



Master EU Slide Deck

Mission

AliveCor's mission is to save lives and transform cardiology by delivering intelligent, highly-personalized heart data to clinicians and patients anytime, anywhere.

History

- ✓ Founded in 2011 by physician and inventor, Dr. Dave Albert.
- ✓ Dr. Albert developed an FDA-cleared smartphone case that worked as an ECG in 2012.
- ✓ Since its founding, AliveCor has grown to a staff of 160+, developing cutting-edge AI and ML technology, devices, and platforms to support heart health worldwide.



State of the Heart

- ✓ Heart disease is responsible for more human deaths than any other cause, accounting for **more than 1.8 million deaths annually in the EU** and **31% of deaths worldwide**.
- ✓ In **half of mortality cases**, the first sign of heart disease is cardiac arrest.
- ✓ The European Resuscitation Council (ERC) estimates that **275,000 out-of-hospital cardiac arrests** occur annually across Europe. Survival rates are estimated at **less than 10%** due to delays in early detection and intervention.
- ✓ Atrial fibrillation (AFib) is a type of heart disease that causes an irregular heartbeat (arrhythmia), which can lead to **stroke, blood clots, and other heart-related health issues**.
- ✓ An estimated **40 million people across the world have atrial fibrillation**.

Leadership Team



Priya Abani
Chief Executive Officer



David E. Albert, MD
Founder, Chief Medical Officer



Sanjay Voleti
Chief Business Office



Rojeh Avanesian
Chief Financial Officer



Bill Jacobs
General Counsel



Jon-Paul Ales-Barnicoat
Chief Human Resources Officer



Patricia Baran
Senior Vice President,
Enterprise North American &
Biopharma Worldwide



Ben Green, MD
Senior Vice President,
Services



Siva Somayajula
Chief Technology Officer

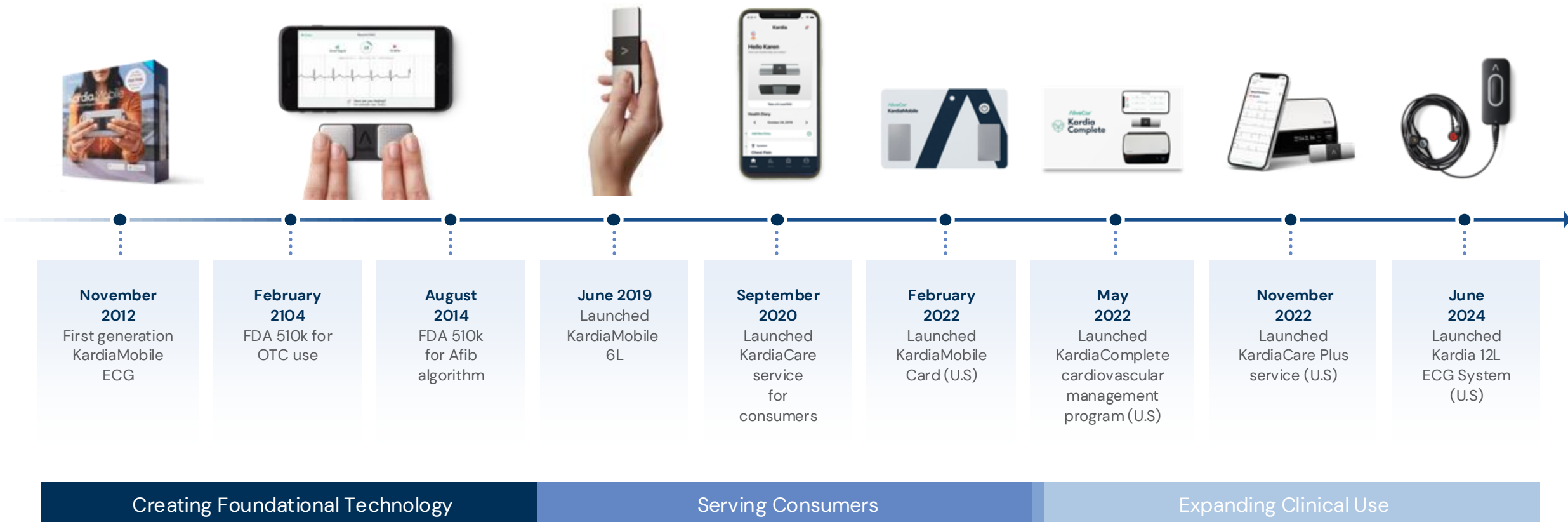


Alfred Woo
Chief Product Officer

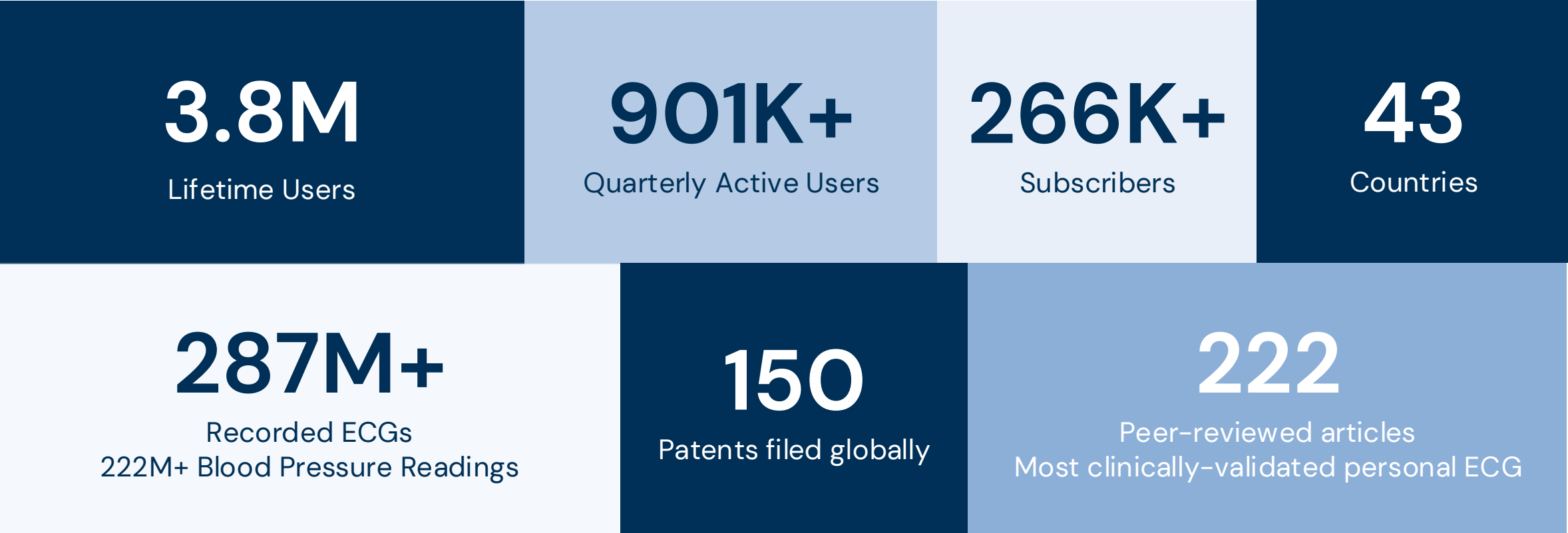


Cora Locke
Chief Marketing Officer,
Consumer

Our Journey in Heart Health Innovation



Established Consumer Trust and Adoption: Most Clinically-Validated Personal ECGs



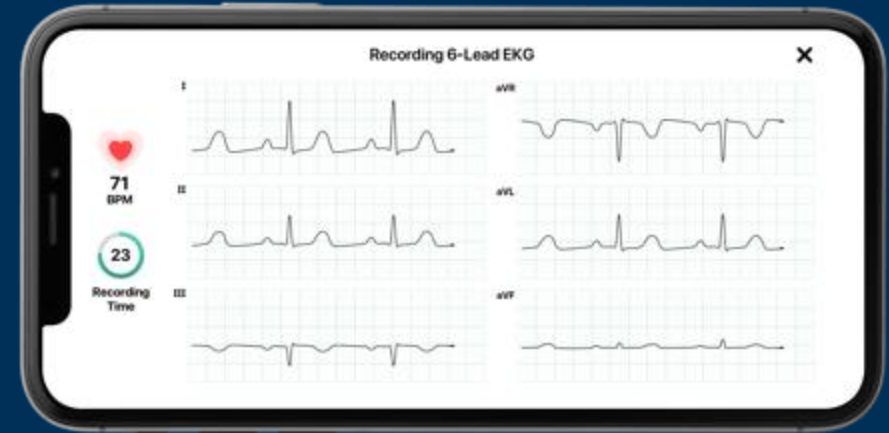
Devices and Hardware | KardiaMobile

- ✓ Single-lead rhythm strip comparable to Lead I of standard ECG machines.
- ✓ Most clinically-validated mobile ECG solution available worldwide.
- ✓ Instant analysis for Normal sinus rhythm, Atrial Fibrillation, Bradycardia, and Tachycardia in just 30 seconds.
- ✓ FDA-cleared
- ✓ CE-marked

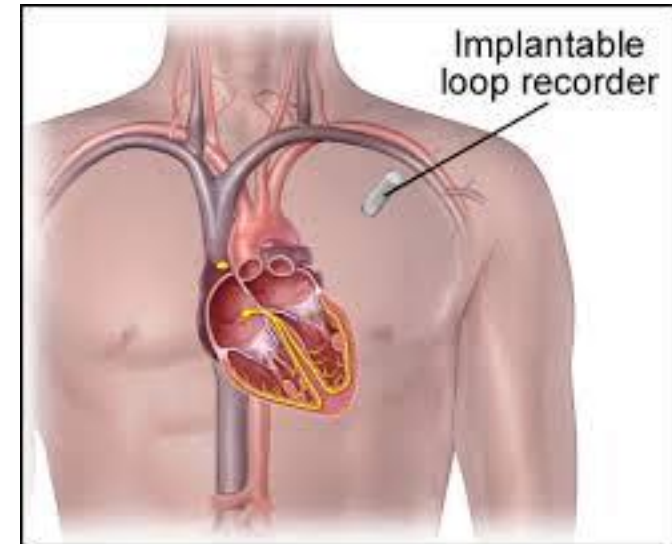


Devices and Hardware | KardiaMobile 6L

- ✓ Introduced in June 2019.
- ✓ World's only FDA-cleared 6-lead personal ECG solution.
- ✓ Provides a more-detailed view of the heart than a single-lead ECG. Includes: Lead I, Lead II, Lead III, aVF, aVR, and aVL.
- ✓ Captures a medical-grade 6-lead ECG in 30 seconds and detects Possible Atrial Fibrillation, Bradycardia, Tachycardia, or Normal sinus rhythm.



