

# Investor Fact Sheet

DarioHealth Corp. (Nasdaq: DRIO)



## Company Overview

DarioHealth Corp. is a leader in digital health self-management solutions, delivering the ability to combine and analyze consumer health data to personalize treatment and advance medical knowledge. The Dario™ Blood Glucose Monitoring System is a platform for diabetes management that combines an all-in-one blood glucose meter, native smart phone app, 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.

## Income Statement Highlights

US\$ in thousands	2Q 2016	2Q 2015	% chg	FY 2015	FY 2014	% chg
Revenues	\$669	\$175	+\$282	\$823	\$51	+\$1,514
Op income / (loss)	(\$2,623)	(\$1,512)	-\$73	(\$7,698)	(\$11,358)	+\$32
Net income (loss)	(\$2,719)	(\$2,004)	-\$36	(\$7,142)	(\$12,877)	+\$45

## Select Financials and Facts

Nasdaq Ticker:	DRIO
Closing Price at 8/12/16:	\$3.86
52-Week Range:	\$3.30-\$11.68
Shares O/S:	5.6M
Est. Public Float:	3.9M
Market Cap (8/12/16):	\$21.6M
Enterprise Value (8/12/16):	\$15.2M
FY15 Revenue:	\$823K
Cash (6/30/16):	\$6.4M
Cash/Share (6/30/16):	\$0.79
Fiscal Year-end:	12/31

## Investment Highlights

- Poised for rapid growth with leading solution in the mHealth (mobile health) industry by leveraging targeted social media marketing
- Personalized big data capabilities
- Received regulatory clearance/approval in four major markets (FDA, Health Canada, CE Mark and TGA [Australia])
- Multiple recurring revenue streams with razor / razor blade model
- Attractive valuation relative to other digital health data solutions: Fitbit (NYSE: FIT) at ~\$2.5B market cap or ~22X EPS; Under Armour (NYSE: UA) acquired MyFitnessPal for \$475M or ~6X number of downloads

## Market Opportunity

- Vast and growing need for diabetes monitoring with the number of diabetics worldwide expected to grow from ~415M to ~642M by 2040 (Source: IDF Diabetes Atlas 7th edition, 2015)
- Enormous demand "upstream" to apply "user-centric" Dario solutions to broader health markets

## Balance Sheet Highlights

\$ in thousands	6/30/16 (unaudited)	12/31/15
Cash & cash equivalents	\$6,376	\$2,671
Total Assets	\$9,132	\$5,077
Liability related to warrants	\$1,953	\$2,610
Total liabilities	\$3,927	\$6,657
Shareholders' equity (deficiency)	\$5,205	(\$1,580)

## Revenue Model - Multiple Recurring Revenue Streams

### Diabetes Lifestyle Management. License and Disposables

Sale of disposable strips under subscriptions.  
Sale of added value features  
Sale of service on top of the platform.

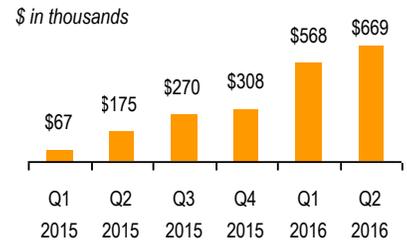
### Scalable Disease Management Platform

Meta-analysis for Payers and HMOs, online monitoring for insurers.  
Help providers to perform an efficient management of diabetic population.

### Predictive Analytics

Advanced features based on predictive analytics.  
Blood glucose level prediction.

## Quarterly Revenue



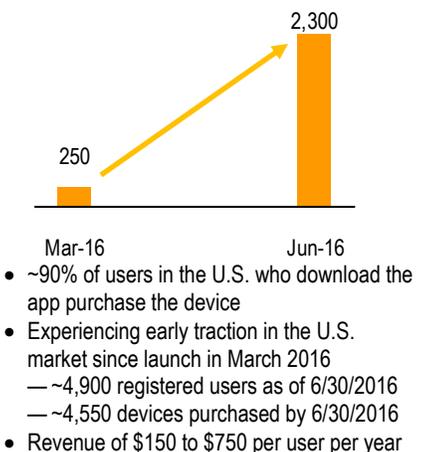
## Digital Market Overview

### Enormous demand "upstream" to apply "user-centric" Dario solutions to broader health markets



- Broader "Health" industry is user centric with a focus on care BEFORE illness
- ~80M pre-diabetics far outnumber ~30M diabetics
- Dario glucose monitoring solutions have gained acceptance in the testing and lab space TODAY
- Dario existing solution is easily leveragable in the broader and much larger Personalized Medical Care and Nutrition & Wellness markets

