LabStyle Innovations Corp. (OTCQB:DRIO)

End to End Smart Solutions for Diabetes in a Mobile Age

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Disclaimer Regarding Forward-Looking Statements

This presentation of LabStyle Innovations Corp. (the "Company") and statements of the Company's management or agents related thereto contain or may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 (the "Act"). Words such as "seek," "intend," "believe," "plan," "estimate," "expect," "anticipate" and other similar expressions all denote forward-looking statements within the meaning of the Act. Factors that could cause or contribute to such differences include the Company's compliance with regulatory requirements, the Company's status as a new public company, the impact of current and any future competition, as well as other factors and risks discussed in the Company's filings with the U.S. Securities and Exchange Commission. Readers are cautioned that actual results may differ significantly from those set forth in the forward-looking statements. The Company undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

In addition, readers are cautioned that any estimates, forecasts or projections contained in this presentation or as may be discussed by Company management or its agents have been prepared by Company management in good faith on a basis believed to be reasonable. However, such estimates, forecasts and projections involve significant elements of subjective judgment and analysis and no representation can be made as to their attainability. No representation or warranty (express or implied) is made or is to be relied upon as a promise or representation as to the future performance of the Company. Readers are cautioned that such estimates, forecasts or projections have not been audited and have not been prepared in conformance with generally accepted accounting principles.

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Agenda

- Diabetes
- The Dario Platform
- Market Input & Clinical Studies
- Major Milestones
- Financials

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Dario™

Dario™ is a mobile diabetes management platform designed to assist diabetics make better treatment decisions and improve the quality of their lives.

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

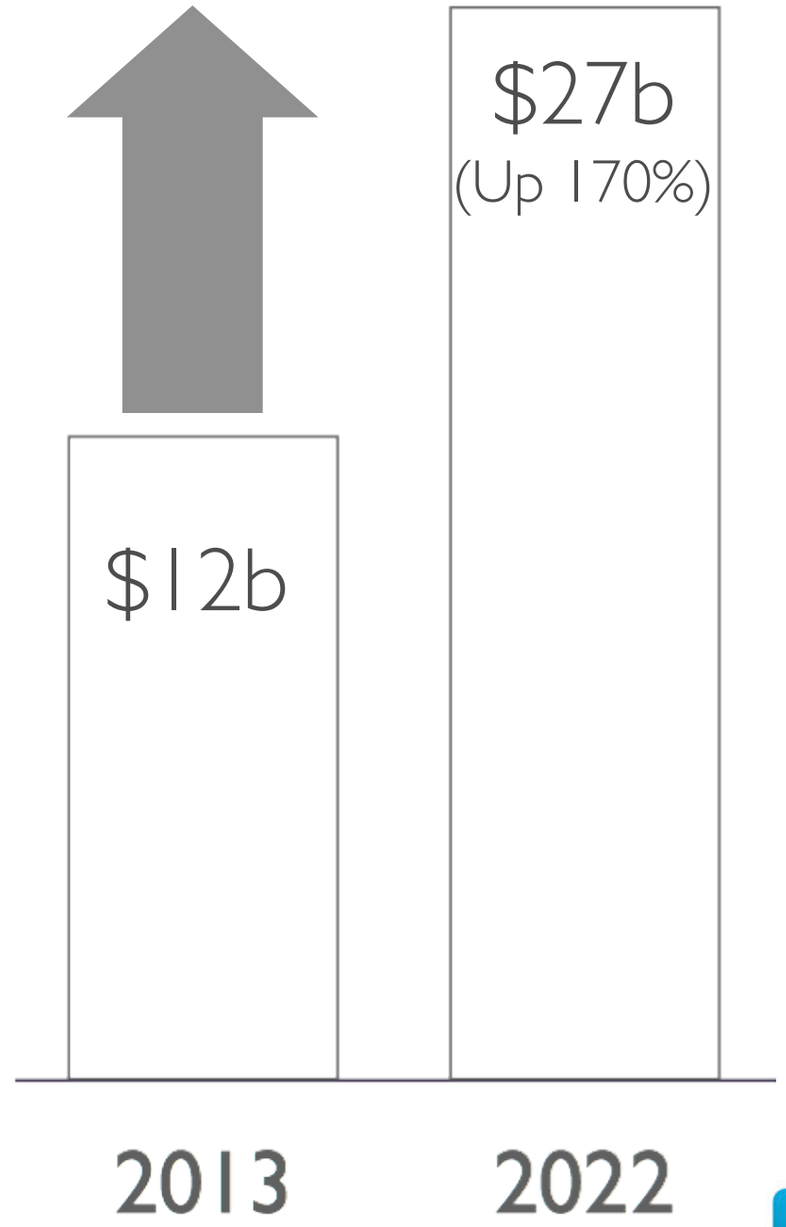
Large and Growing Global Market

Global glucose self-monitoring market

370m
diabetics

70-100m
Primary initial target users

20-30%
insulin dependent



© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Blood Glucose Monitoring Device – Disposables

