



Investor  
Presentation

August 2024

## 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 the commercial launches of the Evie Ring and EvieMED; our expectations regarding potential commercial opportunities; planned cost cutting initiatives; anticipated FDA clearance decisions with respect to our products; expected future operating results; product development efforts and product releases; clinical trial and regulatory initiatives; commercial partner activities; as well as 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.

# STRATEGIC MILESTONES – 18 MONTHS



Drive D2C Adoption  
of Evie Ring  
**Q3 2024**



Secure 510(k)  
Clearance\* and  
Launch EvieMED B2B  
**Q4 2024**



Continue Advanced  
Research for New  
Analytes  
**2024-2025**



Perfect mmWave RF  
Tech for Blood  
Pressure Solution  
**2025**



- 1
- Improved ring functionality
  - Celebrity brand ambassador
  - Influencer campaign
  - Media blitz
  - Best In class customer service

- 2
- Establish distribution framework for medical device launch
  - Build API support for data sharing

- 3
- Continue clinical evaluations and data analytics to enhance system accuracy and performance for new analytes

- 4
- Continued focus on successful clinical trials
  - Build and test wearable form factor

\*The Company submitted for 510(k) clearance of the EvieMED Ring in April 2024. Timing is subject to regulatory review and approval.

# NEWS AND UPDATES – AUGUST 2024



## D2C

- Announced 9.17.24 Evie Ring back in stock date.
- Announced brand partnership with influencer and digital creator Heidi D'Amelio.
- Product, operations and customer service enhancements should bolster September expanded launch.

## B2B

- Announced live planned meeting with the FDA to move the review process forward for 510(k) clearance of EvieMED Ring.
- Important progress made with three additional B2B commercial opportunities that could leverage EvieMED – two global pharmaceutical companies and a large payor.

## CLINICAL RESEARCH

- In June 2024, Movano Health completed a cuffless blood pressure clinical study that included the use of an arterial blood pressure line.
- The Company plans to execute another cuffless blood pressure clinical study in the fourth quarter of 2024 with a smaller, more commercially viable device.

