



Coala Life

Remote Patient Monitoring and
Diagnostics of Patients with Chronic
Cardiac and Respiratory Disease.

Redeye. Sept 28th, 2021

Coala Life is a Swedish medical device and SW platform company backed by strong Swedish investors with approx. USD 30 million raised to date. The team consists of industry leaders and clinical experts, many deriving from St. Jude Medical.

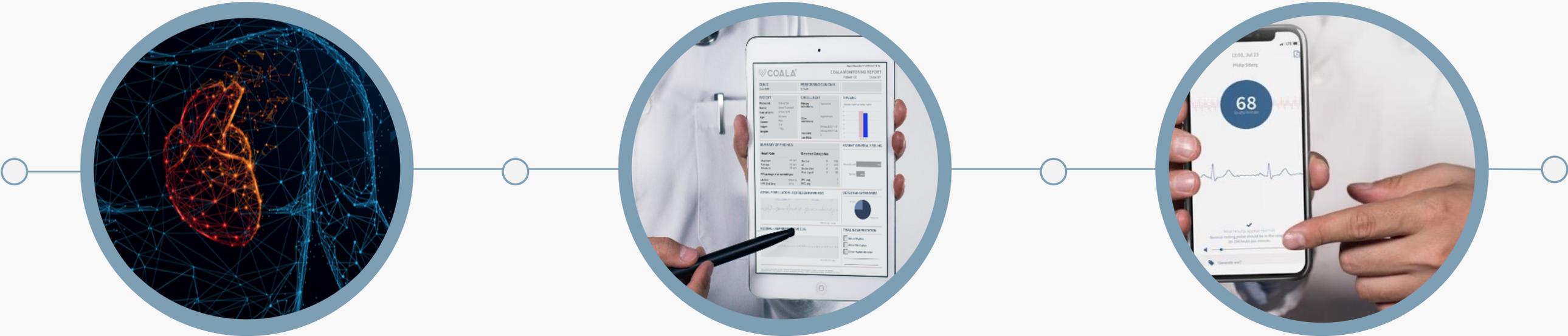
Coala Life HQ,
Uppsala, Sweden

Coala Life Inc,
Irvine, CA, US

FOLLOW YOUR HEART[®]



Enabling long-term monitoring and improved diagnosis of patients with cardiovascular disease



Award-winning R&D

Innovative technology and 30+ patents developed over 10+ years of R&D; USD 30 million invested and multiple industry awards

Real-time, remote monitoring

Home-enrolled, digital solutions enabling patient-engaged monitoring based on smart algorithms and industry leading accuracy

Beloved and reimbursed

More than 350 HCP's and over 1,000 physicians connected to Coala Care, including thousands of patients in Europe and US

<h3>Patient-friendly</h3> <p>Engaging with real-time response Low co-pay, no surprising bills</p>	<h3>Provider-friendly</h3> <p>Risk-free, pay-per use model fully reimbursed Improved diagnostic yield</p>	<h3>Payor-friendly</h3> <p>Significantly less costly vs legacy monitoring</p>
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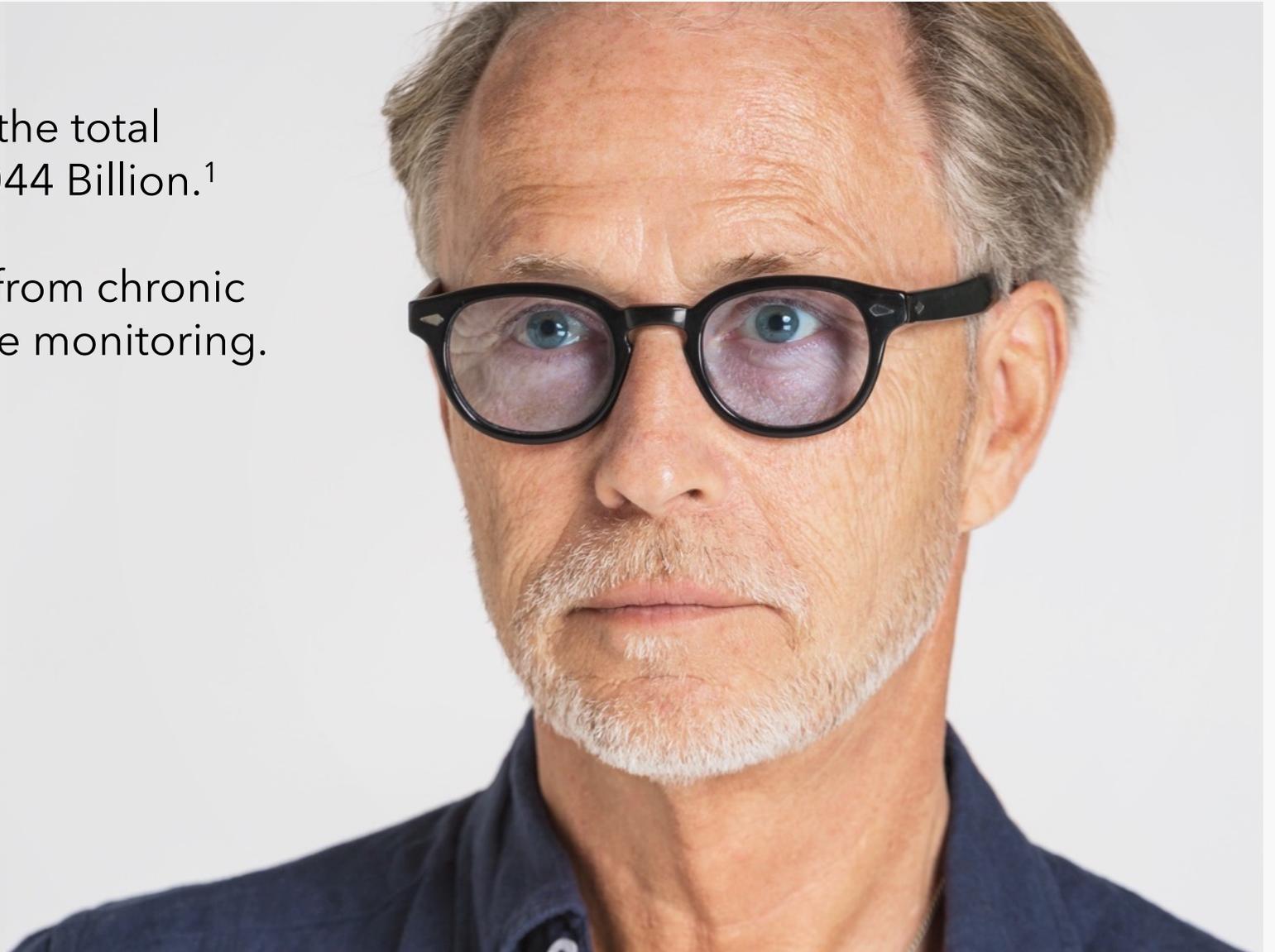
Cardiovascular disease (CVD) remains the leading cause of death and the major burden on healthcare



