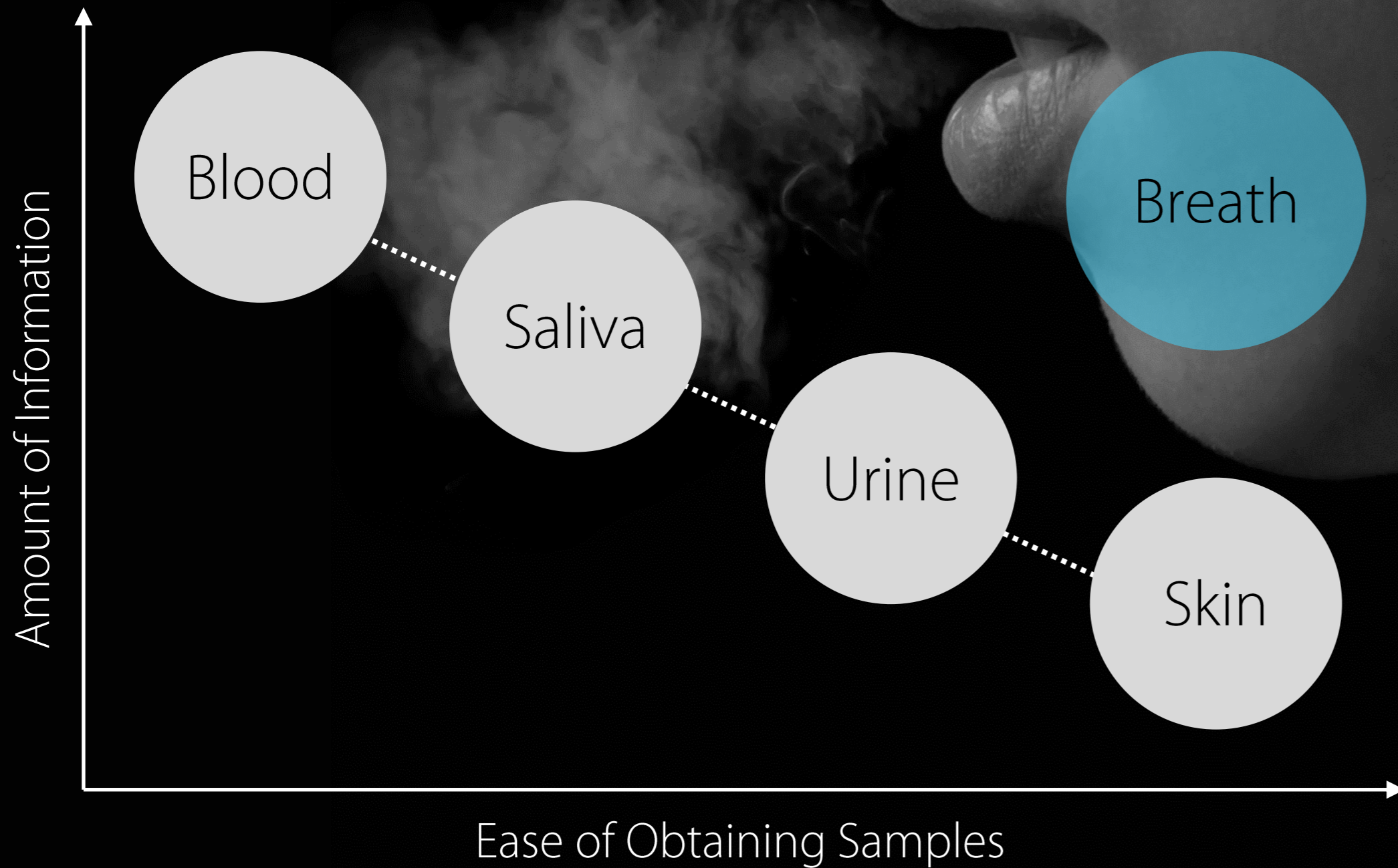
Core technology is based on miniaturized sensor arrays and sensor fusion algorithms applied to breath analysis in small, consumer form factors

\$300B+
Addressable medical device market

Company Highlights

Series A company with product nearly complete, global marketing partnership with Phillips signed, strong management team and visionary founder

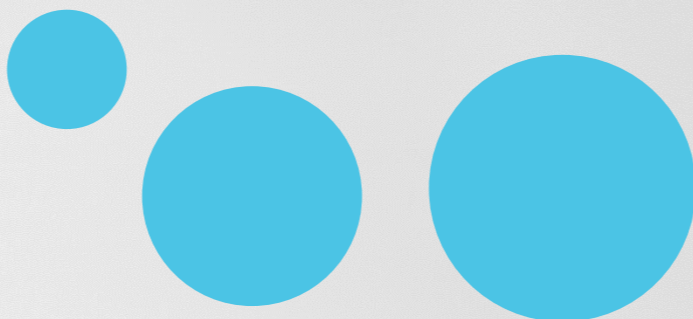
Management team includes sensor fusion scientist as CTO with world-class experience, former public company CFO + COO and proven Founder/CEO.



“

Breath in the headspace is the closest to blood

Dr. Dweik



Cholesterol,
Diabetes,
Lung,
Prostate,
Breast Cancer

Congestive Heart Failure (CHF)
Irritable Bowel Syndrome,
Stomach Ulcers
(H. Pylori)
Liver/Kidney Failure,
Bacterial Infection



Alcohol
Oral Health
Dietary Weight Loss
Asthma



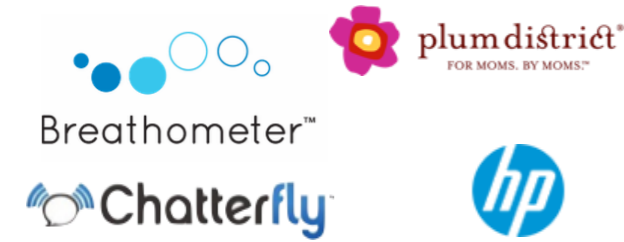
Breath Analysis is a multi-billion dollar opportunity

Many chronic conditions/diseases can be
diagnosed or monitored using breath...



Charles Michael Yim

Founder & CEO



Tim Ratto, Ph.D.

CTO



Russ Harris

COO



Michael Golomb

CFO



Larry Arne

Senior Director of Hardware



Matt Sammons

VP, Sales



MANAGEMENT TEAM



Cesar Lee

Board of Director Principal, WRV



Dr. Raed Dweik

Pulmonology Specialist/Breath Expert



Bill Tai

Venture Capitalist



Dan Laskowski

Respiratory Physiologist,
Cleveland Clinic



Martina Lauchengco

Product and Market Advizor



Dr. Griff Tully

Medical Device Advizor



Bill Tai

Advisory Board

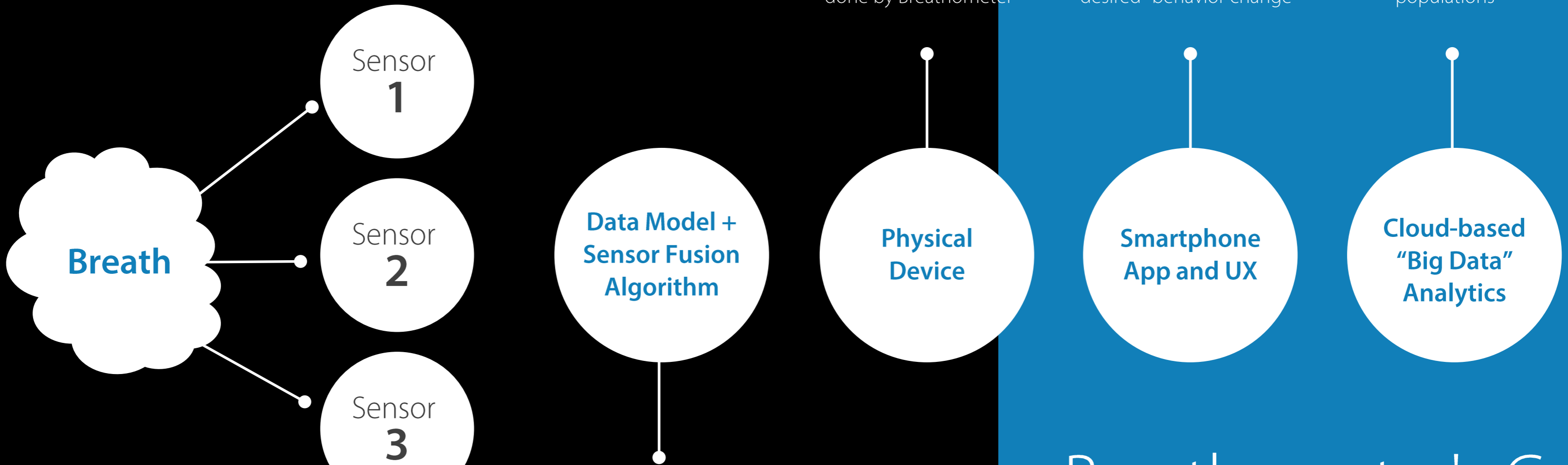
While some sensors are “commodity”, the exact specification of materials and design of the sensor array are a critical component of Breathometer’s IP

Sensor array design and sensor fusion algorithm developed by Tim Ratto, a leading scientist with a background in developing miniaturized chemical and biological weapons sensors for the military

Industrial design, mechanical design and electrical engineering done by Breathometer

