



# The Future of Cardiac Care

Third Quarter 2024  
Financial Results Conference Call

NASDAQ: BEAT  
NOVEMBER 7, 2024



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HeartBeam AIMIGo™ has not yet been evaluated by the FDA and are not approved for clinical use in the USA or other global geographies.

# Agenda:

# On the Call Today:

COMPANY OVERVIEW

REGULATORY UPDATES

MANAGEMENT TEAM

COMPANY UPDATES

FINANCIAL RESULTS

MILESTONES  
AND  
CLOSING SUMMARY



Rob Eno  
CEO



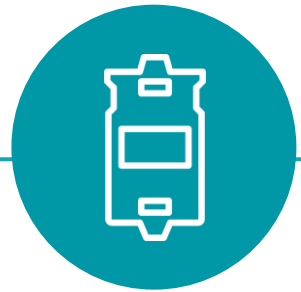
Branislav Vajdic, PhD  
President & Founder



Tim Cruickshank  
CFO

# HeartBeam: A New Generation in Cardiac Care

Unique IP-enabled disruptive technology



First ever **cable-free 12L ECG** for use by patients, synthesized from a novel 3D vector approach **that captures heart signals in three dimensions**

Market Opportunity large and growing



Positioned to **disrupt markets worth a combined \$100B+** in areas of large healthcare spend

Roadmap with 3 Clear Focus Areas



Symptom-driven diagnosis  
 ↓  
 Monitoring and Screening  
 ↓  
 Replace traditional 12L ECGs

Derisked through near-term milestones



**Foundational FDA clearance** in final stages.  
**Large and growing clinical evidence base**

Clear Go To Market Strategy

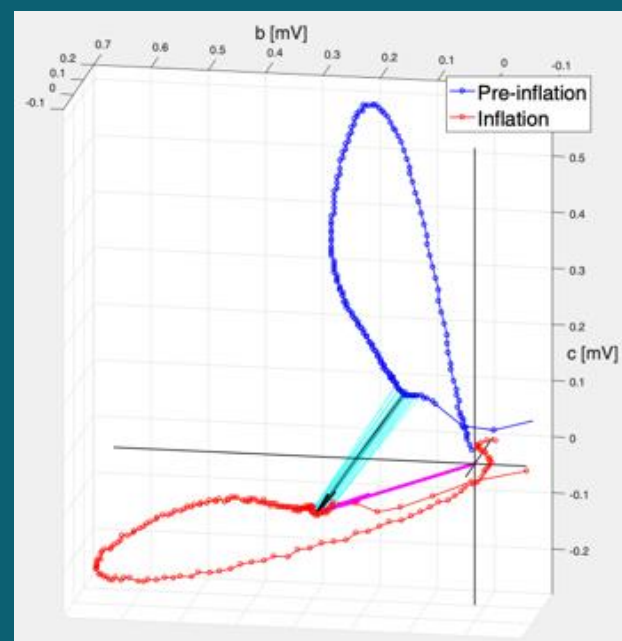


**Strong commercial plan:** Targeting concierge and preventive cardiology, expanding with additional evidence

# Fundamental, IP Protected Advances Enable HeartBeam's 12L Technology

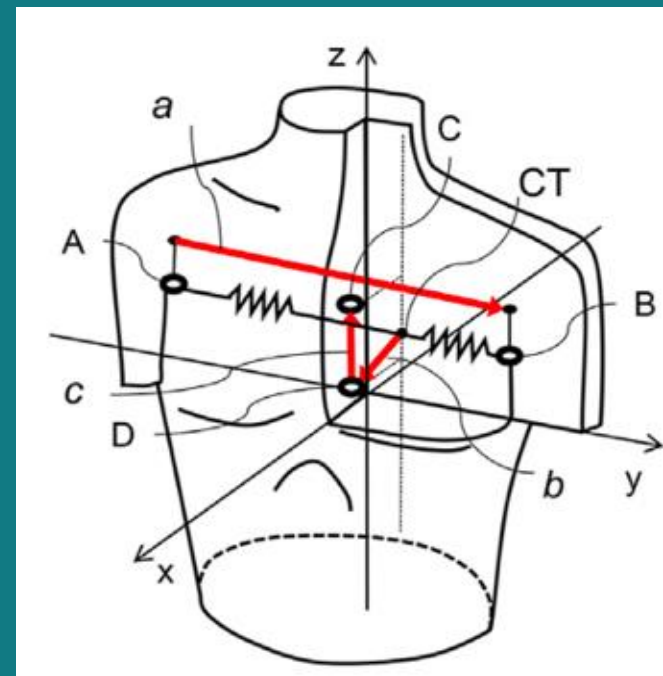
## 3 Dimensions

Collects **signals in 3 dimensions**, capturing the totality of the heart's electrical signals



