

A top-down view of a bed with white linens and two white pillows. The text is centered on the bed.

**Sleep is our most
important strength.**

**We want to help people
live healthier lives for
longer.**



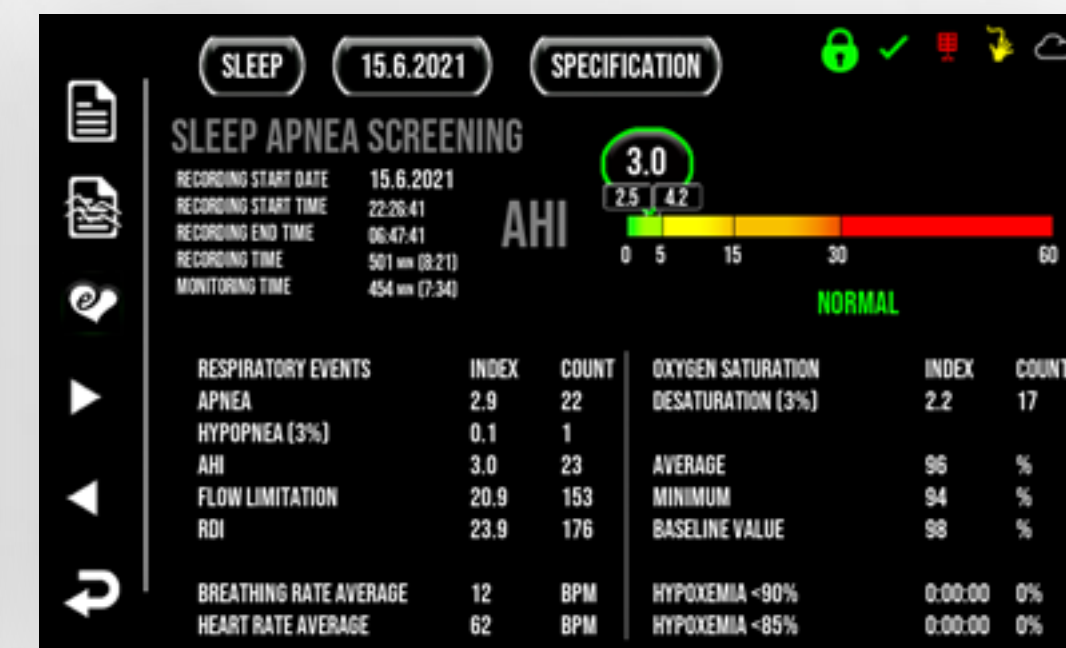
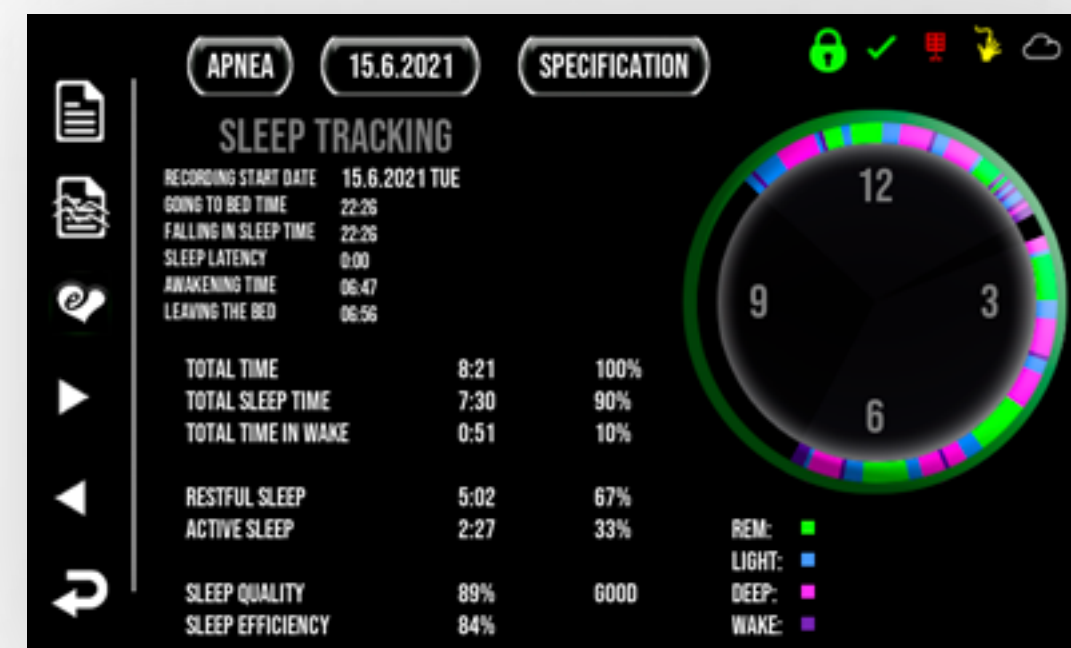
A top-down view of a bed with white linens. Two white pillows are placed at the head of the bed. The text "How did you sleep last night?" is centered on the bed.