The sweet spot between short-term and long-term monitoring



days


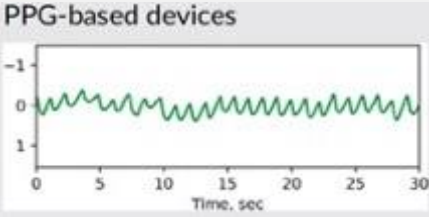
weeks

months

years

Clinicians Recommended Kardia

417 physicians (median age 37 years) from 42 countries participated in survey, 94% from European countries

	DEVICE NAME	I USE THIS DEVICE	I RECOMMEND THIS DEVICE TO PATIENTS	I RECOMMEND THIS DEVICE TO COLLEAGUES	I HAVE NOT HEARD OF THIS DEVICE
ECG-based devices 	Apple Watch Series 4-5	16.5%	31.4%	23.7%	6.2%
	Beurer mobile ECG device	5.1%	5.9%	3.8%	75.8%
	imPulse	0.3%	1.8%	0.4%	84.4%
	Kardia Mobile	20.4%	30.9%	26.9%	38.2%
	Kardia Mobile 6L	7.8%	18.4%	15.9%	43.7%
	My Diagnostick	4.2%	3.4%	2.9%	74.0%
PPG-based devices 	ZenicoR-ECG	4.4%	4.9%	3.8%	72.6%
	Apple Watch	17.9%	21.4%	17.1%	10.1%
	CardiioRhythm	2.0%	4.3%	2.8%	71.4%
	FibriCheck	4.1%	3.6%	2.8%	75.1%
	Fitbit	9.4%	5.8%	4.7%	44.6%
	HeartRate	1.8%	2.9%	2.1%	76.4%
	Oura Ring	0.3%	0.8%	1.0%	87.2%

Manninger et al; Clin. Cardiol. 2020; 43: 1032-1039

Used, recommended, and known ECG-based and PPG-based device types

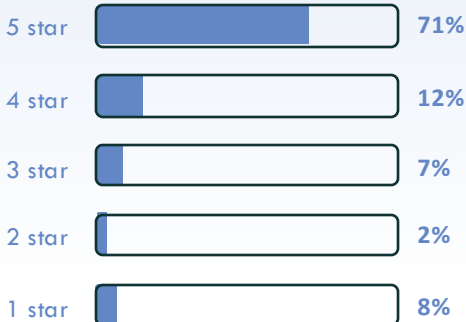
Patients Value Kardia

KardiaMobile 6L: £149.00 incl VAT

Customer reviews

★★★★★ 4.4 of out 5

73,165 global ratings



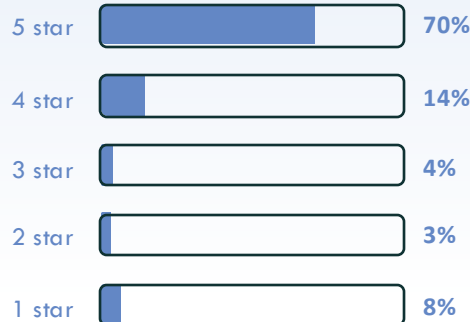
> 70,000
ratings
globally

KardiaMobile: £99.00 incl VAT

Customer reviews

★★★★★ 4.4 of out 5

22,555 global ratings



> 20,000
ratings
globally

Ratings from Amazon as of November 2024

Why Clinicians Recommend Kardia

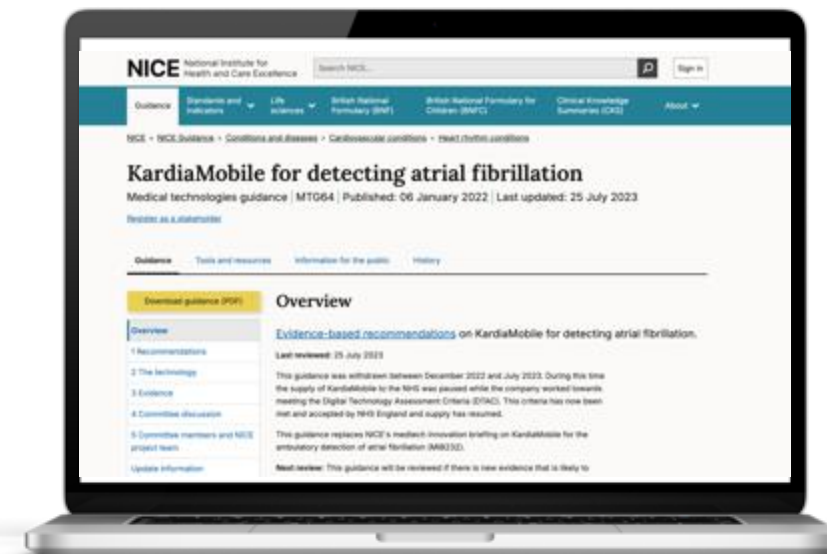
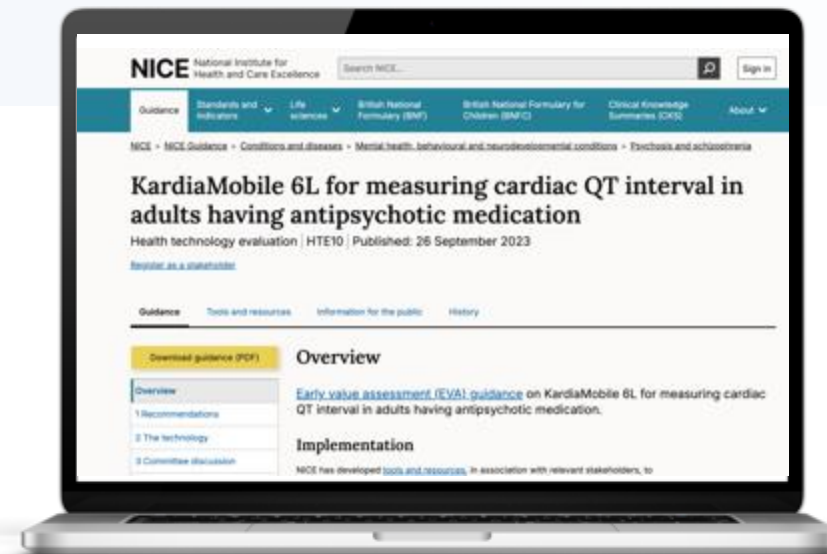
- ✓ Convenient, short or long-term remote monitoring.
 - Affordable hardware for patients to remotely capture ECG data anytime, anywhere.
- ✓ Patients are engaged in their own healthcare
 - Easy-to-use, portable device that allows patients to take an ECG the moment they feel a symptom and share the data with their providers remotely.
- ✓ Early detection at their fingertips.
 - Instant, FDA-cleared detection of Normal sinus rhythm or Possible AFib with a 30-second ECG recording.
- ✓ Immediate feedback, giving patients peace of mind.
 - Patients report peace of mind and feeling more in control of their heart health.



Accreditations



All Wales clinical pathway
for Atrial Fibrillation (AF)
Diagnosis and management



Clearance

KardiaMobile



- Anguilla
- Aruba
- Australia
- Austria
- Bahrain
- Belgium
- Canada
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Hong Kong
- Hungary
- India
- Ireland
- Israel
- Italy
- Jamaica
- Korea
- Luxembourg
- Malaysia
- Malta
- Mauritius
- Mexico
- New Zealand
- Norway
- Pakistan
- Poland
- Portugal
- South Africa
- Spain
- Sweden
- Switzerland
- Saudi Arabia
- The Netherlands
- Trinidad and Tobago
- UK
- US
- Vietnam

KardiaMobile 6L



- Australia
- Austria
- Belgium
- Brazil
- Canada
- Czech Republic
- Colombia
- Denmark
- Finland
- France
- Germany
- Hong Kong
- Hungary
- India
- Ireland
- Israel
- Italy
- Korea
- Luxembourg
- Malaysia
- Malta
- Mauritius
- Norway
- Pakistan
- Poland
- Portugal
- South Africa
- Spain
- Sweden
- Switzerland
- Saudi Arabia
- Taiwan
- Thailand
- The Netherlands
- UK
- US
- Vietnam

Research

IPED

Multi-centre randomised controlled trial of a smartphone-based event recorder for patients presenting to the emergency department with palpitations and pre-syncope.

Matthew J. Reed et al. 2019

6L VS 12L FOR QT MONITORING

The Metcalfe study validates the KardiaMobile 6L as an effective, accurate tool for QT monitoring in resource-limited settings, proving feasible, cost-effective, and clinician-friendly.

Metcalfe JZ et al., 2024

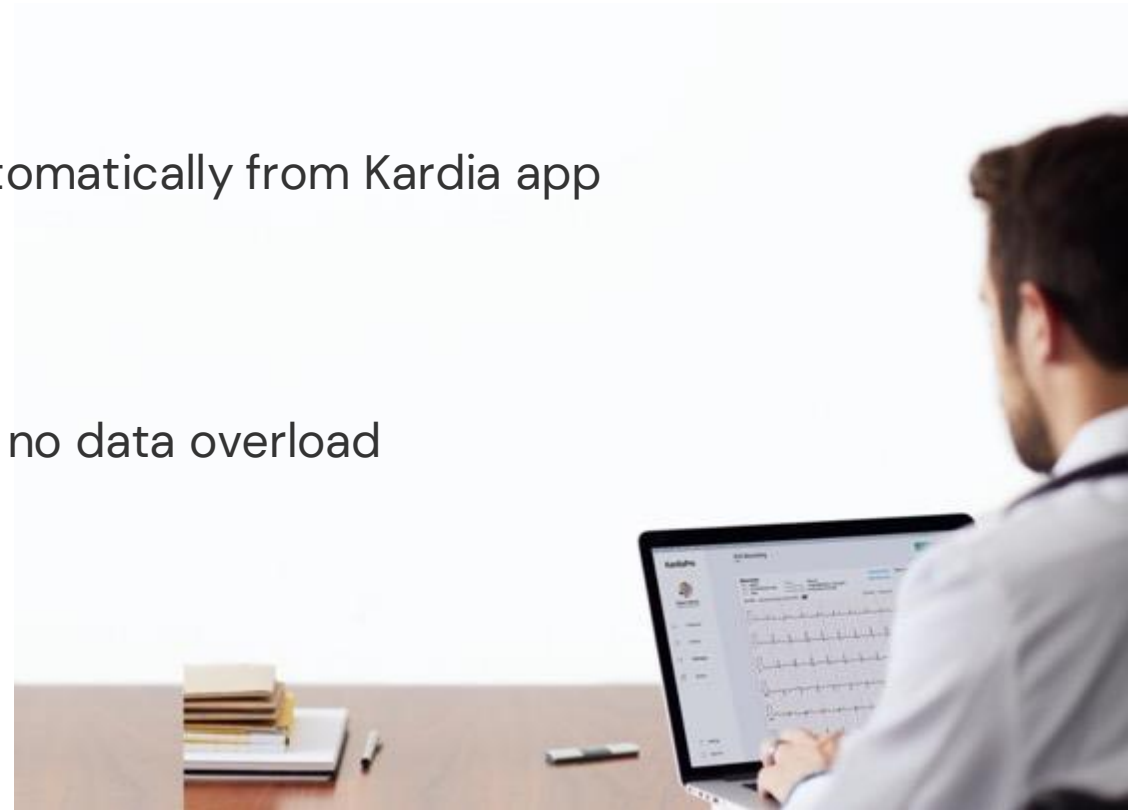
HERMAN'S STUDY

The study compares long-term intermittent (KardiaMobile) versus short continuous (Holter) monitoring for detecting atrial fibrillation (AF) recurrences after ablation.

