



CARDIROID B.V.

we prove your heart beats unique

CARDIOID HealthWearable



CARDIOID HealthWearable is sophisticated multi- dimensional technology providing health data and geo location, in seconds and with a single push of a button, to a world-class FEMA-certified trained team that can deploy the appropriate emergency response.

CARDIOID HealthWearable is the first untethered wearable device designed to be the essential component of a company or organization's emergency response strategy.

Anticipated Product Launch 2Q 2019

INTRODUCTION

CARDIOID B.V. is the developer of **CARDIOID HealthWearable** --- a revolutionary wearable security communications system. Within its small form, **CARDIOID HealthWearable** incorporates GPS tracking, health sensors and NB-IoT communications for real time data access.

The Company has developed a unique business-to-business marketing strategy, intended to capture two-year commitments between CARDIOID B.V. and various businesses -- which has the potential to distribute between 50,000 and 100,000 devices during the first 12-24 months of product launch. If achieved, contract revenue could exceed \$60,000,000 for those initial two year agreements.

CARDIOID HealthWearable is NOT required to be tethered to a cell phone or any other personal communication device in order to function. Utilizing its own cellular chip, it communicates directly to the CARDIOID emergency response team which assesses the situation and quickly launches the appropriate first responders.

The Company intends to sell up to 15.000 units and raise up to €3,000,000 of capital. This will be used primarily to support development, production, marketing and sales. Additional working capital needs will be met by the monetization of pre-production purchase orders, sales contracts and organic growth.

Investors are encouraged to review the presentation described herein. Assuming a three to five year exit horizon is desirable, the forms of investment can be equity units, mezzanine financing with a premium or conversion feature with specific details to be negotiated.

VALUE PROPOSITION

- **CARDIOID HealthWearable** is designed as a B2B industry utility device, providing personal protection and emergency response.
- Breakeven cash flow is attained with only 25,000 units.
- Subscription based sales model with monthly recurring revenue; Two year customer commitment.
- Upfront activation fees per device, or lease arraignment for early monetization.
- Confidential data collection will aggregate the characteristics and experiences of each **CARDIOID HealthWearable** user. This data could provide additional value to each business customer/user and can create opportunities for continued risk mitigation. This translates into potential savings (such as insurance premiums) for the Company's customer base.
- Data collection may provide an additional sustainable form of value creation for the Company. Services may include long-term data storage, incident history, and legal history.
- Potential for granting exclusive licenses to third-parties for specific global markets.

HOW CARDIOID HealthWearable WORKS



Bluetooth - The built-in Bluetooth LE/Bluetooth SMART capabilities leverage communications and interaction abilities inherent to partner or third party applications. Integrating RiskBand through Bluetooth provides extensible security solutions well exceeding singular applications



Sensors - The device is equipped with sensors that deliver data like pulse, ECG, Oxygen Saturation, GPS and other health data.



Vibration Motor - This allows for haptic feedback, providing wearers with discrete notification during alarm or receipt of emergency action messaging and operational device notifications.



Battery - The device's Lithium Polymer 800 mAH cell battery has an expected life, between charges, of 17 to 46 hours, depending upon the GPS tracking mode selected.



OLED - The high resolution, OLED is multi-functional. It displays status (e.g. battery level and GSM signal strength), the current date and time, action messages and a menu among other things. It can display 3 lines of text, easily read in all lighting conditions.



Accelerometer - The accelerometer is used to determine movement of the device and assists in managing power modes, gps activity, and operational performance. It is also used for incident detection e.g., fall detection, immobilised person etc.



Cyber Security - **CARDIOID HealthWearable** is committed to complete system integrity and security. It employs cyber community best practices by applying strong encryption of all data at rest and on the move, ensuring enhanced organizational security and complete protection of personally identifiable information.

All devices, sensors and sensor data is stored in a private blockchain so a network of trust is build.

MARKET INTELLIGENCE – WEARABLE INDUSTRY

*In March 2016, Ericsson Consumer Lab interviewed 10 wearable experts and industry watchers, and also carried out an online survey of 5,000 iPhone and Android smartphone users, aged between 15 and 65, of whom 2,500 were also existing wearable technology owners. The participants were based in Brazil, China, South Korea, the UK and the US. Their views are believed to be representative of the opinion of 280 million smartphone users across these 5 markets. The specific results outlined below speak volumes about the potential success of **CARDIOID** and its **CARDIOID HealthWearable** platform.*

- Forty-three percent of those surveyed believe smartphones will be replaced by wearables at some point.
- A common cause of dissatisfaction among current wearable users is feeling tethered to their smartphone.
- Eighty-three percent of all smartphone users surveyed expect wearables to have some form of standalone connectivity before 2020.
- Twenty-three percent of those who have abandoned wearables have done so due to lack of inbuilt connectivity.
- Existing users expressed a two times higher preference for built-in cellular connectivity compared to non-users of wearable technology.

MARKET INTELLIGENCE – WEARABLE INDUSTRY

- Of the 20 concepts tested, wearable devices related to personal safety and security were rated highly by smart- phone users, with approximately 50 percent very interested in ideas like panic buttons and wearable trackers.
- Consumers desire a discreet way to send an alert for help. Women, in particular, feel vulnerable in nighttime situations.
- Demand for personal safety and security wearable devices extends well beyond the United States. In fact, in Brazil, one of the 5 markets surveyed, a huge 78 percent of smartphone users are interested in wearable SOS/panic button.
- Those surveyed expressed confidence that wearables can and will break away from fitness and health as a category and also from just extending smartphone and tablet experiences.
- What is increasingly clear from this extensive research is that consumers are ready to wear connected devices on their bodies.