How did you sleep last night?

**How do you feel about the
quality of your sleep?**



How did you actually sleep?



Health and functional capacity effects of non-living insomnian*

Quickly emerging:

- Increased risk of accidents (traffic, falls)
- Concentration and problem-solving skills deterioration
- Working memory loss
- Daytime fatigue
- Irritability

Long-term exposure:

- Obesity, metabolic syndrome
- Inflammatory diseases
- Type 2 diabetes and cardiovascular diseases (hypertension, coronary heart disease and atrial fibrillation)
- Memory disorders
- Depression, suicides

> Shortened life expectancy

The importance of sleep for the economy*

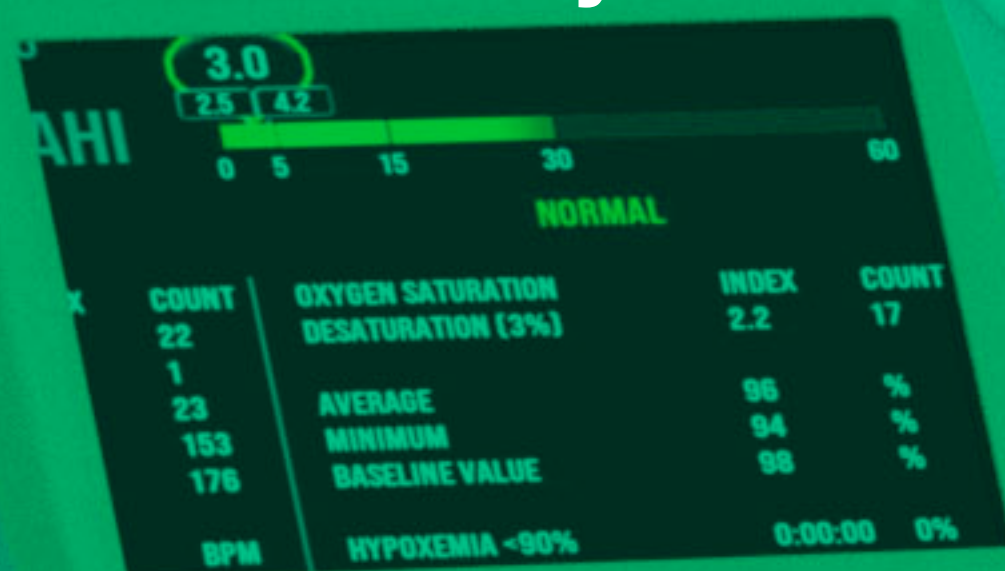
- Short-term insomnia (lasting 1-3 months) affects 20% and long-term insomnia (lasting more than 3 months) 12% of adult Finns, and these rates have been rising steadily, especially among working-age people*
- Long-term insomnia increases the risk of disability retirement (triples the risk of retirement due to depression!)
- Society and businesses face higher medical costs as poor-quality sleep persists over time
- With a shortage of workers, employees should be in good mental and physical health, so everyone should invest more in their sleep
- A good sleeper is active in the workplace and better able to cope with a wide range of work stresses
- An energetic person is more innovative in their work and more willing to try new options > less resistance to change in a lively person
- A well-sleeping person has a better chance of a longer and fuller life > stay longer in employment



eLive welfare solutions

Leading sleep analysis

- Industry-leading night-time coverage-%
- World-class accuracy



Operation with 5" touch screen

- Operates independently or as a combined device
- Can be integrated into the bed or to the measurement object
- Works without a screen, if necessary, with apps

Applications

- Unenseuranta
- Active, tracked sleep optimisation
- Monitoring vital signs in a sitting position

8-, 6- tai 4-channel bed/seat sensor

- Discreet, does not disturb sleep
- Easy to install under the mattress/seat cushion
- Accurate, reliable, patented

Obstructive sleep apnea*

- Repeated breathlessness (apnoea) lasting at least ten seconds or breathing for at least ten seconds attenuation (hypopnea) caused by narrowing of the upper airways during sleep*
- (Respiratory arrests are associated with a decrease in blood oxygen saturation, and usually end in brief unconscious awakenings from sleep - i.e. the individual may not be directly aware of their sleep problem (cf. non-living insomnia))
- Prevalence figures for Finland are not available, but globally estimated at almost 1 billion adults**
- Overweight is the main predisposing factor, but up to one in three are of normal weight (e.g. bite abnormalities are a predisposing factor)
- The most common subjective symptom is severe daytime fatigue, with less than 50% of people having actual conscious symptoms of insomnia
- Significantly increases the risk of developing type 2 diabetes or dying from cardiovascular disease

An overhead view of a woman with long blonde hair sleeping on a bed with white linens and pillows. To her right, on a white bedside table, sits a green rectangular device connected to a black power source. A green circle highlights the connection point between the device and the power source. The scene is brightly lit, creating a clean and minimalist aesthetic.