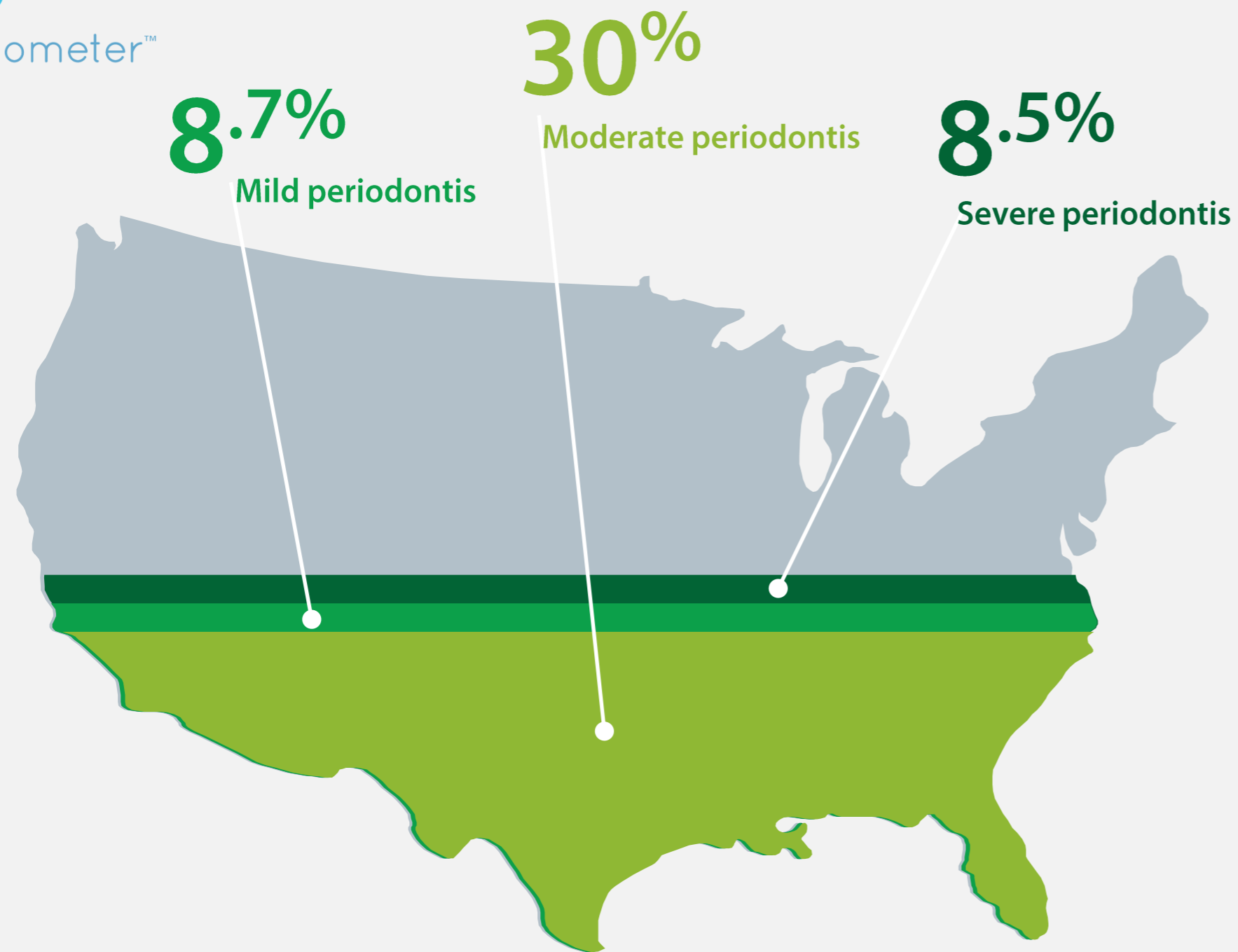
Smartphone application and overall user experience designed by Breathometer to maximize desired “behavior change”

Large scale datasets on breath-based biomarkers across populations



The data model processes estimates state vectors from the noisy incomplete sensor outputs. The sensor fusion algorithm combines the state vectors and compares them to a map of the predicted breath outputs that is simulated from calibration data

Breathometer's Core Technology



47.2%

Have periodontis



THAT'S

64.7

Million Adults 30years and older

* The American academy of periodontology warns of a significant public health problem

Bill Tai

HALF
of American adults
suffer from
GUM DISEASE

Addressable Market

\$500M
Alcohol

\$2B
Oral Health

\$10B
Weight Loss

\$5B
Asthma

Original Breeze

Mint

Slim

Air

Product

Focused Product Development and Go-to-Market Strategy

2015

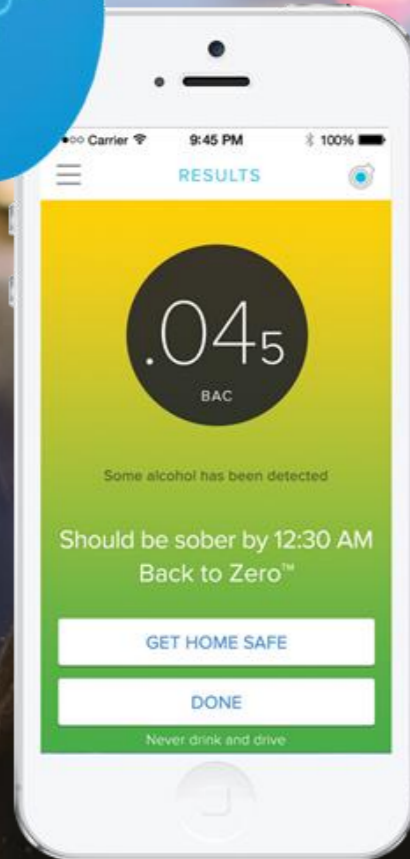
2016

2017

2018

\$4.2M

Revenue



1.8M+

Breath-tests

120K +

units sold,

100K +

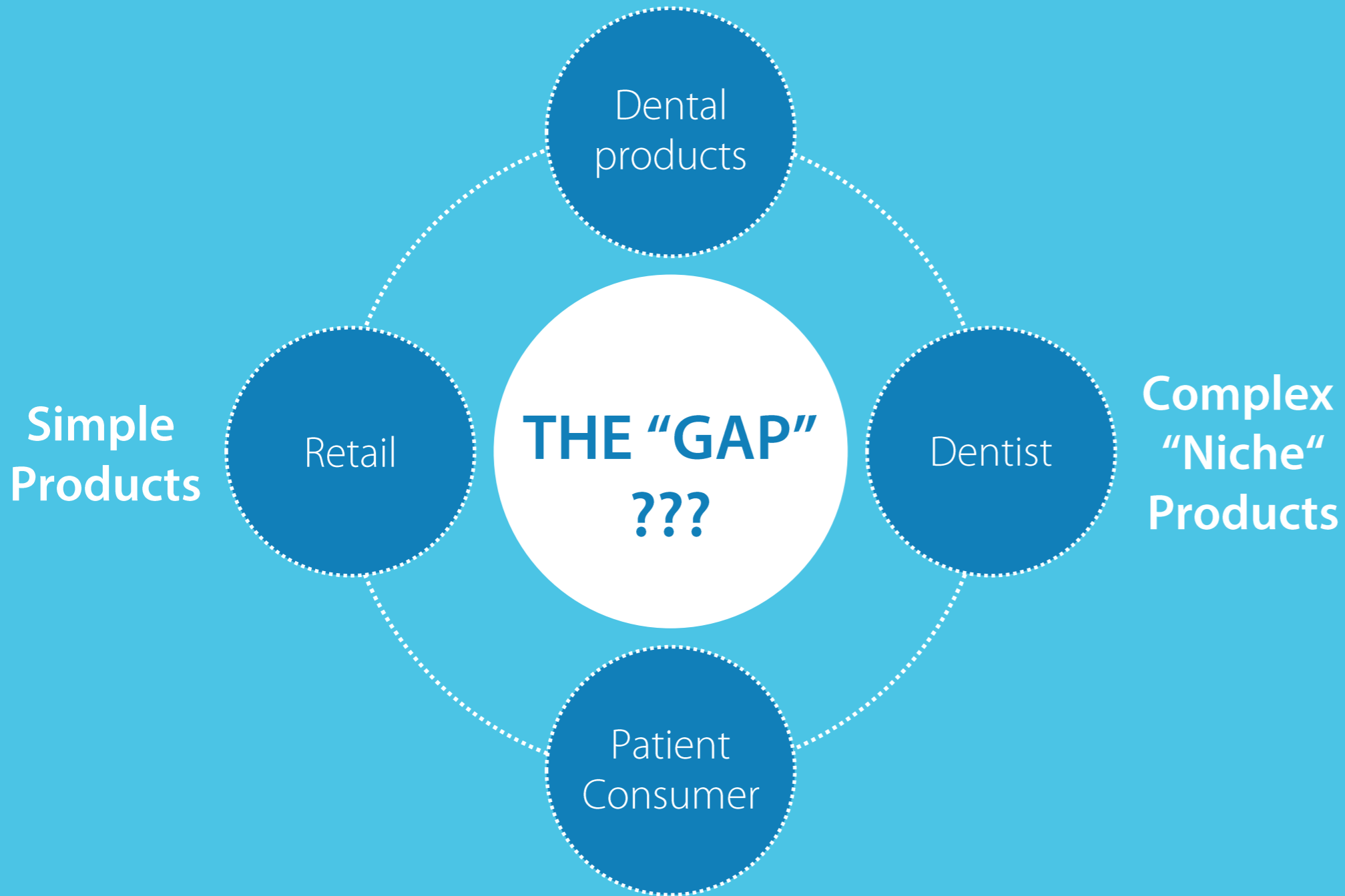
Users

- Alcohol Smartphone Breathalyzer
- \$79 MSRP
- FDA registered
- Bluetooth LE
- Lithium Coin Cell (2 yrs)
- +/- 0.001% @ 0.08% accuracy
- Printed electro-chemical sensors
- Free Breathometer App



Breathometer's First Product

“ There is increasing consumer demand for advanced oral care products beyond a ‘brush and paste’ that help improve appearance and maximize dental health. ”



Market Opportunity – Oral Health



Breathometer™

Mint™ is a compact wireless product that works with your smartphone to help you track your oral health.