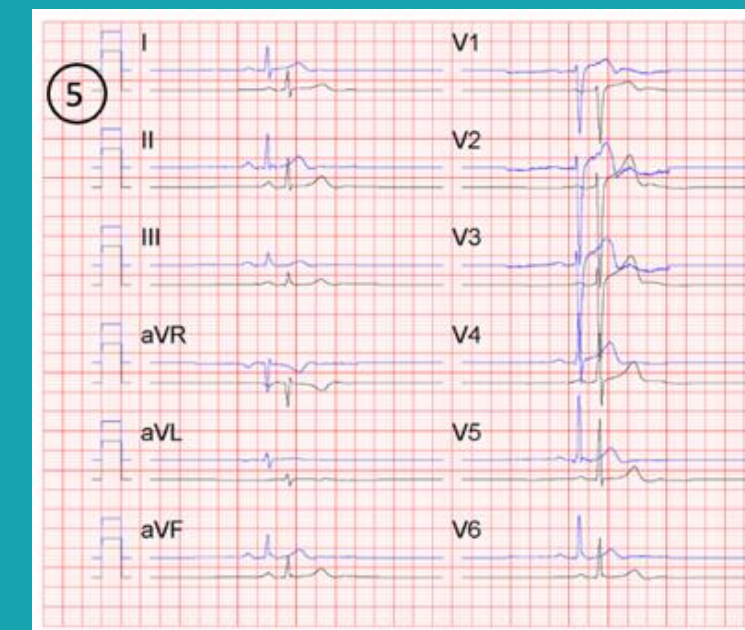
## IP Breakthrough

Credit card-sized device with novel resistive network captures the "Z-axis", providing **360 degrees of actionable heart intelligence**



## Personalized

Signals from 3 dimensions train HeartBeam's artificial intelligence (AI) algorithms and are synthesized into 12L ECGs using a **personalized transformation matrix**



**17 ISSUED PATENTS WORLDWIDE**

# FDA Clearance Will be a Major Milestone

## STATUS

- HeartBeam 510(k) application remains under active FDA review
- Responded to FDA's questions and working through remaining clarifications
- Interactive process: FDA is engaged and responding

## PRODUCT

- Anticipated to be first patient-held device leveraging vector technology cleared by FDA
- Vector technology captures heart's electrical signals from three dimensions
- Includes credit card-sized device, patient app, physician portal and wireless communications between elements

## TIMING

- Continue to be optimistic about FDA clearance
- Foundation for future submissions and product pipeline
- Continue to prepare second 510(k) submission for 12L ECG synthesis software

# Management Team Updates

Planned evolution in preparation for US Commercialization

**Rob Eno Appointed  
Chief Executive Officer**

October 17, 2024



- 30 years of experience developing markets and commercializing disruptive medical technologies.
- Built successful go-to-market strategies for multiple breakthrough products.

**Dr. Branislav Vajdic  
Appointed President**

October 17, 2024



- 30 years of experience in technology development and senior management positions.
- Designer of first Flash memory at Intel and led engineering groups responsible for Pentium 1 through Pentium 4 designs.

**Tim Cruickshank  
Appointed CFO**

September 10, 2024



- 15 years of experience leading strategic planning, financial stewardship and commercial success.
- Built high margin Software-as-a-Service (SaaS) recurring revenue business models for multiple indications.

