



Investor  
Presentation

November 2023

## **FORWARD LOOKING STATEMENTS**

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This presentation contains forward-looking statements concerning our expectations, anticipations, intentions, beliefs or strategies regarding the future. These forward-looking statements are based on assumptions that we have made as of the date hereof and are subject to known and unknown risks and uncertainties that could cause actual results, conditions and events to differ materially from those anticipated. Therefore, you should not place undue reliance on forward-looking statements. Examples of forward-looking statements include, among others, statements we make regarding plans with respect to commercial launch of the Evie Ring, anticipated FDA clearance for the Evie Ring and other products in development, expected future operating results; product development and features; product releases, clinical trial and regulatory initiatives; our strategies, positioning and expectations for future events or performance. Important factors that could cause actual results to differ materially from those in the forward-looking statements are set forth in our most recent Annual Report on Form 10-K and any subsequent Quarterly Reports on Form 10-Q, and in our other reports filed with the Securities and Exchange Commission, including under the caption "Risk Factors." Any forward-looking statement in this release speaks only as of the date of this release. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

# WE ARE BUILDING THE NEXT GENERATION OF WEARABLES



The Evie Ring is positioned to win in *both* consumer and enterprise



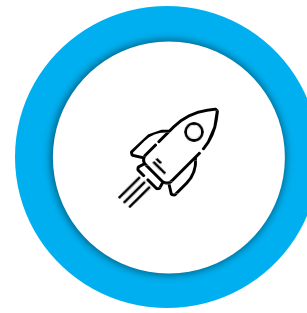
1

Evie Ring  
Differentiation



2

November 20 D2C Launch,  
Encouraging Buzz



3

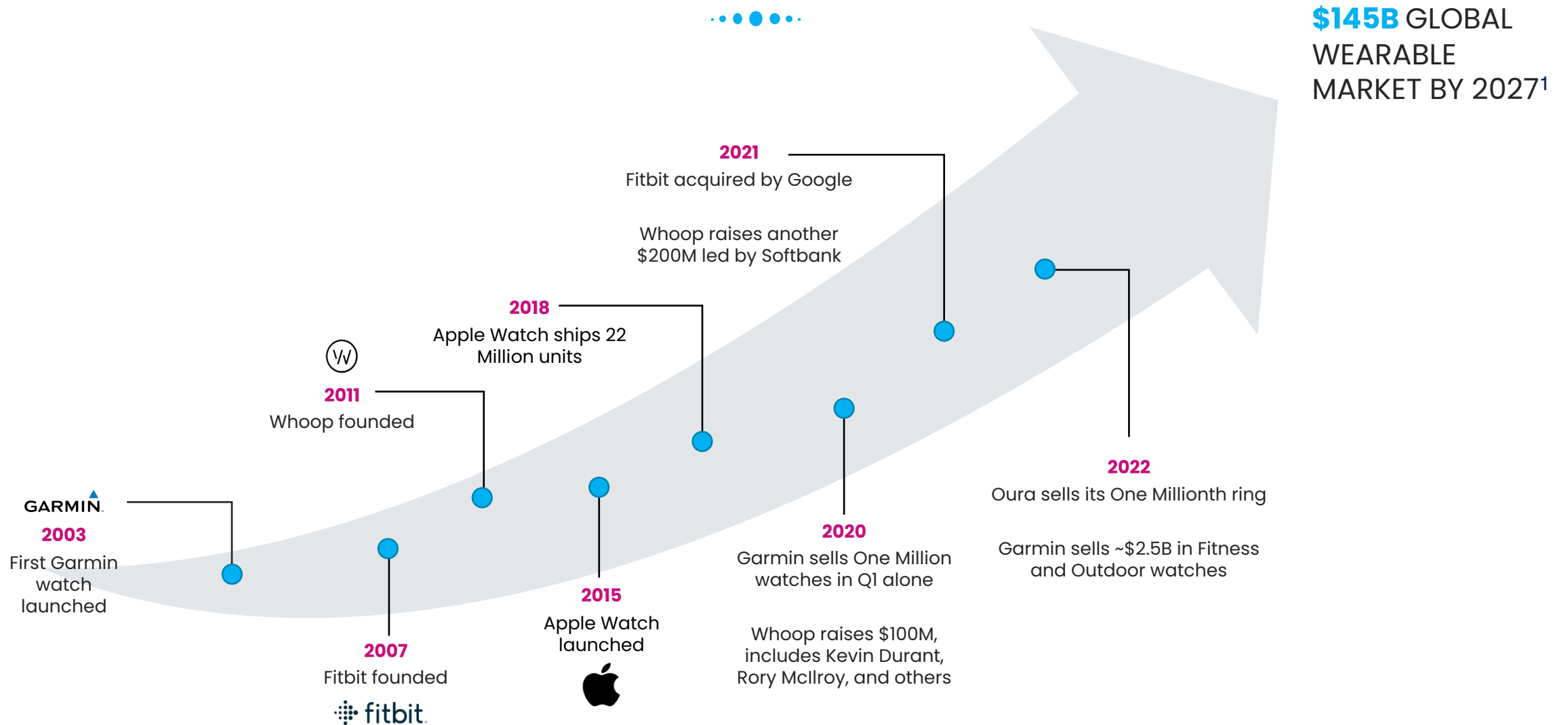
First Mover  
Advantage  
in B2B



4

Future Opportunities &  
Team

# CONSUMER WEARABLE MARKET GROWING EXPONENTIALLY





# COMPETITIVE ADVANTAGES



## WOMEN-FOCUS

### NO EXISTING SOLUTION

- Form factor and sizing designed for women
- Personalized insights derived from AI
- Gamify the process of getting healthier
- Menstrual health prioritized for all stages
- Mental health correlated with passively-collected ring data
- Medical grade technology