The world's easiest sleep apnea testing



Current PG and PSG

**Laborious, expensive
and inconvenient**

**Always requires a
professional to prepare
the test**



Current PG and PSG

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eLive contactless measurement

**Easy, cost-effective and non-
disruptive**

**Self-operated, automatic
measurement and analysis,
advanced analysis for medical
professionals**

The world's easiest sleep apnea testing

Does what consumer blood pressure monitors have done for the diagnosis and monitoring of hypertension.

The benefits of the eLive system:
Low measurement threshold, excellent accuracy
and useful reporting for caregivers





**The world's easiest solution for sleep
and recovery monitoring**

- **The world's easiest solution for sleep apnea screening^{*}, diagnosis^{**} and monitoring**
- **We do for sleep apnea treatment what blood pressure monitors did for home monitoring**
- **Automated, non-contact and non-intrusive measurement and advanced analysis**
- **Does not affect sleep quality**
- **Medical-grade accuracy in sensitivity and specificity in preliminary studies**
- **The perfect solution for preventive care and lifestyle changes**
- **Also suitable for remote patient monitoring**
- **Up to 10x efficiency at 10% cost compared to traditional sleep apnea measurement**



* Clinical trials are about to start in 4Q22
** Pulse oximeter required separately

Market segments

B2B (medical devices and services)

- Healthcare (hospitals, clinics, health centres, insurance companies)
- Sector requiring precision and concentration (air transport, security services, logistics)
- Companies interested in employee recovery

B2C (medical device and service)

- Suspicion of apnea (own, spouse, relative, colleague)
- People concerned about their health (parents, elderly, friends)
- Athletes, active people

OEM (welfare equipment)

- People interested in their own well-being and health
- People with some health problems, such as sleep and blood pressure problems
- Tailor-made wellbeing devices for manufacturers and brands
- E.g. bed manufacturers, office environments

Competitive advantages and benefits

B2B

- Apnea screening as a service to healthcare
 - No investment needed (turnkey service)
 - Staff spend time on the right jobs and are more productive
 - Cost-effective and scalable (10% of costs) - Preventive
- Continuous monitoring of work and functional capacity
- Employee well-being as a competitive advantage at work
- Easy integration through interfaces in a secure way

B2C

- Ease of use
- Accuracy and reliability
- Competitive pricing

OEM

- A fully customised and integrated solution
- Reliable and the best solution on the market
- Ease of use

Means to monitor sleep quality

- **Body composition sensors can be used to record sleep quality with proven accuracy and precision**
- **The non-contact measurement technology of the eLive sensors does not disturb the sleeper, so the sensor results allow for a very accurate analysis of the sleeper's sleep**
- **When the sleeper knows that the quality and duration of his sleep is not affected in any way by the sleep recording, he will also not unconsciously react to the recording**
- **While sleep apnea is a problem for tens of millions of people in the West, an even bigger problem is that hundreds of millions of people do not sleep well or for long enough to relieve the body of stress during the day during sleep**
- **The importance of good sleep is emphasised in jobs that require a high level of accuracy and reactivity**

Global market potential

Total market potential:

- USD 13.10 billion by 2028 in sleep apnea devices
- USD 545 million by 2030 for sleep apnea services