1 in 3 deaths are related to CVD. By 2030 the total global cost of CVD is set to rise to US\$ 1,044 Billion.¹

Over 120 million Americans are suffering from chronic CVD with clinical needs of long-term home monitoring.

It is estimated that up to 90% of CVD's may be preventable.^{2,3}



1. World Heart Federation, <http://www.championadvocates.org/en/champion-advocates-programme/the-costs-of-cvd>
2. McGill HC, McMahan CA, Gidding SS (March 2008). [Prevalence of heart disease in the 21st century: implications of the Pathobiological Determinants of Atherosclerosis in Youth \(PDAY\) study](https://doi.org/10.1161/CIRCULATIONAHA.107.717033). *Circulation*. 117 (9): 1216-27. [doi:10.1161/CIRCULATIONAHA.107.717033](https://doi.org/10.1161/CIRCULATIONAHA.107.717033). PMID: 18316498.
3. O'Donnell MJ, Chin SL, Rangarajan S, Xavier D, Liu L, Zhang H, et al. (August 2016). "Global and regional effects of potentially modifiable risk factors associated with acute stroke in 32 countries (INTERSTROKE): a case-control study". *Lancet*. 388 (10046): 761-75. [doi:10.1016/S0140-6736\(16\)30506-2](https://doi.org/10.1016/S0140-6736(16)30506-2). PMID: 27431354. S2CID: 39752174.