## ENTERPRISE

### NO EXISTING SOLUTION

- Pharma needs a medical-grade device for clinical trials and post-market surveillance
- Medical device companies need patient status for real-time optimization
- Payors need medical-grade Remote Patient Monitoring (RPM) capabilities
- Retailers are looking for health narrative

## FITNESS & WELLNESS

### INCUMBENT PRODUCTS ARE ONE-SIZE-FITS-ALL

- Serve fitness enthusiasts
- Focus on comms, staying connected
- Quantitatively track performance metrics
- Bring awareness to sleep duration and stages



evie

\_\_\_\_\_ uniquely positioned to satisfy these market needs \_\_\_\_\_

# INTRODUCING EVIE



# HOW EVIE STACKS UP



	Steps & Activity	Sleep & Sleep Stages	Heart Rate (HRV, RHR)	SpO <sub>2</sub>	Skin Temp Var. & Respiration Rate	Menstrual Cycle	Form Factor/ Finishes	Price
<b>evie</b>	●	●	★	★	●	●	Gold, Silver, Rose Gold	<b>\$269</b>
<b>fitbit</b>	●	●	●	⊘*	●	●	Bands & Watches	\$99-\$299
<b>WHOOP</b>	●	●	●	⊘*	●	●	Screenless Bands	\$20/month with 1-year commit
<b>OURA</b>	●	●	●	⊘*	●	●	Gold, Silver, Rose Gold, Black	\$299-\$549 & \$6/month sub

★ Potential for FDA clearance
● Full function
⊘ Limited function

\*Fitbit, Whoop, and Oura devices make nighttime readings only

# WOMEN ARE UNDERSERVED BY THE HEALTHCARE SYSTEM



While more connected to the healthcare system, most feel dismissed by providers<sup>1</sup>



Heart disease is the #1 cause of death for women in the U.S.<sup>2</sup>



92% of women feel unprepared for menopause<sup>3</sup>

# 1,000+ WOMEN TOLD US WHAT THEY WANT:



**Three-quarters are in the market**, with a third currently using a watch or fitness tracker.

**She wants to better understand her body**, find balance, and improve sleep, but is not an elite athlete.

**She does not want to pay a subscription** and will pay for discreet health solutions.



## IDI & SURVEY METHODOLOGY

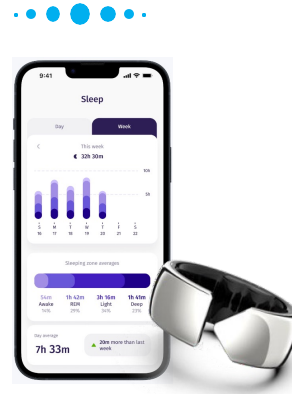


Women between the ages of 35 and 75 in a series of 20 min interviews



Currently own or looking to purchase a wearable  
Nationally representative sample who live in the U.S.

# EVIE PRODUCT LAUNCH HIGHLIGHTS



Launching  
Nov. 20, 2023



\$269 with no  
monthly  
subscription



Available in  
US sizes 5-12

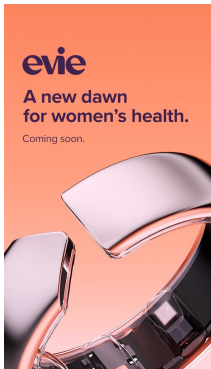


# COMMERCIAL LAUNCH STRATEGY



## PHASE ONE DRIVE AWARENESS AND EDUCATE (Now - launch)

- **Launch commercial website**
  - Focus on site visits/lead gen
- **Begin email campaign**
  - Countdown language to engage 120K lead list
- **Paid and organic campaign kicks off**
  - Creative live across Meta, Google, Pinterest, TikTok



## PHASE TWO ENGAGE AND CONVERT (Launch - Q4)

- Full targeted **brand campaign goes live** across all paid and organic channels as well as YT and CTV
  - Video and static assets customized by channel
- **Commercial site taking orders**
  - Optimized for conversion and frictionless sales experience
- **Email cadence builds**
  - Targeted conversion message
- **Influencer content live**
  - Reach across lifestyle, health and wellness, medicine
- **Early press reviews live**
  - Key media outlets across consumer, tech and med device

## PHASE THREE GROWTH (Q4 and beyond)

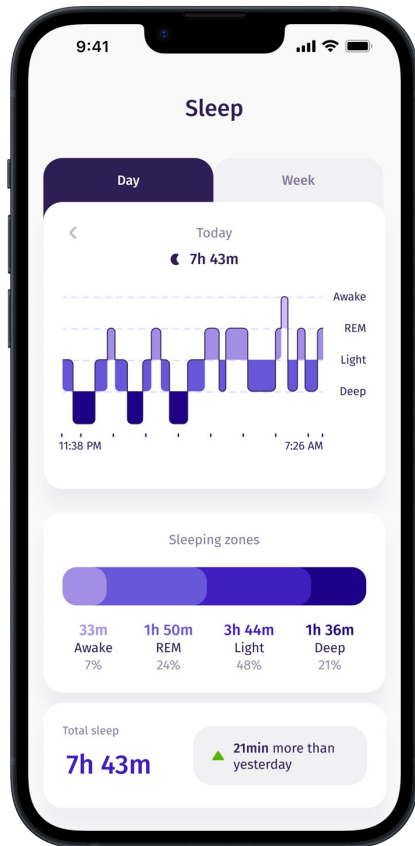
- **Live presence at CES 2024**
- **Optimize paid campaign** for maximum reach
- **Focus on reviews** and customer satisfaction metrics
- **Engage new users** through Email/content cadence to build loyalty flywheel
- **Build influencer stable**, leverage organic UGC
  - Build out ambassador program



