

Heart Attack Detection

Second Quarter 2022 Financial Results Conference Call

NASDAQ: BEAT

August 11, 2022

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Agenda

- Introduction and Recent Announcements
- 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.

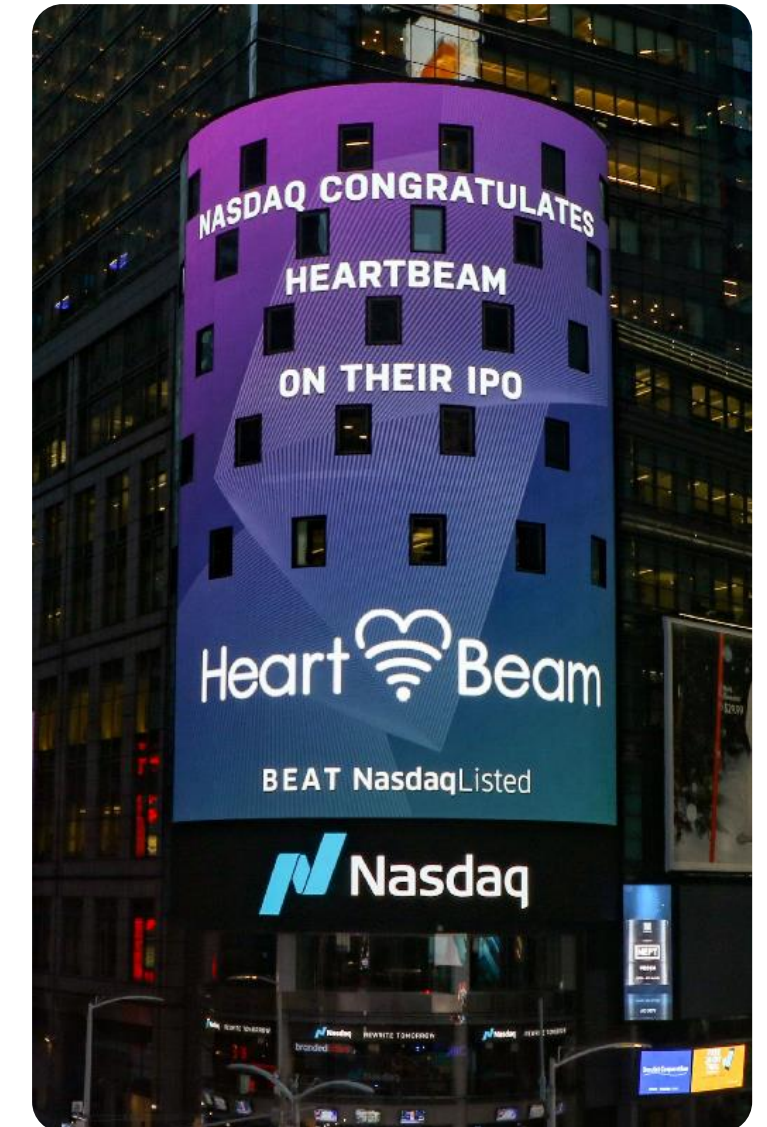


Rick Brounstein
CFO

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.

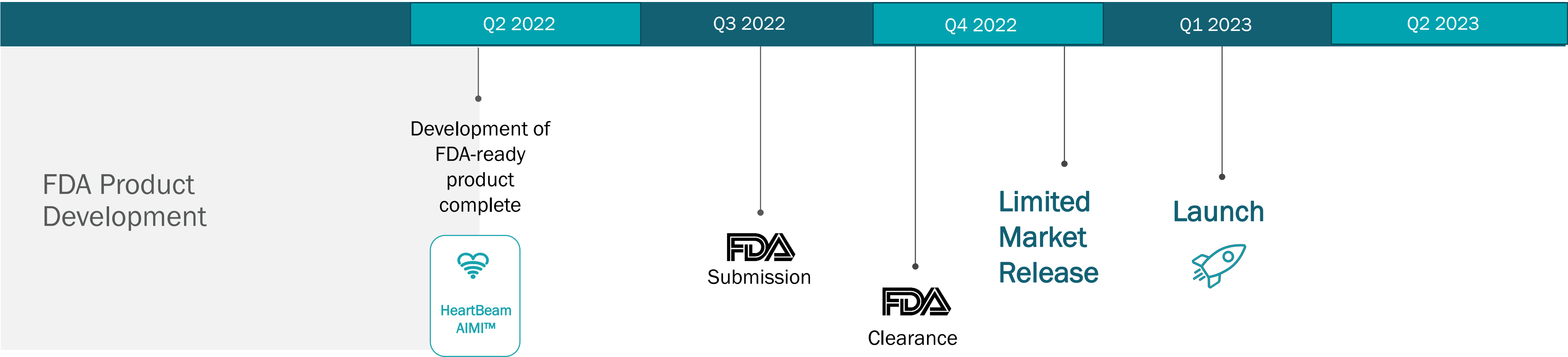
Key Second Quarter 2022 and Subsequent Highlights