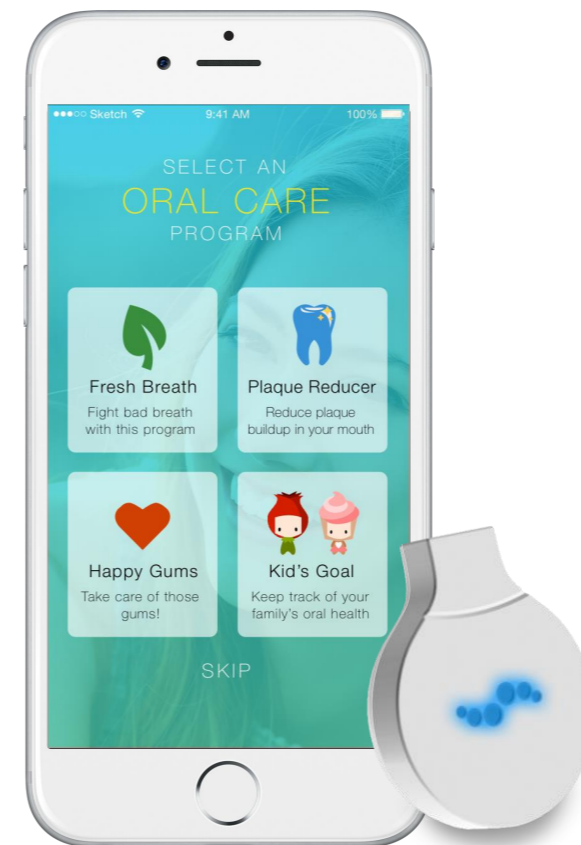
- By measuring compounds released by bacteria in your mouth, Mint allows you to monitor your breath quality throughout the day.
- Mint also helps you monitor the effectiveness of your oral care routine, tracking the impact of your daily activities on your overall oral health and providing suggestions to help you better achieve your oral health goals.

Breathometer Mint

Mint measures hydrogen sulfide, methyl mercaptan and dimethyl sulfide and reports as total VSCs (in ppb) and as a Breath Quality number.

What are we measuring?

Volatile Sulfur Compounds (VSCs) are created by anaerobic bacteria in the mouth, particularly on the tongue and in gingival pockets. VSCs can be elevated by certain foods and beverages you consume and may also indicate gum disease, tooth decay or other physical conditions affecting your breath. In all cases, elevated VSCs can reduce breath quality and increase social anxiety about your breath.



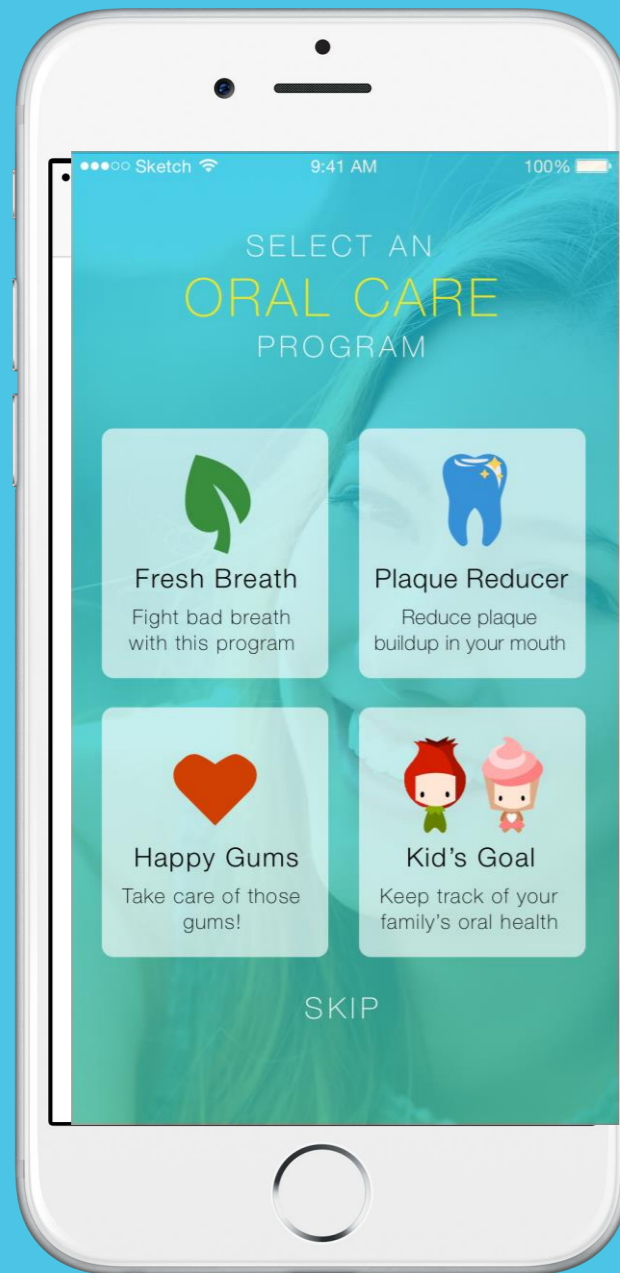
Mint for Oral Health

Mint measures volatile sulfuric compounds in the breath to instantly detect and monitor an individual's oral health