Insulin dependent patient

Average 6 strips per day

×

Average $0.40 Per Test Strip

=

Average Revenue $876 User/Year

11,000 users will generate $10M Revenue

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Effective management of diabetes demands:

Tools

Device, Strips,
Monitoring & Medicating

Knowledge

- What to do next
- Understand why blood sugar levels change

Motivation

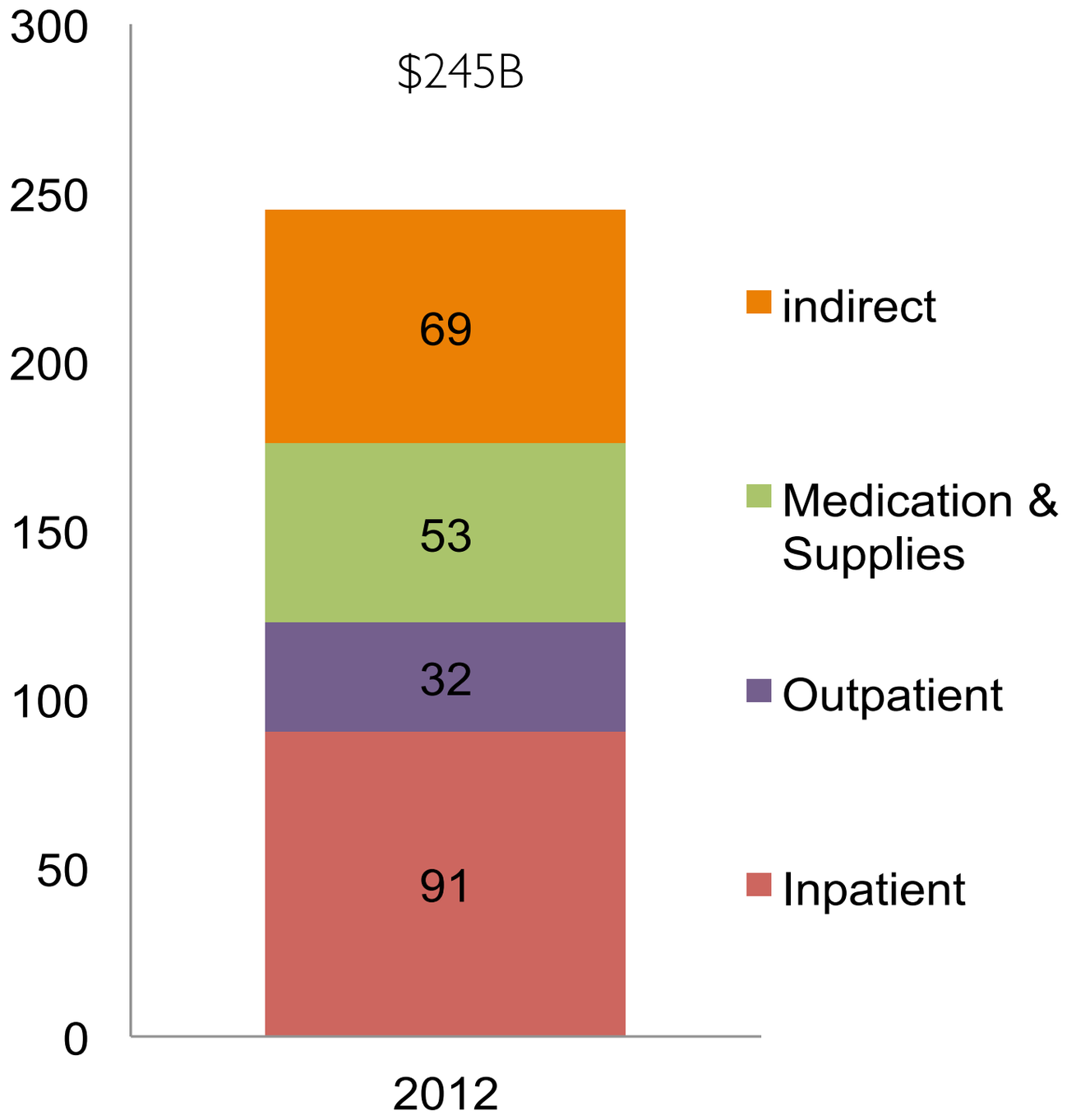
- Attitude & discipline
- Diet, exercise, medication, etc

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Implications of Poor Diabetes Management

Costs 2.3 times higher than non diabetes



Sources: ADA, Economic Costs of Diabetes in the U.S. in 2012
the National Association of Chronic Disease Directors Diabetes Leadership Initiative November, 2012, "The High Costs of Diabetes and Diabetes Complications", white paper

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

© LabStyle Innovations Corp. All rights reserved

© LabStyle Innovations Corp. All rights reserved

© LabStyle Innovations Corp. All rights reserved

Dario™ Dual Solution

Life is easier with Dario in your pocket.