- 510(k) application for HeartBeam AIMI™ platform to FDA to aid in diagnosis of heart attack to be submitted imminently, with expected clearance in the coming months and limited market release by end of 2022 – full commercial roll-out in Q1 2023
- Expanded the available patient population for the Company's HeartBeam AIMI™ software platform to include unstable angina as a diagnosis for analysis and provide access to a broader patient population for technology once cleared by the FDA
- Supplemented LIVMOR partnership with source code acquisition for the HeartBeam branded version of the FDA Registered LIVMOR Halo+ Portal to continue in-house development
- Appointed healthcare and cardiac industry veteran, Ken Persen, to the role of Chief Technology Officer to lead overall technology strategy and development of the HeartBeam AIMI™ and HeartBeam AIMIGo™ platforms
- Selected as winner of the annual Cardiovascular Innovations (CVI) 2022 Innovation Summit and Shark Tank Competition, an annual awards program recognizing state-of-the-art cardiac technologies
- Presented at investor conferences including the H.C. Wainwright Global Investment Conference and the LD Micro Invitational XII Conference



ED Software Tool Updates

- Submission of HeartBeam AIMI™ platform to FDA to aid in diagnosis of heart attack on or about August 15, with expected clearance in the fourth quarter and limited market release by end of 2022
- 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
 - Acquired source code to continue in-house development
- 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



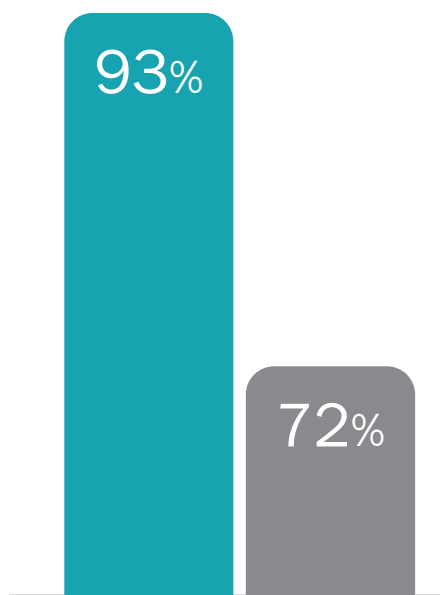
*This timeline is for illustrative purposes only and is meant to portray a sequence of events, not their estimated timing.

HeartBeam AIMI™ Software Product

First Revenues

HeartBeam’s software-only heart attack diagnosis tool for the ED improves accuracy of MI diagnosis

