



**KNOW
LABS**

TRANSFORMING NON-INVASIVE MEDICAL DIAGNOSTICS

OTCQB: KNWN

Investors Presentation

DECEMBER 1, 2021

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These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.

Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

Company Overview

Business Description

- Emerging leader in non-invasive medical diagnostics
- Proprietary diagnostic technology platform, Bio-RFID™, uses radio waves to identify and measure what is going on inside your body.
 - Form factor agnostic: can be integrated into a variety of wearable, mobile or bench-top form factors
 - Pain-free: no needles nor invasive transmitters poking your skin
 - No consumables
 - 100+ potential applications
- Family of products that can non-invasively identify and measure molecules in the body, starting with glucose
 - KnowU™: on-demand and on-the-go glucose monitoring device
 - UBand™: wearable continuous glucose monitoring device

Publicly Traded – OTC Market

Last 12 months



- KNWN: \$2.10 (11/30/21)
- Market Cap: ~\$75M (11/30/21)
- ~40 million shares outstanding
- ~93 million shares fully diluted
- # of employees: 12
- Headquarters: Seattle-WA
- www.knowlabs.co

Recent Events

- Oct 5, 2021: new tests show Bio-RFID delivers blood glucose readings comparable to FDA-cleared devices
- Sep 22, 2021: Know Labs expands family of products with the introduction of a new form factor device, the KnowU™
- Jun 22, 2021: New foundational patent granted, bringing total, issued and pending, to nearly 60 patents
- Jun 9, 2021: successful results from pre-clinical study validate Bio-RFID technology platform
- Feb 9, 2021: kicked-off process to uplist to major national exchange
- Jul 1, 2020: research agreement with Mayo Clinic for pre-clinical study

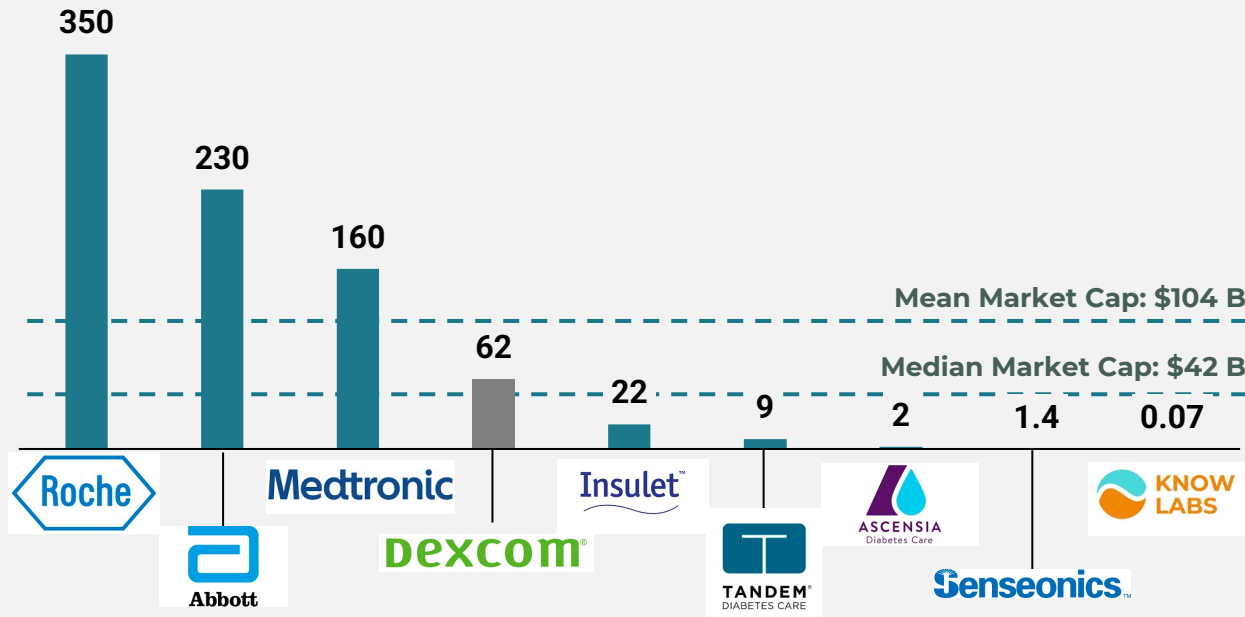
SEC Filings Available at
knowlabs.co/investors