**Dr. Lance Myers Appointed  
Chief AI Scientist**

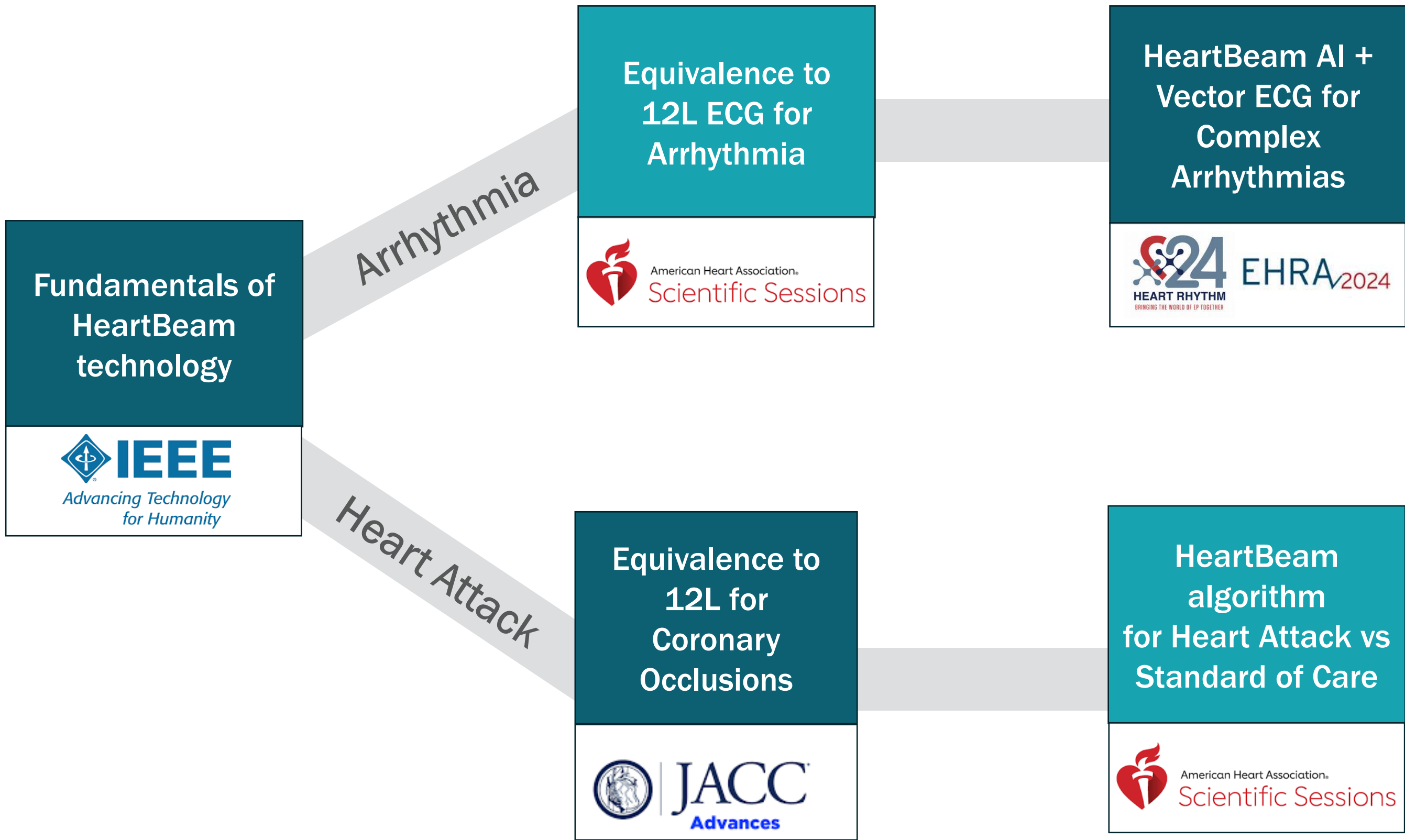
September 24, 2024



- Industry Leader and former Head of Data Science at Verily (Google Life Sciences).
- Globally respected authority on Artificial Intelligence (AI) applications in biosensor technologies.

# Significant Body of Evidence on HeartBeam's Groundbreaking Technology

Strengthening evidence base per indication for use



**500+**  
PATIENTS IN  
CLINICAL STUDIES

**9**  
PAPERS AND  
PRESENTATIONS

**250+**  
USERS

**13,000+**  
RECORDINGS



# HeartBeam Named Winner at 2024 Digital Health Hub Awards



- HeartBeam named “Rising Star” at the 6th Annual Digital Health Hub Foundation Awards
- Company received top honors in the “Home Health Diagnostic” category
- Selected among thousands of entrants

# Financials

Focused on financial discipline to deliver on goals while minimizing cash burn

## Cash Burn



Operating cash burn of \$3.3M in quarter<sup>i</sup>, aligned with key milestones