MyDario™ Device

All in one compact glucose meter

- Integrated lancing device & test strips
- Plugs into smartphone
- Simple use, powerful results

DarioCare™ Information & Support

Information is power

- Personalized information
- Actionable insights & alerts
- Everything you need to know, in your pocket

You're not alone!

- Peer support - motivate & be motivated
- Facilitated remote treatment
- Compliance – easier & monitored

DarioHealth™ Professionals Portal

Managing diabetes, together

- Real-time, secure patient data & trend analysis
- Proactive alerts when patients need help
- Clinical decision & C.M.E support

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

The Dario™ Device

Pocket Size Glucose Meter

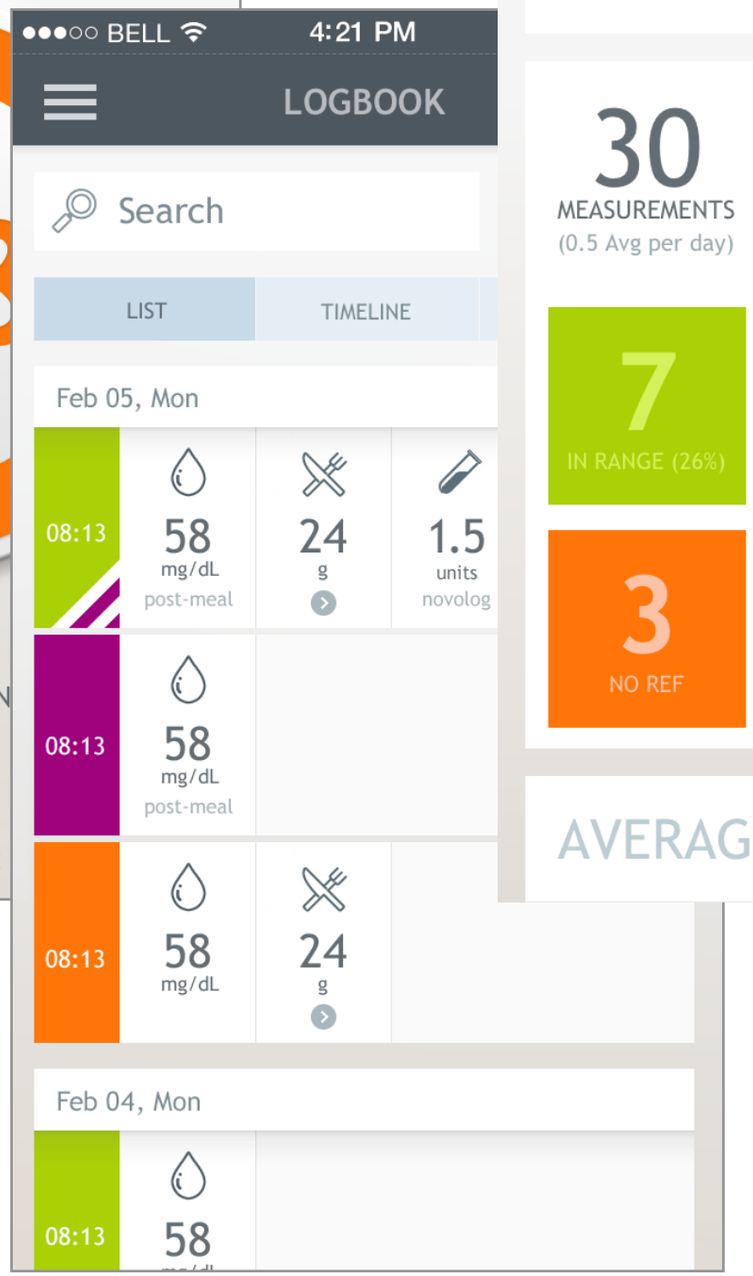
Smartphone-driven Glucose Meter

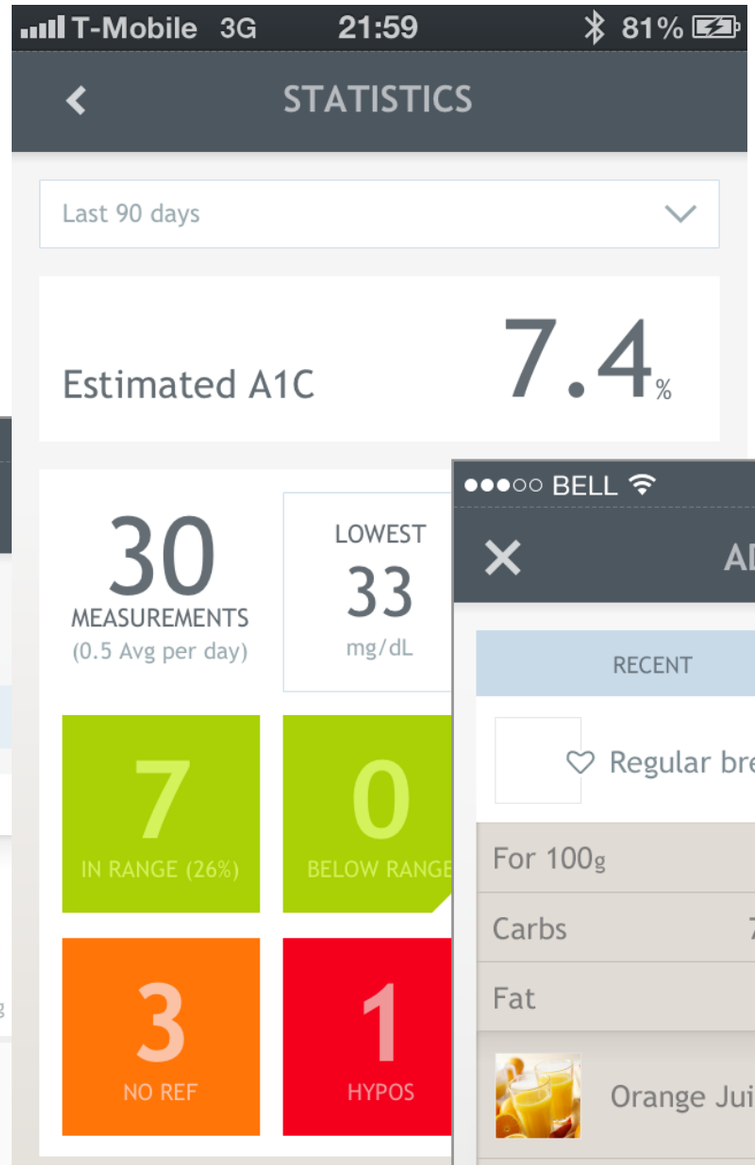
All in One – Lancing Device, Test Strips, Meter

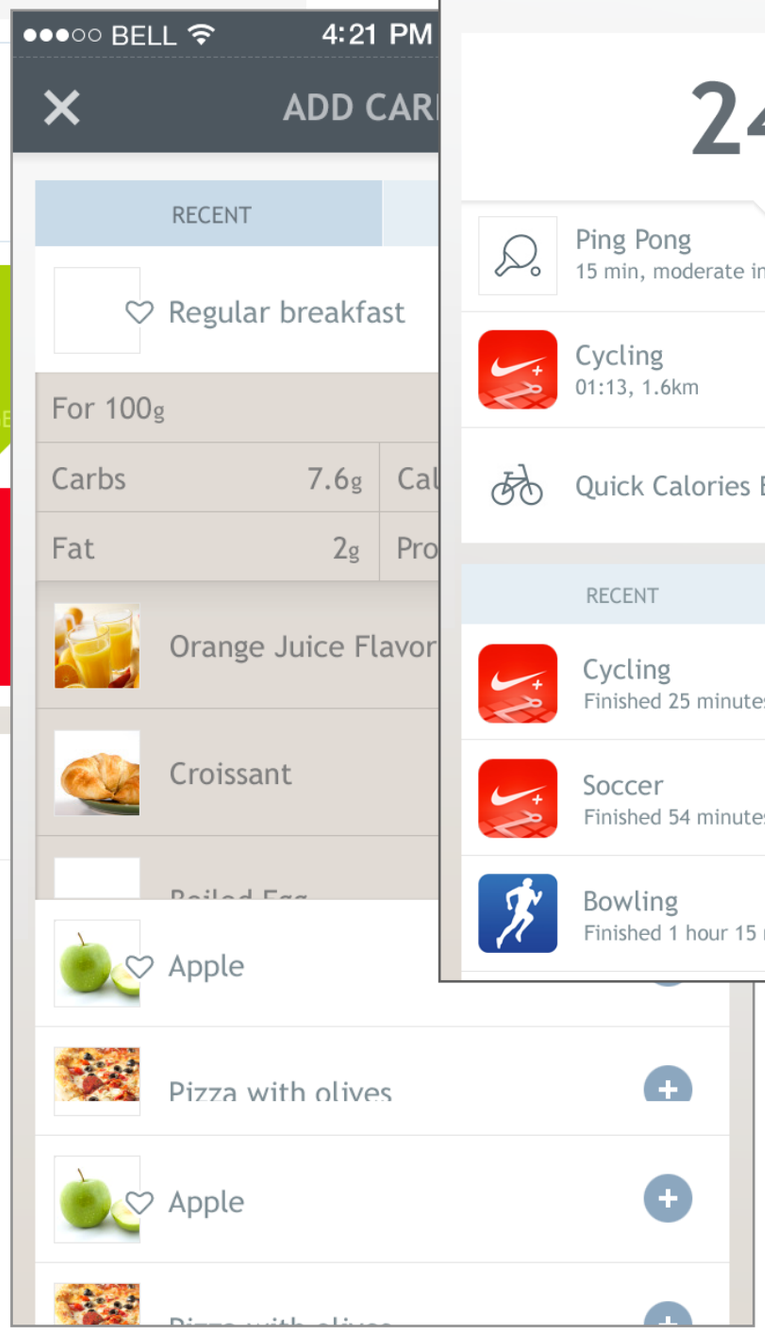
Smart App (Android, iOS)