Know Labs valuation has an immense potential financial upside when compared to mature players that are typically included as benchmarks in the diabetes management care industry – roughly 600x if compared to the group median market cap



Know Labs Benchmarks

Market cap: November 15, 2021 – USD Billions



- Know Labs has been recently included by Market Research Companies, like FioMarkets, in a **select group of players in the diabetes management care industry**
- Know Labs valuation has an **immense potential financial upside** when compared to the more mature players in this select group
- **Dexcom**, the other player in this group solely focused on glucose monitoring, is the most appropriate benchmark for Know Labs, with a **market cap ~850 times larger than Know Labs**



Know Labs Vision



Transform medical diagnostics and launch first truly non-invasive FDA approved blood glucose monitoring device



Offer **medical-grade and cost-effective solutions** for people with type 1 and type 2 diabetes, people with pre-diabetes, and people with no diabetes but interested in monitoring their blood glucose levels



Following FDA clearance, **expand Bio-RFID to other medical diagnostic applications**, including detecting and measuring levels of ketones, alcohol, metabolized drugs or other substances in the body

Bio-RFID can successfully identify analytes in the body. Our first target is glucose, but Bio-RFID has already been able to identify other analytes, such as oxygen and alcohol, confirming its potential to become an early warning detection system for diagnosis.

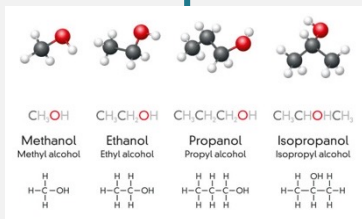
Bio-RFID Platform Opportunities

Analytes successfully identified by Bio-RFID

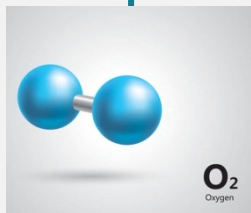
Glucose



Alcohol



Oxygen



Metabolized
Drugs

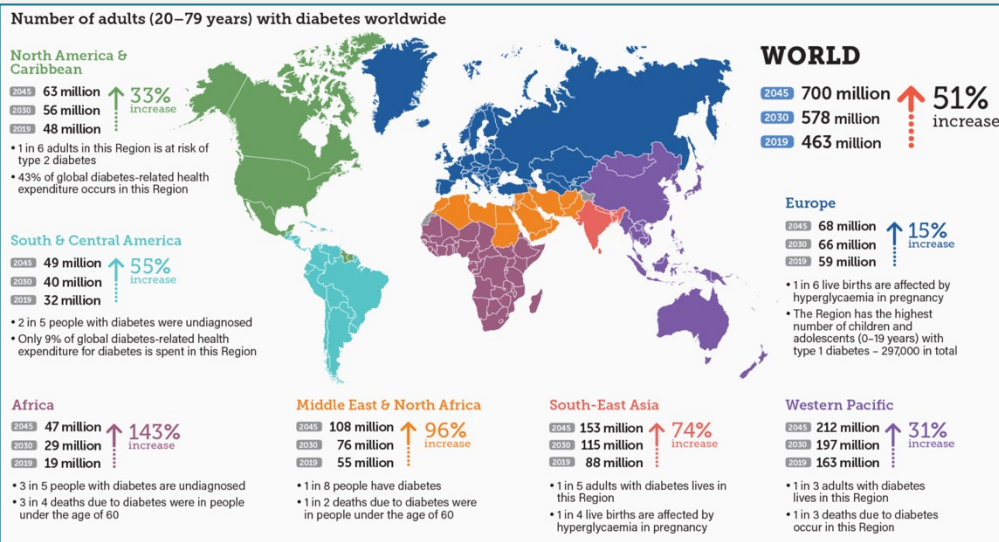


Multiple research
opportunities

Building upon its technology platform, Know Labs plans to continue researching other “identifiable” analytes, which should provide useful and life saving information to enhance the health and wellness of people around the world.

Know Labs is committed to making a difference in the lives of millions of people around the world. Our journey begins with a focus on the nearly 500 million people living with diabetes and 1 billion people with pre-diabetes.

Primary Opportunity: Diabetes and Pre-Diabetes



\$21B Global CGM Market
CAGR 2020-2030 >25%

\$3.5B NA CGM Market

KNOW LABS

Self-monitoring blood glucose devices market will reach \$21B by 2025, driven by increasing diabetic population base, rising adoption of unhealthy dietary habits and increasing number of obese people.