# D2C BUSINESS DRIVERS



## BRAND AMBASSADOR HEIDI D'AMELIO

**12M**  
Social  
Followers



## INFLUENCER AND UGC CAMPAIGN

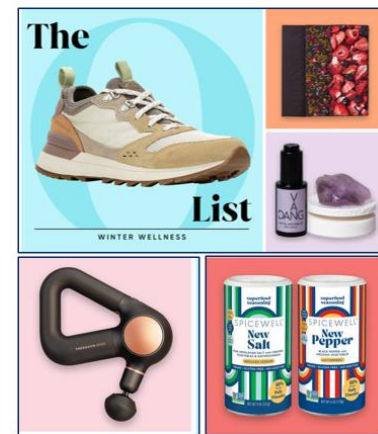


## MEDIA BLITZ

Tech and Consumer  
Press Satellite Tour

Updated Reviews

Holiday Gift Guides

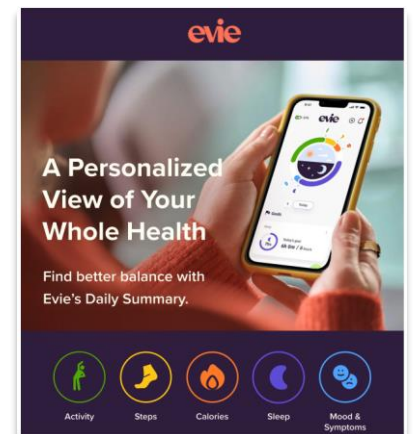


## CUSTOMER ENGAGEMENT AND OUTREACH

150K Lead List

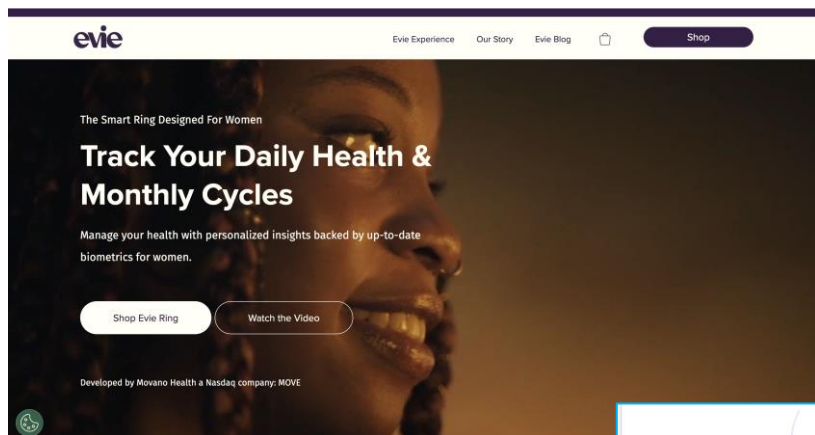
Back in Stock Campaign

Newsletter Series /  
Ongoing Blog Content



# D2C BUSINESS DRIVERS

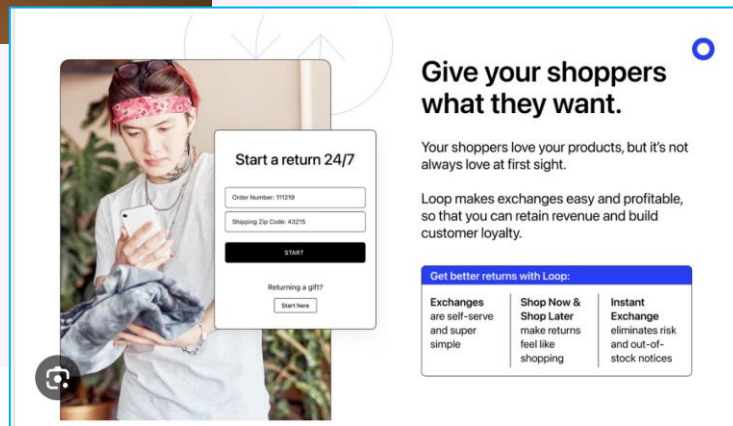
## FRictionless WEBSITE



UPDATES

**Improved UX** to drive engagement and seamless conversion

Self-serve exchange process



## BEST IN CLASS CUSTOMER SERVICE

Onboarded **seasoned team** of customer service experts

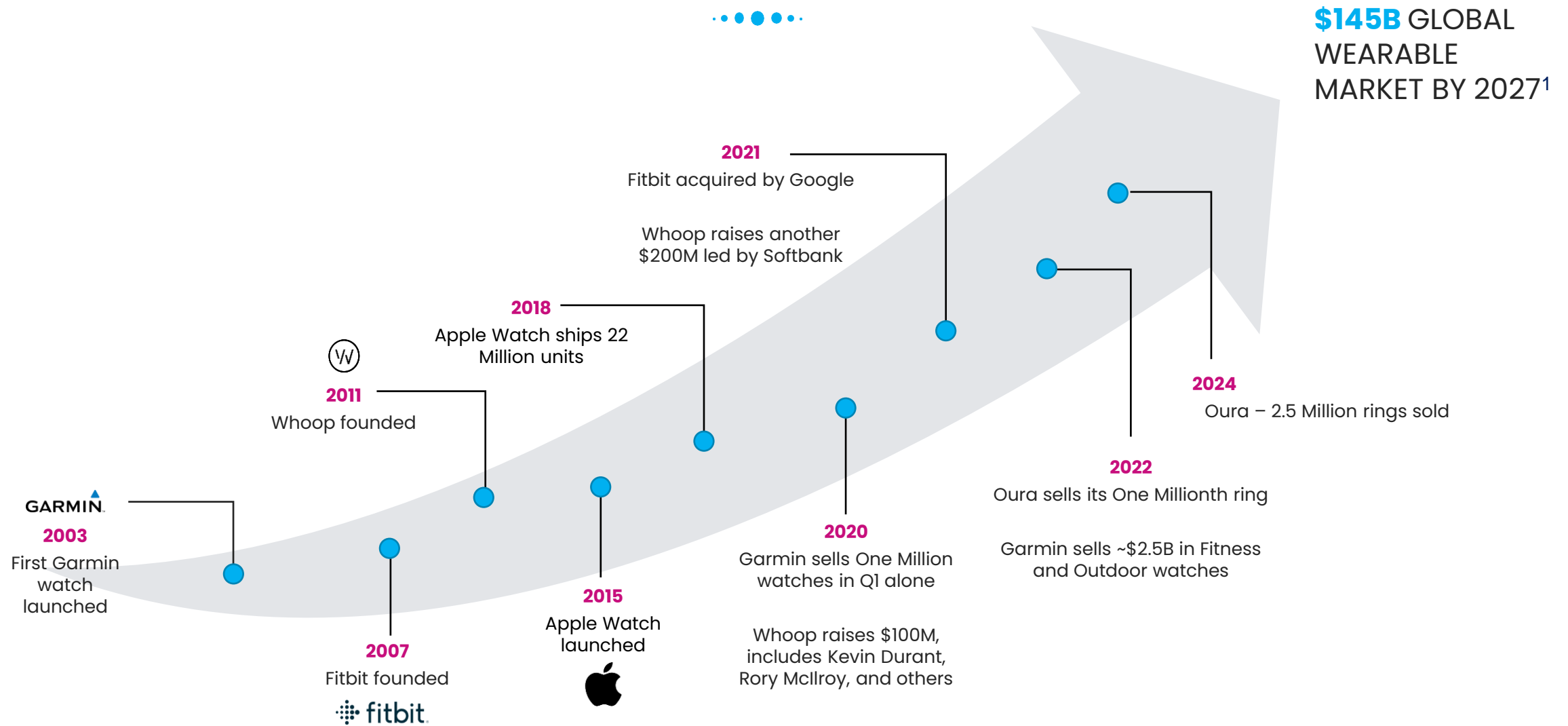
Holding steady at **CSAT score of 87%**

Responding to all inquiries **within 48 hours**

**Dynamic self-serve** content available for simple inquiries

IMPROVEMENTS

# WEARABLE MARKET GROWING EXPONENTIALLY





# EVIE'S JOURNEY

From **IDEA** to  
**COMMERCIAL PRODUCT**  
in 24 months

**Q4 - 2021**



IDEA – develop  
a smart ring for  
women's health

**2022**



Establish the team



Start building the  
technology

**2023**



Brand unveiled  
