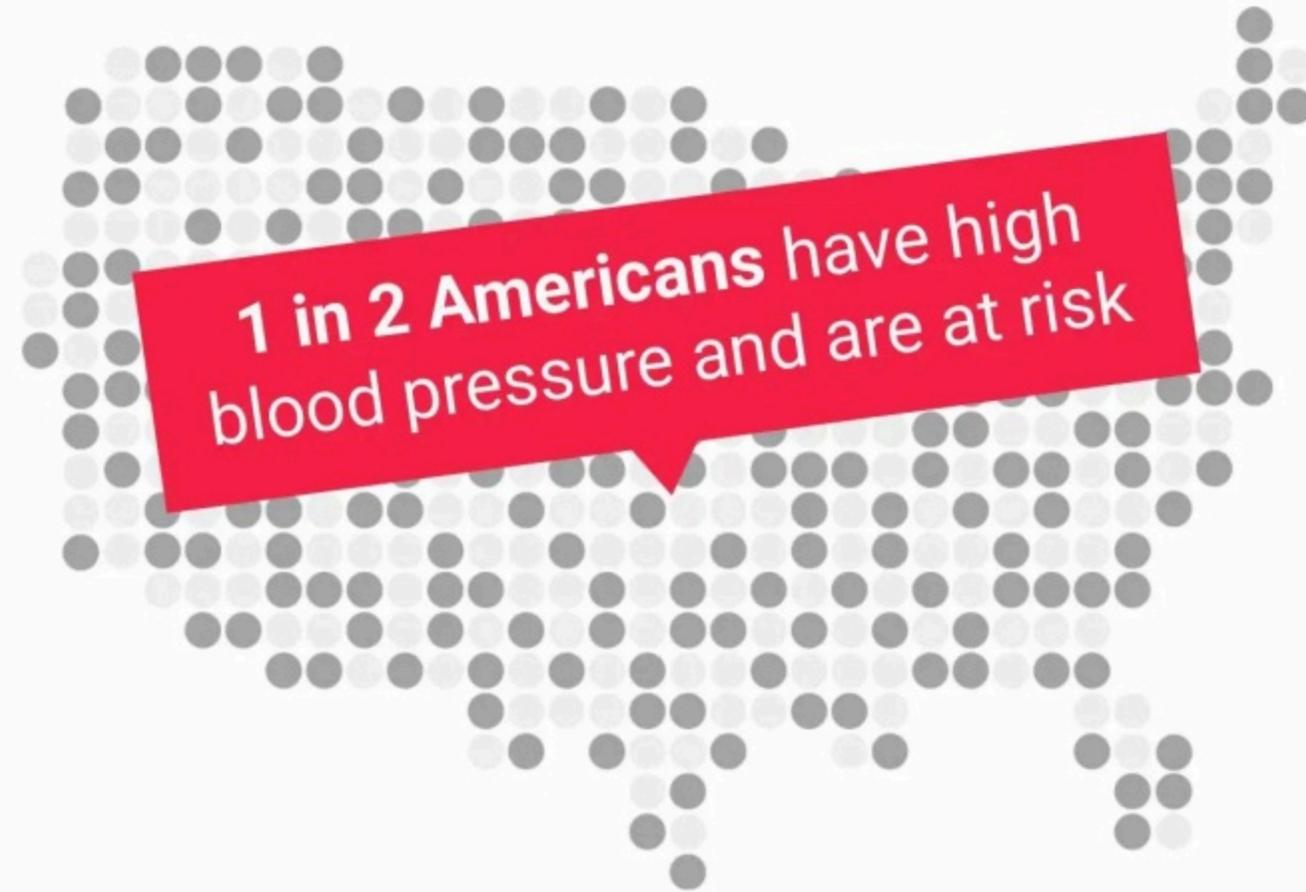




## Overview, Q1 2022

# Digital solution for heart health.

## Heart disease is the #1 cause of death in the world.



# Using AI and UX excellence, we built a purely digital solution that gets people engaged

Track and understand all of your heart health factors



Medication management & reminders



Personalized AI-driven app digital coaching



# GTM – self-insured employers.

## 60+ happy market leaders bought Hello Heart.

Hello Heart now sells the solution via health plans and PBMs, which makes the sales process much easier for employers



# In Nov 2021, we published one of the largest, longest, peer reviewed studies in heart digital health



Professor Alexis Beatty,  
UCSF Cardiologist led the study

*“The **level of engagement is something I have not seen** in other digital hypertension management programs. Sustained engagement and these levels of decreases in systolic blood pressure could reduce a person’s chances of heart attack, stroke, kidney disease, and death.”*