## Number of Monthly Users



Source: The New Science of Personalized Medicine, PricewaterhouseCoopers, 2009



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## Dario SMART Diabetes Management Solution



### Smart Meter

The simple-to-use Dario Smart Glucose Meter automatically tracks your blood sugars with a tiny meter that plugs into your phone's audio jack

### Strips

Each strips cartridge holds 25 disposable strips. Reloading your strips is simple, just pull out the old cartridge and insert a new one.

## Near-term Growth Strategy

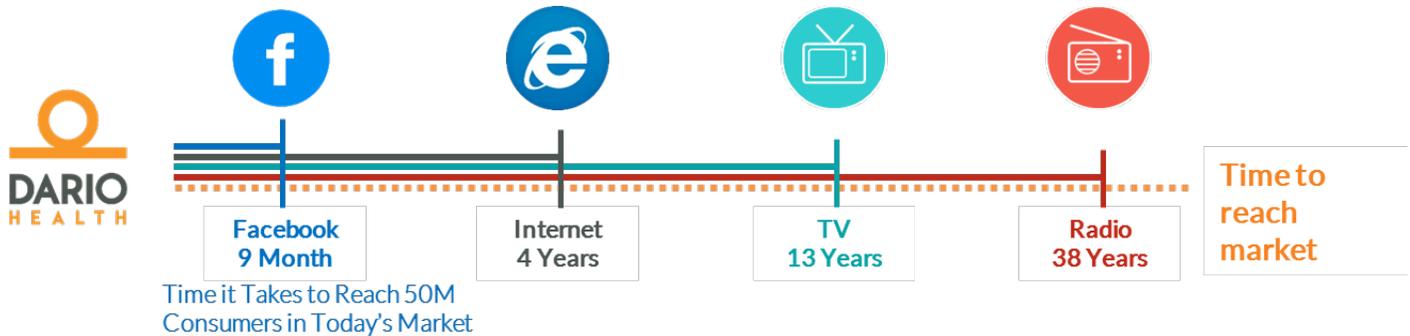
**Steady and consistent product roll-out over the next 18 months to deliver user-centric, personalized digital health solutions to humans**



**Completely integrated all-in-one device with extreme levels of accuracy that fits right in your pocket**

## Disruptive Digital Marketing Strategy

**Leveraging social media to reach millions quickly and at a relatively low cost compared to traditional media**



**Innovators share the common traits of rapid growth, market dominance and premium valuations**



## Executive Leadership

### Erez Raphael, Chairman and CEO

Mr. Raphael has over 20 years of systems and software development experience in various industries including mobile, life science, medical device, health IT, mHealth and digital health solutions. He previously held executive and management positions in product management, technology, innovation, intellectual property, development and operations at Amdocs (NYSE: DOX), Nokia Siemens, RedB and other companies, with a proven track record in bringing new technologies and innovations to market. Currently, he is developing and commercializing the organization's flagship product – the Dario Smart Diabetes Management Solution – an all-in-one glucose meter and application.

Mr. Raphael is driven and focused on developing innovative digital health solutions for people with chronic health conditions through mobile and digital technologies. In addition, as the CEO of publicly traded company, he holds extensive experience in capital markets including raising capital and investor relations.

### Zvi Ben-David, Chief Financial Officer, Secretary and Treasurer

Mr. Ben-David has 25 years of financial and accounting experience, particularly with public and private medical device public companies. He previously served as corporate VP and CFO of Given Imaging Ltd., a medical diagnostic company, where he was a part of the founding team and helped lead the company's growth from a start-up to a \$65M annual revenue commercial enterprise as well as its successful initial and follow-on public offerings. Following his tenure at Given, he served as CFO of Ultrashape Medical Ltd., where he led the company through two major rounds of funding totaling \$35M to an initial public offering on the Tel Aviv Stock Exchange and ultimately its acquisition by Syneron Medical. Recently, Mr. Ben-David has been an independent medical device entrepreneur and investor.

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