at CES



Pilot B2B  
relationships



First FDA submission for  
Evie's pulse oximeter



**Product launched!**



\$1M in Black Friday sales –  
\*\*organic; limited paid media\*\*

**2024**



Evie live at CES  
(D2C)



First capital  
investment from  
Strategic Partner

*– catalyst rich year ahead –*



Scale Evie Ring  
(D2C) September



Expected FDA  
clearance



Initial B2B  
commercial  
agreements



Blood Pressure  
clinical trials



# THE EVIE RING FILLS A UNIQUE NEED NOT CURRENTLY ADDRESSED



## 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



**evie**

uniquely positioned to satisfy these market needs

## 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



fitbit

WHOOP™

GARMIN

OURA

# WOMEN'S HEALTH FOCUS: IT'S ABOUT TIME



**\$44B**

2023 US Market Size: Women's Health<sup>1</sup>

**\$100M**

White House Investment in Women's Health<sup>2</sup>

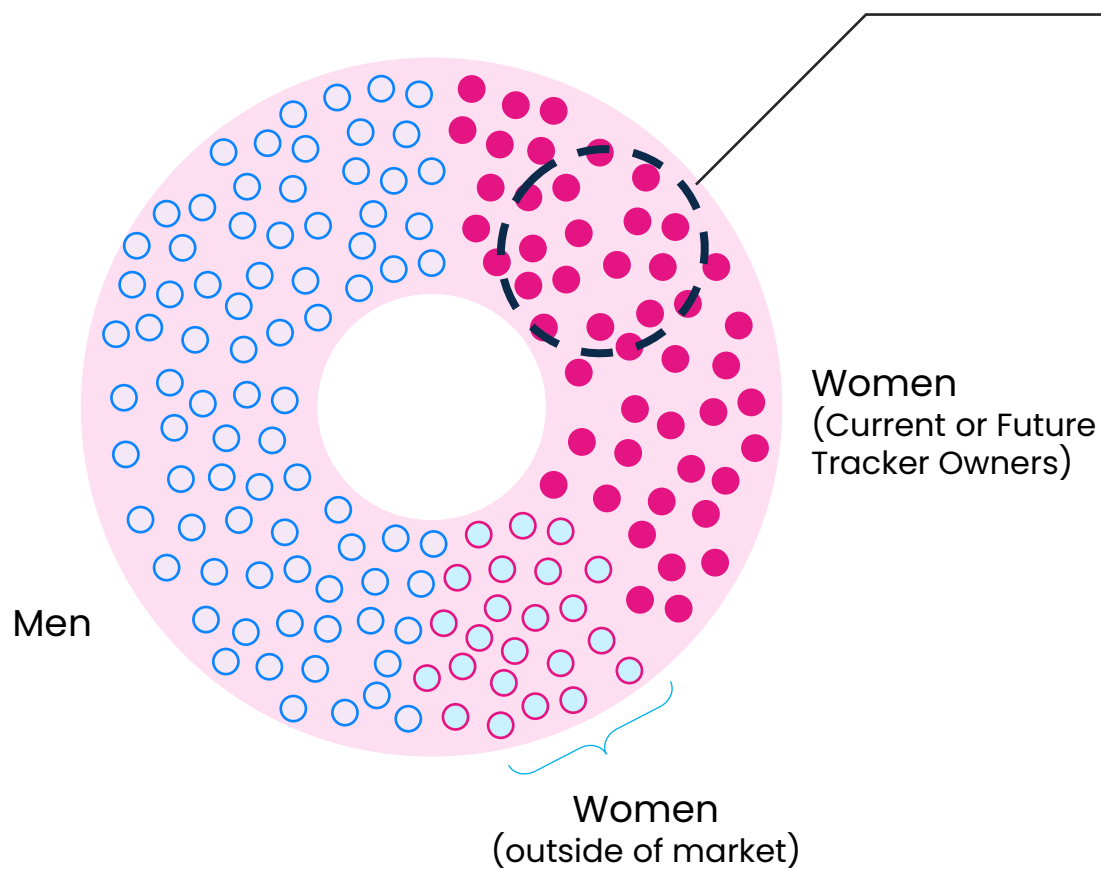
**1000+**

Women interviewed to design Evie

1. <https://www.grandviewresearch.com/industry-analysis/womens-health-market>

2. <https://www.whitehouse.gov/briefing-room/speeches-remarks/2024/02/21/remarks-as-prepared-for-delivery-by-first-lady-jill-biden-to-announce-the-100-million-arpa-h-sprint-for-womens-health/>