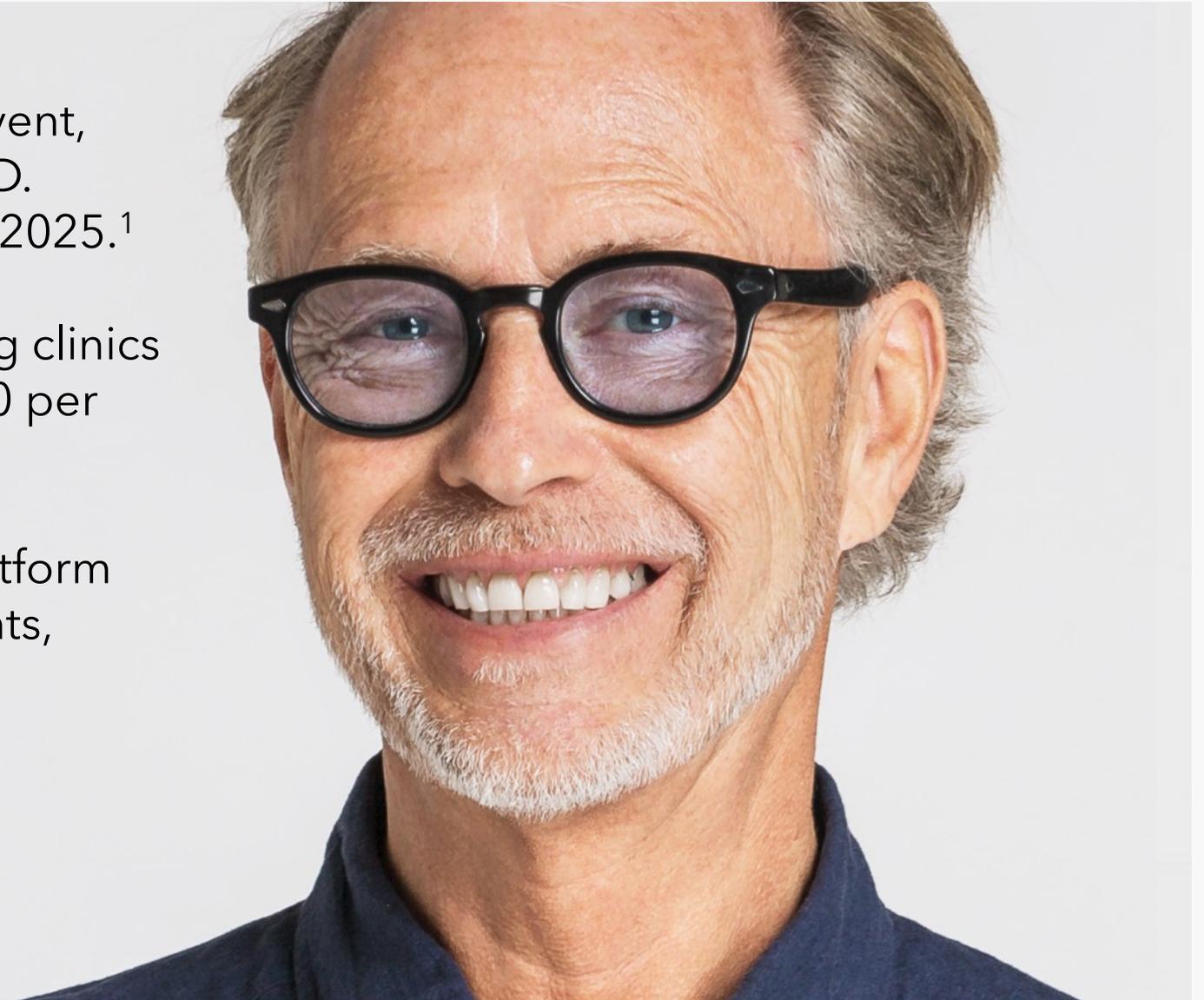
Coala on route to capture a significant market in long-term CVD Remote Patient Monitoring (RPM)



RPM is an established methodology to help prevent, manage and reduce readmissions related to CVD. RPM Market is estimated to grow to >\$100 B by 2025.¹

RPM is covered by nationwide US payors offering clinics additional revenue opportunities of up to \$2,000 per patient and year.²

Underserved market for a CVD focused RPM platform with clear value creation opportunities for patients, providers and payors.



1. MarketsandMarkets, <https://www.prnewswire.com/news-releases/remote-patient-monitoring-rpm-market-worth-117-1-billion-by-2025--exclusive-report-by-marketsandmarkets-301164755.html>
2. Management estimates

Coala - the first truly patient-engaged, real-time and long-term CVD focused RPM system



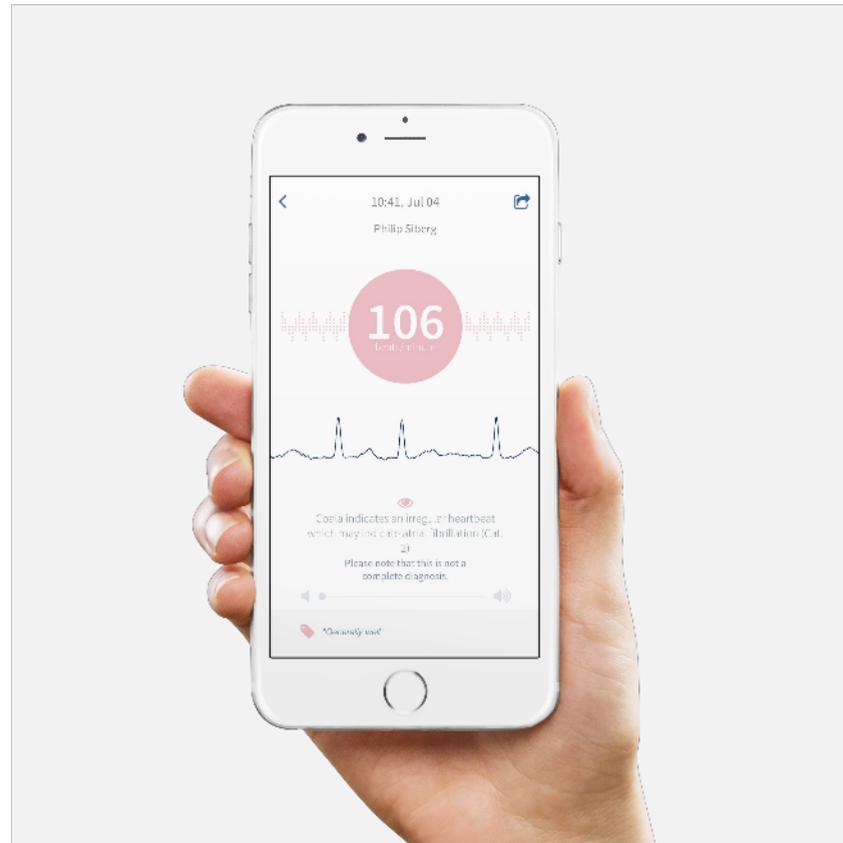
Coala Heart Monitor



The Coala is a Patch-free device with integrated ECG electrodes and digital stethoscope.