# EVIE APP INSIGHTS EXPERIENCE



Passively collected  
body data on sleep



Logged symptom +  
cycle data

The smartphone screen displays the 'Log mood & symptoms' section. It includes a 'Today' header and two progress bars for 'Energy' and 'Mood', both set to 'Neutral'. Below these are several mood selection buttons: Motivated, Grateful, Lonely, Annoyed, Disappointed, Frustrated, Calm, Angry, Scared, Anxious, and Less.



Educational insight based  
on her experience

The smartphone screen displays the 'Sleep hygiene' section. It features a photo of a woman in bed and a text block titled 'Your cycle vs your sleep'.

**Your cycle vs your sleep**

For the second month in a row, you've reported experiencing a bit less sleep (and a bit more restlessness) than usual. While there may be various reasons behind this shift in your sleep pattern, one possible influence could be a dip in progesterone levels that may occur during this phase of your cycle.

When progesterone dips, it's not unusual for body temperature to rise, which can contribute to a decrease in your sleep.

**Got it**

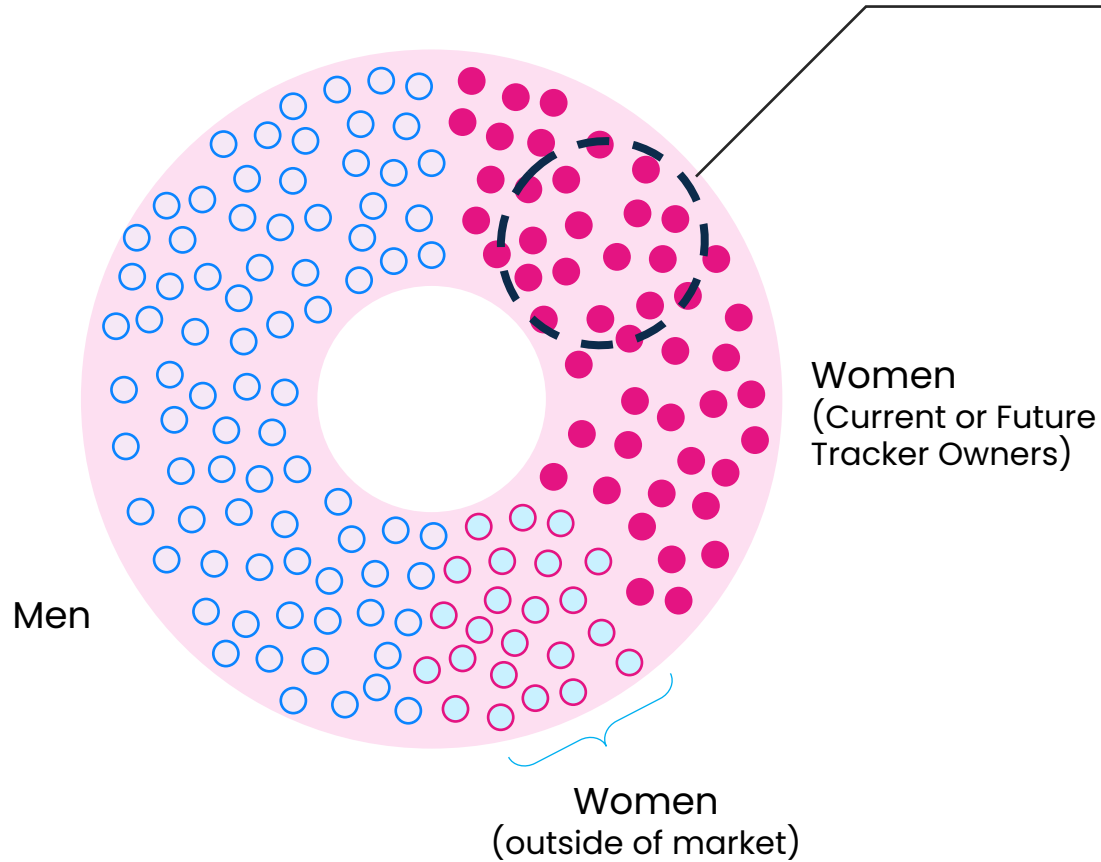


# EVIE US MARKET TAM & COMPOSITION





27% of Women Surveyed Answered "Extremely or Very Likely" to Buy<sup>1</sup>

**~33M WOMEN**



## WE HAVE INSIGHT TO HEALTH ISSUES...


 Insomnia


 Depression

 Heart Disease


 Fertility

## ...AND HOW WE'LL TARGET THEM

 Influencers

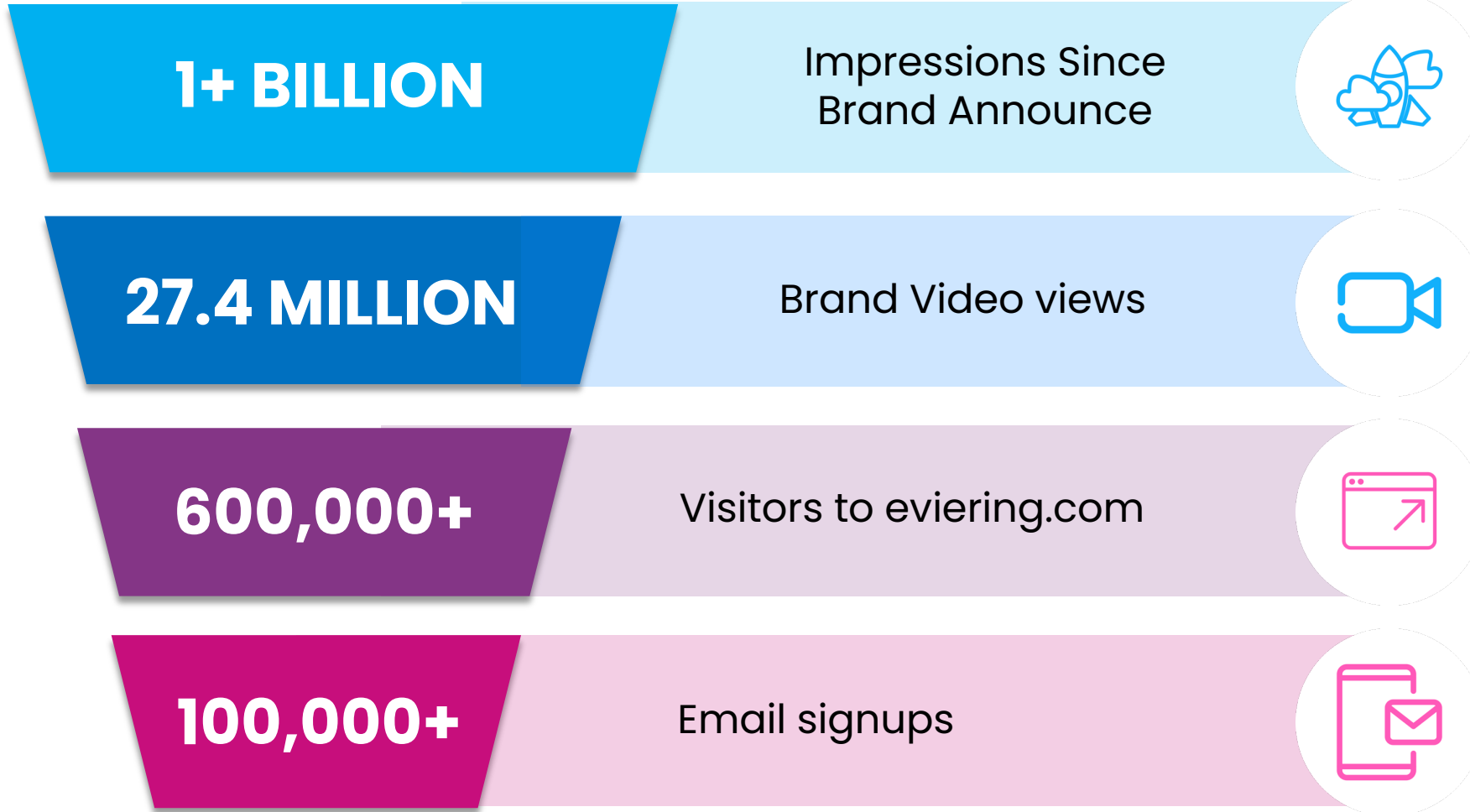
 Publicity and Reviews

 Targeted Media

 Paid and Organic Social

1. MH survey, 33M TAM based on US Population 2023, Women age 18+, extremely or very likely to buy

# EVIE MARKETING REACH BY THE NUMBERS



# MEDICAL ADVISORY BOARD



**Dr. Ruth White**  
PhD, MPH, MSW, RSW



**Dr. Andrea Matsumura**  
MD, MS, FACP



**Dr. Fatima Rodriguez**  
MD, MPH

## Specialty

Mental Health

Physician / Sleep

Cardiology

## Current Practice

Published Author,  
Speaker, and Diversity  
Expert

Sleep Lab Director,  
Oregon Clinic

Associate Professor of  
Cardiovascular  
Medicine, Stanford  
Health Care

## Education & Affiliations

Assoc. Professor, USC  
Tenured Professor, Seattle  