# 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



Menopause/ Menstrual Health

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



Clinical Trials



Corporate Wellness



Traditional Media



Paid Advertisement

# KEY EVIE RING DIFFERENTIATORS



1

## Sleek, Smart, Comfortable Hardware

- Open ring design offers comfortable fit
- Rated most aesthetically pleasing smart ring (*Wall Street Journal*)
- Compact, portable recharging case

2

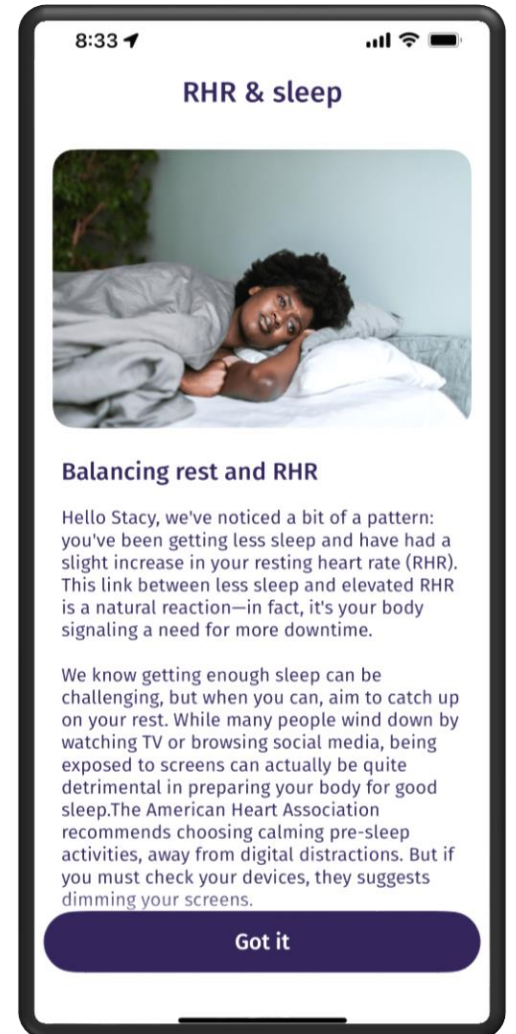
## Novel App Design

- Seamlessly tracks key biometric data including menstrual cycle, mood, energy
- Personalized activity and performance goals
- Industry first Daily Summary dynamically displays daily progress

3

## AI-Driven Insights

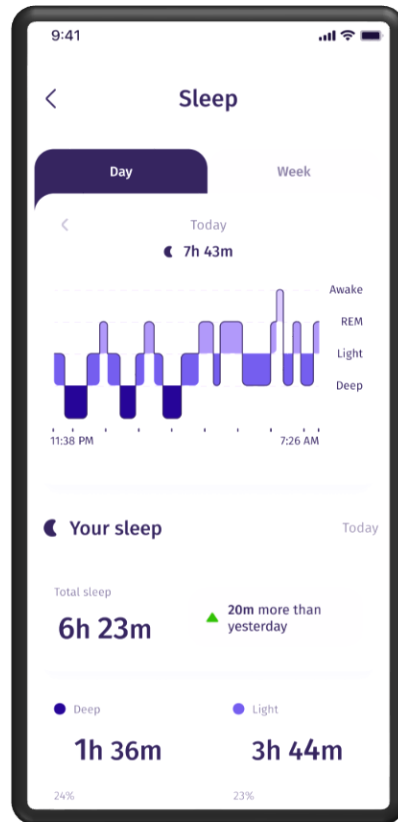
- Identifies correlations, patterns and trends across different vital signs, menstrual health, mood, energy, sleep and activity in longitudinal data