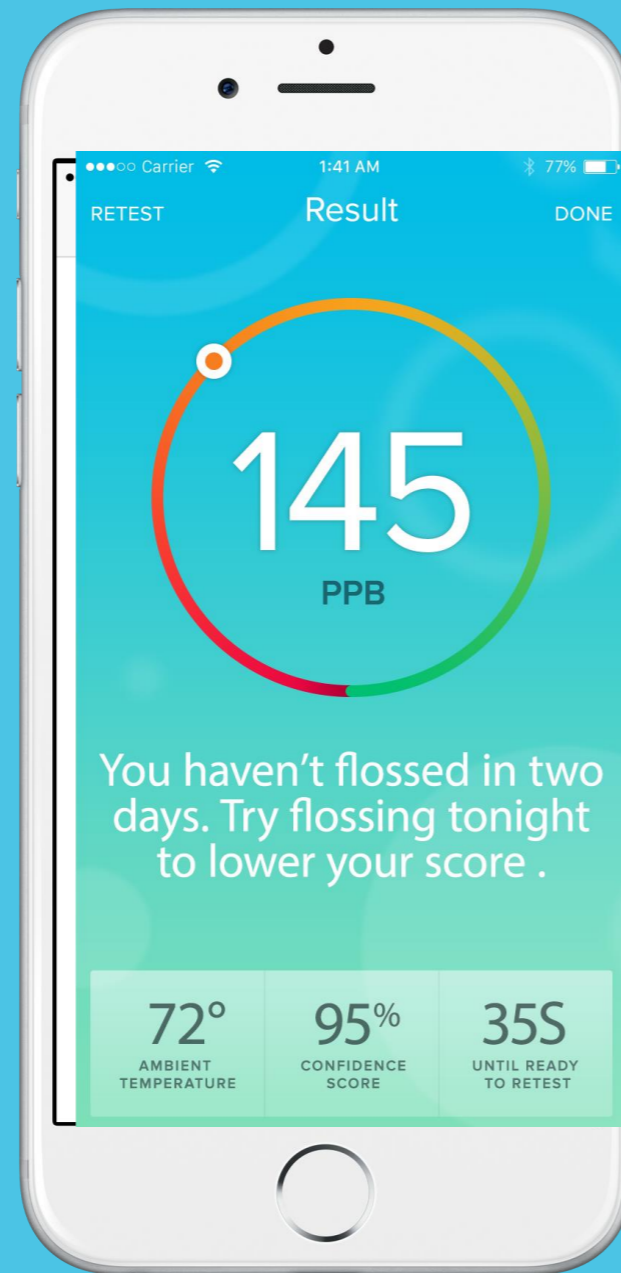
Phillips Sonicare Partnership

Mint's value proposition for Phillips/customers

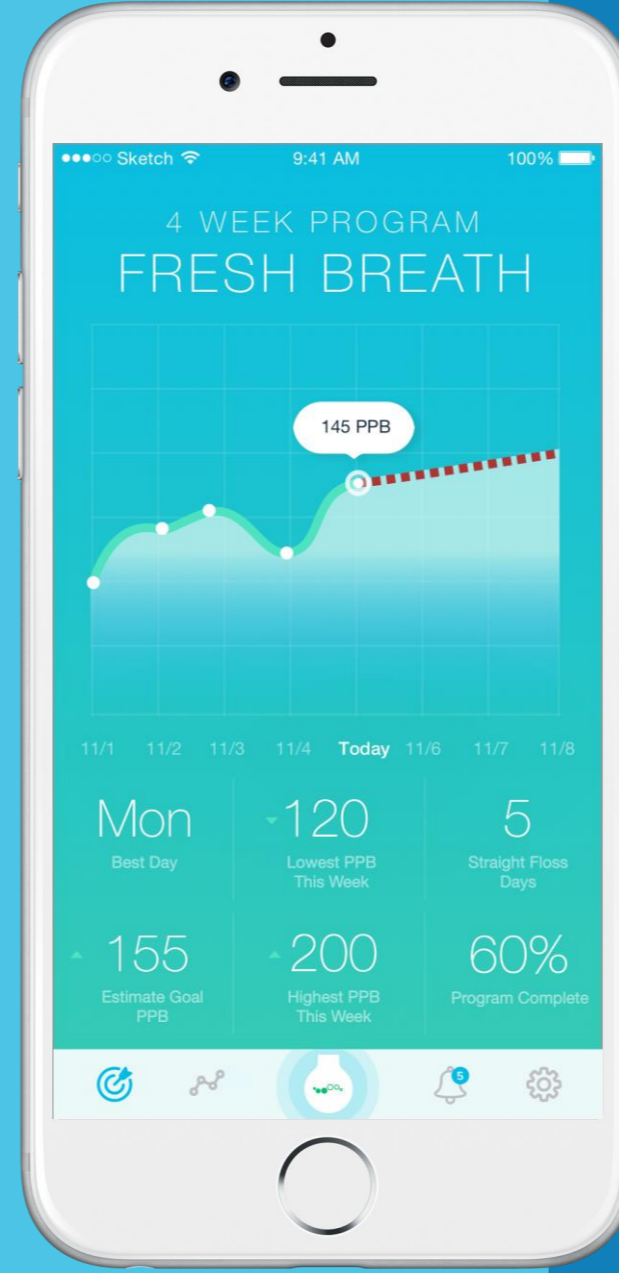
- \$2M signed PO and GPA
- 25% gross margin opportunity
- Philips provides all distribution, marketing and packaging
- 12-16% of gross marketing saving
- Q2 market test by Phillips, Q3 order for 2016 holidays
- Customer confidence in Phillips' product will increase and NPS score > 1
- Increase in customer LTV to Phillips
- Cross-sell products via app experience
- Data acquisition



Goal Setting



Real-time Recommendations

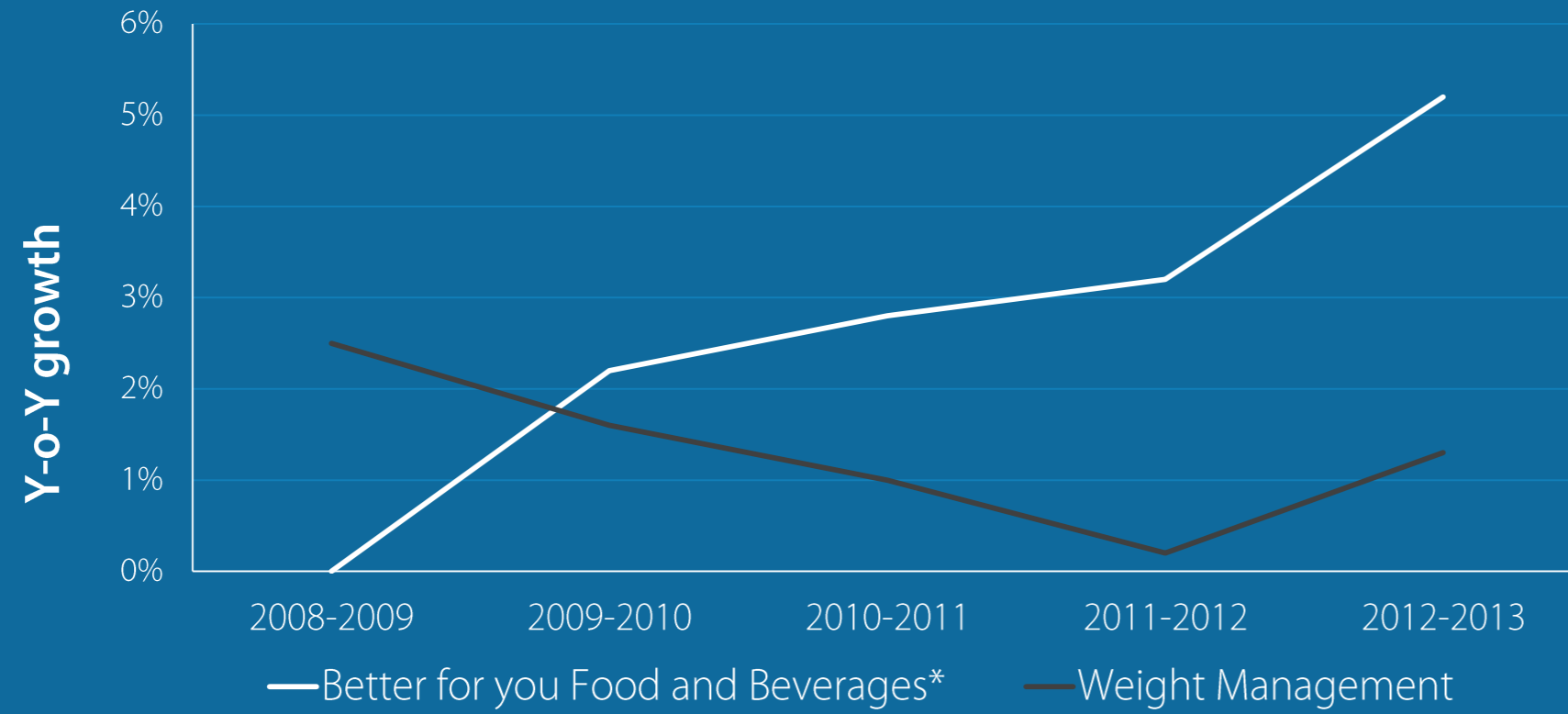


Track Progress with Data Insights



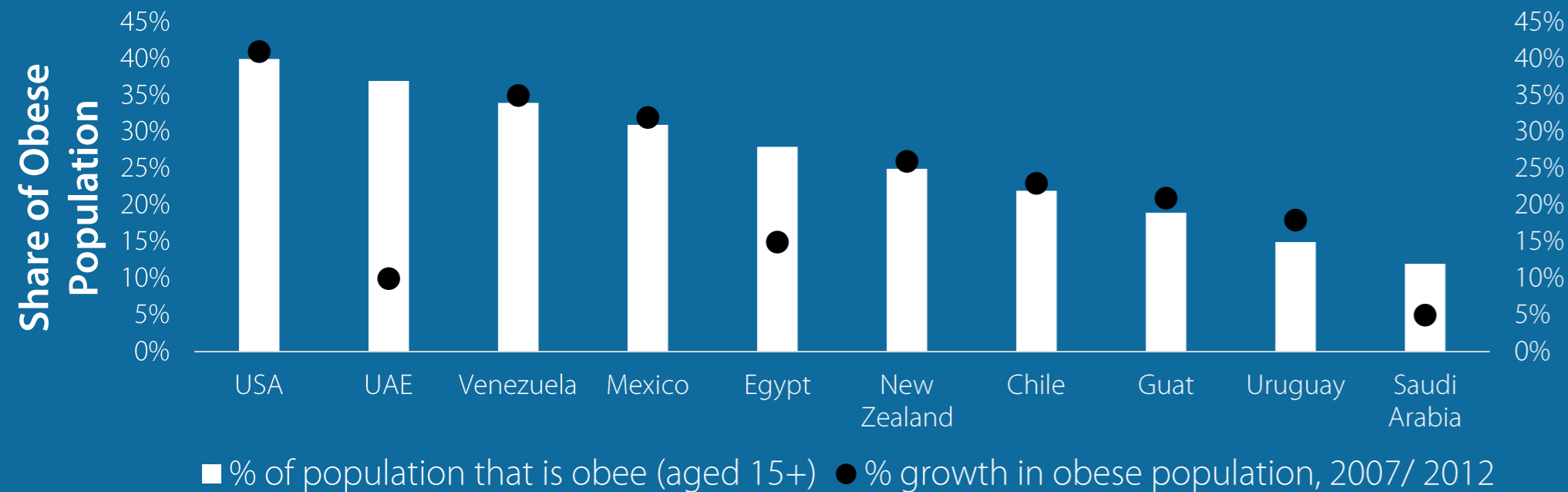
Daily Activity Monitoring

Global Growth comparison :better for you food beverage and weight Management retail Value RSP (US\$) 2008-2013



Market Opportunity Weight Management

Countries with the Highest obese Populations, Share 2012 and Growth 2007-2012



The retail value of weight management will continue to increase due to Lifestyle changes in conjunction with fitness routines and need to change unhealthy behavior.

Weight Management will continue to grow as Global Obesity rates continue to rise.



“Slim could be our next GoPro product!”