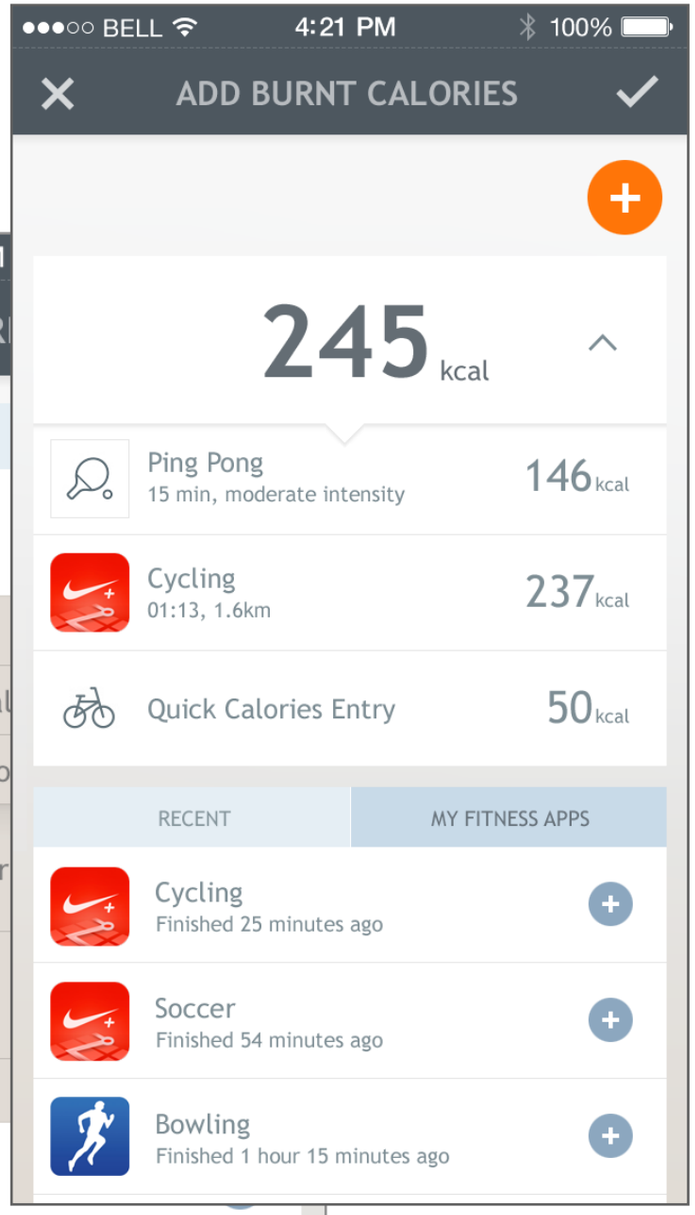
LabStyle Innovations

Dario™ App





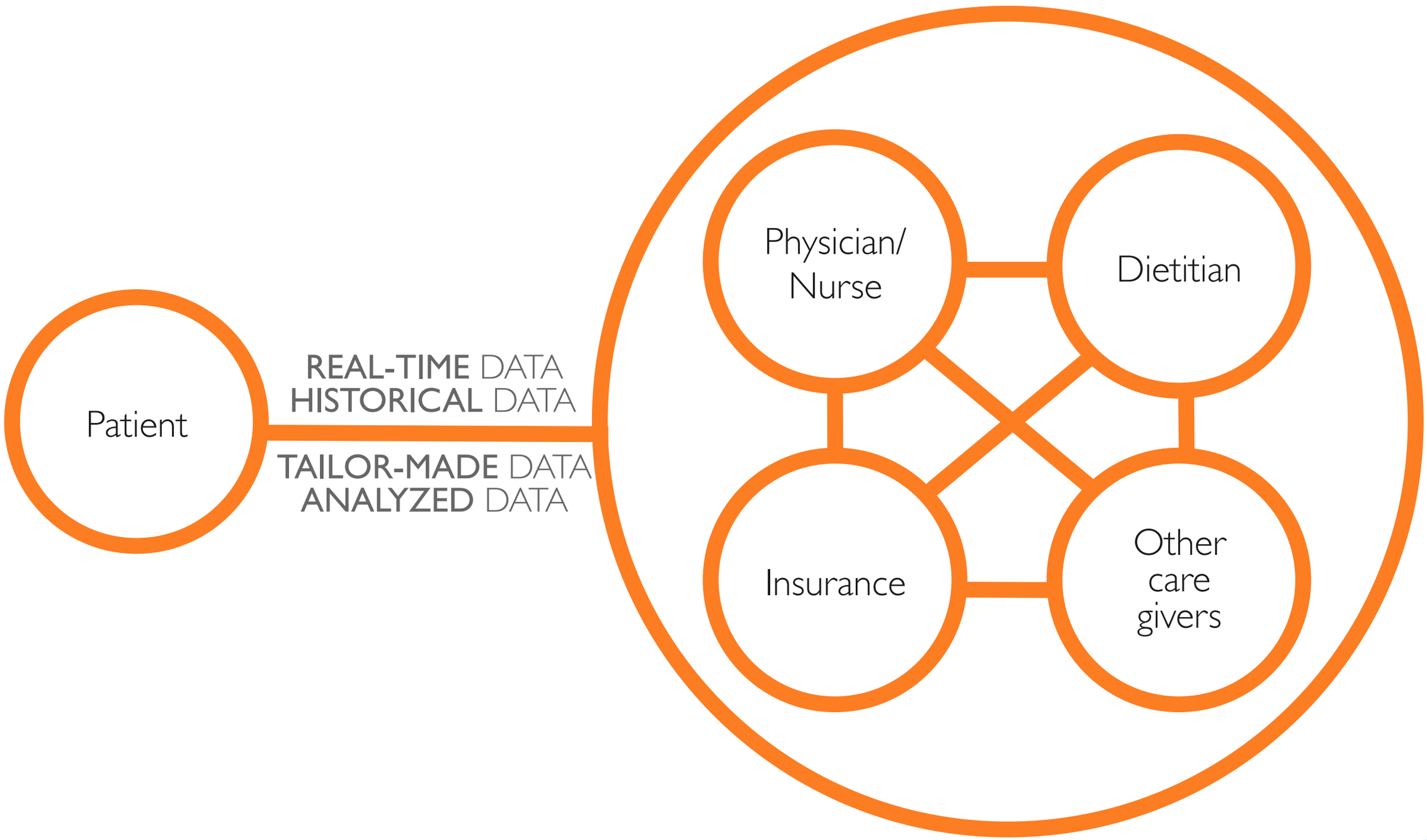




© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Improve Information Flow



© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Dario™ – Revenue Streams

Disposables

- Dario Glucose Meter Device - Test Strips (Reimbursement market) - "Razor/ Razorblade model"

Software Platform

- Software License
  - payer risk-management and cost-reduction
  - Healthcare professionals

Data Monetization

- Advertising
- Clinical Studies, trial recruitments
- Partnerships

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Competitive Analysis
Dario™ Glucose Meter – The only true mobile all in one

Meter	Basic Feature BGM	BGM for Insulin Users	Roche Accu-Chek Mobile	iBGStar	Dario
All-in-one	✗	✗	✓	✗	✓
Price	$100/M prescription	Free/ Premium $21/Year	$15-20 per cable	Free	Free
Blood Sample Size	0.3-0.6 µl	0.6 µl	0.3 µl	0.6µl	0.3µl
Battery	✗	✗	✗	✗	✓
Smart Phone	✗	✗	✗	✓	✓
Data insights	✗	✗	✗	✗	✓