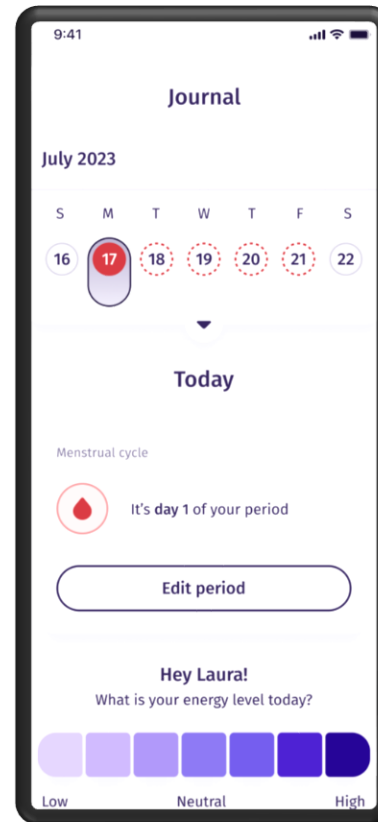
# EVIE APP INSIGHTS EXPERIENCE



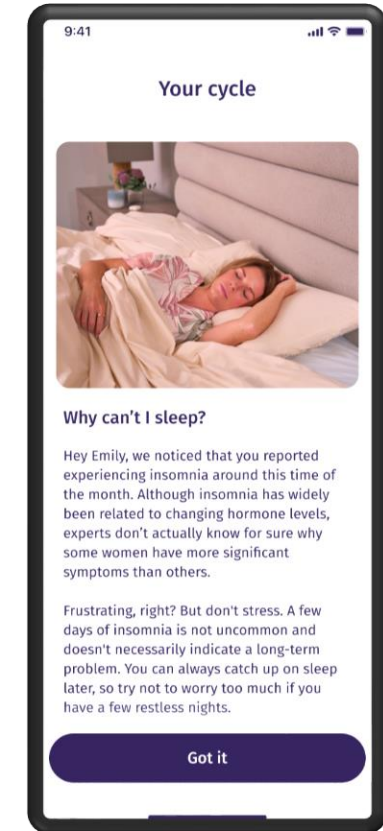
Passively collected  
body data on sleep



Logged symptom +  
cycle data



Educational insight based  
on her experience



# HOW EVIE RING STACKS UP



	Steps & Activity	Sleep & Sleep Stages	Heart Rate (HRV, RHR)	SpO2	Skin Temp.	Menstrual Cycle	Mood Logging	Personal Insights	Form Factor/ Finishes	Price
	●	●	●	●*	●	●			Bands & Watches	\$99-\$299
WHOOP®	●	●	●	●*	●	●			Screenless Bands	\$20/month with 1-year commit
OURA	●	●	●	●*	●	●			Gold, Silver, Rose Gold, Black	\$299-\$549 & \$6/month sub
	●	●	★	★	●	●	●	●	Gold, Silver, Rose Gold	<b>\$269</b>

★ Potential for FDA clearance ● Full function ● Limited function

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

# EVIE MED: STRONG B2B PROPOSITION



**ET Healthworld.com**

From The Economic Times

Health IT · 5 Min Read

## Top 5 Technology Trends Shaping Modern Healthcare in 2024

Internet of Medical Things (IoMT) and Wearable Devices

The Internet of Medical Things (IoMT) refers to the interconnected network of medical devices and applications that collect, transmit, and analyse health data.

Expected FDA clearance decision



Attractive margin profile on B2B sales



Only FDA-cleared option for enterprises



First B2B investment + several beta programs underway

New distribution channel



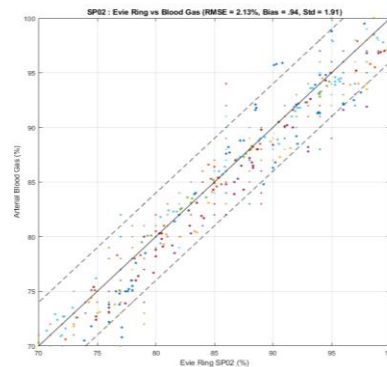


# THE FIRST SMART RING TO FILE FOR FDA CLEARANCE ON SpO<sub>2</sub> & HR

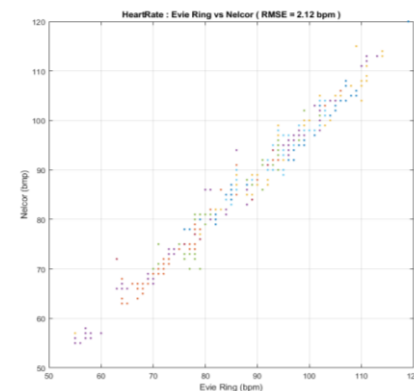


## Q1'24 HYPOXIA PIVOTAL TRIAL RESULTS

	SpO <sub>2</sub> RMSE <sup>1</sup>	HR RMSE <sup>2</sup>
FDA Benchmark	<3.5%	Within 2 bpm
Masimo – Radical-7	3.6%	1.5 bpm
<b>Evie Rings (4)</b>	<b>2.39–2.53%</b>	<b>1.2 bpm</b>