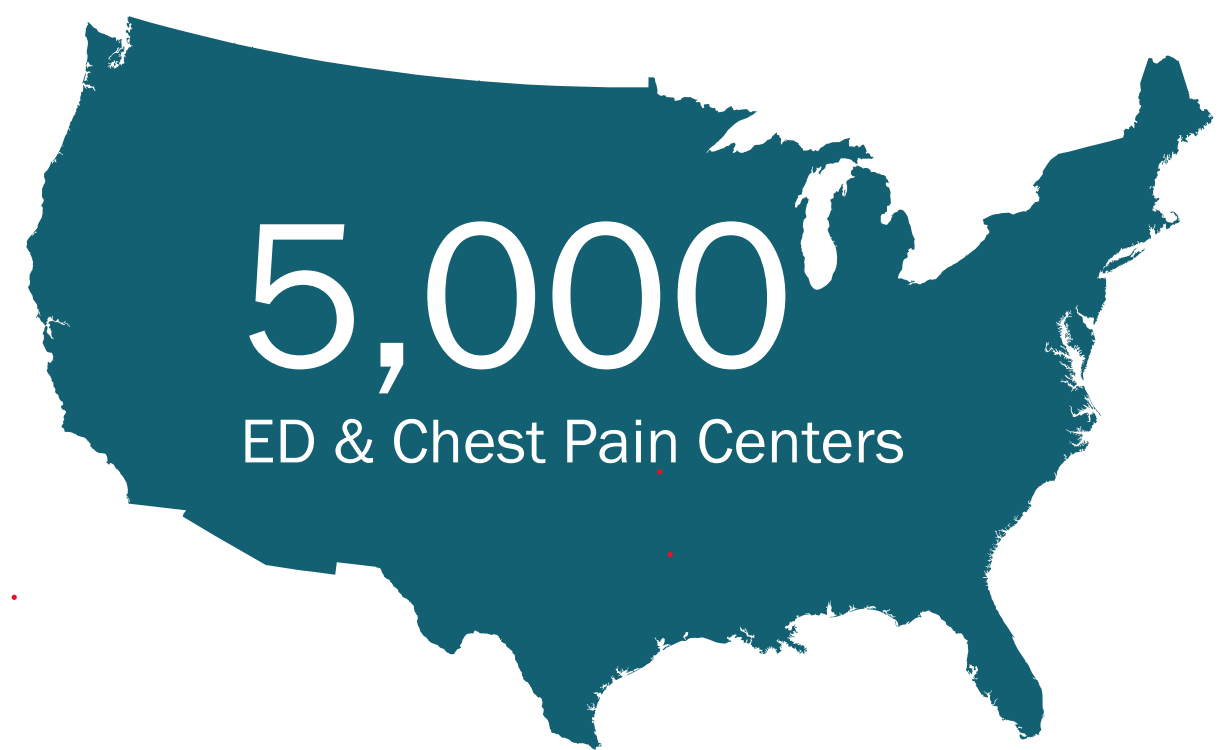
- > No change in ED patient workflow
- > Leverages existing ECG hardware
- > 510(k) FDA regulatory path
- > Reduced costs and liability exposure



21-point gain over cardiologist in ECG MI diagnosis accuracy (HIDES)

■ Heart Beam
■ Cardiologist panel

Software licensing business model drives \$100k/year per ED



HeartBeam will use its own sales force

HeartBeam AIMI™ Software and Gen. 1 HeartBeam AIMIGo™ Revenue Opportunity

HeartBeam AIMI™ SOFTWARE SOLUTION

HeartBeam will use its own salesforce

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

- ✓ ED averages 85 patients/day
- ✓ ECG for all patients \$3-4/use

TAM: \$500m



GEN 1 HeartBeam AIMIGo™

HeartBeam will use its own salesforce

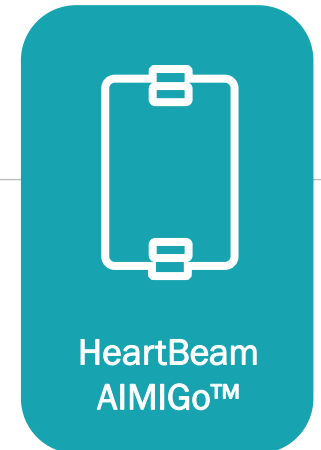
Excellent alignment w/ CAD patient needs

- ✓ Utilize four existing RPM codes*

Subscription model

- ✓ **Practice gets** \$1300+/year (\$100/month) per patient
- ✓ HeartBeam gets technical fee of \$600/year (\$50/month) per patient **from practice**