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Competitive Analysis
Dario™ Software Platform – Leverage real time data capturing

Name	BlueStar WellDoc	MySugr	Glooko	iBGStar	Dario
Platform	iOS, Android	iOS, Android	iOS, Android	iOS	iOS, Android
Usability	NA	Easy	Easy	Easy	Easy
Smart Insight	✓	✗	✗	✗	✓
Proactive SW	✗	✗	✗	✗	✓
Goals Oriented	✗	✓	✗	✗	✓
Real Time Data Capture	✗	✗	✗	✓	✓

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

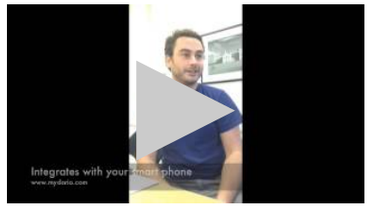
Studies & Messages from the Market about Dario

Clinical Studies

- Accuracy – ISO 15197 (2013 Update)
  - Compliant with new standard
- Usability Study (240 Patients)
  - 89% Claimed they will switch overnight

Focus Groups

- Cleveland, San Antonio, London, Israel



Market Validation

- Users
  - 15,674 customers requests to date
- Long list of potential distributors (4 signed agreements)

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Intellectual Property

Patent

7 Applications (5 Filed) – Significant coverage smartphone integration for self diagnostic.

Design

- Device (3)
- App screens (4)