- Buyer from Best Buy



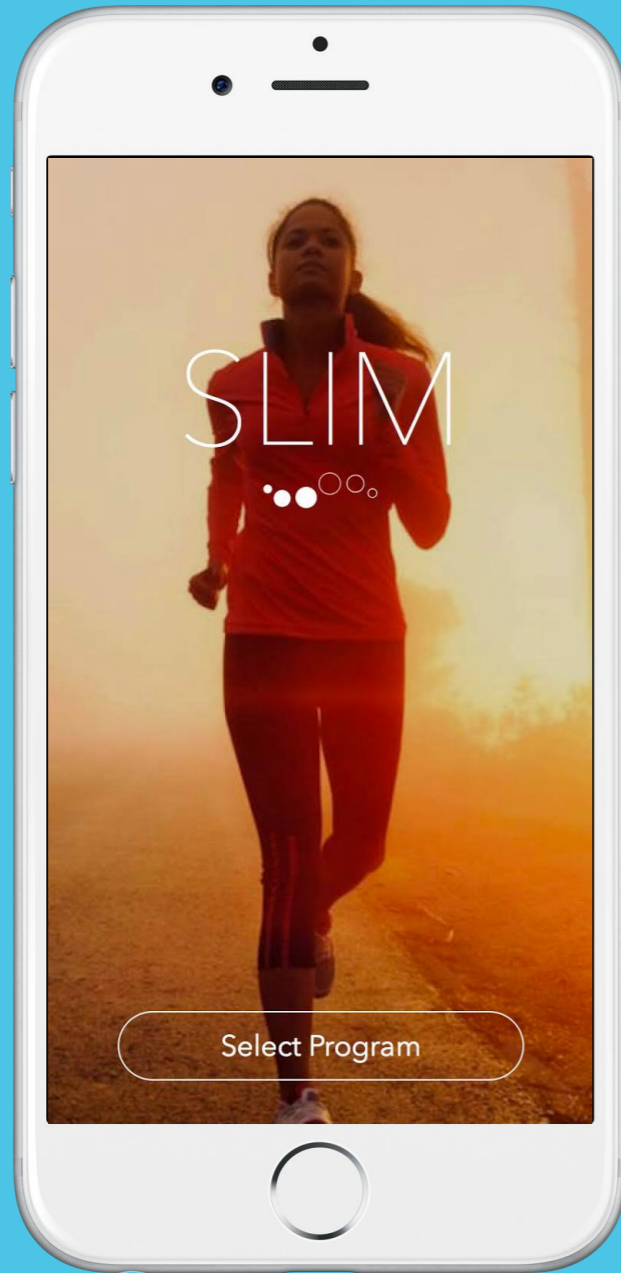
Slim for Weight Loss

Slim measures biomarkers in the breath to instantly detect and monitor an individual's metabolic fat burning rate

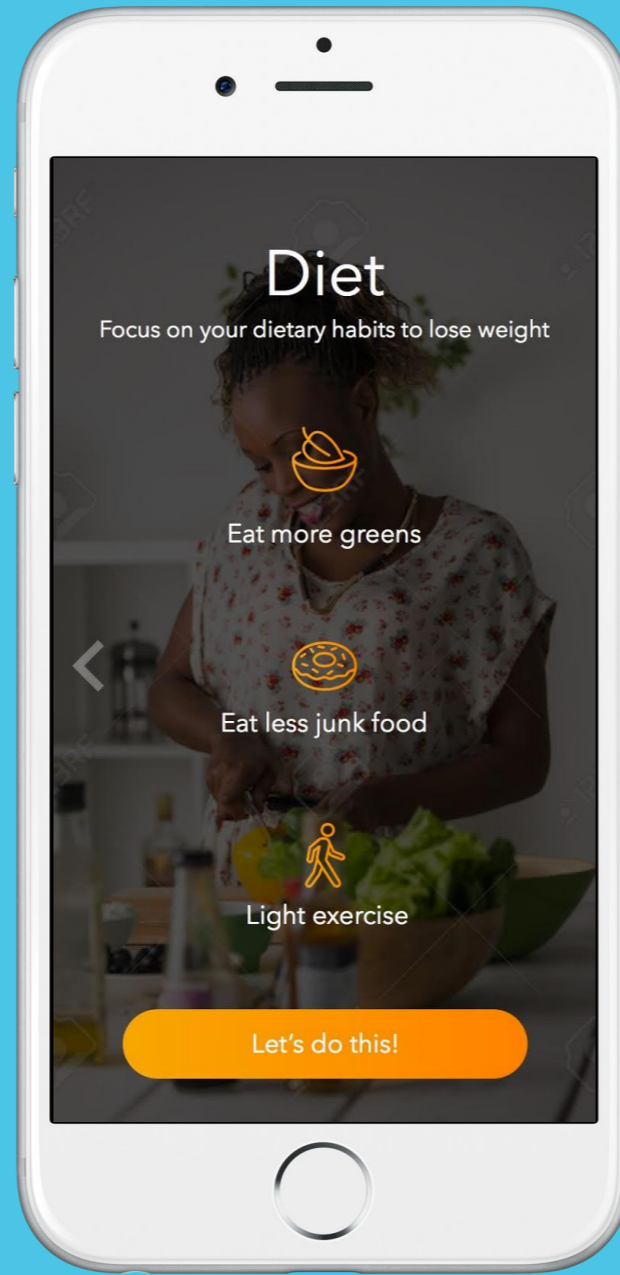
Potential partnerships



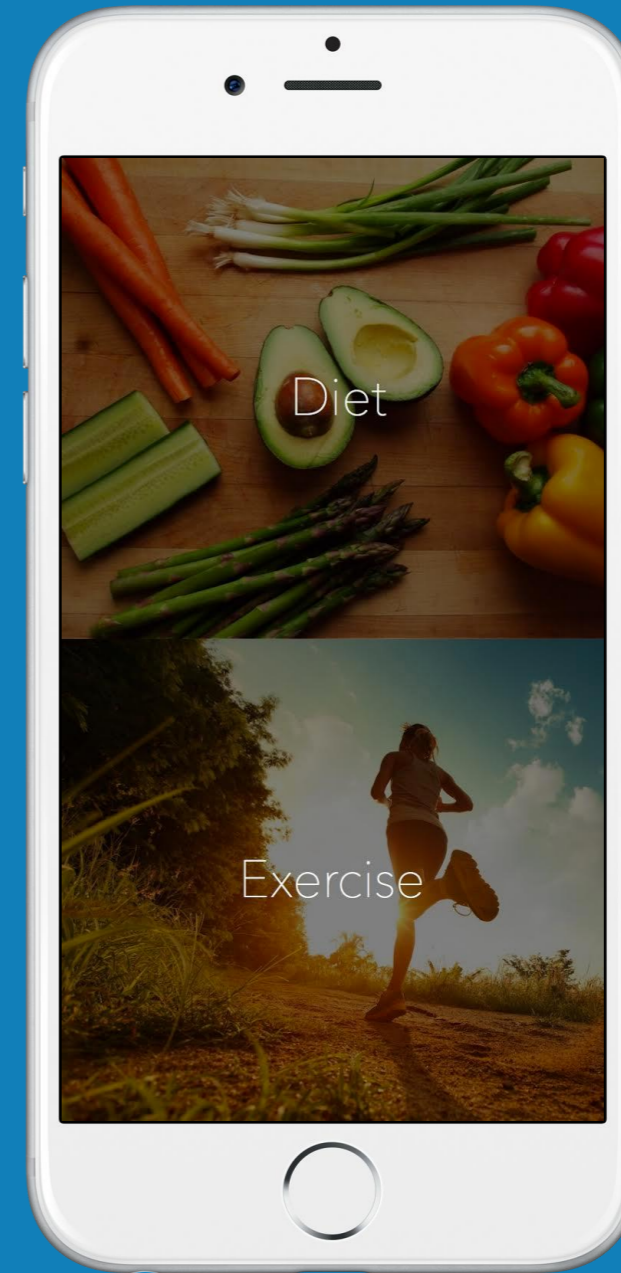
The Slim App



Weight-loss Program



Goal Setting

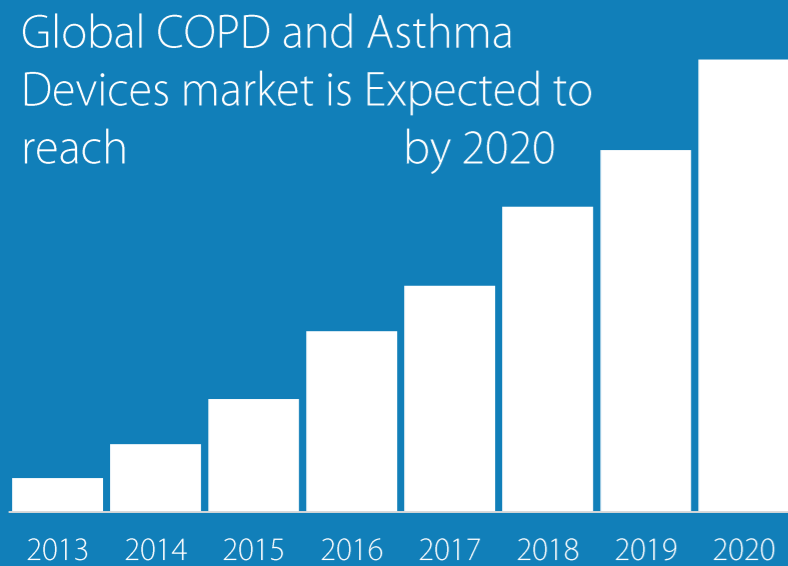


Tracking and Data Analytics

Global COPD and Asthma Devices Market Size and Forecast (2013-2020)

Market Opportunity COPD & Asthma

Global COPD and Asthma Devices Market



Global COPD and Asthma Devices Market By Product Type

- Intalers**
 - Drug Powder inhalers (DPLs)
 - Metered Dose inhalers (MDIs)
 - Soft Mist inhalers (SMIs)
- Nebulizers**
 - Compressor nebulizer
 - Ultrasonic nebulizer
 - Mesh nebulizer

Global COPD and Asthma Devices Market By Geography

Asia-Pacific, north America, LAMEA

Europe

Fastest Growing Segment at a CAGR **4.8%** (2014-2020)



Asthma is a disease that affects the lungs and is characterized by wheezing.