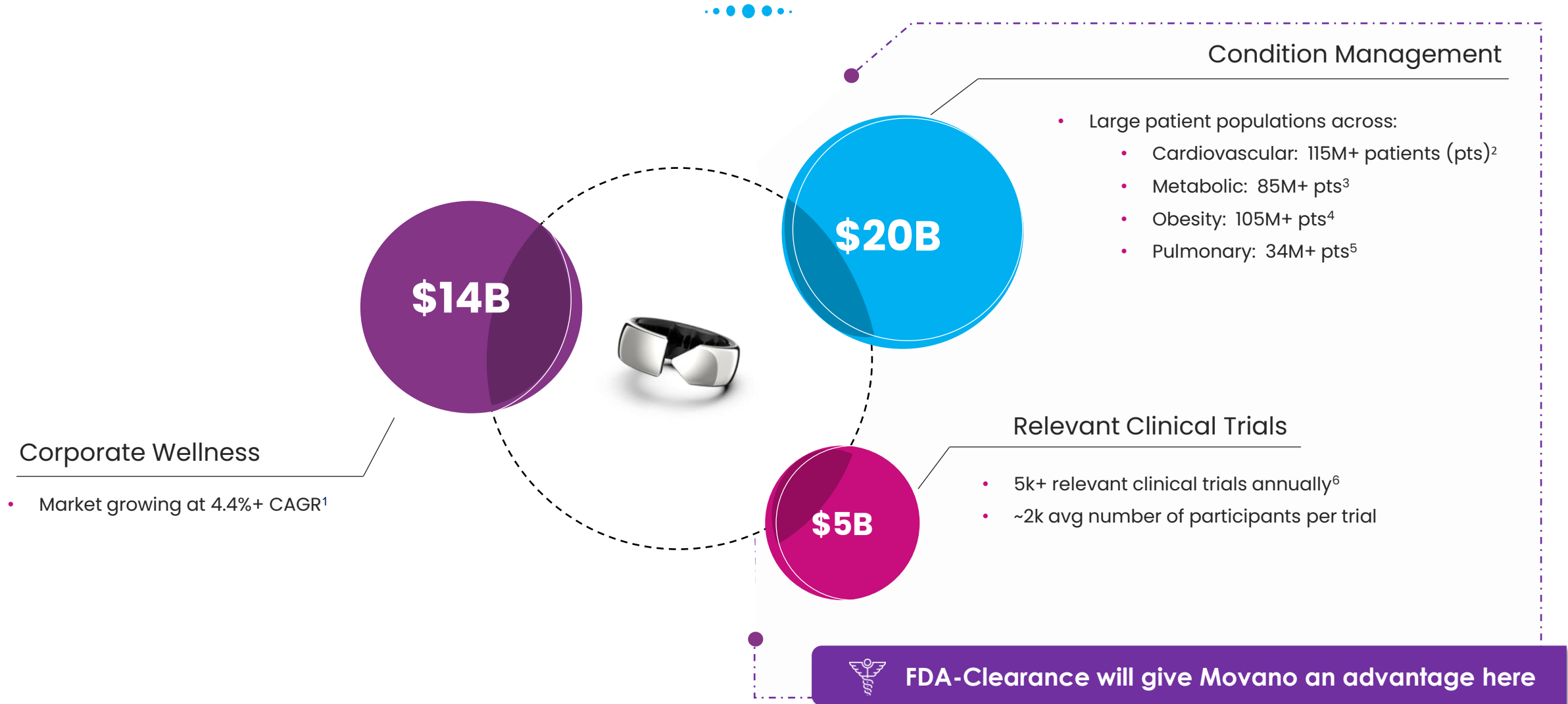


SpO<sub>2</sub>

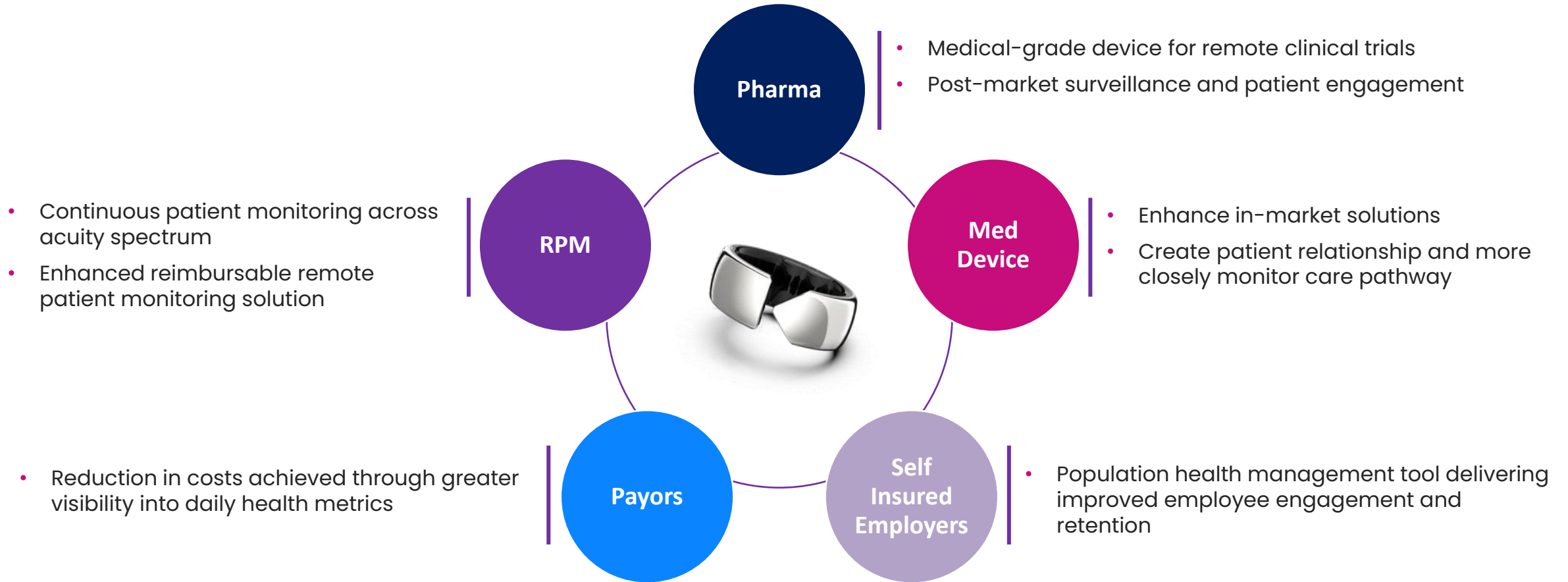


Heart Rate

# MOVANO HEALTH'S B2B OPPORTUNITY



# CURRENT B2B ENGAGEMENTS ACROSS THE HEALTHCARE CONTINUUM



# USE CASE #1 – Pharmaceutical Companies



## Pharma / Clinical Trials

### PROBLEM

- Poor compliance
- Suboptimal trial results
- In-person monitoring is expensive

### SOLUTION

- Movano device usage enables better compliance
- Cost of device and monitoring significantly lower than regular office visits
- Movano device enables quicker enrollment, better data, and improved quality of results

### TRACTION

- “Major global pharma” Beta I partner
- “Major global pharma” hosts >30,000 patients in clinical trials per year

### GROWTH

- 5 near-term pharma clients in pipeline

## USE CASE #2 – Payors



### Payors

#### PROBLEM

- Large populations of chronic disease patients
- Costly disease interventions being deployed in cases that could be prevented
- Suboptimal evaluation of economic value associated with some interventions

#### SOLUTION

- Easy-to-implement monitoring of critical physical health parameters (sleep, blood oxygen, blood pressure, etc.)
- Potential for early detection of dangerous health risks
- Provides longitudinal health data

#### TRACTION

- “Top 3 US payor” Beta II partner
- “Top 3 US payor” covers 47M lives
- 20% of subscribers are high risk, just 5% of that group represents 500k units

#### GROWTH

- 2 near-term payor customers in pipeline

# USE CASE #3 – Remote Patient Monitoring (RPM)



## Remote Patient Monitoring (RPM)

### PROBLEM

- Increasing needs to monitor patients remotely, due to broad lifestyle shifts and preferences
- In-office visits involve high cancellations; higher costs for patients and slower throughput for physicians
- Reduced frequency of physician monitoring promote suboptimal health monitoring

### SOLUTION

- Regular monitoring reduce costs of healthcare