Projections don't include prediabetes, which are estimated to impact 30%-35% of global population, while diabetes impacts ~10%

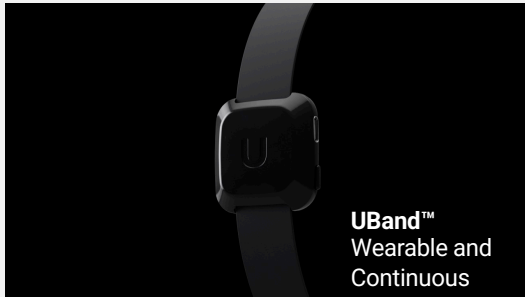
Know Labs Bio-RFID platform has the potential to provide cost-effective solutions for people with diabetes and pre-diabetes to continuously monitor their glucose levels.



Know Labs' Efficient and Affordable Solutions

Completely Non-Invasive

No finger sticks or expensive CGMs like Dexcom G6, Abbott Free Style Libre or Medtronic Guardian



Know Labs Devices will connect to its smartphone App via Bluetooth and will be available on both the App Store and Google Play

Commercialization Targets

\$99/device + \$49/month
(under \$1K per year)

Critical Development Steps

- Clinical Prototype Complete
- FDA Pre-submission Meeting
- Commence Multi-Site Clinical Trials
- FDA De Novo Pathway (no 510k predicate)
- FDA De Novo Clearance
(within 150 review days from application)

FDA-cleared glucose monitoring devices that are available in the market are generally expensive, painful and inconvenient. New companies are emerging with different approaches to address spot or continuous monitoring.