For employers  
& health plan  
audience only

## Key study findings:

# 84%

Of users in Hypertension stage 2 group improved their BP within the first year

# 21 mmHg

systolic BP reduction over 3 years for users in in hypertension stage 2 group

# 28,189

Overall study participants over the course of 3 years



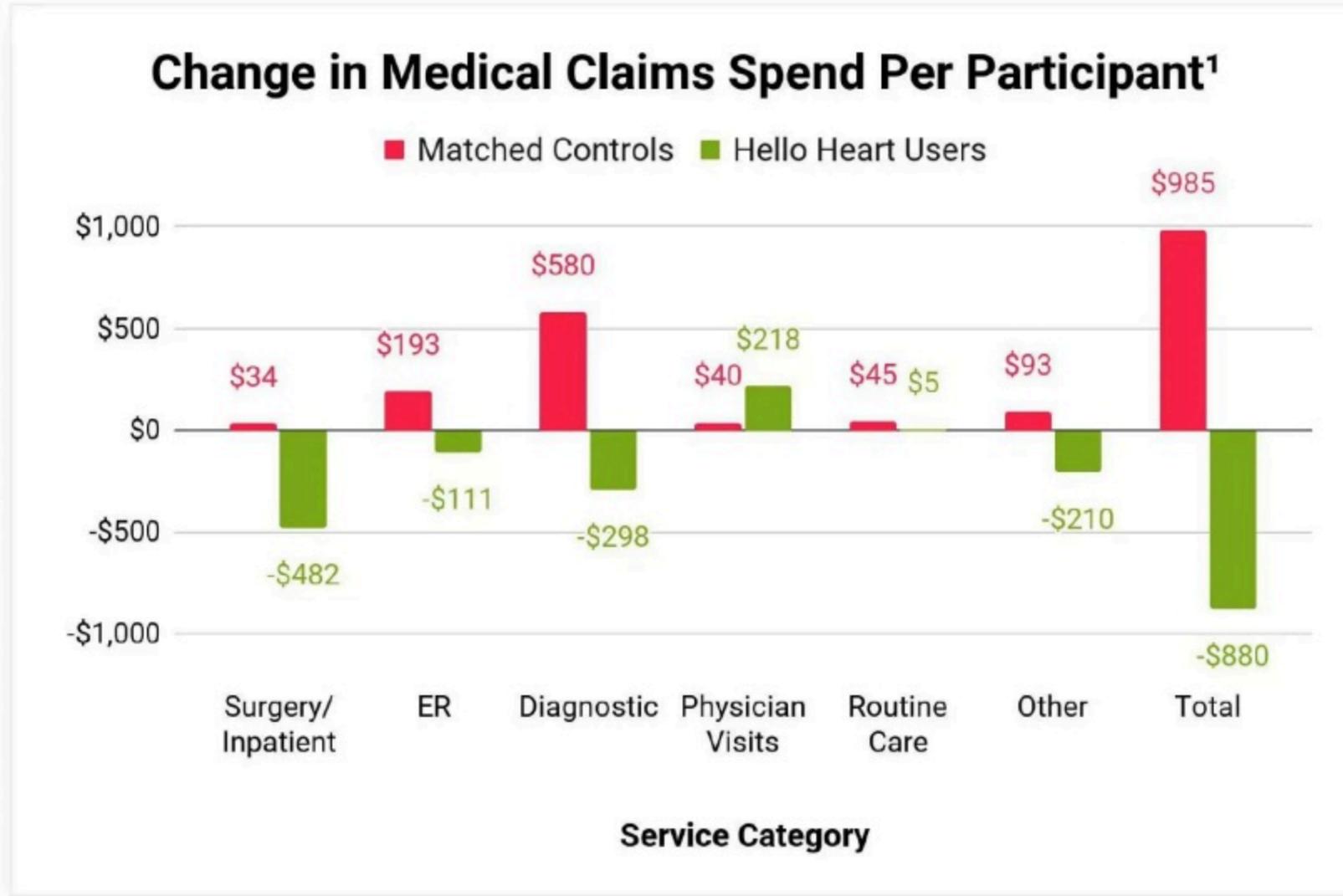
# Validation Institute certified Hello Heart's cost savings

Validation institute report for the employer data set validated:

For employers & health plan audience only

**\$1,865**  
Reduction in total medical costs per participant per year<sup>1</sup>

**2:1**  
ROI depending on employer size<sup>2</sup>



ValidationInstitute

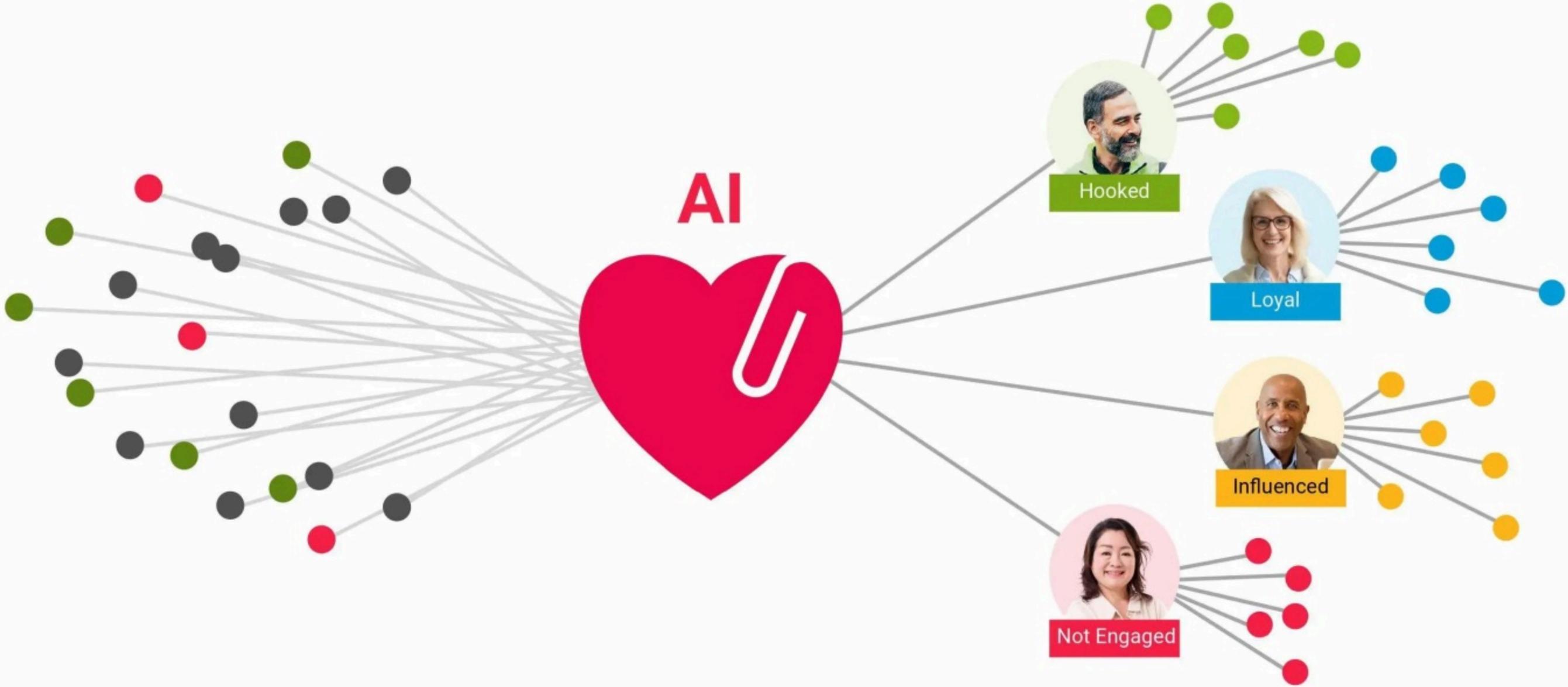
<sup>1</sup> Validation Institute. 2021 Validation Report (Valid Through October 2022). [https://validationinstitute.com/wp-content/uploads/2021/10/Hello\\_Heart-Savings-2021-Final.pdf](https://validationinstitute.com/wp-content/uploads/2021/10/Hello_Heart-Savings-2021-Final.pdf). Published October 2021. Accessed November 7, 2021. (This analysis was commissioned by Hello Heart, which provided a summary report of self-funded employer client medical claims data from 2017-2020. Findings have not been subjected to peer review).  
<sup>2</sup> Based on Hello Heart book of business data.

# Hello Heart is scaling rapidly.

Committed accumulated Annual Recurring Revenue (ARR)



# Now deepening AI capabilities to sustain our competitive advantage



# Experienced Leadership team, scaling confidently.



**Jesús Bermúdez**  
Chief Growth Officer



**Maayan Cohen**  
CEO



**Michal Gutman**  
CTO & CISO



**Tom Kahl**  
CRO



**Sue Giordano**  
Head of Client Experience



**Ziv Meltzer**  
IC Founder, Design Leader



**Valarie Arismendez**  
SVP of People



**Jony Hartono**  
CFO



**Orit Wohl**  
Head of Product Marketing



**Ido Milstein**  
SVP Product



**Ayal Levin**  
SVP Corporate Strategy

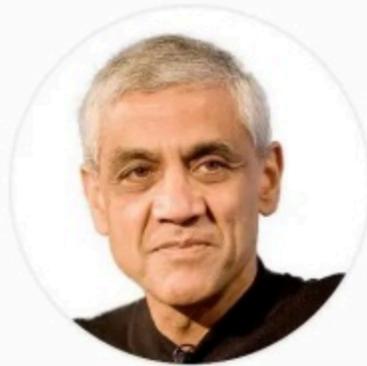
**Backed by  
investors that  
rapidly scaled  
startups into  
market leaders.**



**Noam Bardin**  
CEO of Waze  
(Acquired by Google)



**Eric Roza**  
CEO of Datalogix  
(Acquired by Oracle)



**Vinod Khosla**  
Khosla Ventures  
(Doordash, Impossible  
Foods)



**Sara Deshpande**  
Maven Ventures  
(Zoom)



**Somesh Dash**  
IVP  
(Lyra)



**Raanan Bar-Cohen**  
Resolute Ventures  
(Greenhouse)



**John Malloy**  
BlueRun Ventures  
(Waze)