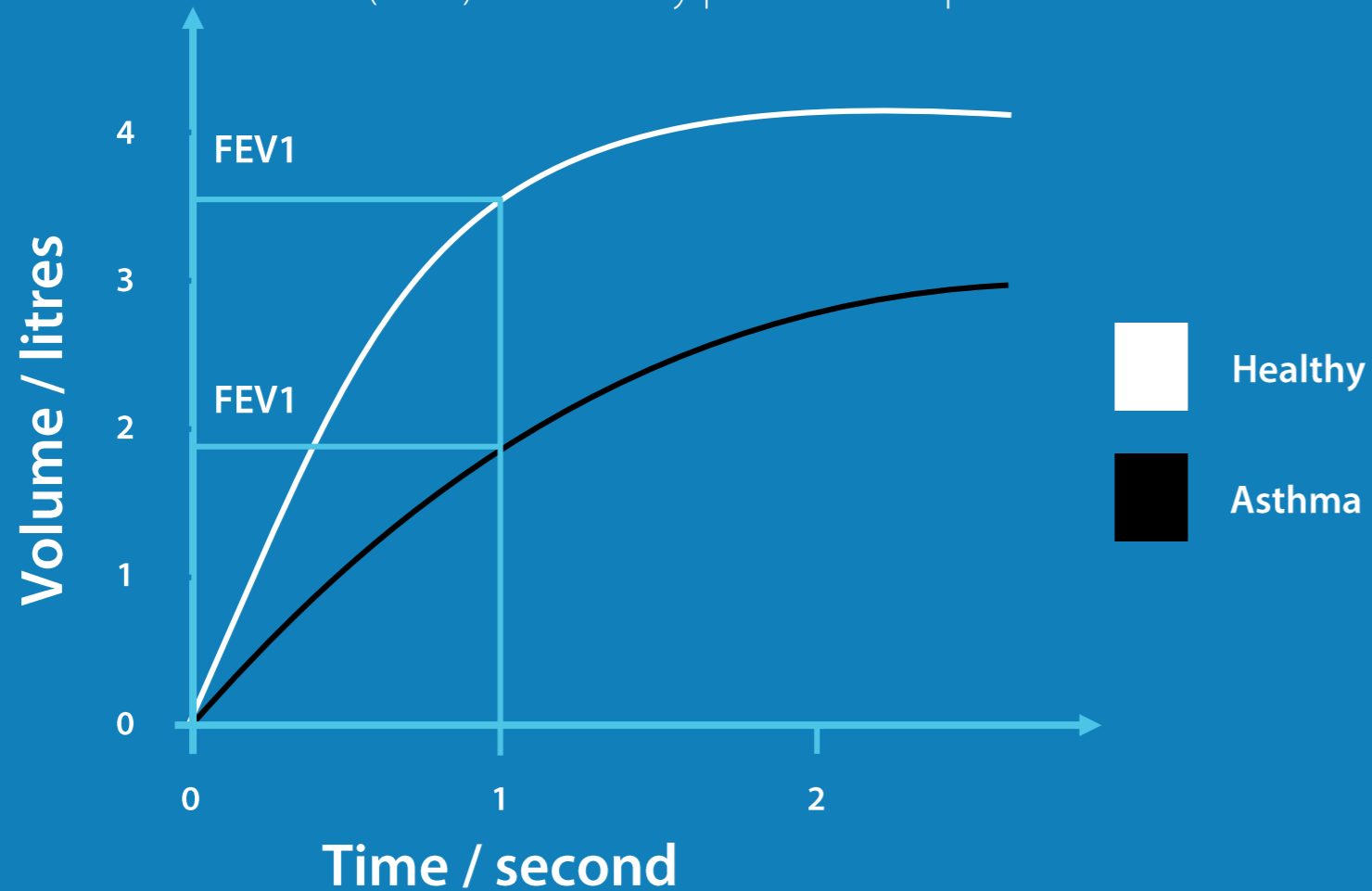
The disease is caused by both genetic and environmental factors.

Breath nitric oxide (NO,) spirometry and lung health

- NO in breath is used to track airway inflammation in patients with respiratory conditions such as asthma, COPD and allergies.
- Spirometry (breath volume and speed) is used to monitor lung capacity and strength and is predictive of a decrease in lung function and worsening of symptoms

Together, NO and spirometry allow the measurement and tracking of total lung health

A graph comparing the forced expiratory volume in 1 second (FEV1) of a healthy person and a person with asthma



Breath No

50
ppb

High degree of airway inflammation

30
ppb

Increased inflammation

20
ppb

No airway inflammation

5
ppb

Breathometer
Air Measures
Airway Inflammation

Ref: Van der Walk, 2014, Langley, 2014, Calhoun, 2013, Price, 2013, Khan, 2013, Aggarwal, 2006

**Smartphone
Sensor Platform**

Provisional: Priority date-
6/26/2013: Smartphone device
(components and layout),
hardware design, mobile
application, transmission of data
(communication method)

**Mobile Phone
Breathalyzer**

Patent (filed): Priority date-
4/25/2014: Multi-sensor platform,
enhanced transmission of data,
key algorithms, tech stack

**Pumpless Breath
Analysis System**

Patent (filed): Priority date-
11/28/2014: fluid dynamics and
flow control, internal design, user
interface

**Portable Device
for Personal
Breath Quality
and Hydration
Monitoring**

Patent (filed): Priority date-
11/28/2014: Breath Analysis
operating architecture, breath
sampling, user interface

**FTO and prior art
search**

executed for connected alcohol
application – Original and Breeze
(available from Fenwick)

**FTO and prior art
search**

executed for Oral Health, Breath
Quality, Hydration and Printed
Sensors- Breeze, Mint and Slim
(available from Fenwick)

Trade secrets

Algorithms and sensor
integration

**Additional
innovation**

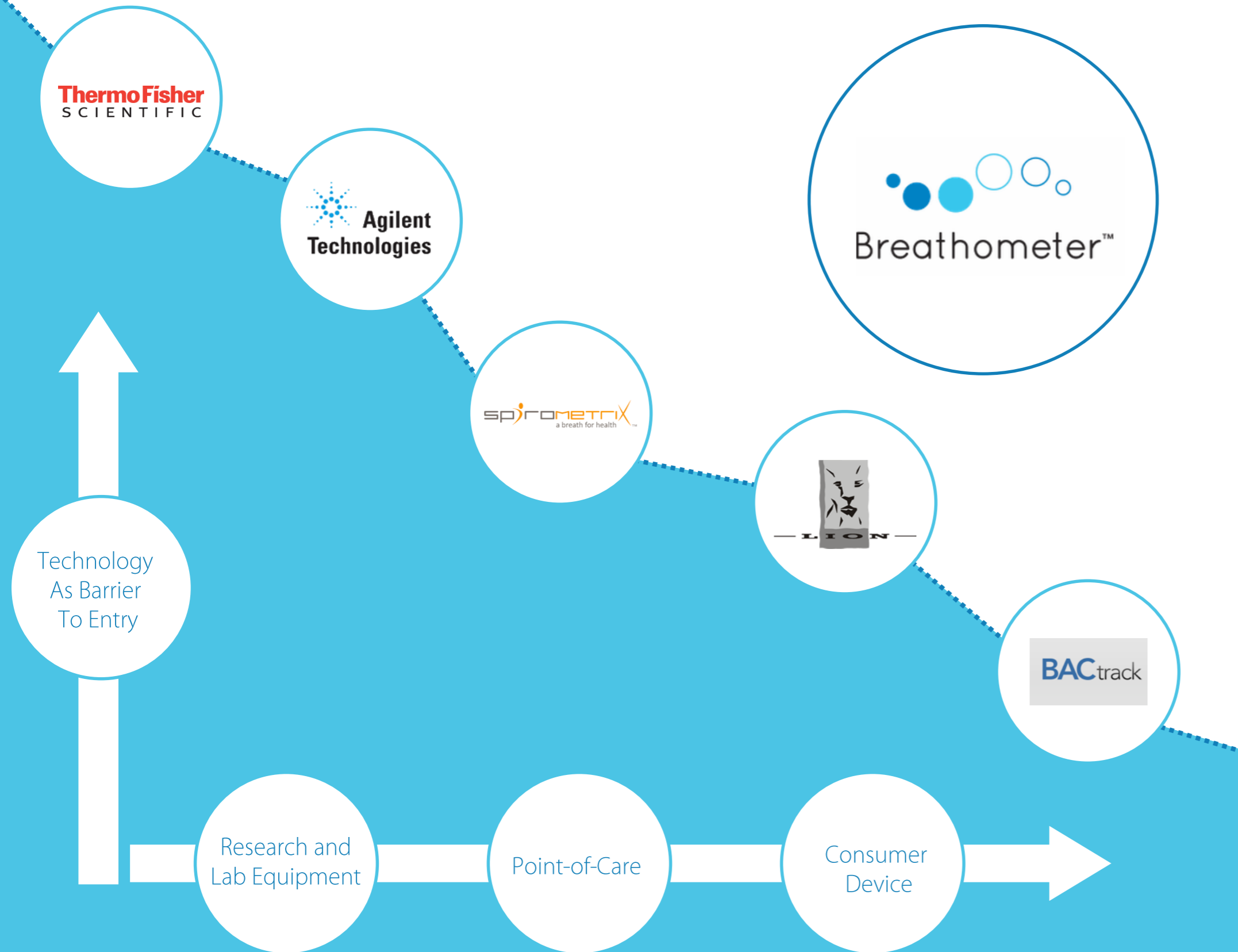
Currently executing patents for
SLIM and AIR

**Fundamental
technology**

Investigating licensing
opportunities in sensors and
breath analysis

**Opportunities
for strategic
growth**

Whitespace Technology Analysis



Multi VOC Platform, Sensor Agnostic, Integrated/Portable, Traction, Marketing, Design, Price Point

Breathometer is
The Leader
in a Growing
Industry

..... Dotted line represents traditional price-performance frontier for molecular analysers and breath-based health devices