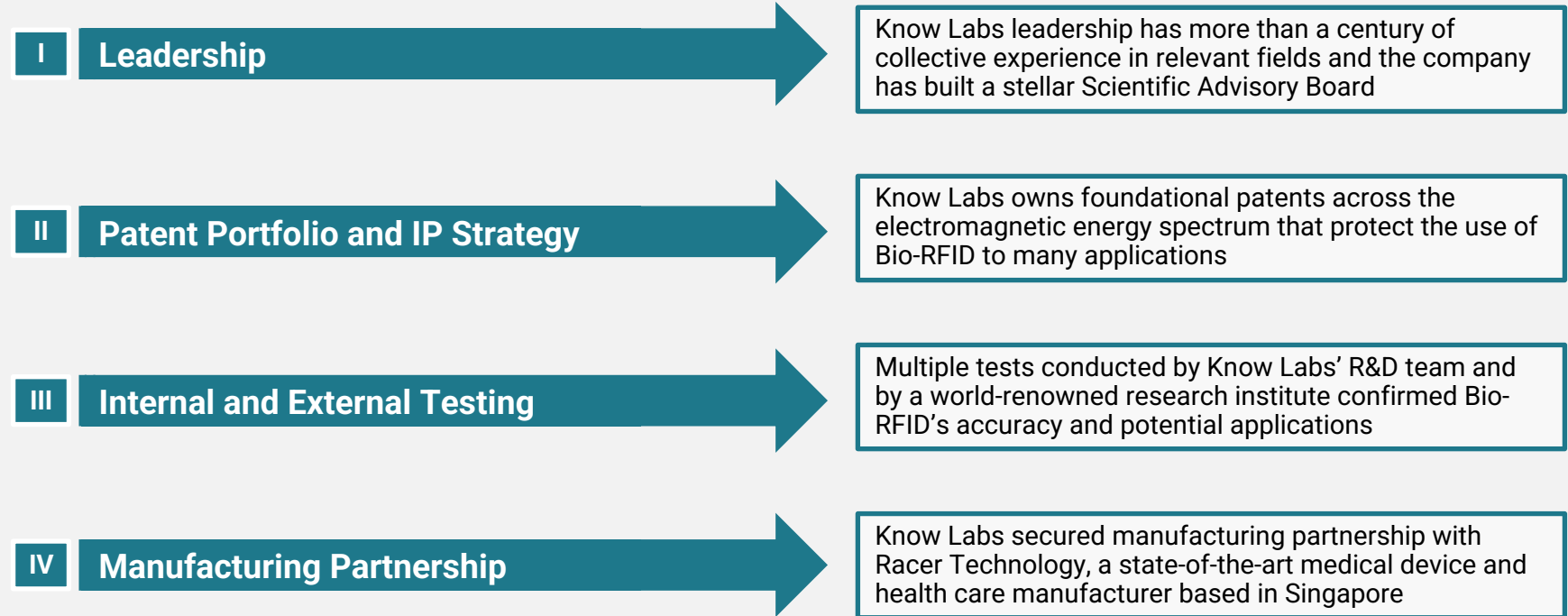
KnowU and UBand Competition



KnowU & UBand	Finger Sticks	Dexcom G6	Abbott Free Style	New & "Rumors"
Spot & Continuous	Spot-check	Continuous	Continuous	Spot or Continuous
100% Non-Invasive	Invasive	Minimally-Invasive	Minimally-Invasive	Non-Invasive
Average annual cost <\$1k	Average annual cost >\$4k	Average annual cost >\$3.5k	Average annual cost >\$2k	NA



The Know Labs Journey: Selected Success Pillars



Know Labs executive leadership is comprised of technology and healthcare inventors, executives, and product developers. The team has more than a century of collective experience in relevant fields to Know Labs success.



Ia. Executive Leadership



Ron Erickson
Founder/Chairman

Former Chairman and CEO of eCharge Corporation, Chairman and Co-Founder of Blue Frog Mobile, Chairman and CEO of Global Tel Resources, and Chairman and CEO of Egghead Software



Phil Bosua
Chief Executive Officer

Former Founder and CEO of LIFX, inventor of the world's first smart light bulb, and VP of Consumer Products at Soraa, the world's leading developer of solid-state lighting technology



James Anderson, M.D.
Chief Medical Officer

Former Chief Medical Leader, Diabetes and Endocrinology at Eli Lilly, Chief of Medicine at the US Army Medical Research Institute for Infectious Diseases, Director at Generex, and Medical Director at Catapult

Know Labs retained a strong Advisory Board, who provides guidance to the management team as Know Labs brings the BIO-RFID technology to market and makes its way through the FDA clinical trial process.



Ib. Board of Directors

Ron Erickson	Founder and Chairman	Previously Chairman and CEO of eCharge Corporation, Chairman and Co-founder of Blue Frog Mobile, Chairman and CEO of GlobalTel Resources, and Chairman and CEO of Egghead Software.
Phil Bosua	CEO and Director	Previously Founder and CEO of LIFX Inc., inventor of the world's first smart light bulb, and VP of Consumer Products at Soraa, the world's leading developer of solid-state lighting technology.
Jon Pepper	Director	Previously Partner and Owner at Pepcom, Inc., the leader in technology showcase events. Previously founded Digital Focus newsletter, former technology journalist and columnist whose work appeared in The New York Times, Fortune, PC Magazine, and other publications.
William Owens	Director	Executive Chairman at Red Bison Advisory Group, former Chairman of Century Link Telecom, and former Vice Chairman, US Joint Chiefs of Staff.
Ichiro Takesako	Director	President of M2M Technologies, Inc. and At Signal, Inc. and General Manager of Business Development at Sumitomo Precision Products Co., Ltd.

Audit Committee

- Jon Pepper (chairman)
- William Owens
- Ichiro Takesako

Nominating and Corporate Governance Committee

- Ron Erickson (chairman)
- Phil Bosua
- Jon Pepper
- William Owens

Compensation Committee

- William Owens (chairman)
- Jon Pepper
- Ichiro Takesako

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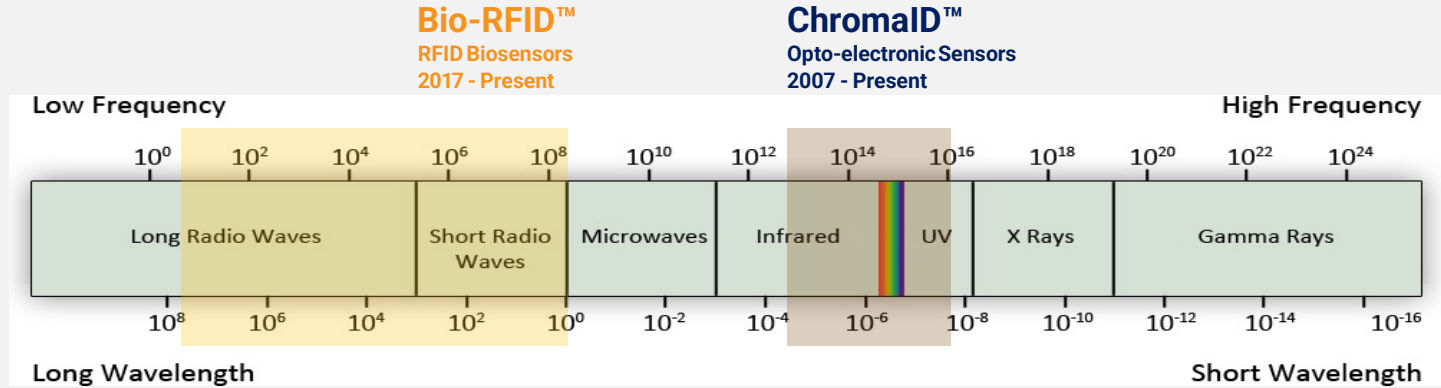
Ic. Scientific Advisory Board