Standard recording is done in everyday life by gently holding the Coala to the chest for 30 seconds followed by a 30 second thumb-ECG recording.

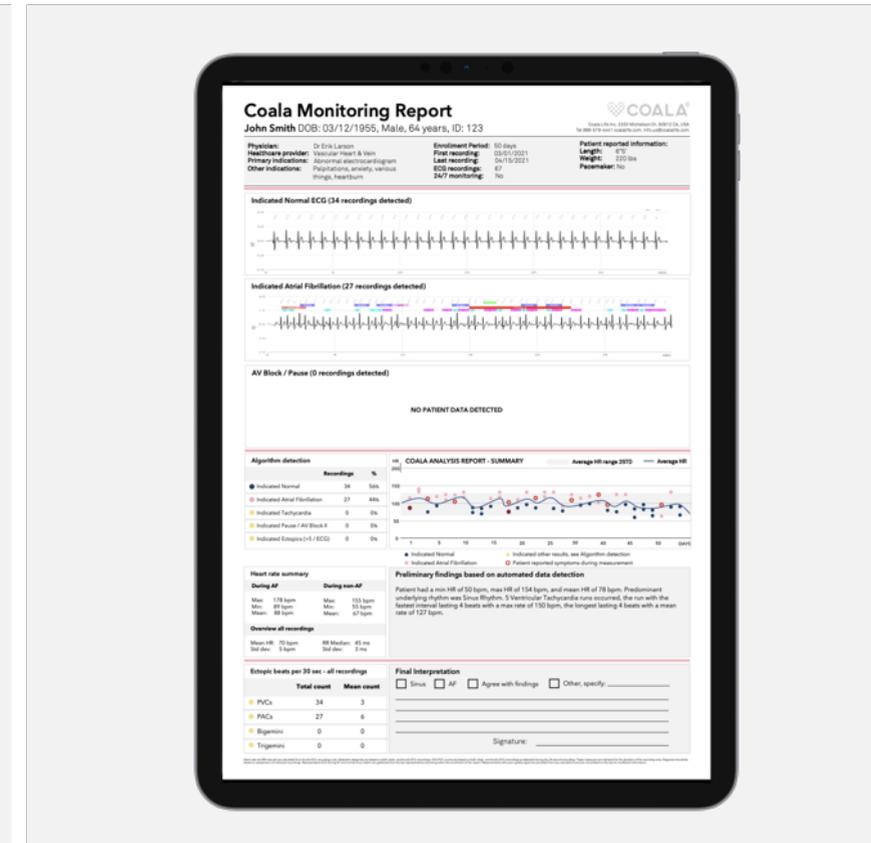
Coala App



The Coala is securely connected via Bluetooth and the Coala App is easy to use on any smartphone.

High-resolution 1,000 Hz and 24-bit ECG data and heart/lung sounds are analyzed in real-time by smart cloud algorithms. Results presented to user in seconds.