Business Model

Multiple Channels of Revenue

Hardware

Subscription fees via app

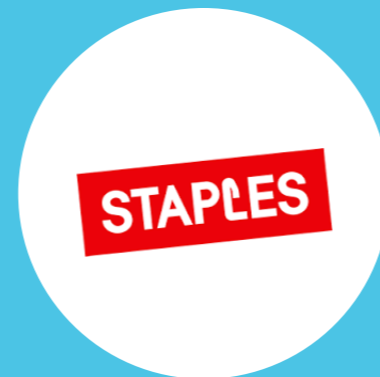
Data analytics for publishers and health institutions

License agreements

Advertising

Distribution

Targeted Top-Tier Retail and Online Stores



Partnerships / OEM's



Direct to Consumer



	FYE	FYE	FYE	FYE	FYE	FYE	FYE
	12/31/14	12/31/15	12/31/16	12/31/17	12/31/18	12/31/19	12/31/20
Product Units							
Original/Breeze	92,936	30,794	-	-	-	-	-
Total Legacy (From 2016-royalty revenue)	92,936	30,794	-	-	-	-	-
Mint – Direct	-	-	5,800	13,693	22,229	28,846	37,756
Mint – Retail	-	-	48,450	136,925	222,288	288,463	377,561
Mint – OEM	-	-	150,000	225,000	375,000	500,004	600,000
Mint – International	-	-	-	77,568	125,926	163,414	213,888
Total Mint	-	-	204,250	453,186	745,443	980,728	1,229,205
Slim – Direct	-	-	-	17,505	29,895	33,780	38,660
Slim – Retail	-	-	-	125,050	298,950	337,800	386,600
Slim – OEM	-	-	-	139,998	228,750	408,336	725,000
Total Slim	-	-	-	355,969	726,950	971,280	1,369,273
Air – Distribution	-	-	-	-	50,000	175,000	300,000
Air – OEM	-	-	-	-	25,000	150,000	250,000
Total Air	-	-	-	-	75,000	325,000	550,000
Total Units	92,936	30,794	204,250	809,154	1,547,393	2,277,015	3,148,474
Annual Earnings							
Product Revenue	\$3,720,449	\$450,165	\$9,386,696	\$46,412,211	\$98,475,895	\$160,428,519	\$228,063,389
Service Revenue	-	-	-	-	1,503,922	2,937,696	4,824,442
Royalty Revenue	-	-	2,000,000	4,000,000	8,000,000	16,000,000	32,000,000
Total Revenue	\$3,720,449	\$450,165	\$11,388,136	\$50,413,651	\$107,981,257	\$179,367,655	\$264,889,271
Y-O-Y Growth		(87.9%)	2429.8%	342.7%	114.2%	66.1%	47.7%
Cost of Goods Sold	\$2,413,550	\$595,747	\$5,318,530	\$24,165,548	\$47,989,210	\$72,097,464	\$101,494,891
Gross Profit	\$1,306,899	(\$145,582)	\$6,069,606	\$26,248,103	\$60,083,047	\$107,270,190	\$163,394,380
% of Revenue	35.1%	(32.3%)	53.3%	52.1%	55.6%	59.8%	61.7%
Operation Expenses (Cash)	\$4,011,437	\$5,577,384	\$14,018,205	\$16,304,888	\$27,832,789	\$35,607,523	\$43,900,174
EBITDA	(\$2,704,539)	(\$5,722,966)	(\$7,948,599)	\$9,943,215	\$32,250,257	\$71,662,668	\$119,494,174
% of Revenue	(72.7%)	(1271.3%)	(69.8%)	19.7%	29.9%	40.0%	45.1%
Headcount (@YE)	14	25	58	70	75	77	80
Funding							
Seed (Q4'2013)	\$1,740,000						
Round A (Q3-Q4'2015)		\$18,000,000					
Venture Debt (Q3-Q4'2016)			\$4,000,000				
Round B (Q1'2017)			\$25,000,000				

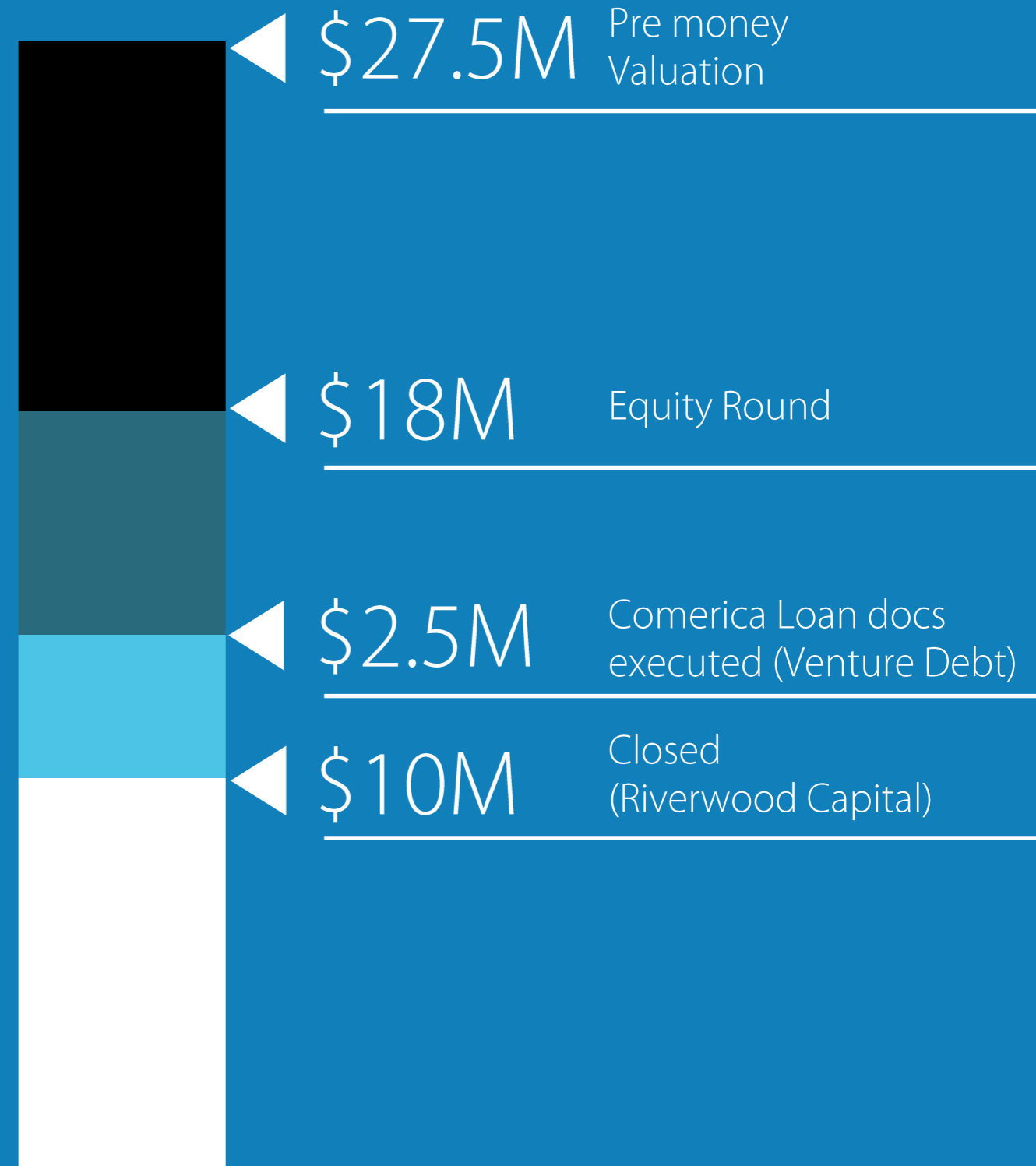
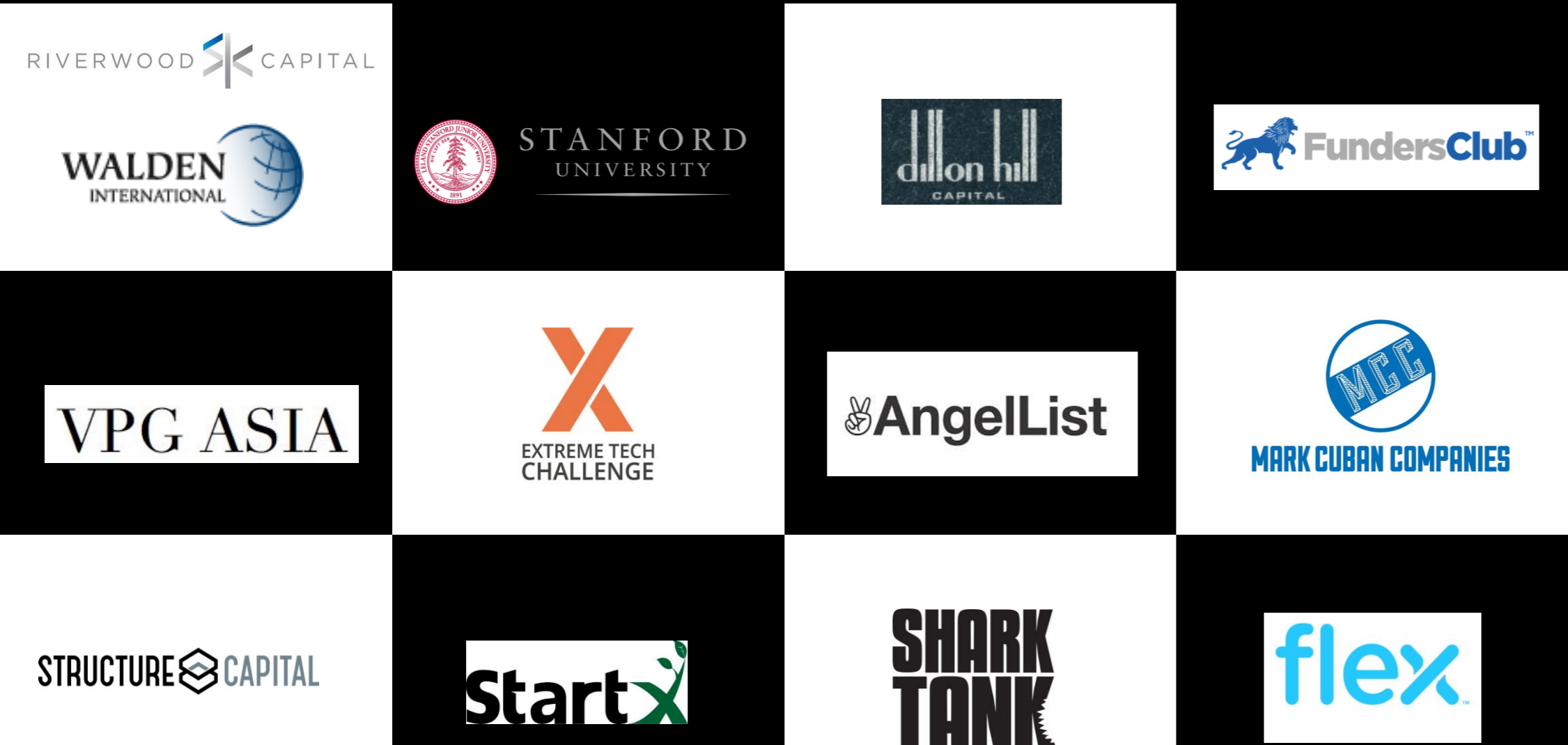