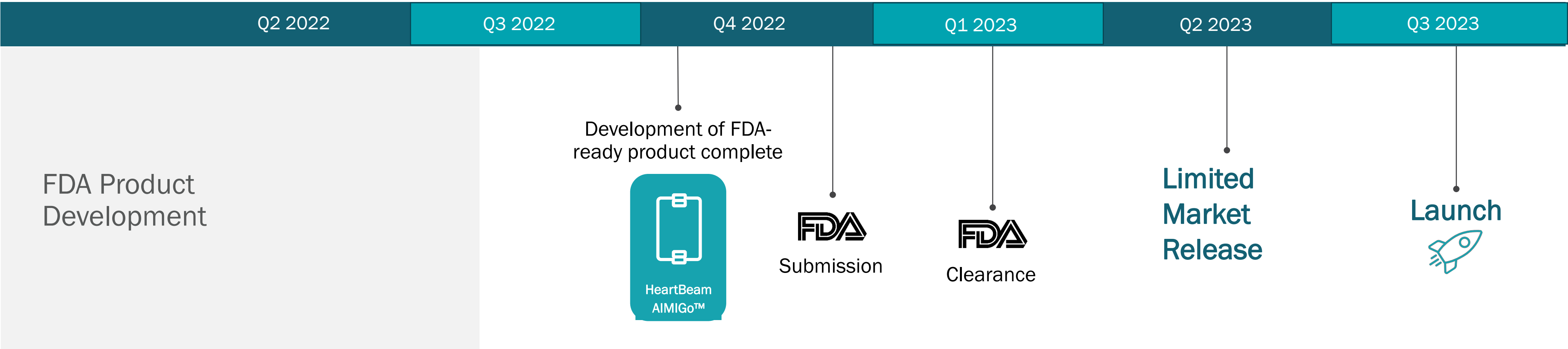
TAM: \$10bn



*Remote Patient Monitoring – physician reimbursement codes

HeartBeam AIMiGo™ Updates

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



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HeartBeam AIMiGo™ Product Development and Regulatory Plan



- 3D Vector Cardiogram
- 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 in Gen 2

HeartBeam AIMiGo™ Product Reimbursement Strategy

Use Available RPM Codes to Accelerate Revenue and Data Collection

Basic Gen 1

Excellent alignment with CAD patient needs



Utilize existing RPM* Codes

CPT Codes	Description	MPFS**
99453	Remote monitoring of physiologic parameter(s) initial; set-up and patient education on use of equipment	\$19.03
99454	Remote monitoring of physiologic parameter(s) or programmed alert(s) transmission, each 30 days	\$55.72
99457	Remote physiologic monitoring treatment management services, 20 minutes or more of clinical staff/physician/other qualified healthcare professional (QHCP) time in a calendar month requiring interactive communication with the patient/caregiver during the month	\$50.18
99458	Remote physiologic monitoring treatment management services, clinical staff/physician/other QHCP in a calendar month requiring interactive communication with the patient/caregiver during the month; additional 20 minutes	\$40.84
99091	Collection & interpretation of physiologic data digitally stored and/or transmitted by the patient &/or caregiver to the physician or other QHCP, at least 30 minutes	\$56.41