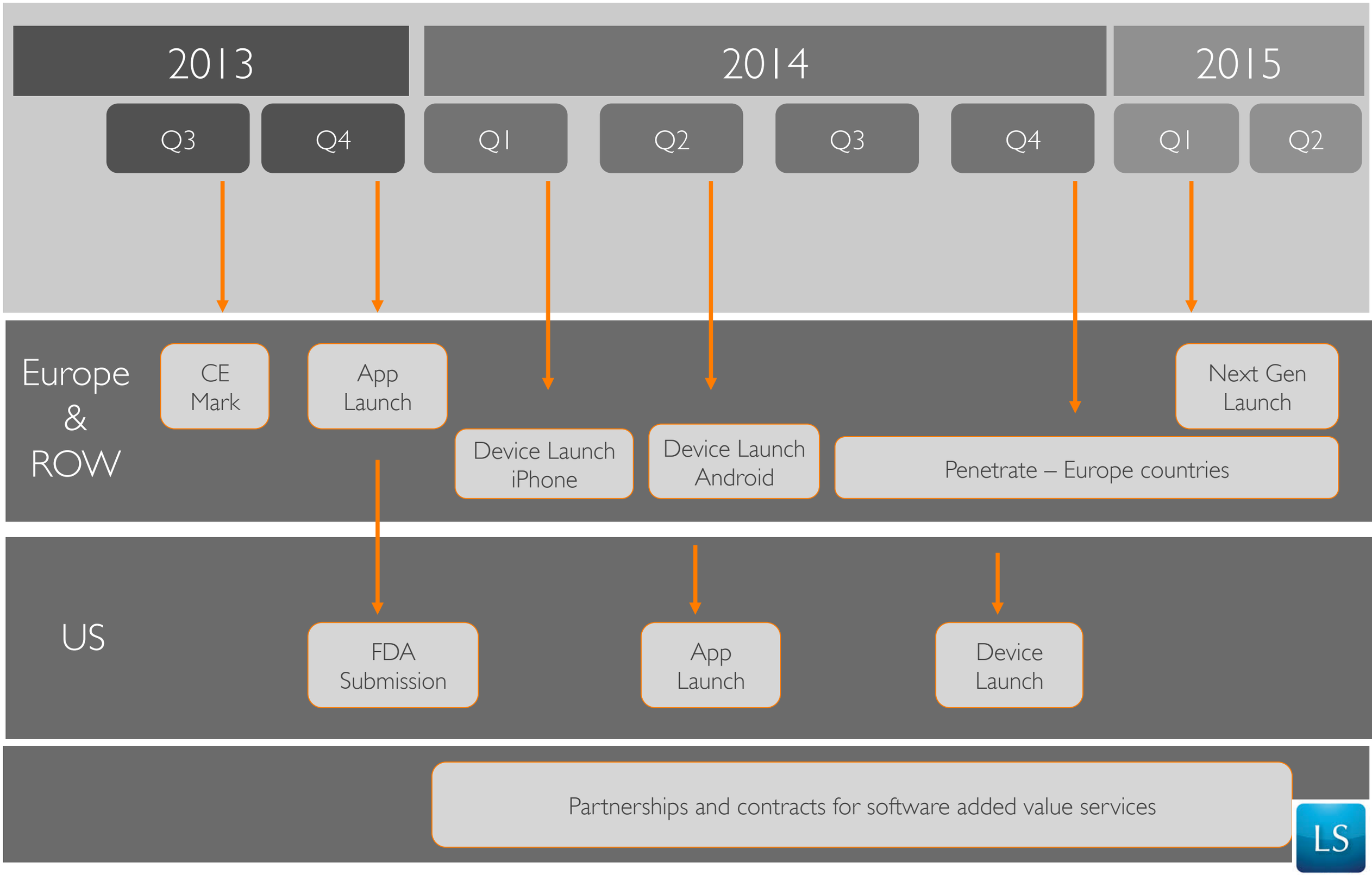
Disposable Protection

- Proprietary strip for Dario

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Achieved and Projected Major Milestones



© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

LabStyle Innovations (OTCQB:DRIO)

Corporate Snapshot

- Delaware Company – Founded 2011
- Based on IP from 2010
- Share Price $2.50(*)
- Market Cap – $50.17M(*) (20M outstanding shares)
- Publicly traded since April 2013 (self SEC registration)
- Raised $16M to date

(*) As of Jan 11, 2014

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

LabStyle Innovations
Executive Summary

Market

370M diabetics worldwide of which close to 100M are insulin dependent

Revenue

- Disposable strips
- SW Services
- Data Monetization

Milestones

- CE Mark (European Approval) achieved
- Signed distributors (UK, NZ, Italy, Belgium)
- Dario device - Hard launch in EU – Q2/14
- FDA 510K submitted Q4/13

FY 14 Goals

- European launch
- FDA clearance
- Soft Launch in the US
- Continued IP development

© LabStyle Innovations Corp. All rights reserved

LS
LabStyle Innovations

Experienced Management Team

Oren Fuerst, PhD
Co-Founder & Executive Chariman

Seasoned medtech entrepreneur and investor,
Former faculty Yale and Columbia Business School
Extensive experience in medical devices and data mgt.

Erez Raphael
CEO & President

20 years of experience in building product organizations – from Design to to commercialization. Formerly with Amdocs (NYSE: DOX) and Nokia-Siemens.

Gadi Levin
CFO

Seasoned executive with significant experience in publicly listed companies, capital market financings, accounting and financial management.

David Edelman
Director Product Strategy

Entrepreneur and patient advocate who has dedicated his career to using technology to improve health and happiness. President of Diabetes Daily, a leading online community and educational platform.

Shosh Friedman
VP Clinical and Regulatory Affairs (FRAP RAC)