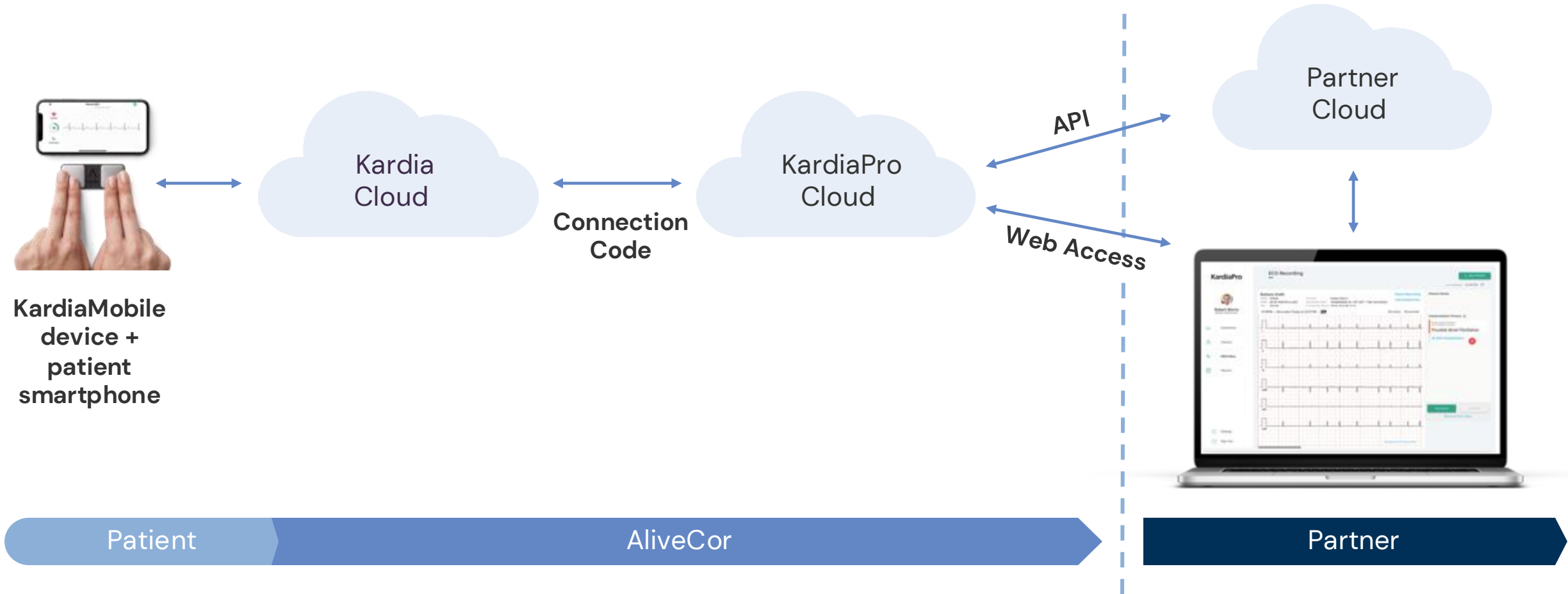
Hermans et al. 2021;

Clinical Enterprise Solutions | KardiaPro

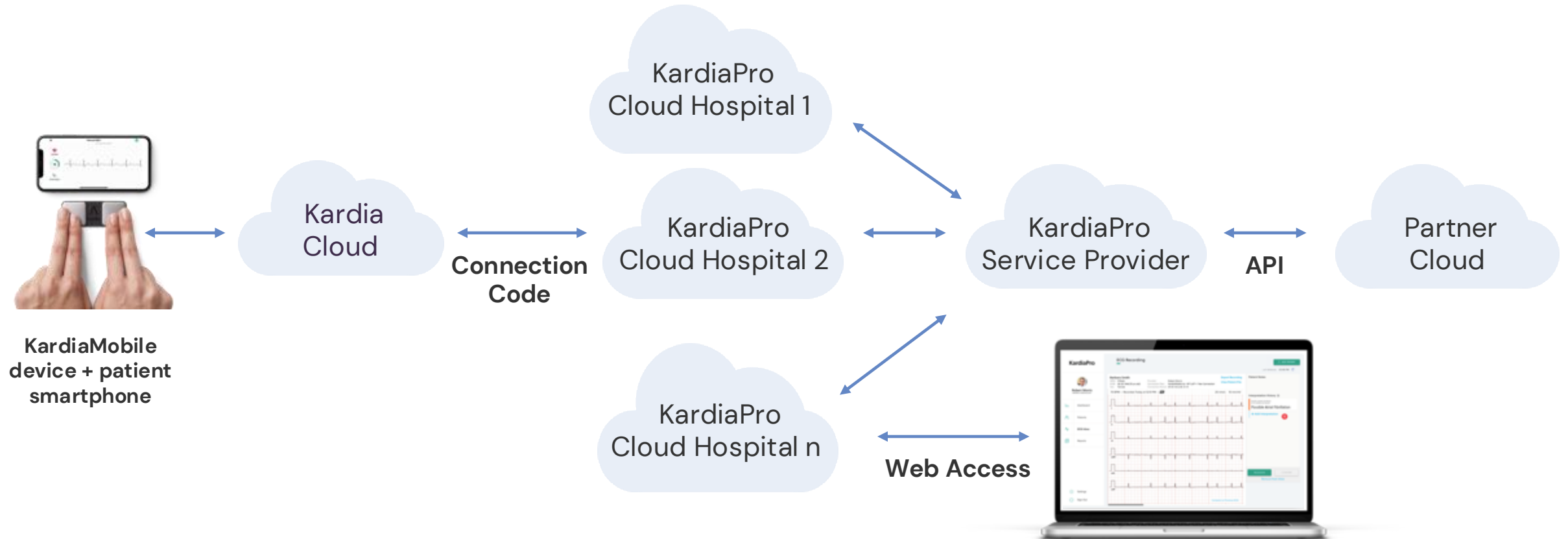
- ✓ KardiaPro connects with KardiaMobile and KardiaMobile 6L, the most clinically-validated mobile ECG in the world, to enhance patient care and streamline ECG interpretation through remote patient monitoring.
- ✓ HIPAA and GDPR compliant
- ✓ Patient ECG and/or blood pressure data, transmitted automatically from Kardia app to your practice's KardiaPro portal.
- ✓ Platform for clinicians
- ✓ Streamlined ECG and blood pressure interpretation with no data overload



KardiaPro API – Hospital / Telehealth setup



KardiaPro API – Service Provider Setup



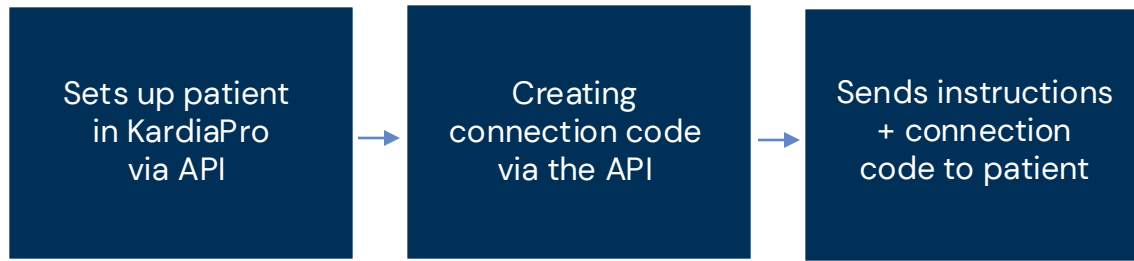
Patient

AliveCor

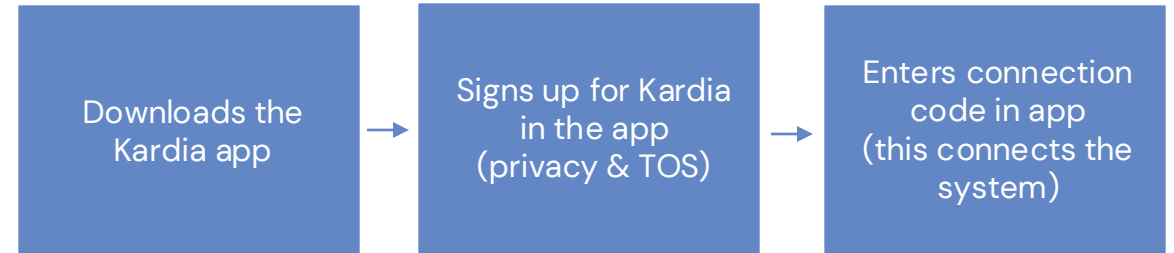
Partner

API Variant 1: AliveCor as Data Controller

Partner



Patient



API Variant 1: Functionality

- ✓ AliveCor is Data Controller; API Partner is Data Controller for the data retrieved from AliveCor
 - Service Agreement between AliveCor and API Customer needs to be in place
- ✓ Kardia app on patients phone records data and sends to the AliveCor Kardia cloud
- ✓ If a connection code is in place recordings are connected to KardiaPro

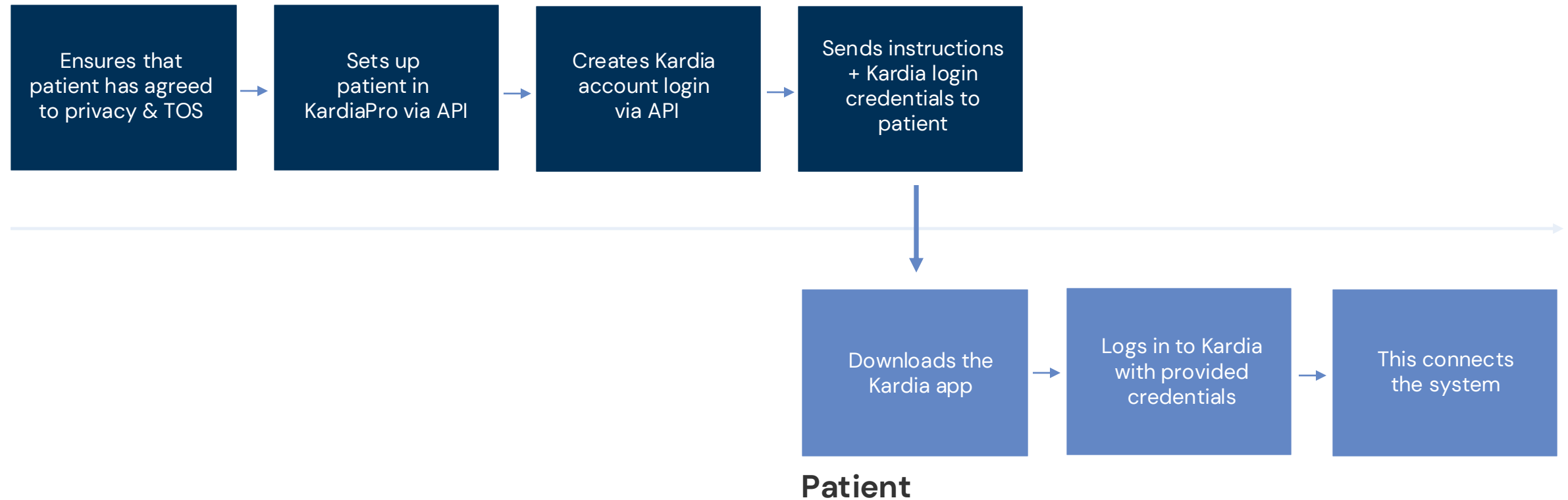
API Customer can:

- Add patients in KardiaPro
- Create a Connection code to allow patients to connect KardiaMobile to KardiaPro service
- Pull patient lists, lists of recordings for specific patients, etc.
- Pull ECG recordings (pdf and filtered / raw data)

Full API Specs on request under NDA

API Variant 2: Hospital as Data Processor

Partner



API Variant 2: Functionality

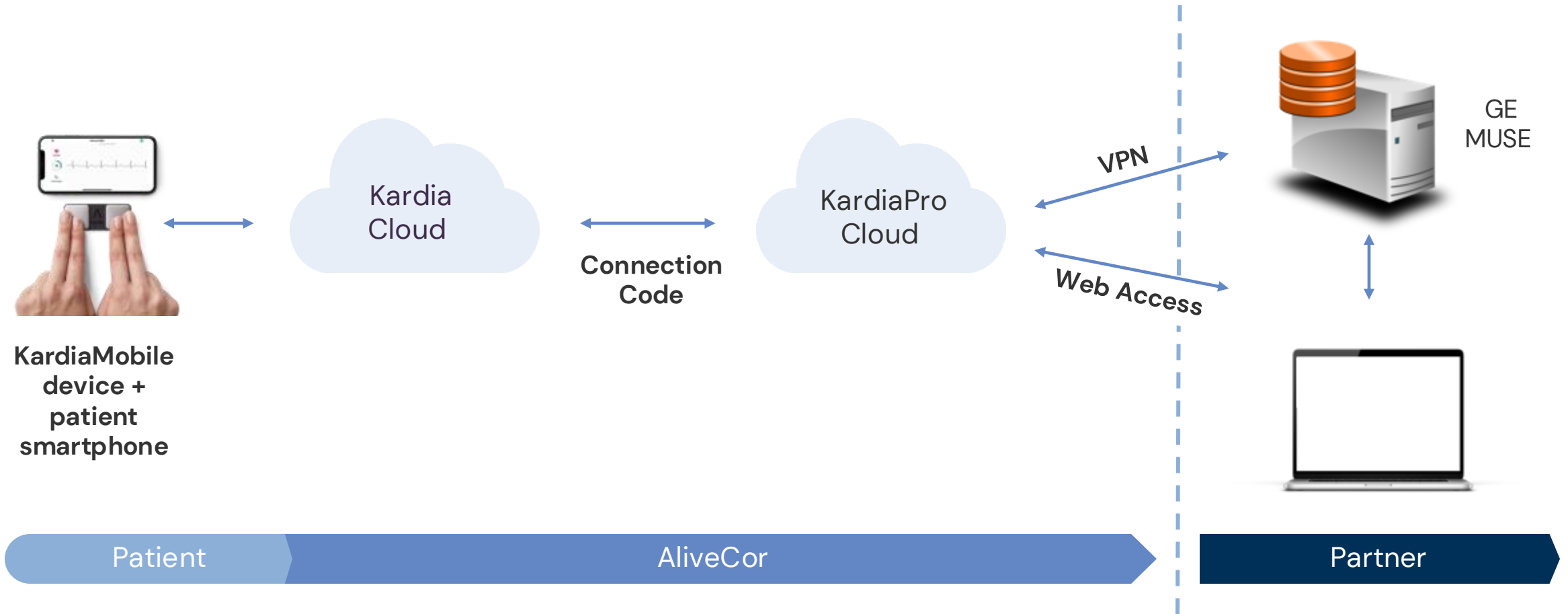
- ✓ API Partner is Data Controller; AliveCor is Data Processor
 - API Partner needs to ensure data privacy & TOS consent is in place
 - DPA between AliveCor and API Customer needs to be in place
- ✓ Kardia app on patients' phone records data and sends to the AliveCor Kardia cloud
- ✓ If a connection code is in place recordings are connected to KardiaPro

API Customer can:

- Create Kardia patient account logins which automatically connect to KardiaPro
- Add and delete patients in KardiaPro
- Create a Connection code to allow patients to connect KardiaMobile to KardiaPro service
- Pull patient lists, lists of recordings for specific patients, etc.
- Pull ECG recordings (pdf and filtered / raw data)

Full API Specs on request under NDA

Kardia / GE HC MUSE integration



ALIVECOR®

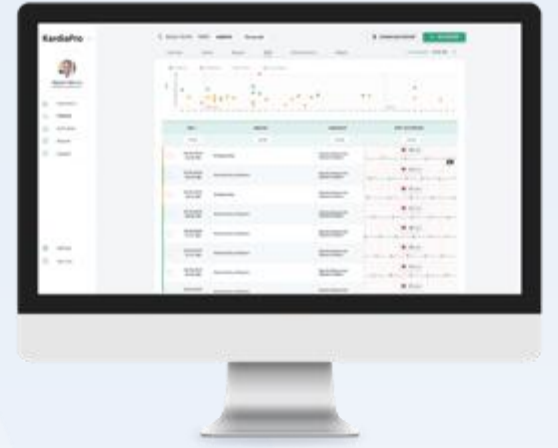


KardiaStation

Software / KardiaStation

- ✓ KardiaStation is a bespoke app specially for use in a healthcare environment (i.e. under the care of a healthcare professional) to record ECGs from patients in a healthcare clinic including clinician office, pharmacy or other healthcare settings.
- ✓ Utilises KardiaMobile and KardiaMobile 6L to deliver an immediate result of Normal heart rhythm, Atrial Fibrillation, Bradycardia or Tachycardia
- ✓ Handheld screening options also available.
- ✓ QT measurements made using the EK12 ECG algorithm by GE Healthcare





SDK/API Integration

Definitions

SDK – Software Developer's kit

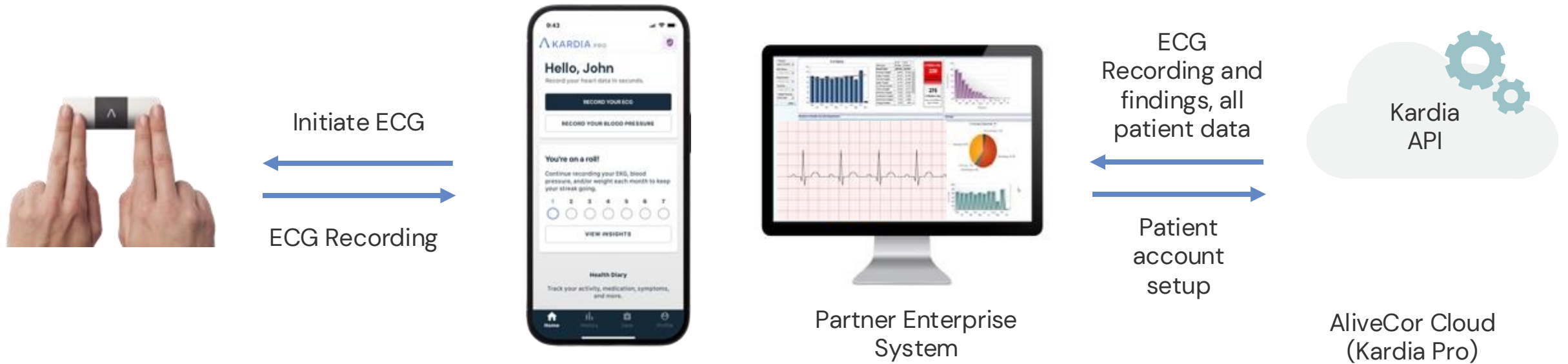
- A toolbox of library commands, sample apps, and documentation
- Allows a mobile app developer to build their own mobile apps to access our devices and obtain ECG recordings without using our consumer app

API – Application Programming Interface

- A URL based interface to let two software systems exchange data using pre-defined definitions
- In our case we use it to describe how to send/receive data from the AliveCor Cloud (Kardia Pro)
- Often called Kardia API

We have customers who use only API, only SDK, or both

Simplest Integration: Consumer App (or Kiwi), Kardia Pro, and Kardia API

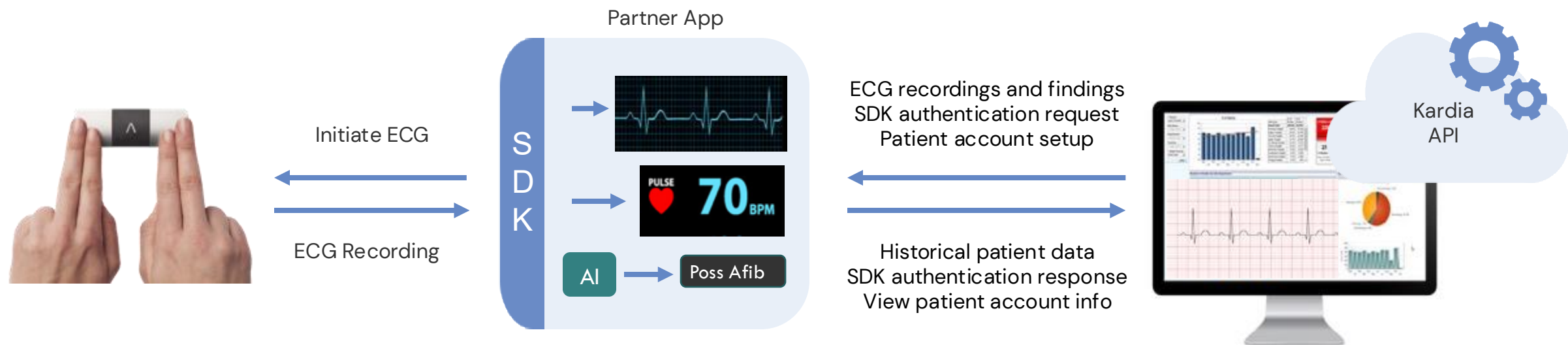


Kardia API features

- ✓ Add / remove patients
- ✓ List all my patients
- ✓ Generate connection codes / disconnect patients
- ✓ Get ECGs in PDF or raw data format
- ✓ Notifications when new ECGs or QT overreads come in (webhooks)