University

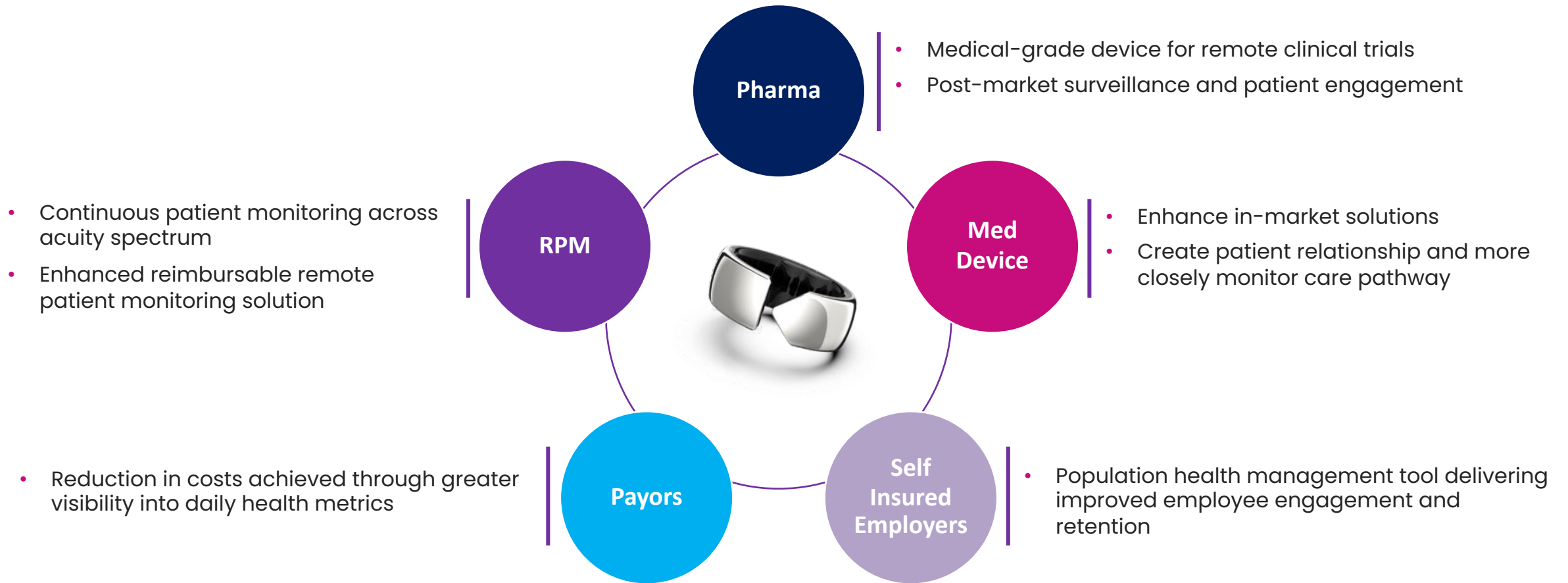
Fellowship, Oregon Health &  
Science Univ.  
MD, San Antonio Med. School

MD, Harvard Medical School  
MPH, Harvard School of Public  
Health

# ENTERPRISE OPPORTUNITIES



# CURRENT ENGAGEMENTS ACROSS THE HEALTHCARE CONTINUUM



# THE FIRST SMART RING TO FILE FOR FDA CLEARANCE ON SpO<sub>2</sub> & HR



## Q4'22 HYPOXIA PIVOTAL TRIAL RESULTS

	SpO <sub>2</sub> RMSE <sup>1</sup>	HR RMSE <sup>2</sup>
FDA Benchmark	<3.5%	Within 2 bpm
Masimo - Radical-7	2.8%	1.5 bpm
<b>Evie Ring</b>	<b>2.13%</b>	<b>~ 1 bpm</b>

## WAREABLE

WEARABLES

### Movano Evie edges closer to launch as it hits the FDA

Movano looks for clearance for heart rate and SpO<sub>2</sub>



News | Wearables | August 07, 2023

### Movano Health Achieves Major Milestone with First FDA Filing for Evie Ring's Pulse Oximeter

The 510(k) application covers Evie Ring's pulse oximeter that includes heart rate and SpO<sub>2</sub> data, and is expected to make it one of the first consumer wearables that is also cleared for clinical use