## Shareholder Support



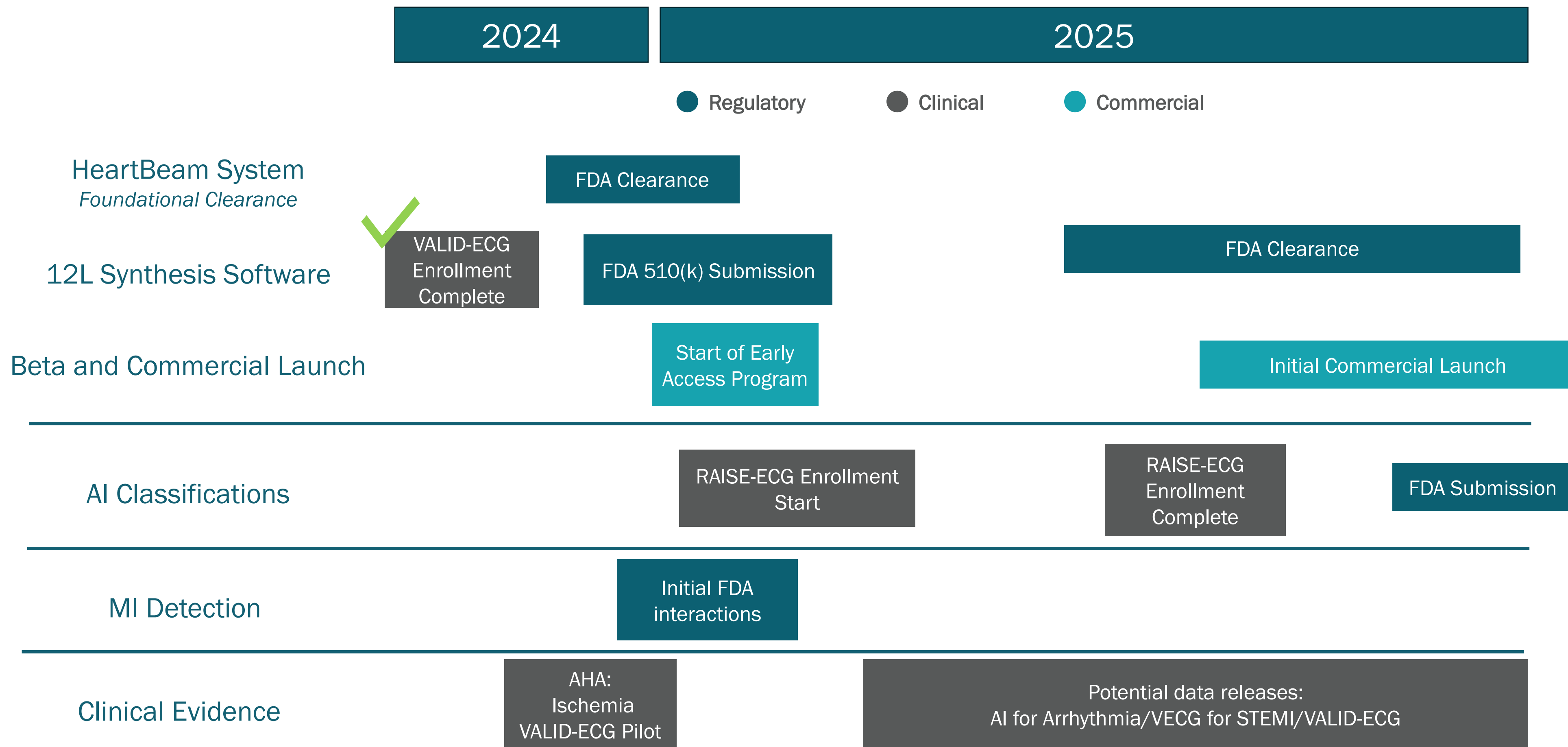
Strong support from existing shareholders, committed to groundbreaking technologies

\$ in Thousands	Quarter Ended September 30,	
	2024	2023
Operating Expenses:		
General & Administrative	\$2,176	\$2,114
Research & Development	2,893	1,623
Total Operating Expenses	5,069	3,737
Loss from Operations	(5,069)	(3,737)
Interest and Other (expense)	90	267
Net loss	\$(4,979)	\$(3,470)
Less non-cash items and timing differences	1,570	1,372
<b>Net cash used in operating activities<sup>i</sup></b>	<b>\$(3,306)</b>	<b>\$(2,098)</b>
\$ in Thousands	September 30, 2024	December 31, 2023
Cash & Cash Equivalents	\$5,768	\$16,189

i. Calculated as Net loss, less non-cash items such as stock-based compensation and timing differences.

# Innovation Paving Way for Commercialization Launch

## Near-term milestones creating significant momentum



# Closing Summary

## Preparing for Commercialization

- Progressing toward foundational FDA clearance
- Early Access Program to provide key insights
- Management Team updated as part of planned evolution

## Strengthening Clinical Evidence Base

- Two additional studies to be presented at the American Heart Association conference
  - Pilot comparing HeartBeam's 12L ECG to standard 12L ECG for arrhythmia detection
  - HeartBeam algorithm for Heart Attack detection

## Clear Focus on Delivering Value

- Near-term milestones creating significant momentum in business
- Financial discipline in place
- Cash burn aligned with key milestones

# Q&A

## Company

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