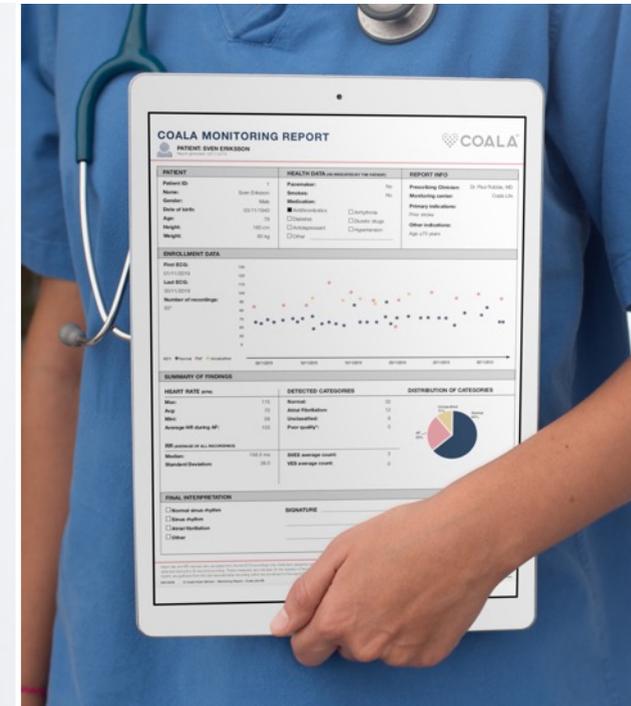
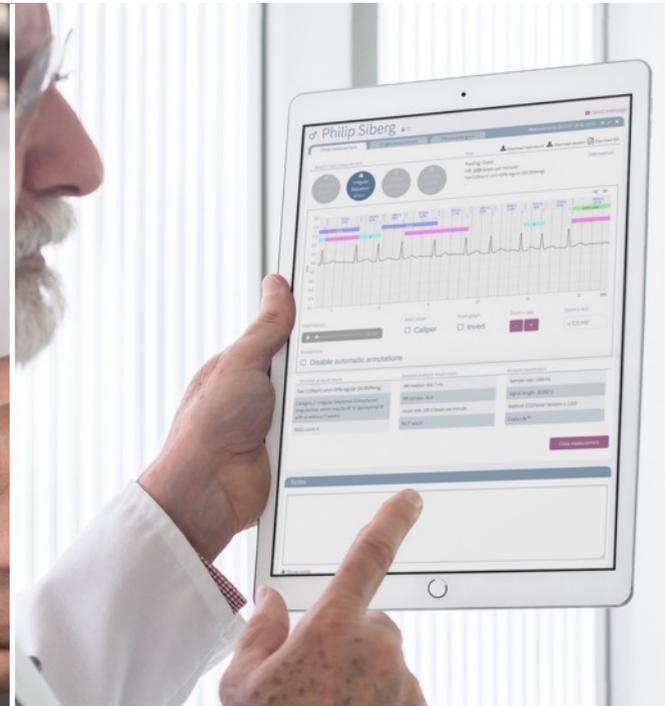
Coala Care Portal



The ISO 27001 and HIPAA-compliant Coala Care Portal presents data in real-time to providers.

Algorithms detect 9 of the most common arrhythmias and murmurs with industry leading accuracy. The stethoscope allows for remote heart & lung auscultation.

A scalable platform for CVD RPM and chronic care management powered by reactive AI



Real-time patient response reducing anxiety

Coala is the only patch-free, Rx heart monitor that provides immediate patient and physician feedback with diagnostic-quality ECG analysis, proven to increase patient quality of life¹

High resolution algorithm diagnostics

The only smart-phone based system with real-time, p-wave based ECG analysis of 9 of the most common arrhythmias.

300% more accurate AF-detection than single-lead ECG by dual-lead ECG, high-fidelity and smart algorithms.

Platform to track data and create on-demand reports

Data entry of Blood Pressure and other vitals through the Coala App.

The Coala Care portal enables efficient, patient-friendly and reimbursed cardiac care. Data and reports can be accessed at any time.

Remote auscultation and murmur detection

Configure each patient to allow for heart and lung auscultation.

The Coala PCG correlates ECG and heart sounds by smart algorithms to help detect murmurs remotely.

Sources:
1. Carnlöf C, et al. Red Heart Study 2019. Presented at ESC 2019.

A unique RPM platform loved by patients and addressing multiple CVD related needs



Primary Care (with cardiology focus)

Specialty Care (with relevant CVD patients)



Patients experiencing intermittent palpitations

- These patients account for 77 million visits to US primary care per year
- Second most common reason for visiting a cardiologist

Patients with chronic hypertension and heart failure

- 108 million US adults are hypertensive. 1 in 4 have their condition under control.
- 6.4 million Americans are diagnosed with Heart Failure

Patients undergoing and cardiac rehab

- 1.4 million US patients are eligible for cardiac rehab (excl Heart Failure patients)

Patients on cancer drugs creating arrhythmias

- Approx 1 million US patients undergoing cancer treatment, of which 150,000 US women with metastatic breast cancer on toxic drugs requiring frequent ECG monitoring

Value proposition for Coala Life



On route to quickly scale up with focus on the US market with recurring revenues and compelling margins

- Coala Life generates revenues via direct and partnership models. Revenues and gross margins are essentially the same independent on sales model.
- Gross Margins exceed 80% by the recurring revenue service model. A Coala device may be in use for up to 36 months.
- Additional services can be provided to clinicians to further leverage revenues and earnings.

	Standard Coala RPM	Managed RPM by Coala®
Revenue for Coala Life per patient and month:	Clinic is billed from \$69 per patient and month	Quantify MRPM is billed \$69 per patient and month
Example clinic with 1,000 patients on 12-month program:		
Annual Revenue opportunity for Coala Life:	\$800k - \$1million	
Gross Margin %:	>80%	
Corresponding revenue for the clinic with CPT codes 99453-99458	\$1 - \$1.5 million	Approx. \$600k

Coala offers a RPM solution others can't provide for long-term monitoring of CVD patients