Subscription Model

Reimbursement To Practice

\$1,300+/year (\$110/month) per patient


To HeartBeam

\$600/year (\$50/month) per patient

*Remote Patient Monitoring – physician reimbursement codes

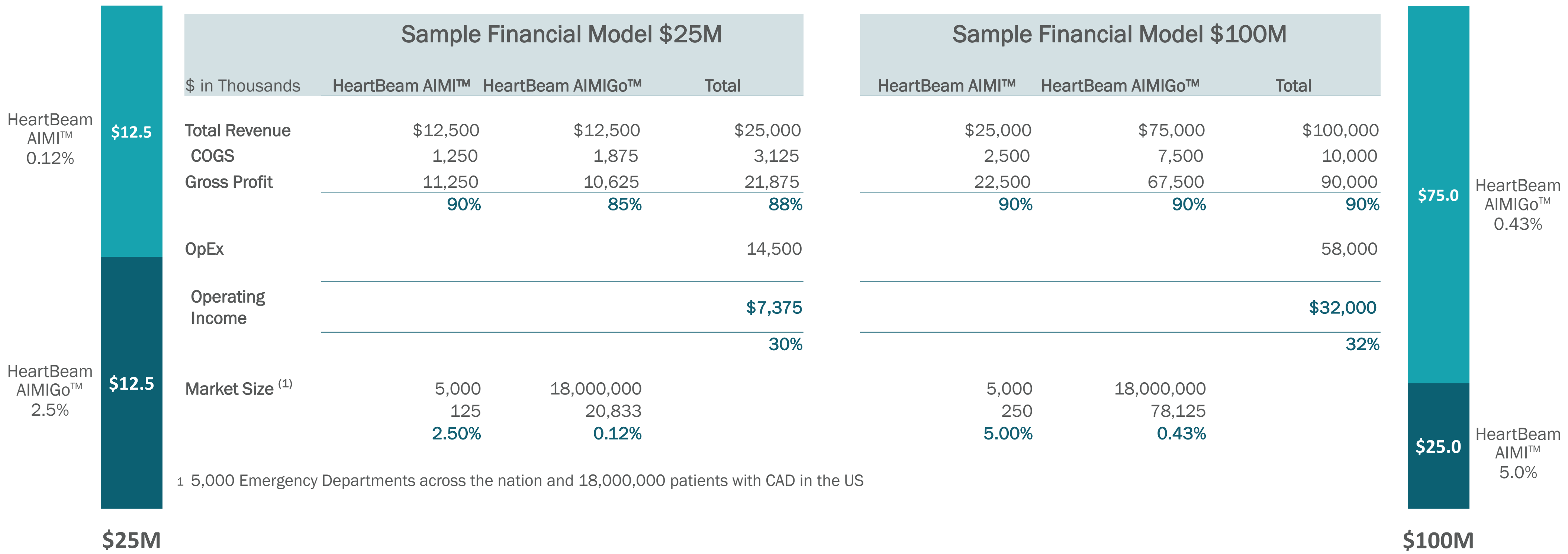
Market Landscape

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 HeartBeam AIMI™ & HeartBeam AIMIGo™ Solutions at Scale

Revenue at TAM Penetration %



\$75.0

HeartBeam AIMIGo™
0.43%

\$25.0

HeartBeam AIMI™
5.0%

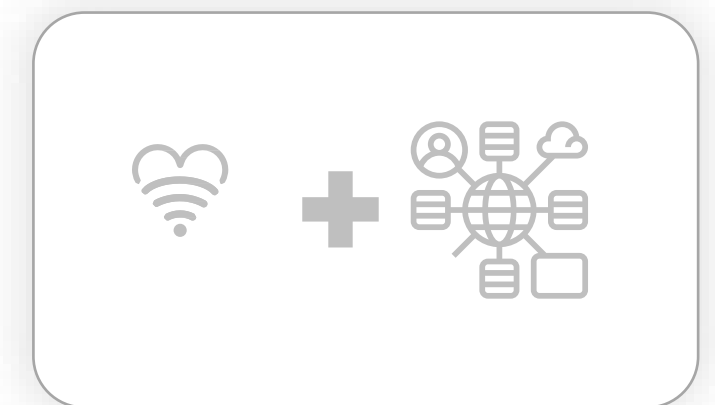
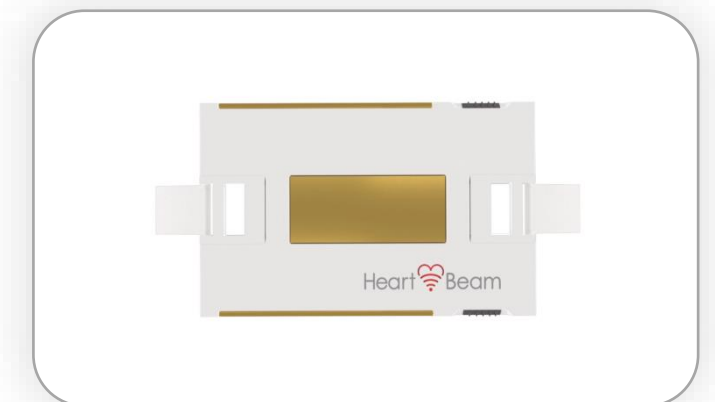
- Attractive financial model
- Each product offers a recurring revenue base with gross margins > 80%
- As the company scales, operating margins can be in excess of 30% even as the company increases investment in R&D

Q2 2022 Financial Highlights

\$ in Thousands	Quarters ended June 30,	
	2022	2021
Operating Expenses:		
General & Administrative	\$1,793	\$312
Research & Development	1,742	25
Total Operating Expenses	3,535	337
Loss from Operations	(3,535)	(337)
Interest Income (Expense)	10	(608)
Other Income	-	-
Net loss	\$(3,525)	\$(945)
Cash & Cash Equivalents	\$9,274	\$465

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
- HeartBeam AIMI™ platform pending submission to FDA to aid in diagnosis of heart attack, with expected clearance in the coming months and limited market release by end of 2022
- Expanded the available patient population for the Company's HeartBeam AIMI™ software platform to provide access to a broader patient population
- Supplemented LIVMOR partnership with source code acquisition for the HeartBeam branded version of the FDA Registered LIVMOR Halo+ Portal to continue in-house development
- Appointed healthcare and cardiac industry veteran, Ken Persen, to the role of Chief Technology Officer
 - Over 25 years of experience in the digital healthcare and cardiac device industries. Most recently, founded LIVMOR, Inc., where he served as Chief Technology Officer.
 - Will lead the overall technology strategy and development of the HeartBeam AIMI™ and HeartBeam AIMIGo™ platforms



Q&A

Company

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