BARRIERS TO COMPETITORS

While other wearable security devices exist, and it should be expected that others will be introduced in the future, all of the other devices currently in this market space, unlike **CARDIOID HealthWearable**, require the device to be tethered to a cell phone or other transmitting unit. In an emergency situation, a cell phone is likely to be the first thing to be taken from an attack victim, rendering any security device tethered to that phone useless.

In the event of an accident or other situation where help is needed, phones are not always accessible. A **CARDIOID HealthWearable** does not require a smart-phone and simply requires a push of a button on a device that is attached to the wearer's body or clothing.

From the competitive landscape standpoint, the largest barrier to competitor entry is the ability to achieve the un-tethered application in a small enough form factor. **CARDIOID HealthWearable** operates independently, and is the only device to perform in that manner. The Company's cooperation with ATOS, a global leader in emergency response and communication, is part of our product's "secret sauce", and replicating those response capabilities will also be a large barrier to entry for any competitive products.

In addition, the Company's patent application should enhance **CARDIOIDs** ability to protect the intellectual property of the untethered operation of its devices.

COMPETITIVE LANDSCAPE

There are a number of companies that are addressing the personal security market. All competitive products have been found to be tethered to a phone or other transmitting station. To the best of management's knowledge, there is no un-tethered device supported by an emergency response team in the market. Moreover, there is no known cellular based competition in the B2B market. Satellite devices are cumbersome and not wearable. Current wearable safety devices are tethered and only available in the consumer space. Here are some examples that are relevant in the consumer space:

- WearSafe – WearSafe is a tethered app-driven cell phone communication device that will work up to 200 feet away from a cell phone.
- Life Alert is a personal emergency response and home medical alert system company that uses tethered devices to provide monitoring protection.
- Nortek Security & Control produces a Numera Libris mobile personal system. Nortek, focuses on tethered smart home, security, and health and wellness technology markets.
- Apple Watch – Among the new features of the Apple smart watch is the ability to quickly call for emergency services. Pressing and holding the side button will call 911, or whatever number is assigned to emergency services. For this to work, the user needs to be connected to a phone, or within range of Wi-Fi.
- SafeTrek is a mobile personal safety app utilizing a smart phone. It allows the user to contact 911 after launching the app and realizing a “safe” button.

SALES POTENTIAL

We suggest to sell approximately 20,000 to 30,000 CARDIOID HealthWearables in 2019/2012, based on an early availability. If availability is later in the year, we still believe we can sell 10,000 to 15,000 devices in 2019.

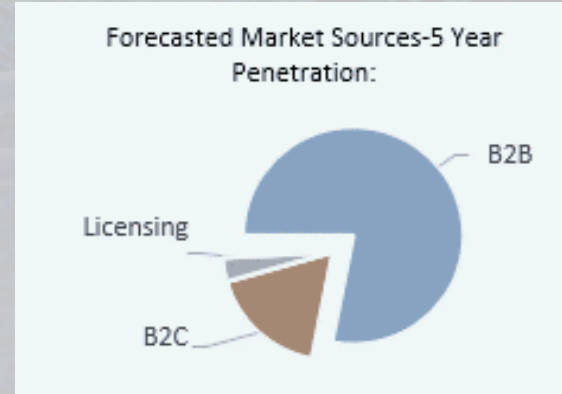
According to ATOS, CARDIOID HealthWearable has the strong potential to change the course of the enterprise safety and security market.

ATOS sales management believes that ATOS can move more CARDIOID HealthWearable in Year Two than CARDIOIDs sales team, as a consequence of

- 1) their access to existing ATOS clients in the security field , and
- 2) CARDIOID driving tremendous growth by being a key driver in filling out the ATOS Solution.

TARGET MARKETS

Industry Sales Vertical	Total Population	RiskBand Penetration	RiskBand Penetration %
Corporate Travel	66,472,600	142,695	0.21%
College & University Students	20,500,000	158,108	0.77%
Religious/Missionaries	15,708,300	155,846	0.99%
Government & Military	9,080,200	54,154	0.60%
HealthCare/Nursing	3,010,600	17,955	0.60%
Delivery Drivers	2,679,500	26,634	0.99%
Transportation/Taxi Drivers	1,859,200	11,089	0.60%
Real Estate Agents	1,187,800	11,807	0.99%
Domestic Violence	1,058,200	6,311	0.60%
TOTALS	121,556,400	584,598	0.48%



The Company anticipates that as a byproduct of its marketing to B2B channels, consumer interest will be generated and result in revenues from the B2C market as well. The revenue models herein reflect a penetration of less than 0.05% of the total U.S. population.

INTELLECTUAL PROPERTY

Patent Pending

The present invention relates to a personal protection and health communications system and device that enables the user to communicate securely with a previously-designated third party in the event of an emergency. The device is worn by or otherwise fixed to the user.

- There are communication links between the **CARDIOID HealthWearable** and a mobile telephone network
- The mobile telephone network communicates with a server that receives communications from the **CARDIOID HealthWearable** via one or both of the mobile telephone network and/or the Internet
- There is a monitoring service that receives communications from the server via the Internet and communicates with the **CARDIOID HealthWearable** via both any nearby mobile telephone network and the Internet.

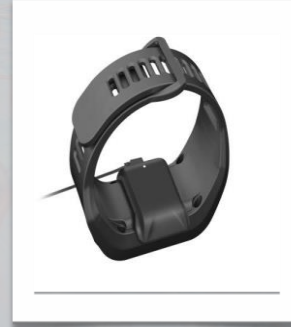
PRODUCTS UNDER DEVELOPMENT



Wearable 2.0



MultiCharger



MagCharger



Clip