<p>Consumer, non-Rx device solutions</p>	<ul style="list-style-type: none"> • Devices typically not diagnostic and with high false positives rates • Consumer rather than healthcare and patient focused 	
<p>RPM and CCM platform providers</p>	<ul style="list-style-type: none"> • Non-FDA regulated platforms optimized for providers, not patients • Device agnostic, shown to be difficult to deploy and manage. • Often based on upfront fees. 	
<p>Professional ambulatory Rx/Dx ECG solutions</p>	<ul style="list-style-type: none"> • Time limited technology not compliant for RPM • Adhesive-based monitoring or requires surgery • Small sub-set market (5 M patients) in relation to chronic's 	

Coala Real-Time CVD Patient Monitoring Platform

- 510k cleared diagnostic quality platform covered by 32 patents for real-time, long-term, non-invasive, diagnostic CVD RPM.
- Proven to be loved by patients.
- Fully Managed or DIY solutions.
- No upfront fees, pay-per-use only





Proven effective in remotely managing palpitation patients

- > In the RedHeart study¹ the Coala was used to monitor 821 women with palpitation issues in everyday life.
- > Largest study of its kind with over 200,000 individual ECG strips analyzed.
- > The direct ECG response of the Coala contributed to reduced levels of anxiety, depression and symptoms of palpitations, as well as an increased quality of life (HRQOL)

1. Carnlof et al. ESC, March 2021

...and proven effective for monitoring more complex stroke patients

- > In the late-breaking TEASE-study (BMJ, Aug 2020) the Coala was used to monitor cryptogenic stroke patients from home.
- > The Coala detected equal cases of AF in <28 days as an invasive, high-cost implanted cardiac monitor did in 6 months (CRYSTAL-AF)
- > The research team recommends the Coala as the main evaluation tool in the vast majority of cryptogenic stroke cases.



Run by a team that knows how to make it happen



Core team



Dan Pitulia

CEO & Founding co-investor BSc. International Business. Serial entrepreneur in medtech and consumer products



Philip Siberg

President Coala US & co-founder MSc. Industrial engineering. Serial entrepreneur in the life science sector



Alviva Stolpe

CFO. Ex Sinch, Ex Trainee Unilever etc.



Magnus Samuelsson

CTO & co-founder. R&D lead at Radi Medical (sold to St. Jude Medical)



Lars Gusch

Technical Product Owner. Ex Elekta, C-Rad, BrainLAB etc.



Team and Offices

Head office in Uppsala, Sweden with in-house R&D. US office Irvine, US. Production in Finland and Estonia

Board of Directors



Mr. Per Carendi (Chairman of Board)

MSc Gothenburg School of Economics, Board professional of 80+ Companies, Background within Venture capital and building successful life science companies.



Ms. Ebba Fåhraeus

CEO Smile Incubator, Chairwoman AcuCort AB, Board member Prevas AB and Skandia Insurance



Ms. Beverly Huss

MSc from Pepperdine university. Co-founder and CEO of Pagonia Medical. A medical device veteran within Guidant, serial entrepreneur, board director and mentor.