- Any device or component of an RPM solution must be FDA approved/cleared
- Improves access to healthcare (for patients of limited means, rural areas, complex needs, etc.)

### TRACTION

- “Leading US RPM company” Beta II partner
- “Leading US RPM company” serves >450 healthcare organizations and is the exclusive platform for one of the largest medical device companies in the world

### GROWTH

- 2 near-term RPM customers in pipeline

# USE CASE #4 – Medical Device Patient Management



## Medical Devices (Patient Management)

### PROBLEM

- Inability to continuously monitor patients outside physician's office
- Suboptimal patient outcomes
- In-person monitoring is expensive

### SOLUTION

- Ability to make real-time adjustments to patient regiment, improving outcomes
- Continuous data feed provides physicians better intelligence
- Reduces friction and cost to delivery patient care

### TRACTION

- "Leading med device company" has engaged in initial draft of LOI
- "Leading med device company" serves >200k new patients/devices per year

### GROWTH

- 5 near-term medical device customers in pipeline



# MEDICAL DEVICE POSITIONING CREATES SIGNIFICANT BARRIERS TO ENTRY 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 personnel for Quality, Regulatory, and Clinical (QRC)
- Train every employee on Standard Operating Procedures

2

### Pursue FDA Clearance

- Establish clinical trials, generate all required documents
- Set up production to comply with FDA Good Manufacturing Practices

3

### Establish Post Market Surveillance Functions

- Ongoing QRC initiatives to track product, complaints, CAPAs

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

# MATERIAL PROGRESS WITH PROPRIETARY AND PATENTED RF TECHNOLOGY



## Why High Blood Pressure Is Known as the Silent Killer

Peter Attia, M.D., author of 'Outlive: The Science & Art of Longevity,' shares how aggressively managing your blood pressure is a key to a longer and healthier life.