1. Arterial blood gas used as reference, 2. Nellcor OxiMax N-595 used as reference

# FDA SUBMISSION STATUS



**July: 2,000+ page FDA package submitted**



**August: 510k passed initial review**



**September: Initial feedback received from FDA**

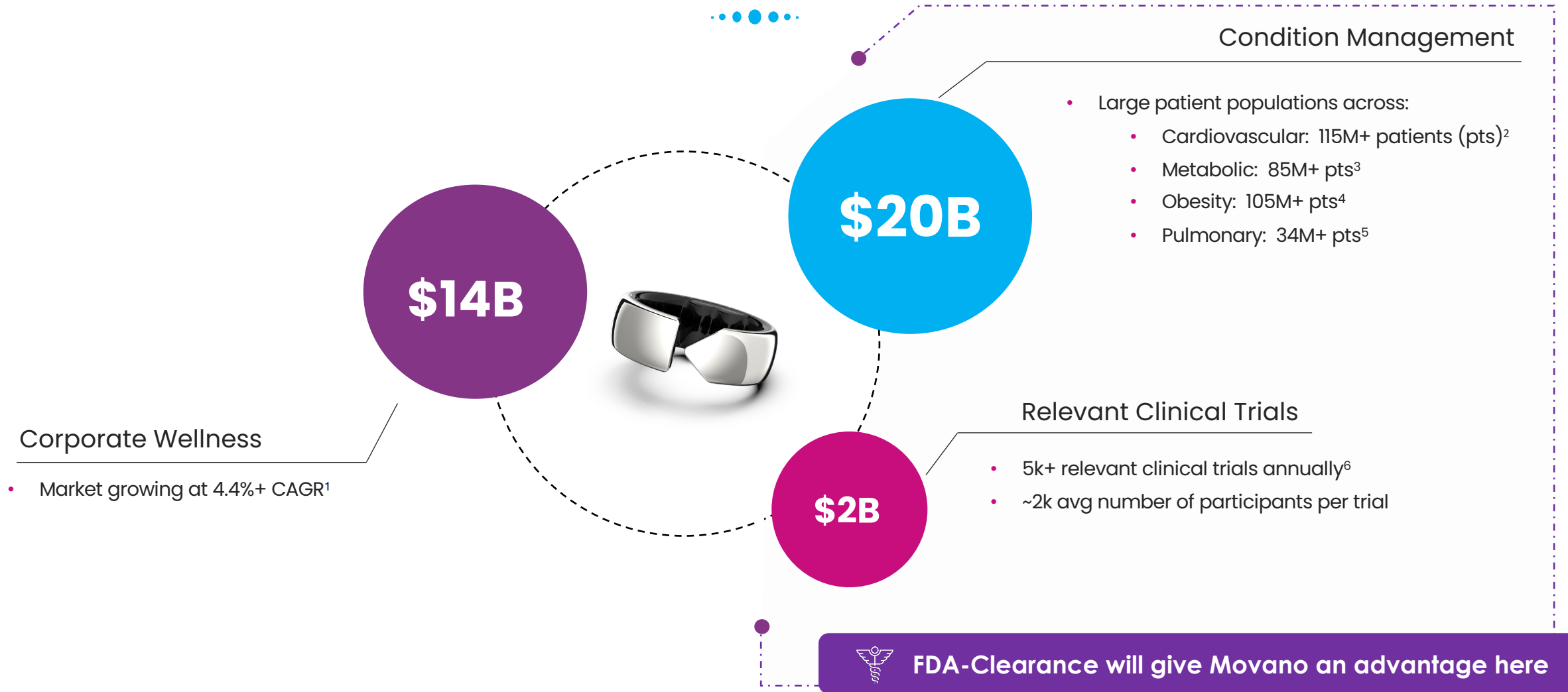


Q1'24: MOVE plans FDA response



First filing clearance

# MOVANO HEALTH'S B2B OPPORTUNITY





# BETA TESTS WITH WORLD-CLASS PARTNERS



## Beta 1 Partners



Global pharmaceutical  
company

Leading patient-focused  
medical device company

## Beta 2 Partners

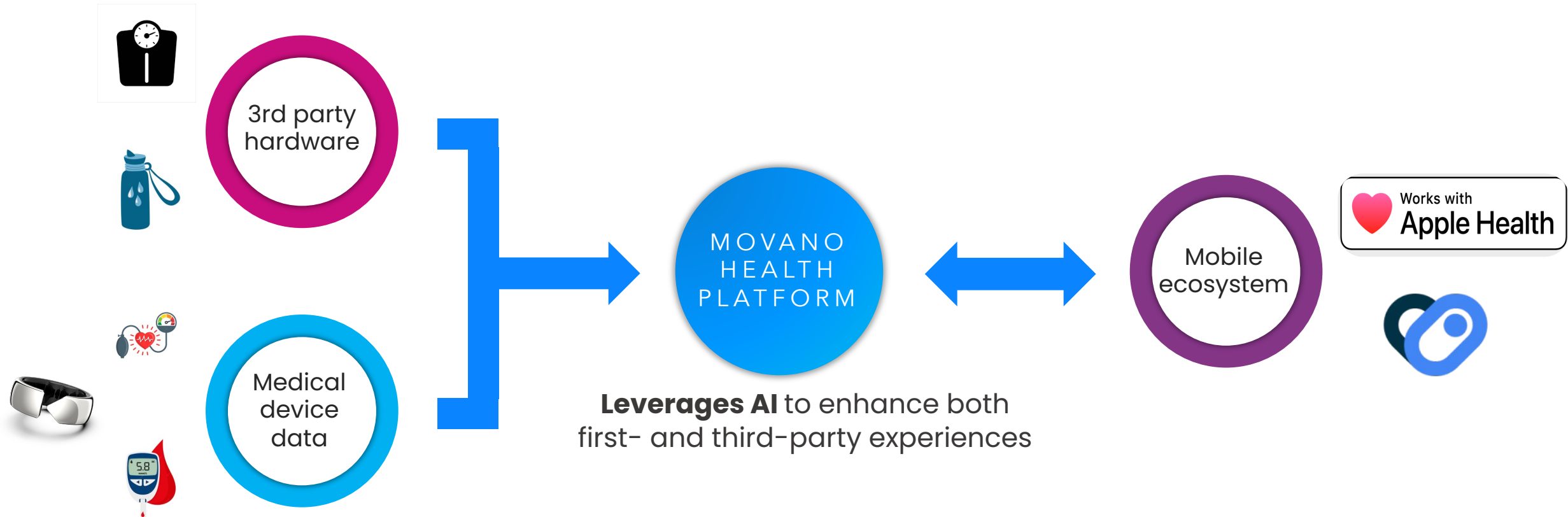
Leading US payor

Remote patient  
monitoring company

# MOVANO HEALTH AS A PLATFORM



Platform is designed to integrate partner and healthcare system data for future monetization



# FDA CLEARANCE SECURES COMPETITIVE Foothold IN ENTERPRISE MARKET



To Compete With Movano Health, Companies Would Have To:

1

## Create Medical Device Infrastructure

- Implement a Quality Management System (QMS)
- Hire medical device team for Quality, Regulatory and Clinical (QRC)
- Train every employee on Standard Operating Procedures
- Manage ongoing initiatives to track product, complaints and Corrective and Preventative Actions (CAPAs)

2

## Pursue FDA Clearance

- Establish clinical trials, generate all required documents

3

## Build in FDA-Compliant Facility

- Set up production to comply with [FDA Good Manufacturing Practice](#)