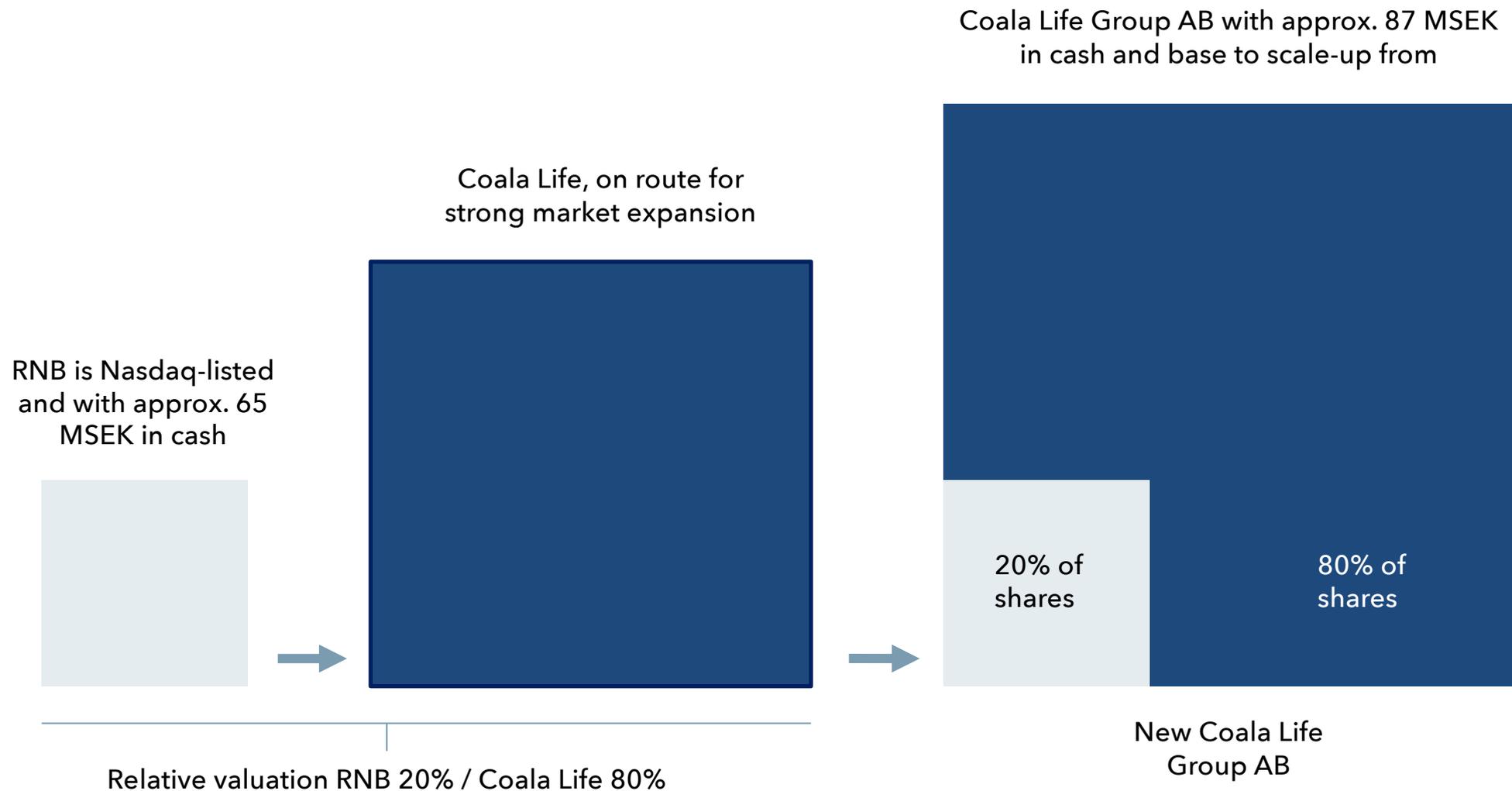


Mr. Peter Troija

MBA Stockholm School of Economics, Global Sales and Marketing background. GM Thermo Fisher.

Reverse IPO via RNB

Transaction overview



- RNB acquires Coala Life for 1,413,007,333 new issued shares
- 1 Coala share is exchanged for approximately 6 987 shares in the new entity
- Listed company to change management, Board and all operations to the Coala Life business
- Coala Life AB will be a 100% owned subsidiary of Coala Life Group AB

Mission and forward-looking statements

Strategic mission

Radically improve outcomes for millions of CVD patients by use of predictive and long-term remote monitoring.

Operational goals

- **Be the market-leading platform provider** for non-invasive long-term monitoring and diagnosis of cardiac patients in everyday life
- **Offer the market solutions that are reimbursed** in local markets thus can be made available at minimal expense to the patient
- **Deliver patient-centered and user-friendly products**, which leads to a high degree of utilization / compliance and thereby increase the probability of a positive clinical outcomes

Financial goals

Build the market leading CVD RPM platform leading to recurring sales exceeding SEK 250 M by 2024 with 80%+ Gross Margin and profitability.

COALA MONITORING REPORT

PATIENT: SVEN ERIKSSON
Report generated: 03/11/2019

PATIENT	HEALTH DATA (AS INDICATED BY THE PATIENT)	REPORT INFO
Patient ID: 1	Pacemaker: No	Prescribing Clinician: Dr. Paul Robbie, MD
Name: Sven Eriksson	Smokes: No	Monitoring center: Coala Life
Gender: Male	Medication:	Primary indications: Prior stroke
Date of birth: 03/11/1940	<input checked="" type="checkbox"/> Antithrombotics <input type="checkbox"/> Diabetes <input type="checkbox"/> Antidepressant <input type="checkbox"/> Other	Other indications: Age >75 years
Age: 79	<input type="checkbox"/> Arrhythmia <input type="checkbox"/> Diuretic drugs <input type="checkbox"/> Hypertension	
Height: 185 cm		
Weight: 85 kg		

ENROLLMENT DATA

First ECG: 01/11/2019
Last ECG: 30/11/2019
Number of recordings: 507

KEY: ● Normal ● AF ● Unclassified

SUMMARY OF FINDINGS

HEART RATE (bpm)	DETECTED CATEGORIES	DISTRIBUTION OF CATEGORIES
Max: 115	Normal: 32	
Avg: 70	Atrial Fibrillation: 12	
Mini: 58	Unclassified: 6	
Average HR during AF: 103	Poor quality: 0	
RR (AVERAGE OF ALL RECORDINGS)	SVES average count: 3	
Median: 748.5 ms	VES average count: 0	
Standard Deviation: 38.0		

FINAL INTERPRETATION

Normal sinus rhythm
 Sinus rhythm
 Atrial fibrillation
 Other

SIGNATURE _____

Heart rate and RR intervals are calculated from R-peaks ECG recordings only. Detected categories are based on the 30-second recording. These measures are indicative for the duration of the recording. Rhythms are gathered from the last representative recording within the archiving of the report.

0001008 © Coala Heart Monitor - Monitoring Report - Coala Life AB

Enabling real-time virtual diagnostics and telemedicine - based on algorithms and the power of the individual.