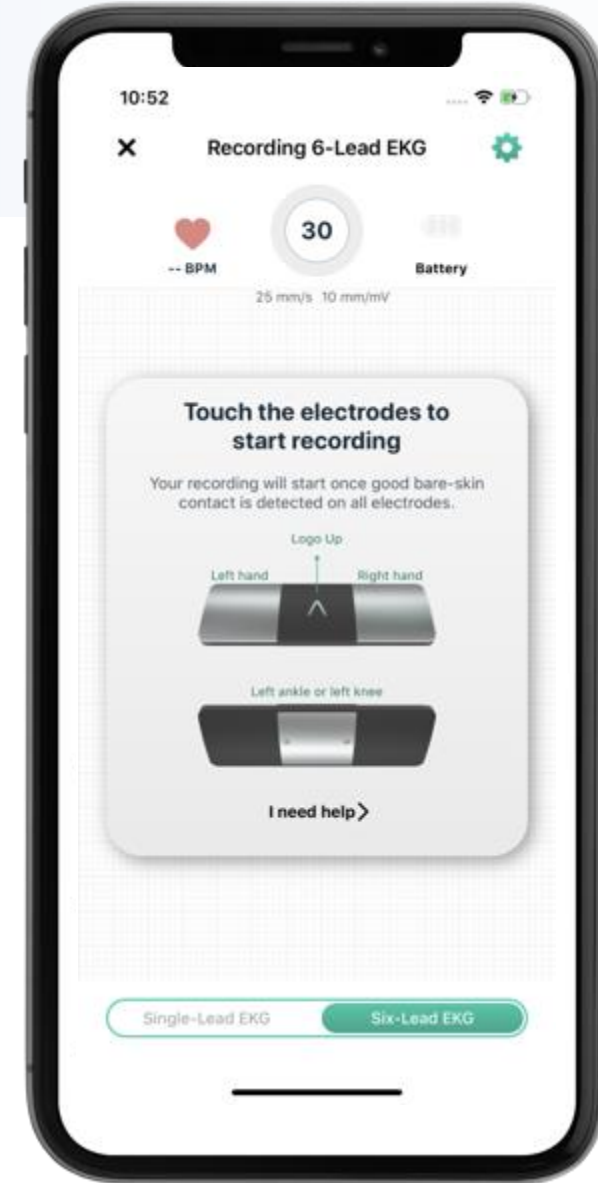
Just about everything you can do from the web portal but in a machine-to-machine format using standard REST API commands

Most Powerful Integration: SDK Direct to Partner Enterprise (no Kardia Pro)

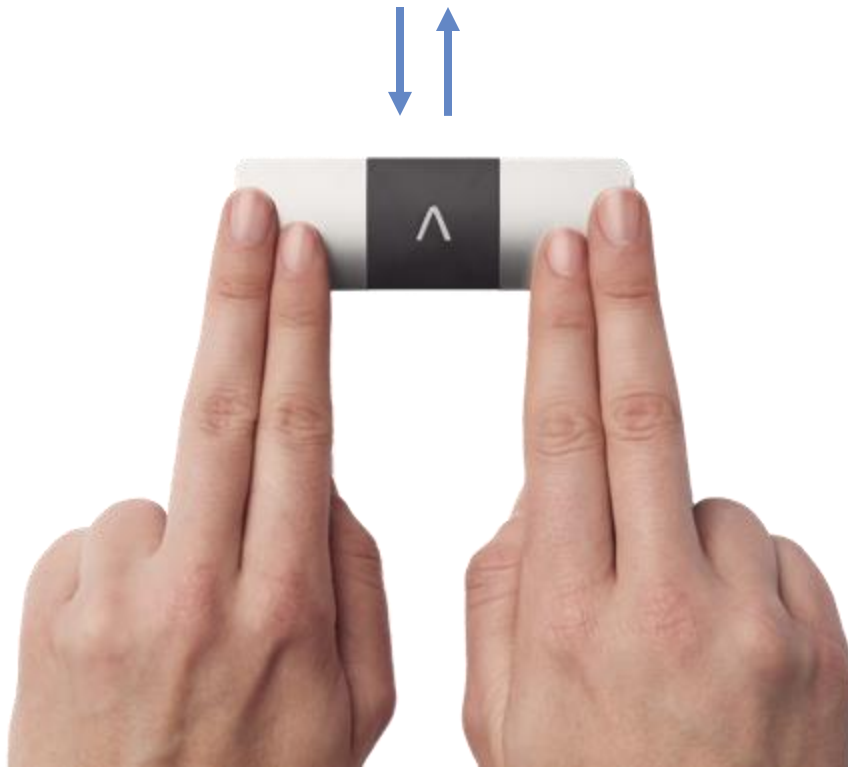


AliveCor SDK Basics

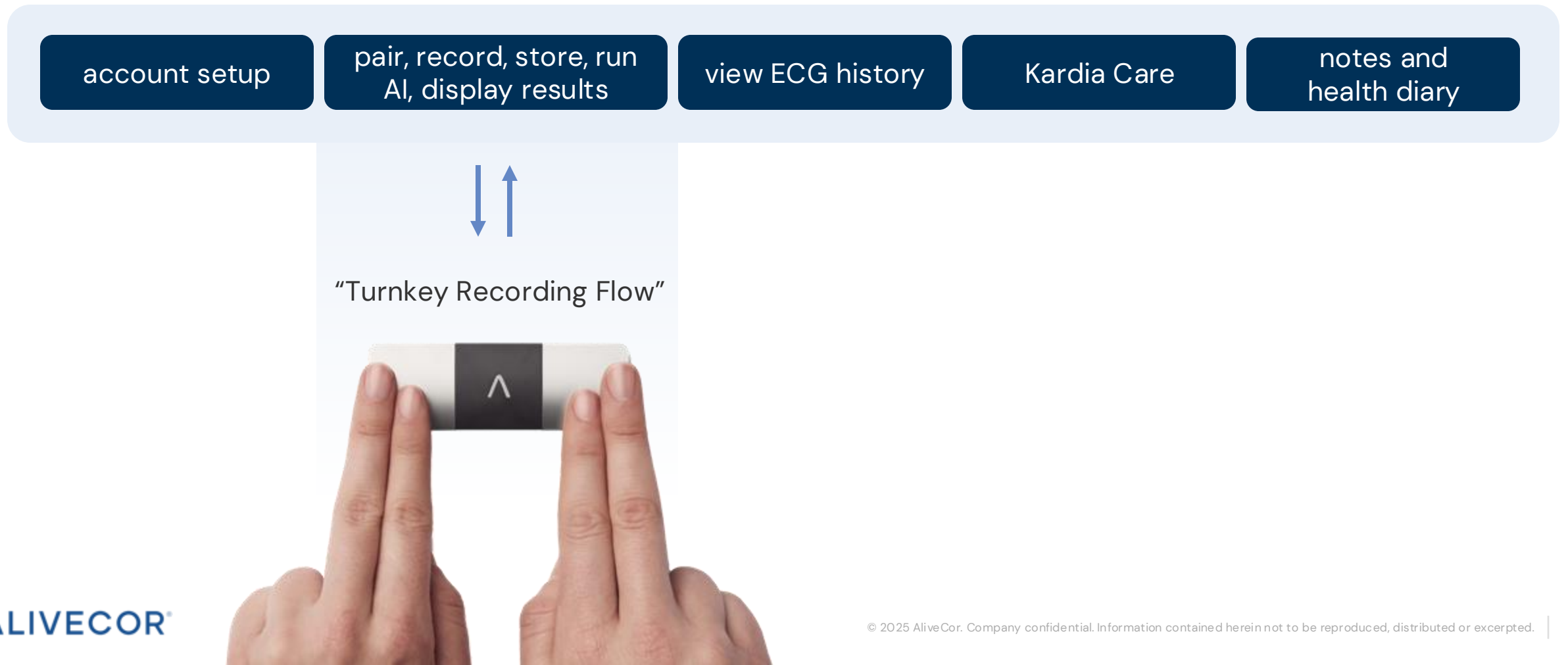
- ✓ Re-uses algorithms and screens already included in our consumer app
- ✓ We use building blocks to allow partners to customize their ECG capabilities
- ✓ Allows partners to add ECG recording to their own apps using our devices and algorithms