Donna Ryan, RN, RD, MPH, CDE	Scientific Advisory Board	Previously President and Board of Directors of the American Association of Diabetes Educators, as well as panelist for FDA Critical Path Innovation Meeting: Hypoglycemia and FDA/CMS Hearing on Glucose Monitoring. Currently Director of Population for Ascension Sacred Heart Health System managing four diabetes patient programs.
Dr. Alexander Fleming, M.D.	Scientific Advisory Board	Currently President and Chief Executive Officer of Tolerion as well as Founder and Executive Chairman of Kinexum. Previously worked with the World Health Organization, International Conference on Harmonization (ICH), and the US Food and Drug Administration where he was a major contributor to its Good Review Practice (GRP).
Larry Ellingson	Scientific Advisory Board	Currently Principal of Global Diabetes Consulting, Co-founder and Vice President of the National Diabetes and Volunteer Leadership Council (NDVLC). Previously a member of the Executive Committee and Chairman of the Board of the American Diabetes Association and served on the Executive Committee of the International Diabetes Federation BRIDGES Project.

The Scientific Advisory Board will provide guidance to the management team as the Bio-RFID makes its way through the FDA clinical trial process.



II. Patent Portfolio and IP Strategy



62 patents
issued and
pending build
and protect
Know Labs'
technology
platform

- 2012** First patent approval for sensor technologies developed from ChromalID™ laboratory studies
- 2017** Bio-RFID™ developed by leveraging the core technology and IP of ChromalID™
- 2019/20** Development of new IP in the RF short and long radio wave spectrum - 14 issued and 24 pending electro-magnetic energy spectrum patents
- 2020** USPTO grants US patent 10,548,503 "Health Related Diagnostics Employing Spectroscopy in RF and Microwave Band Frequencies" with a priority date of May 8, 2018 and expiration date of May 7, 2039
- 2021** USPTO grants US patent 11,033,208 "Fixed Operation Time Frequency Sweeps for an Analyte Sensor" with a priority date of February 5, 2021 and expiration date of February 5, 2041



III. Bio-RFID Pre-Clinical Internal Testing



- Bio-RFID average MARD was **5.8%** when compared with the FDA-cleared devices used in the study
- These results confirm Bio-RFID can **successfully measure blood glucose** levels non-invasively and continuously
- Know Labs family of products can be an **accurate and cost-effective** alternative to the current FDA-cleared glucose monitoring devices



[Full Pre-Clinical Report](#)

IV. Manufacturing Partnership

- ✓ Leading **medical device/health care** manufacturer headquartered in Singapore with with factories in Singapore, Indonesia, and Malaysia.
- ✓ Manufacturing partner of several prominent companies, including **Philips, Medtronic, Boston Scientific, Proctor & Gamble, and Fitbit**, among others
- ✓ **FDA Registered Facility**
- ✓ Meets international **product certification compliance** including EU Medical Device Directive 2007/47/EC, International Standards, European Standards, National Standard, and Safety and Conformity marks