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Coala Life HQ,
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Coala Life Inc,
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Coala Life R&D offices
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coalalife.com

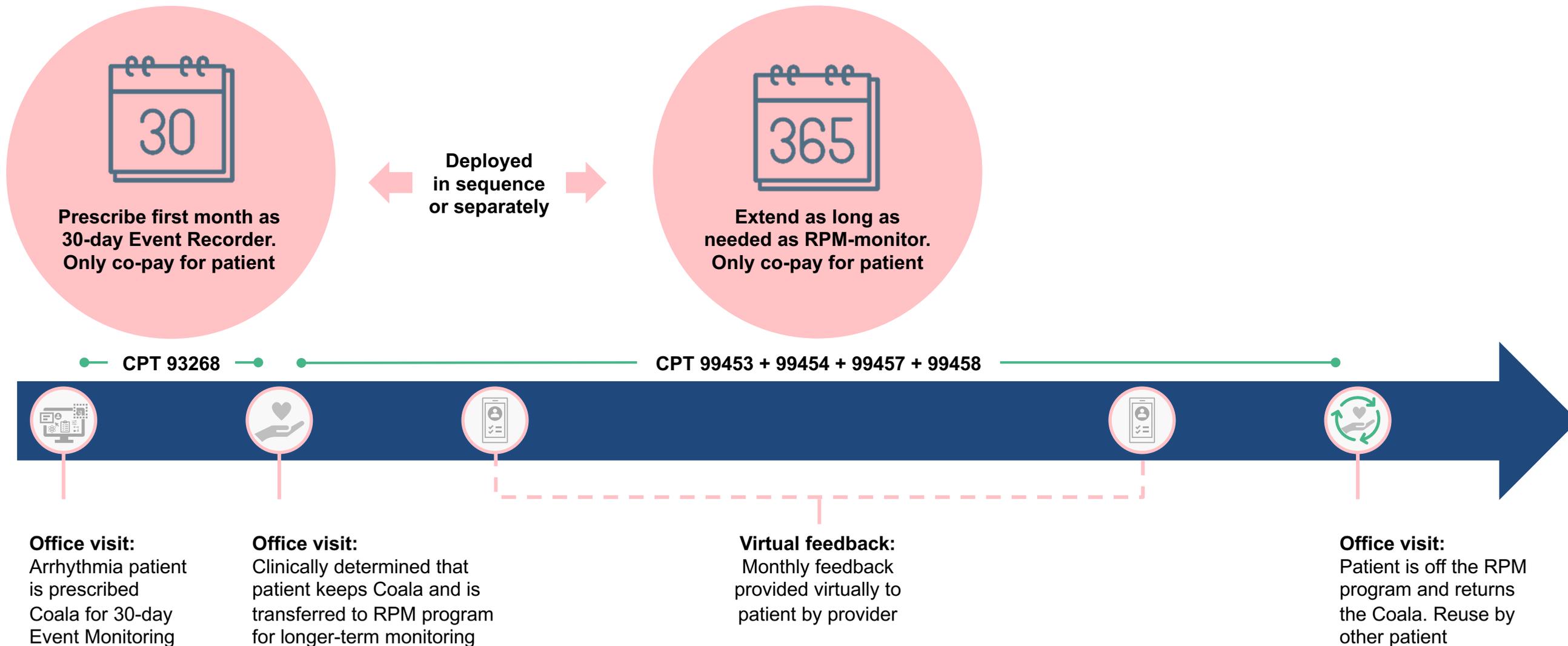


Appendix

The BILLABLE and FLEXIBLE solution



Pay-per-use model



All necessary regulatory requirements and certifications in place coupled with strong patent protection



Coala-Life AB
info@coatalife.com
www.coatalife.com
Riddargatan 18
114 51 Stockholm
Sweden

Coala Heart Monitor US Rx
Art nr: REF 201
Bluetooth MAC Address:
XX:XX:XX:XX:XX:XX
FCCID: 2AL07CHM



Rx
Only



0086

Coala Charge Station: LOT xxx
Coala: SN xxxxxxxxxxxxxxxxxxxx
Batch nr: xxxxxxxxx



510(k) clearances

Telephone electrocardiograph transmitter and receiver	21 CFR 870.2920	Class II	DXH
Electrocardiograph (ECG)	21 CFR 870.2340	Class II	DPS
Stethoscope	21 CFR 870.1875	Class II	DQD
Phonocardiograph	21 CFR 870.2390	Class I	DQC



Verified against the IEC standards

- ❖ **IEC60601-2-47** Particular requirements for the basic safety and essential performance of ambulatory electrocardiographic systems
- ❖ **IEC60601-2-27** Particular requirements for the basic safety and essential performance of electrocardiographic monitoring equipment
- ❖ **IEC60601-2-25** Particular requirements for the basic safety and essential performance of electrocardiographs
- ❖ **ANSI/AAMI EC57** Testing and reporting performance results of cardiac rhythm and ST segment measurement algorithms (automatic Interpretation)