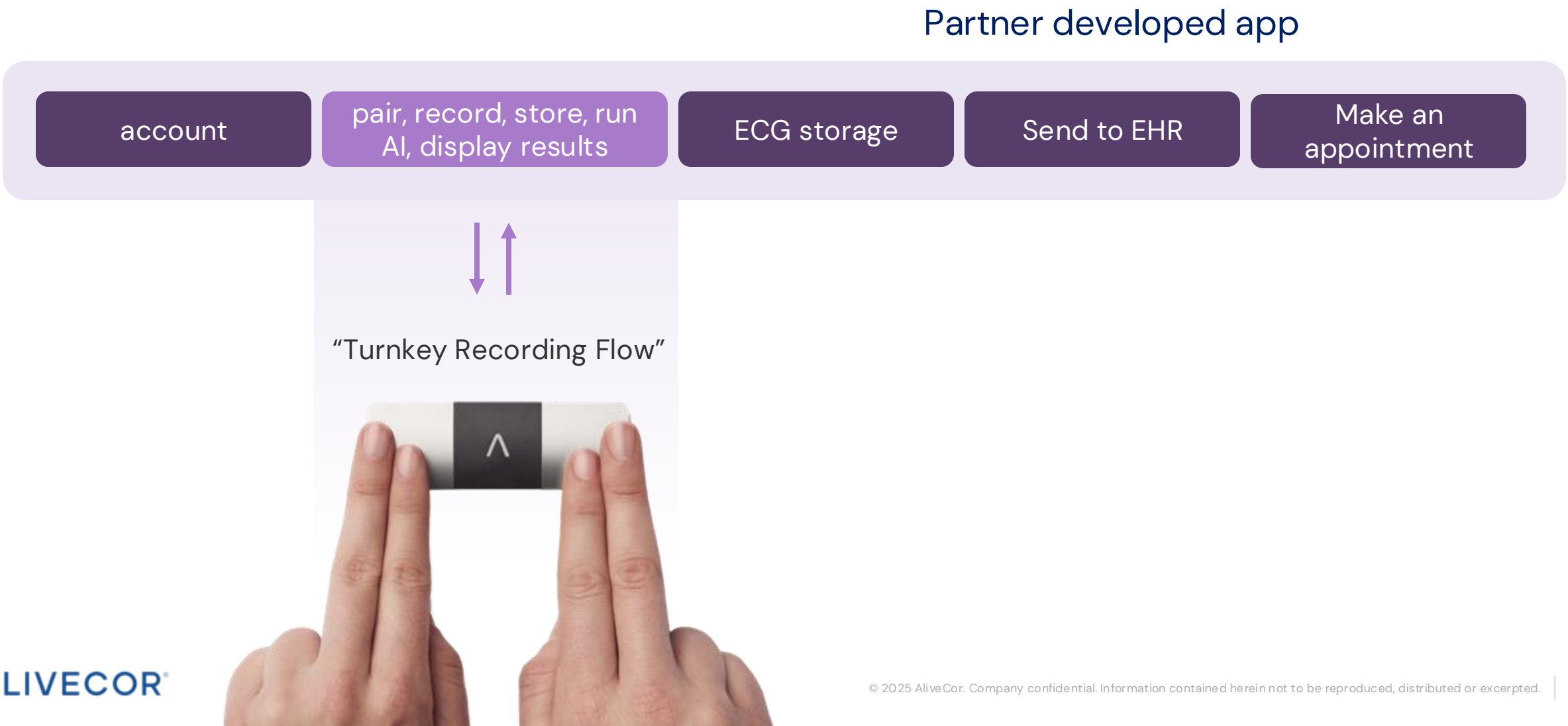
AliveCor Kardia App Main Components



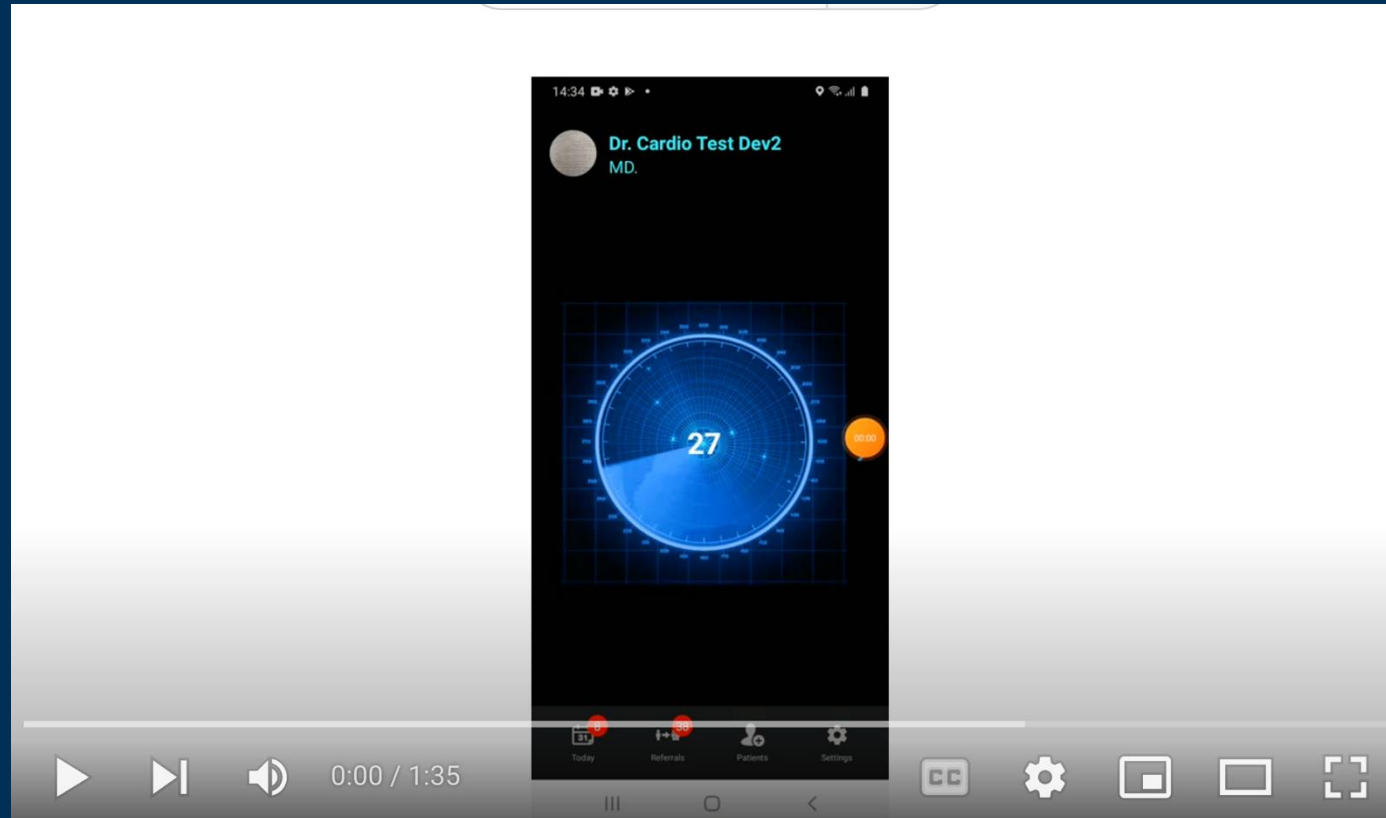
AliveCor Kardia App Main Components



Plugging our Building Block into Partner Apps



Turnkey recording flow withing a partner app



<https://www.youtube.com/watch?v=rXq38tL4K9k>

SDK Key Features and Selling Points:

SDK FEATURE	BENEFIT
Turnkey Recording Flow	Minimizes mobile app development time and cost
SDK individual recording flow components	Allows mobile app developer to customize the user experience, look and feel, and patient data view options
Access to AliveCor AI determinations	Allows automatic classification of ECGs into the following categories: normal, possible AFib, tachycardia, or bradycardia
Cloud storage for ECG recordings, patient notes, algorithm results	Eliminates need to create and integrate with 3rd party cloud storage service for patient ECG data

SDK partner account lifecycle

- ✓ AliveCor and partner review and approve business opportunity and technical requirements
- ✓ Partner signs SDK test agreement
- ✓ AliveCor delivers the SDK packages, documentation, and the software keys for the SDK
- ✓ Partner builds and tests apps and integration in a sandbox environment
- ✓ Commercial terms are negotiated and agreed by both parties
- ✓ Partner completes test report with app screenshots and AliveCor approves
- ✓ Product and/or service is commercially launched by partner



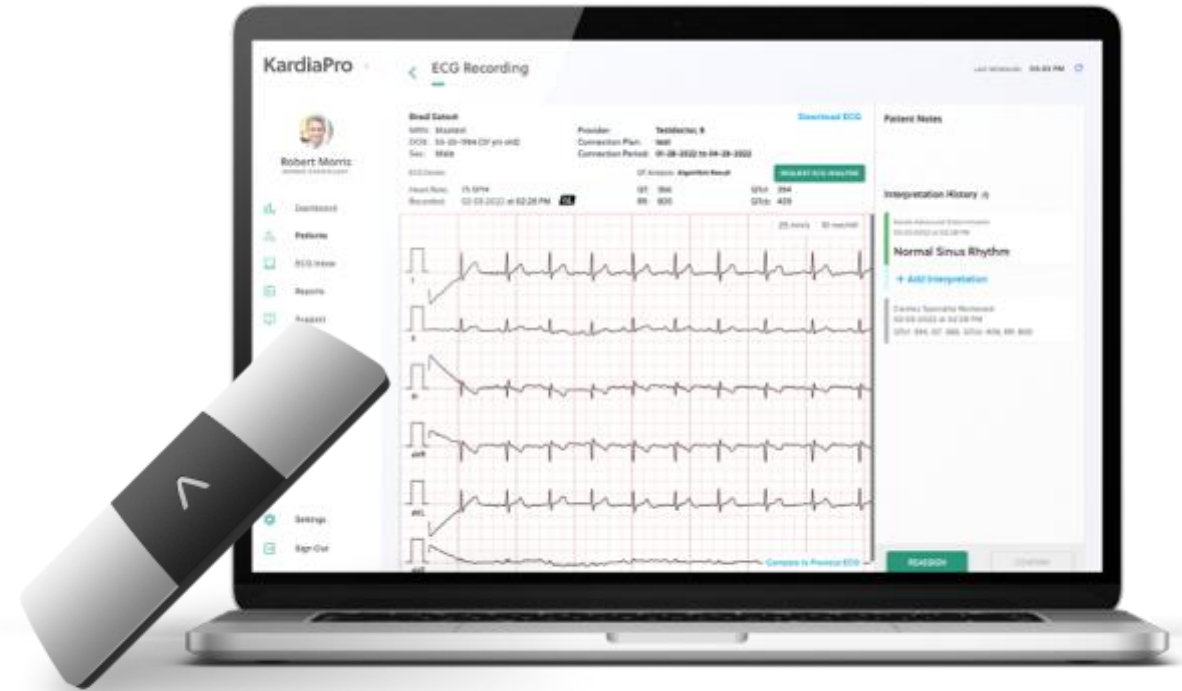
KardiaStation | Setup

- ✓ You can download and install the KardiaStation app from the iOS appstore only.
- ✓ Contact your AliveCor representative to finalise your contract and to create your healthcare professional account.
- ✓ AliveCor verifies the healthcare professional credentials before creating the account.



Clinical Enterprise Solutions | KardiaPro

- ✓ KardiaPro connects with KardiaMobile and KardiaMobile 6L to enhance patient care and streamline ECG interpretation through remote patient monitoring.
- ✓ Patient ECG data is transmitted automatically from KardiaStation app to your practice's KardiaPro portal.
- ✓ Streamlined ECG with no data overload



ALIVECOR®



BioPharma

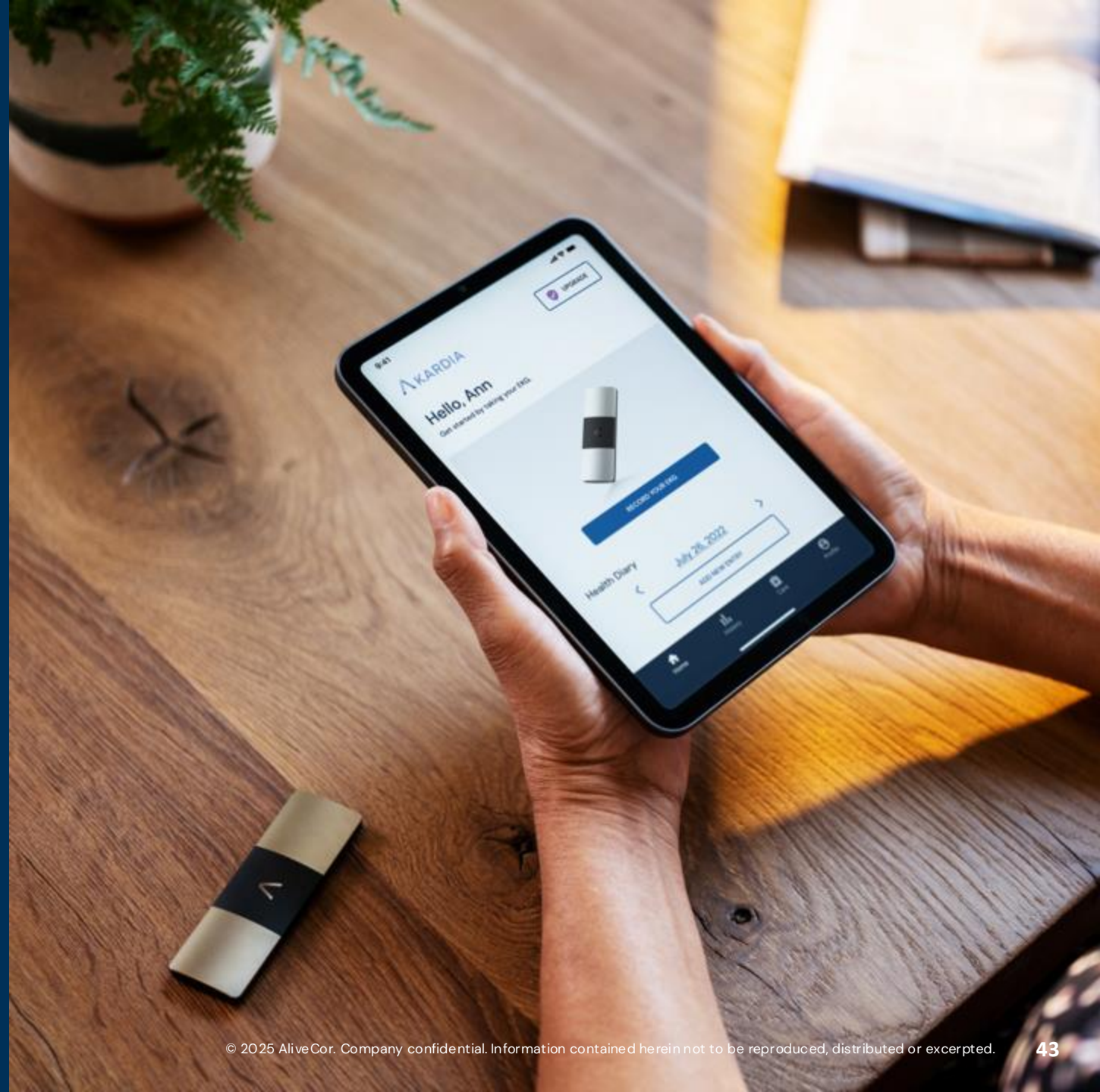
Transforming heart care with
customized digital health solutions