Transitioning an existing wearables operation into a medical device company would be **cost prohibitive** and take **several years to execute**

# FUTURE OPPORTUNITIES & TEAM

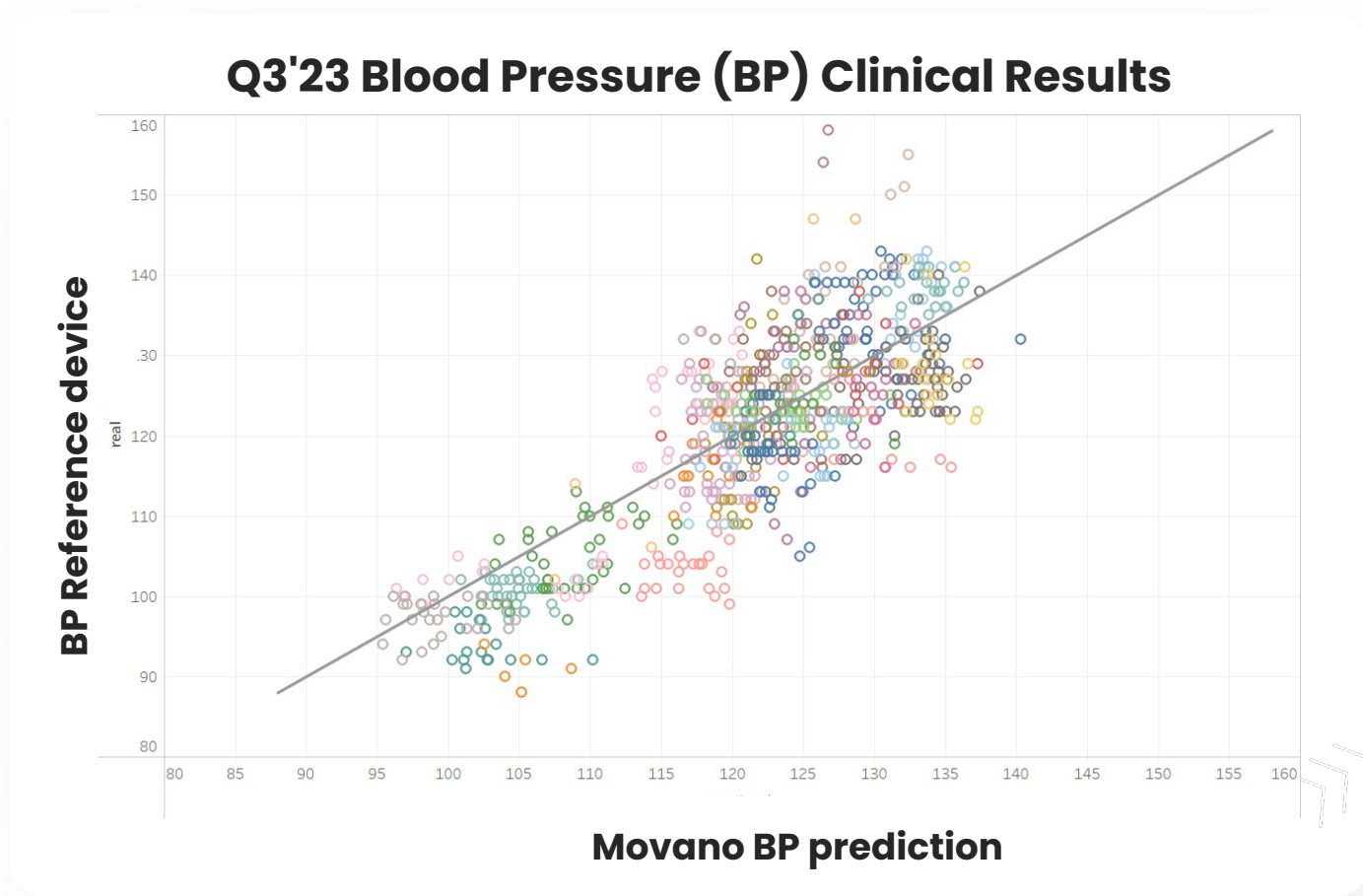


# Q3'23 BLOOD PRESSURE CLINICAL RESULTS IN LINE WITH AN FDA RECOGNIZED STANDARD

Significant improvement with our proprietary System-on-a-Chip



	Mean Absolute Difference
FDA Recognized Standard	7.0 mmHg <sup>1</sup>
Evie Ring	5.9 mmHg <sup>2</sup>



<sup>1</sup> Mean Absolute Difference (MAD) required per IEEE 708a-2019 standard for wearable, cuffless blood pressure measuring devices

<sup>2</sup> Company's algorithm for blood pressure monitoring utilized data from its prototype system combined with the subject's demographic information and a recent blood pressure reading

## Our patented System-on-a-Chip was built from the ground up

After four years in development, the smallest ever custom RF-enabled IC designed for blood pressure and glucose monitoring is now functional, providing:

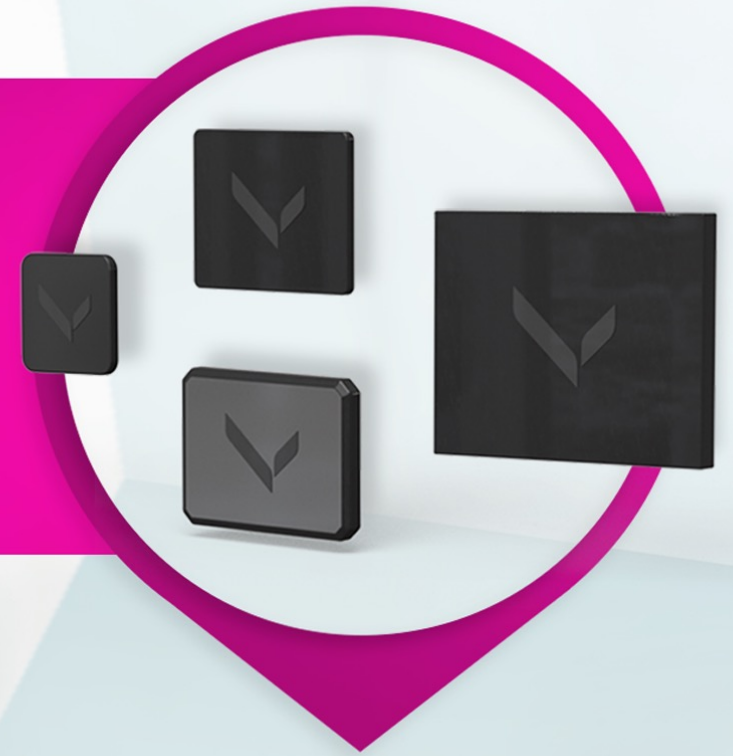
Greater accuracy

Flexibility in form factor

Cost-effective solutions

## THE POWER OF 4 CHIPS IN 1

Meet Movano Health's custom  
mmWave integrated sensor



Actual chip size: 4mm x 6.7mm

# Movano Health patent summary

US: 22 Issued, 31 Pending

Foreign: 1 Issued (China),  
4 Pending (1 China/3 Europe)

## KEY US PATENTS FALL INTO FOUR CATEGORIES

### RF IC Architecture (3) Issued

Covers RF IC design, including multi-band mixing and conductor loss mitigation that is critical at high frequencies.

#### Key Issued Patents:

- Systems for multi-band radar-based sensing (US 11,298,037)
- Methods for multi-band radar-based sensing (US 10,874,314)

### Ring (4) Pending

Covers various aspects of the current Evie Ring and charger design, including the 2-piece open-ended construction, production efficiencies, and control efficiencies.

#### Pending Patents:

- Finger wearable health monitoring device
- Finger wearable devices and methods for producing finger wearable devices
- Ring charging case



### RF-Based Health Monitoring (18) Issued (19) Pending

Covers signal processing techniques for generating high resolution pulse wave signal to determine HR, BP, BG level.

#### Key Issued Patents:

- Systems for RF-based health monitoring utilizing amplitude and phase data (US 11,445,929)
- Methods and systems for monitoring BP using stepped frequency radar with spectral agility (US 11,360,188)
- Systems for health monitoring using radio waves that include mixing signals at different frequencies (US 11,583,199)
- Methods for radio wave-based health monitoring that utilize data derived from amplitude and/or phase data (US 11,576,586)-

### Machine Learning Applications (2) Issued (8) Pending

Techniques for generating training data and training ML models for health monitoring, and techniques for utilizing ML models for health monitoring, including blood pressure and blood glucose.

#### Key Issued Patents:

- Methods for training a model for use in RF-based health monitoring (US 11,464,419)
- Methods for training a model for use in radio waved based blood pressure monitoring (US 11,596,321)

# OUR SEASONED TEAM HAS DIVERSIFIED EXPERIENCE AND VISION TO SUCCEED



**JOHN  
MASTROTOTARO,  
PHD**  
CEO

- Former Medtronic exec.
- 30+ years medical device industry



**MICHAEL  
LEABMAN**  
FOUNDER & CTO

- CTO of 4 wireless startups
- 20+ years smart antenna
- 200+ issued patents



**J. COGAN**  
CFO

- 24 years Wall Street experience, investor & analyst



**TYLA BUCHER**  
CMO

- 20+ years launching global consumer products & brand campaigns



**KIM TOMPKINS**  
QRC

- 30+ years FDA Class II/III devices, digital health & cardiovascular



**STACY SALVI, J.D.**  
STRATEGY

- Former Head of Strategic Partnerships for Fitbit at Google



**ED LANDAU**  
ENGINEERING

- 25+ years in product development in medical & consumer tech electronics



**MICHAEL SOULE**  
BIZ DEV

- 20+ years managing sales & biz dev for consumer and medical products



**JIM VOYDAT**  
OPERATIONS

- 30+ years manufacturing operations & global supply chain management



LEADERSHIP



# CORPORATE SNAPSHOT (NASDAQ: MOVE)



## DOLLARS RAISED

\$106M\*

## YEAR FOUNDED

2018

## IP PORTFOLIO:

US 22 patents issued, 31 pending  
OUS 1 patent issued, 4 pending

## LTM CASH BURN 9/30/23

\$27M

## NUMBER OF FTES

38

## CASH AT 9/30/23

\$7.7M

\$10.8M *pro forma*\*\*

## CORPORATE ENTITIES:

Movano Inc. dba  
Movano Health  
Movano Ireland



\* In August 2022, the Company entered into an At the Market Issuance Agreement with B. Riley Securities, Inc. Pursuant to the terms of the Issuance Agreement, the Company may sell from time to time through the Sales Agent shares of the Company's common stock having an aggregate offering price of up to \$50M.

\*\* *Pro forma* for the Company's \$3.6 million underwritten public offering of common stock in November 2023.

## **NASDAQ: MOVE**

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