Financial Projections

Use of Proceeds:

Launch Mint product
 Complete Slim development
 Sales and Marketing

Current Investors



Series A



2012

First Prototype

Patents filed



4,000+ units sold (\$138,377)



~\$2M Seed Round

2013

FDA Registration Clearance



First Product Ships (12,284 Units)



Online Sales

~\$1.2M Revenue
30,000+ Units Shipped by March



2014



Specialty Retail



Breeze Exclusive Display



reddot award product design



EXTREME TECH CHALLENGE



Mint Beta Launch



2015

July 2015
1.5M+ Breath-tests
120,000+ units sold
\$4.2M revenue to date -



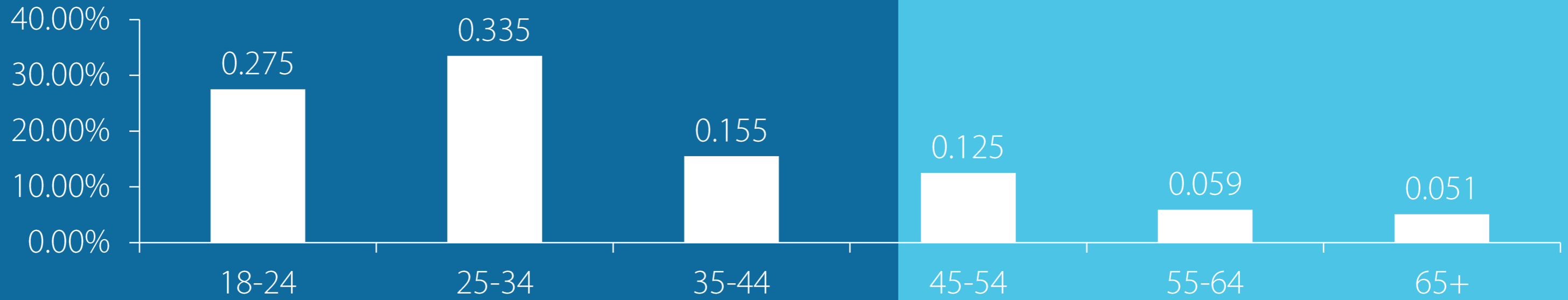
OEM Partnership

\$18M Series A



\$18M Series A

Breathometer Timeline



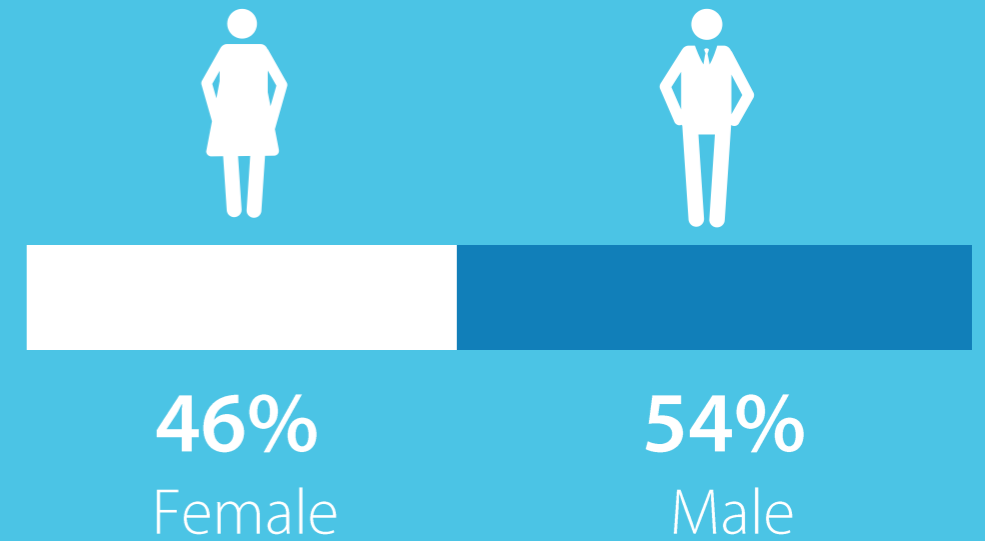
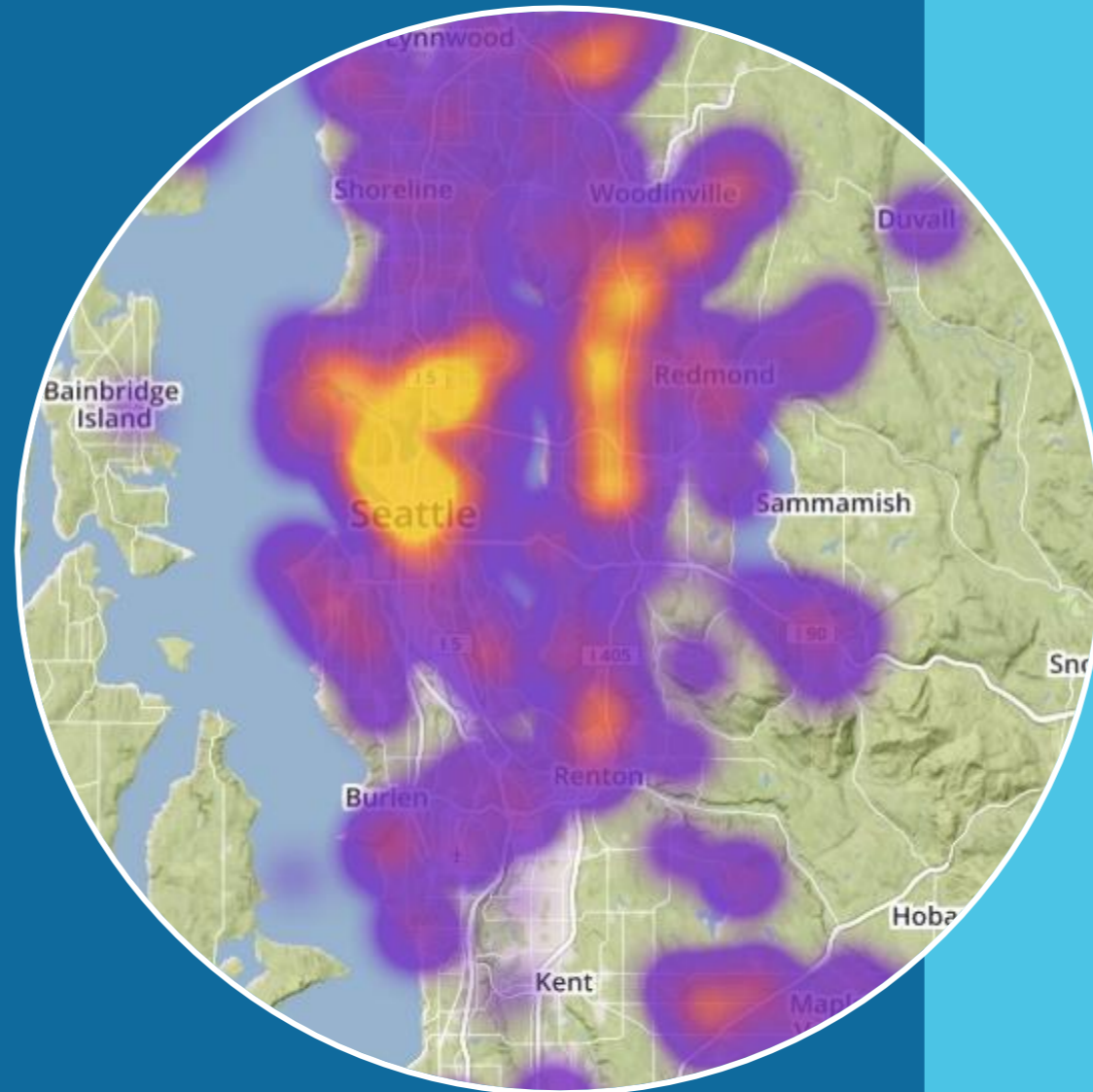
Breathometer Users

1,400,000+ breath tests

+100,000 Registered Users

30 Day Average BAC: .0553

+25,000 Weekly Tests and growing



Customer Usage and Data Insights



Appendix