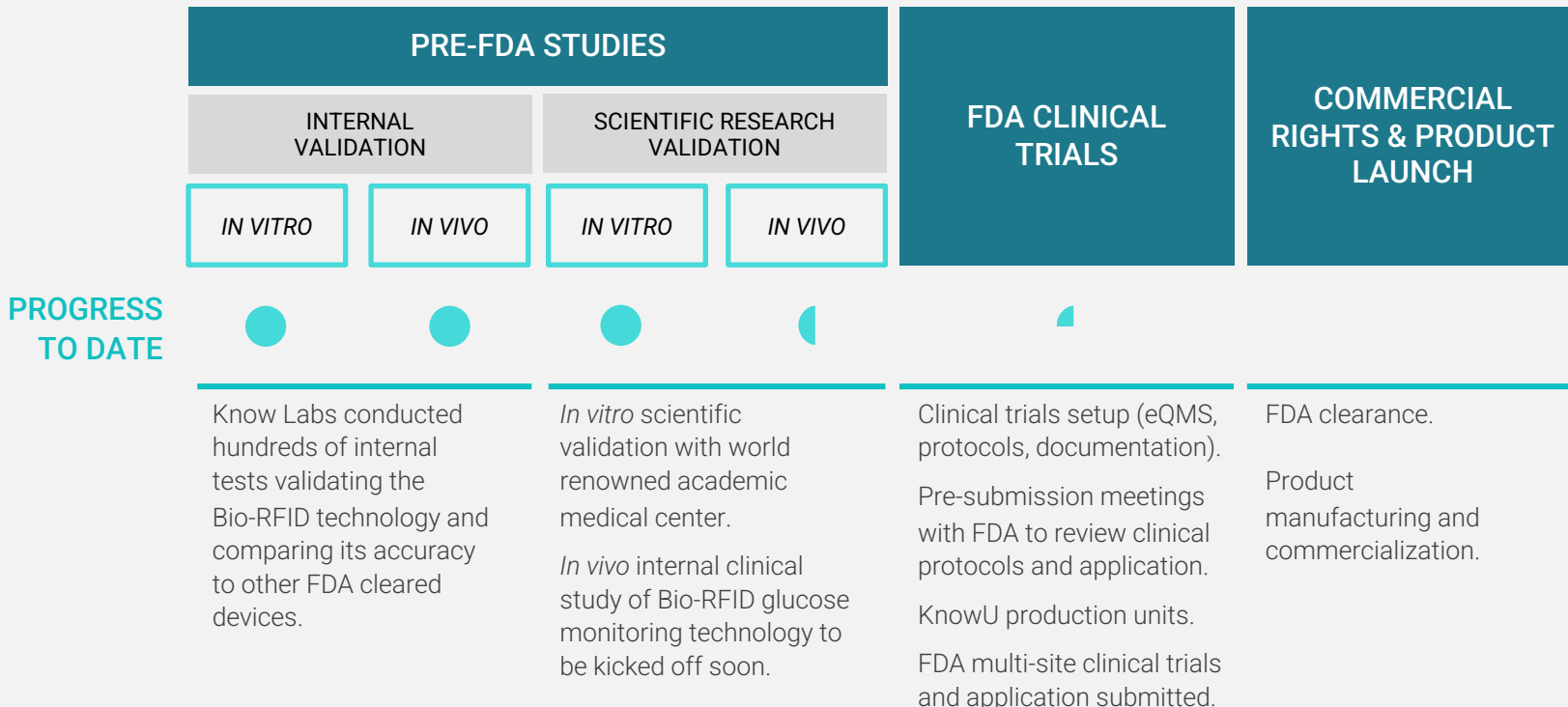
“We believe Know Labs is delivering one of the first significant technological innovation we have seen in a long time. We are eager to begin working with them to manufacture wearable products that will have a positive impact on people’s health and wellness.”

– Willy Koh, Racer CEO - May 1, 2019





Bio-RFID Path to Market



After obtaining FDA clearance, Know Labs will have the world's first non-invasive glucose monitor. Know Labs then plans to pursue other opportunities in the non-invasive detection and monitoring of a broad class of biomolecules.



Know Labs Growth Opportunities

Know Labs will initially enter the diabetic Continuous Glucose Monitoring (CGM) market with its non-invasive CGM product and then later enter other clinical monitoring markets for continuous, non-invasive hormone, metabolite, and biomolecular monitoring.

- ✓ Monitor hormones, endocrinology components, and medication metabolites.
- ✓ Apply Bio-RFID platform technology to lifestyle analysis, clinical trials and chronic illnesses.
- ✓ Potential use cases include real time wearable medication monitoring and detection of ovulation, hormone deficiency, etc.

Market Potential

Dexcom

Glucose CGM

Market cap \$54.5B

(as of November 30, 2021)

Know Labs

Glucose CGM + Other applications

Market cap \$73.5M

(as of November 30, 2021)

THANK YOU

For further information or questions,
email ask@knowlabs.co

**We are all in
this together!**

www.knowlabs.co