SERVING 2 MILLION HEARTS, AND COUNTING

FIVE YEAR VISION

Our charter is to become the 24x7 virtual cardiologist and trusted provider of **remote and connected cardiac care services** for the times patients are not in front of their physician

- ✓ Digitally Accessible 24/7
- ✓ Clinically Integrated
- ✓ Secure



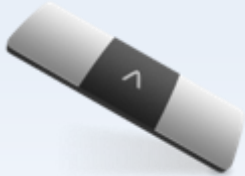
Portfolio of Innovative Heart Health Services

FOR PATIENTS AND PHYSICIANS

DEVICES



KardiaMobile®



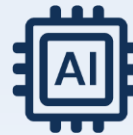
KardiaMobile® 6L



KardiaMobile® Card

CORE TECHNOLOGY STACK

Software & Algorithms



Kardia AI



SDK / API

Subscriptions & Services



Kardia Pro®



KardiaComplete

AliveCor Differentiation

Advanced Determinations

Detects the most arrhythmias of any personal ECG and can measure QT interval

Seamless Data Integration

API/SDK/HL7 integration with your current EHR or platform*

Ongoing Cardiac Monitoring

At every stage of patient care

Best-in-Class Devices

Patient-preferred and physician-recommended devices

Nationwide Cardiologist and Coach Network

Providing coverage and augmentation of existing clinical network and allowing for MD-MD consults for your PCPs

Reimbursable

Aligns with existing for Fee-for-Service model, cost effective in VBC (Value Based Care)



*Compatible with EPIC, CERNER, GE MUSE and other systems (request full list)

Trusted by providers & patients worldwide

170+

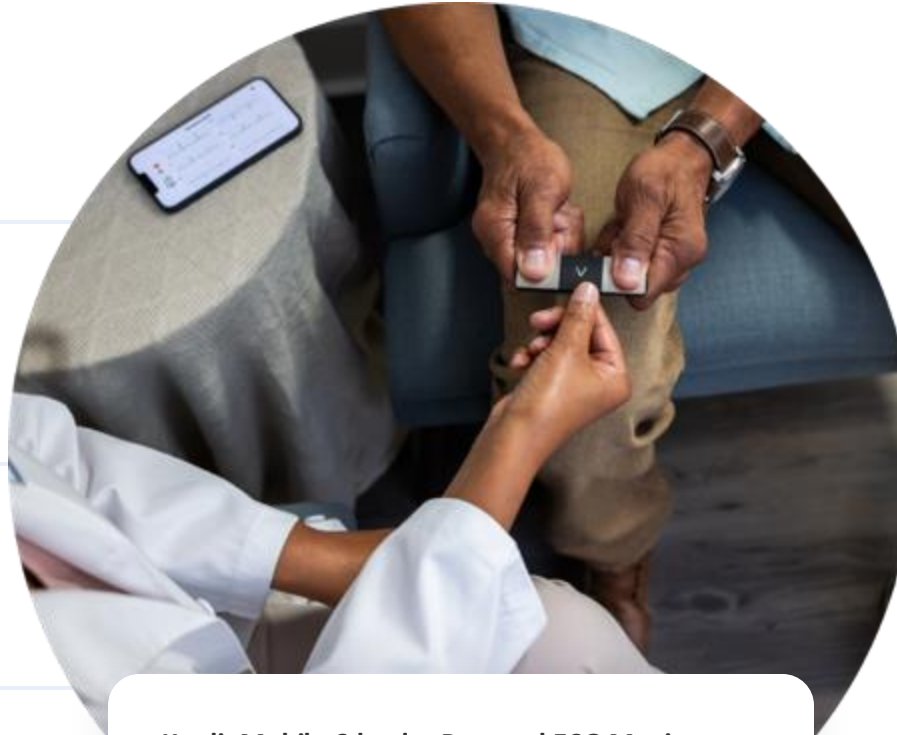
peer-reviewed
articles

3.8M

lifetime users with
266+ subscribers

287M+

ECG's
recorded



901K+

active users
quarterly

1.3M+

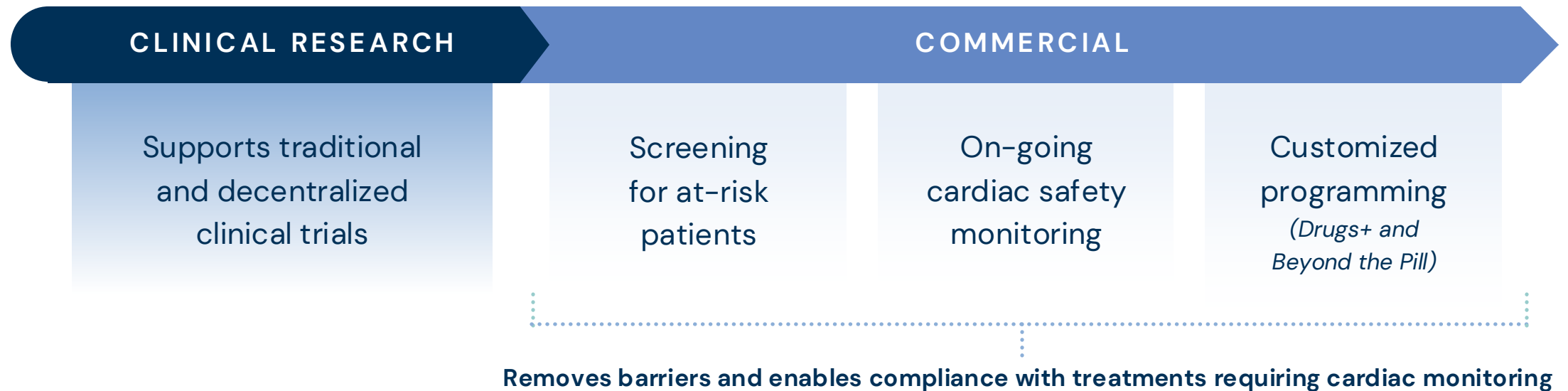
net promoter
score (NPS)*

KardiaMobile 6-lead Personal ECG Monitor

★★★★☆ 4.7 out of 5 stars



Delivering specialized ECG-based AI digital health solutions customized to provide our clinical research and commercial pharmaceutical partners with patient's heart rhythm data, anytime and anywhere.



NICE MTG64 | KardiaMobile for detecting atrial fibrillation

KardiaMobile is now recommended as an option for detecting atrial fibrillation (AF) for people with suspected paroxysmal AF, who present with symptoms such as palpitations and are referred for ambulatory ECG monitoring by a clinician.



- ✓ The first and only NICE recommended personal ECG device for detecting atrial fibrillation.
- ✓ [NICE MTG64](#)
- ✓ [NICE MTG64 AliveCor Press Release](#)



Highlights from the NICE MTG64 recommendation report¹

- ✓ Clinical evidence shows that significantly more people had AF detected using KardiaMobile compared with a Holter monitor, the current standard of care.
- ✓ 27 studies including 5 randomised controlled trials are evaluated within this recommendation.
- ✓ It is easy to use, compact and can be used anywhere, at any time of the day, to record an ECG.
- ✓ KardiaMobile is well suited for ambulatory monitoring due to its accessibility at symptom onset and improved access to care when needed.



NICE HTE10 | KardiaMobile 6L for measuring cardiac QT interval in adults having antipsychotic medication

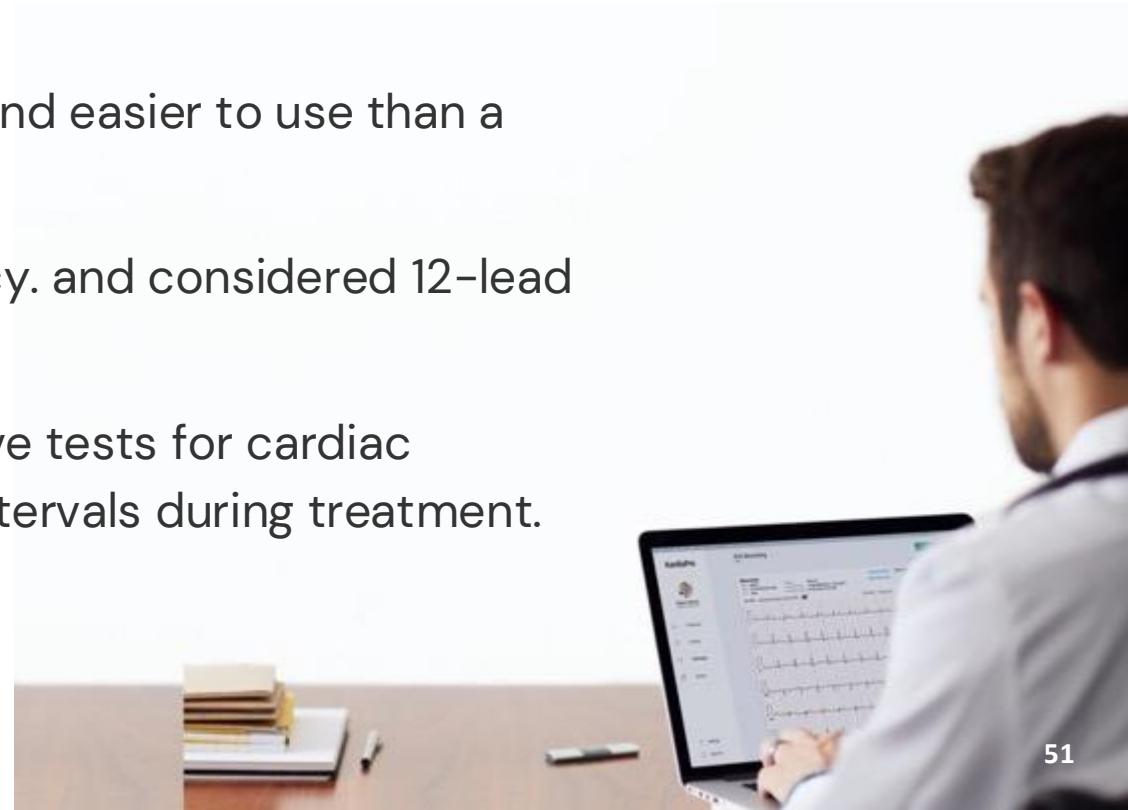
KardiaMobile 6L can be used in psychiatric services as an option to measure cardiac QT interval for adults having or about to have antipsychotic medication.