A serviceable market

- USD 1.5 billion by 2028

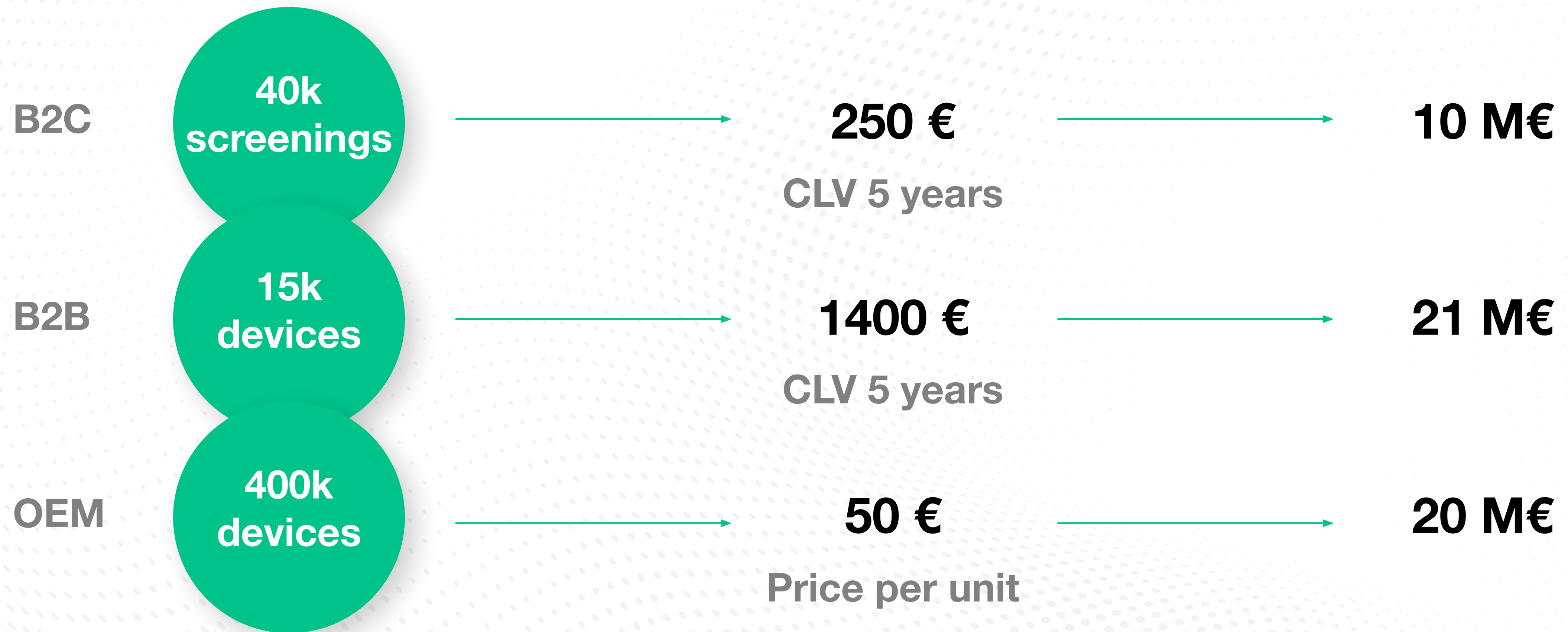
Achievable market

- USD 250 million by 2028

Cumulative turnover target

- USD 51 million by 2028
- Even a third of this target leads to a very good result, so the business potential of the eLive sensor is excellent

Business targets 2023-2028



Total 51 M€

Current situation

- The medical product is ready
- 330 units sold to over 20 European universities for sleep research (IDEA-FAST)
- Clinical trials start in 1Q23
- MDR IIa approval in early 2024
- OEM business started mass deliveries 08/22
- US customer with constantly increasing delivery volumes
- Several other brochures in the pipeline

The team



Mikko Saajanlehto

CEO, founder, partner

+20 y. demanding product and business development, digitalisation.
Success case: Netvisor



Miia Aro

Sleep medicine specialist. Partner

MD, Specialist in Respiratory Medicine and Allergology, Sleep medicine specialist



Hannu Summanen

Partner

Professional Investor



Juha Parkkinen

CTO, founder, partner

+20 y. ICT, data security, information systems, wellbeing sector, consumer marketing



Seppo Lavonen

PRRC

+20 y. Certifications and regulations of medical devices



Iina Rae

Electronics Technician

Electronics assembly professional



Jarkko Wuorinen

SRD, member of the board

M&A specialist. Od.Lis. Ex President of the Federation of Finnish Enterprises
Professional board member.



Tuomo Falck

CFO, Senior Advisor, partner

+20 y. Sales, international business development, scaleups



Ruut Kokki

PR Manager

Communication, Journalist



Mika Kastarinen

Medical Director, partner

+25 y. MD, Adjunct Professor, Specialist in Internal Medicine and Nephrology; cardiovascular diseases, pharmacotherapy, medicinal product regulations



Petri Pirttinen

Technical Director, partner

+15 y. Productization, production, electronics, mechanics, design



Heikki Sankala

Software Developer, partner

+15 y. Full stack developer, operating system, background services, interfaces

Members of the Board of Directors



Mikko Saajanlehto

CEO, Chairman of the board

+20 y. demanding product and business development, digitalisation.

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BEYOND SLEEP®

 **elive®**

