



LabStyle Innovations Corp.
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Company Overview

Mobile Diabetes Care Platform

LabStyle Innovations Corp. (NASDAQ:DRIO) operates in the mHealth industry, creating innovative mobile and digital tools that empower users to lead healthier lives. LabStyle’s “Real time. Real improvements. Real People” approach is positioning the company as a major player in the mHealth industry, currently worth \$10B and expected to reach \$31B by 2020. LabStyle’s flagship product, The Dario™ Smart Diabetes Management Solution, is a platform for diabetes management that combines an all-in-one blood glucose meter, native smart phone app (iOS & Android), website portal and a wide variety of treatment tools to support more proactive and better informed decisions by users living with diabetes, their doctors and healthcare systems. The Dario has launched in several international markets and most recently in the U.S., the largest market in the world for glucose monitoring. LabStyle has been granted patents, and is pursuing additional applications in multiple areas covering the specific processes related to blood glucose level measurement, as well as more general methods for rapid testing of many other bodily and non-bodily fluids using mobile devices and cloud-based services.

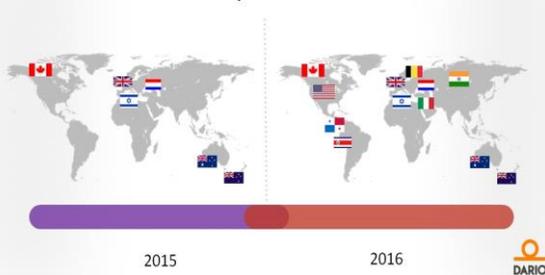
Equity Overview

NASDAQ: DRIO
Stock Price (04/01/16): \$4.40
52 Week Range: \$3.13 - \$11.67
Avg. Volume (3 month): 25,846
Shares Outstanding: 5.6 M
Market Cap: \$24.5 Million

Dario™ Device and App



Global Expansion - Growth



Disclaimer:
 Except for historical information contained herein, the statements in this fact sheet are “forward looking” within the meaning of the Private Securities Litigation Act of 1995. A fuller discussion of LabStyle Innovations Corp.’s risks and uncertainties are described in the Company’s filings with the Securities and Exchange Commission, which should be reviewed in conjunction with this overview.

Investment Highlights

Bringing Disease Management into the Digital Age

LabStyle’s solutions deliver the ability to combine and analyze consumer health data to personalize treatment and advance medical knowledge. The Dario Smart Diabetes Management Solution is the first proven example of the company’s ability to create a successful user-centric experience for testing and monitoring a variety of bodily fluids allowing users to manage a broad range of health related conditions quickly and easily through smart mobile devices. The Dario Smart Meter coupled with the robust Dario Management App delivers significant benefits to users, healthcare providers and the healthcare system.

mHealth Global Market currently estimated at \$10B

The global mHealth market is currently estimated at \$10B with a projected 15% growth (CAGR) to \$31B by 2020 according to Research2Guidance. Mobile health applications are one of the fastest growing categories in the app market. At present, 45,000 app publishers are responsible for some 165,000 mHealth apps available on the market. Mobile health app adoption has doubled in 2 years, from 2013 to 2015.

Glucose Monitoring is \$12 Billion Global Market

The global blood glucose monitoring market is expected to reach \$12 billion by 2017. More than 387 million people are living with diabetes worldwide. This number is expected to grow to 592 million by 2035. The total cost of diabetes in the United States was \$245 billion in 2012, while the total diabetes management market was \$50.8 billion in 2011 and is estimated to reach \$98.4 billion by 2018.

Strong Revenue Growth Reflects Rapid Market Adoption

Sequential quarterly shipments grew 61% from \$292,000 in Q3 2015 to \$470,000 in Q4 2015. The size of the glucose monitoring market indicates revenues can continue to grow at this rapid rate. As sales reach more substantial numbers in coming quarters, LabStyle expects improvement of margins via volume-driven cost reductions. LabStyle has 3 recurring revenue streams: 1) sales of the Dario™ device and disposables; 2) diabetes management service fees for diabetes behavioral programs via tele-medicine designed to improve clinical outcomes; and 3) data monetization services such as meta-analysis for insurers, online monitoring for insurers, and clinical study platforms.

Global Rollout with Recent U.S. Launch in March 2016

Having just launched in the largest market in the world for glucose monitoring, U.S. sales are expected to have a significant impact on revenues and gross margins. With marketing clearance in Europe and the U.S., the Dario iOS mobile app recently launched with reimbursement in the United Kingdom, Australia, Israel, Italy, and Canada, and has also launched in New Zealand, Netherlands, Italy, and Belgium. The global rollout continues in 2016 with launches expected in Panama, Costa Rica, and India.