- ✓ The first and only NICE recommended ECG device for detecting atrial fibrillation.
- ✓ [NICE HTE10](#)
- ✓ [NICE HTE10 AliveCor Press Release](#)



Highlights from the NICE HTE10 recommendation report¹

- ✓ KardiaMobile 6L has the potential to improve care for service users and to help the NHS create more efficient care pathways.
- ✓ KardiaMobile 6L allows ECG recording with less need for undressing and without using conductive stickers or gel.
- ✓ Service users found KardiaMobile 6L more comfortable and easier to use than a 12-lead device.
- ✓ KardiaMobile 6L was also preferred for dignity and privacy, and considered 12-lead ECG to be more intrusive.
- ✓ People taking antipsychotic medication may need to have tests for cardiac abnormalities before starting treatment and at regular intervals during treatment.



ALIVECOR®




Instant QT

Instant QT

- ✓ **Rapid QT Monitoring:** InstantQT provides quick, accurate QT measurements at the point of care, allowing clinicians to assess patients for potential cardiac abnormalities in under a minute.
- ✓ **Streamlined Clinical Workflow:** Integrated with AliveCor's KardiaMobile 6L device and KardiaStation app, InstantQT simplifies ECG monitoring, reducing the need for time-intensive 12-lead ECGs and supporting timely clinical decision-making.
- ✓ **Enhanced Patient Safety:** InstantQT is ideal for monitoring patients on QT-prolonging medications, such as antipsychotics, ensuring safer and more efficient medication management.
- ✓ **Improved Accessibility:** Designed for use in diverse settings, InstantQT offers a non-invasive ECG solution without wires or adhesives, making it easier to use for patients and healthcare providers.
- ✓ **Validated Technology:** InstantQT, powered by GE HealthCare's EK12 ECG algorithm, provides reliable QT measurements, making it a valuable tool for healthcare settings focused on cardiac safety.



InstantQT Demo Video

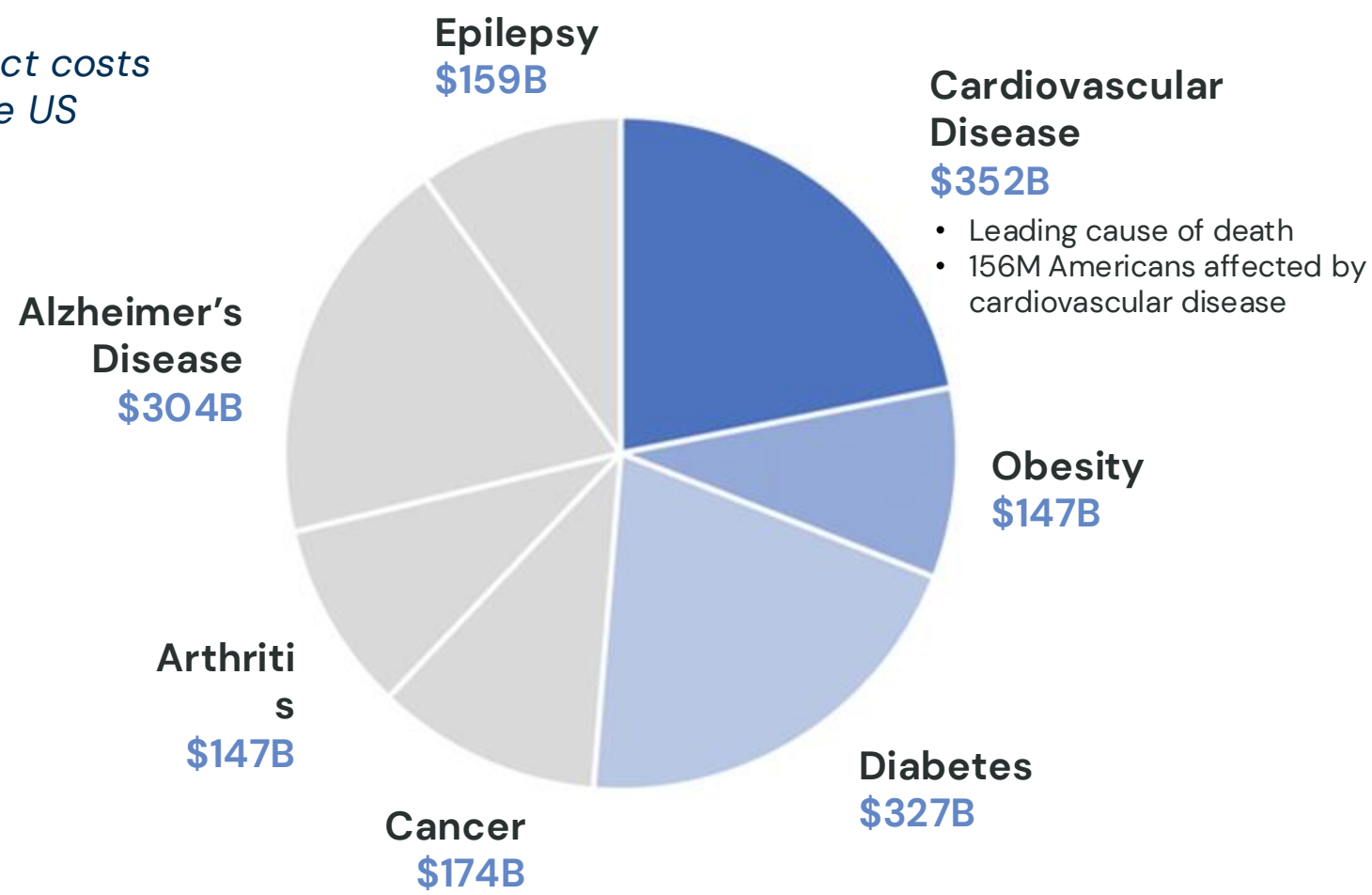


Capture
Medical-Grade ECGs in
30 Seconds In-Office

AliveCor®
KardiaStation

Heart Disease: Highest Human and Economic Cost

Annual direct and indirect costs of chronic disease in the US



Served Market Segments



Consumer

Enables self-management
24x7 with connections to
physicians



Biopharma

Enables CROs,
pharmaceuticals to simplify
drug monitoring for cardiac
complications



Health Care Systems

Enables Cardiologists, PCPs
to prescribe Kardia
Products to deliver remote
digital care



Employers/Payers

Lowers total costs of care
for Payers

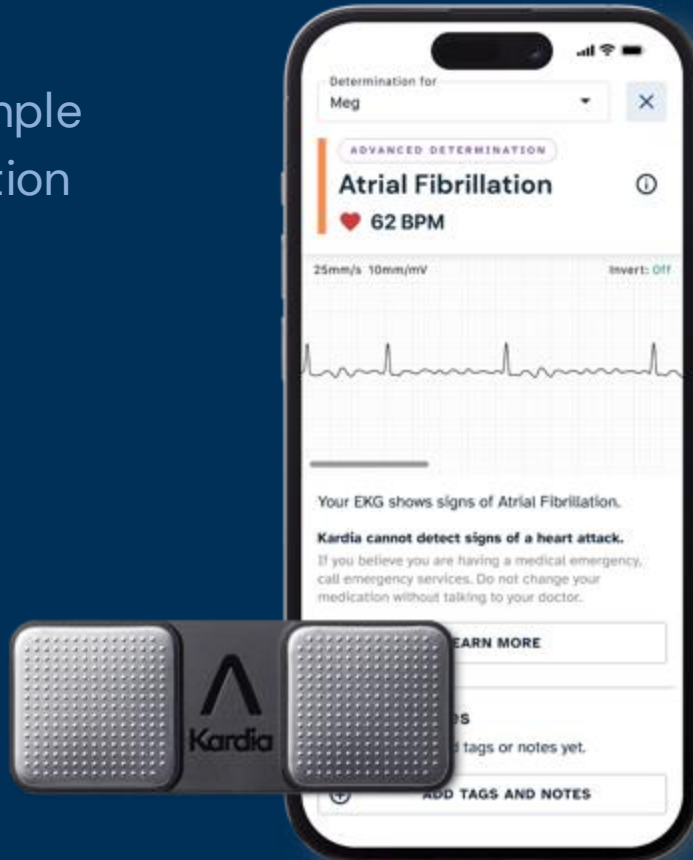
Health Care Systems Traction



KardiaMobile

1-lead ECG

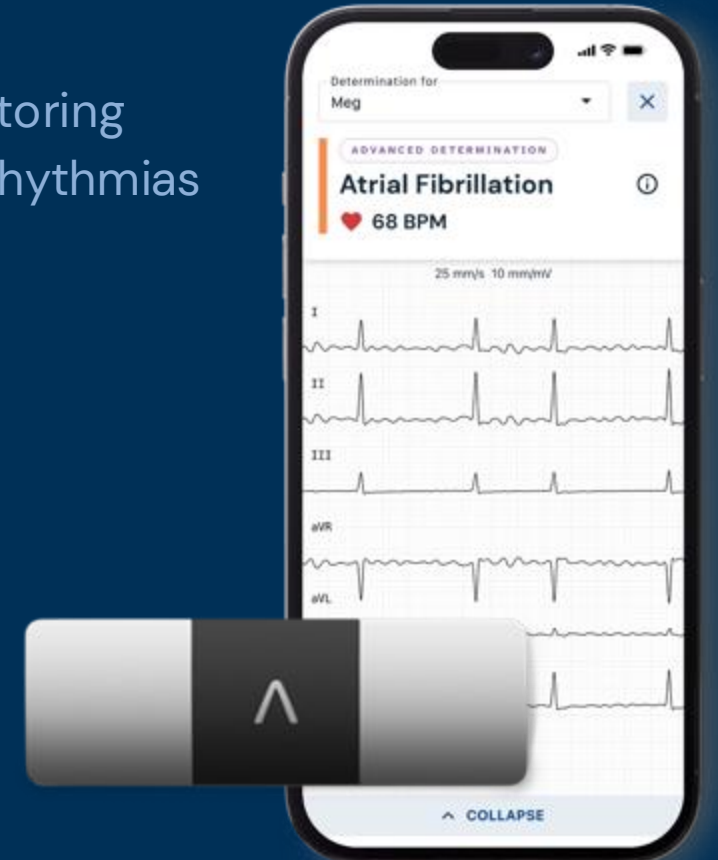
Ideal for simple
AFib detection



KardiaMobile 6L

6-lead ECG

Ideal for monitoring
diagnosed arrhythmias



Contact Details

Speak to the **AliveCor Sales Team** to discover how our innovative solutions can enhance patient care and transform cardiovascular health.

Scan the QR code or contact us at ousenquiries@alivecor.com to learn more!