Former SVP Clinical and Regulatory Affairs at Given Imaging (NASDAQ:GIVN). More than 20 years in clinical, regulatory affairs and QA systems.

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Experienced Management Team

Shai Eisen
VP of Operations

16 years of operations as well as business and product development experience and a proven organization-building track record. In the past, he worked at Saifun Semiconductors Ltd. And Q-Core Medical.

Prof. Itamar Raz MD
Head of SAB

Head of Diabetes Unit and Research Center, Hadassah Medical Center; Israel National Council of Diabetes of the Israel Ministry of Health; President, Israel Diabetes Research Group.

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Board of Directors

Oren Fuerst, PhD
Co-Founder

Seasoned entrepreneur and investor
Founder of Tevel Global & Strategic Models Former faculty Columbia Business School. Extensive experience in medical devices and data management

Malcolm Hoenlein

CEO, Executive Vice-Chairman, Conference of Major American Jewish Organizations
Director, Council of Foreign Relations

Prof. Nahum Melumad PhD

Professor of Accounting and Business Law, Columbia Business School
Consultant to J&J, Bristol-Myers, GE

Adam Stern

Head of Private Equity Banking at Aegis Capital and CEO of SternAegis Ventures Director inVivo, Organovo, Prolor
20+ years of investment experience

David Weintraub MD
Co-Founder

Co-founder, Medical Director Ramat-Aviv MC
Serial entrepreneur and inventor
Founder of Versamed (acquired by GE)

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Board of Directors

Dennis McGrath

Currently serves as President, CFO and board director of PhotoMedex, Inc. (NasdaqGS: PHMD,) joining the company in 2000

Erez Raphael
CEO & President

20 years of experience in building product organizations – from Design to to commercialization. Formerly with Amdocs (NYSE: DOX) and Nokia-Siemens.

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations

Thank You

© LabStyle Innovations Corp. All rights reserved

LabStyle Innovations