Blood pressure & glucose are "holy grail" opportunities



Proprietary RF technology de-risked



Recent BP clinical results unlock opportunity



Strategic investment validates tech and opportunity



Commercial product in 2+ years

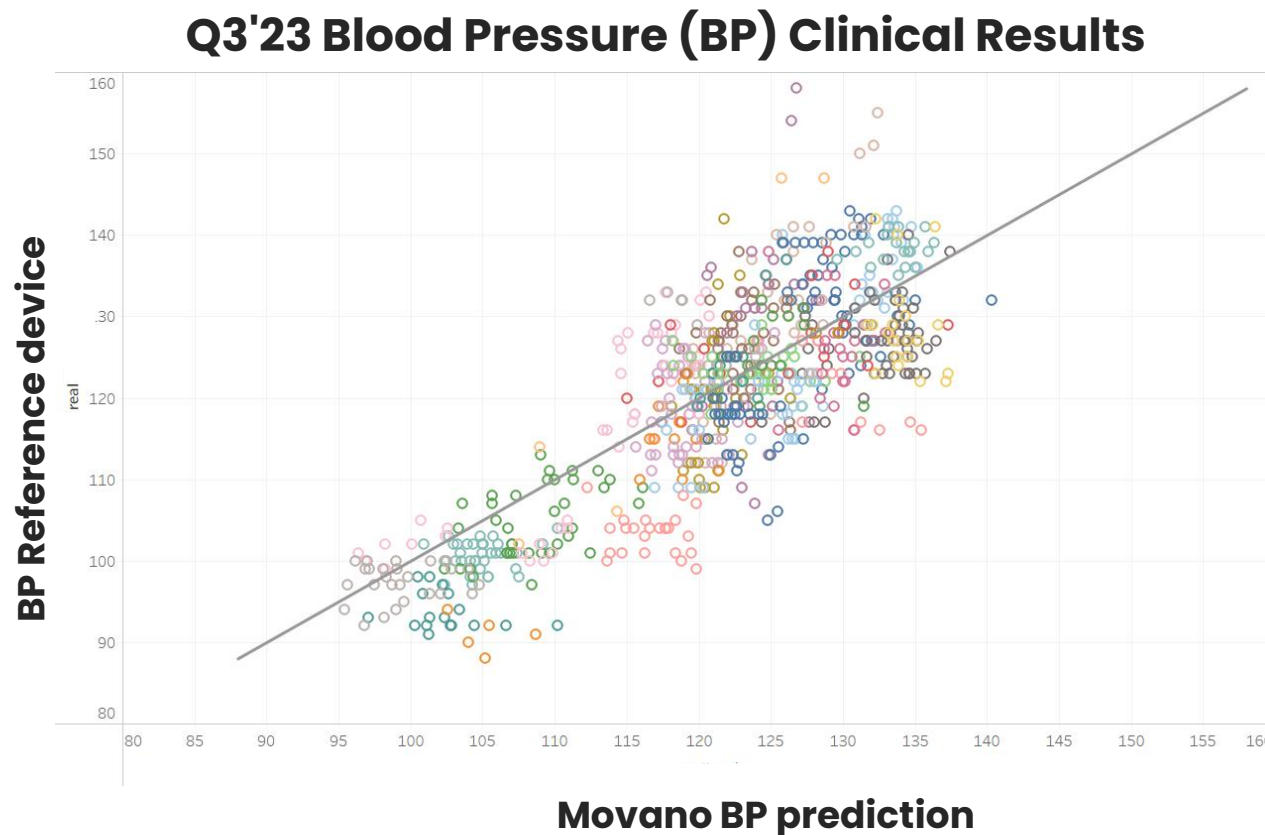


# BREAKTHROUGH IN BLOOD PRESSURE MONITORING WITH CLINICAL RESULTS IN LINE WITH AN FDA RECOGNIZED STANDARD



	Mean Absolute Difference
FDA Recognized Standard	7.0 mmHg <sup>1</sup>
<b>Movano</b>	<b>5.9 mmHg<sup>2</sup></b>

- Cuffless wrist worn device
- Clinical study in 43 subjects
- BP measurements at rest and under stress



<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

# Movano Health patent summary

US: 30 Issued, 14 Pending (1 allowed)

Foreign: 2 Issued (China/Europe),  
3 Pending (1 China/2 Europe)  
PCT: 1 Pending

## KEY US PATENTS FALL INTO FOUR CATEGORIES

### RF IC Architecture

(2) 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

(3) 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

(25) Issued

(5) 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)
- System for monitoring a physiological parameter that involves coherently combining data from RF-based sensor system (US 11,883,132)
- System for monitoring a health parameter of a person utilizing a pulse wave signal (US 11,786,133)

### Machine Learning Applications

(3) Issued

(6) 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)

# CORPORATE SNAPSHOT (NASDAQ: MOVE)



## DOLLARS RAISED

\$130M\*

## YEAR FOUNDED

2018

## IP PORTFOLIO:

US 30 patents issued, 14 pending  
OUS 2 patents issued, 4 pending

## LTM CASH BURN 6/30/24

\$24M

## NUMBER OF FTES

30

## CASH AT 6/30/24

\$16.9M

## CORPORATE ENTITIES:

Movano Inc. dba  
Movano Health  
Movano Ireland



\* The Company is party to an At the Market Issuance Agreement with JonesTrading Institutional Services LLC. 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.



## NASDAQ: MOVE

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