

# KNOW LABS

(OTC:KNWN)

A PLATFORM TECHNOLOGY WITH APPLICATIONS  
TO DEFINE THE FUTURE OF PERSONALIZED  
MEDICINE

\*This is not an offer to buy or sell securities. Please see offering documents for full disclosures and risks.

Boustead Securities 

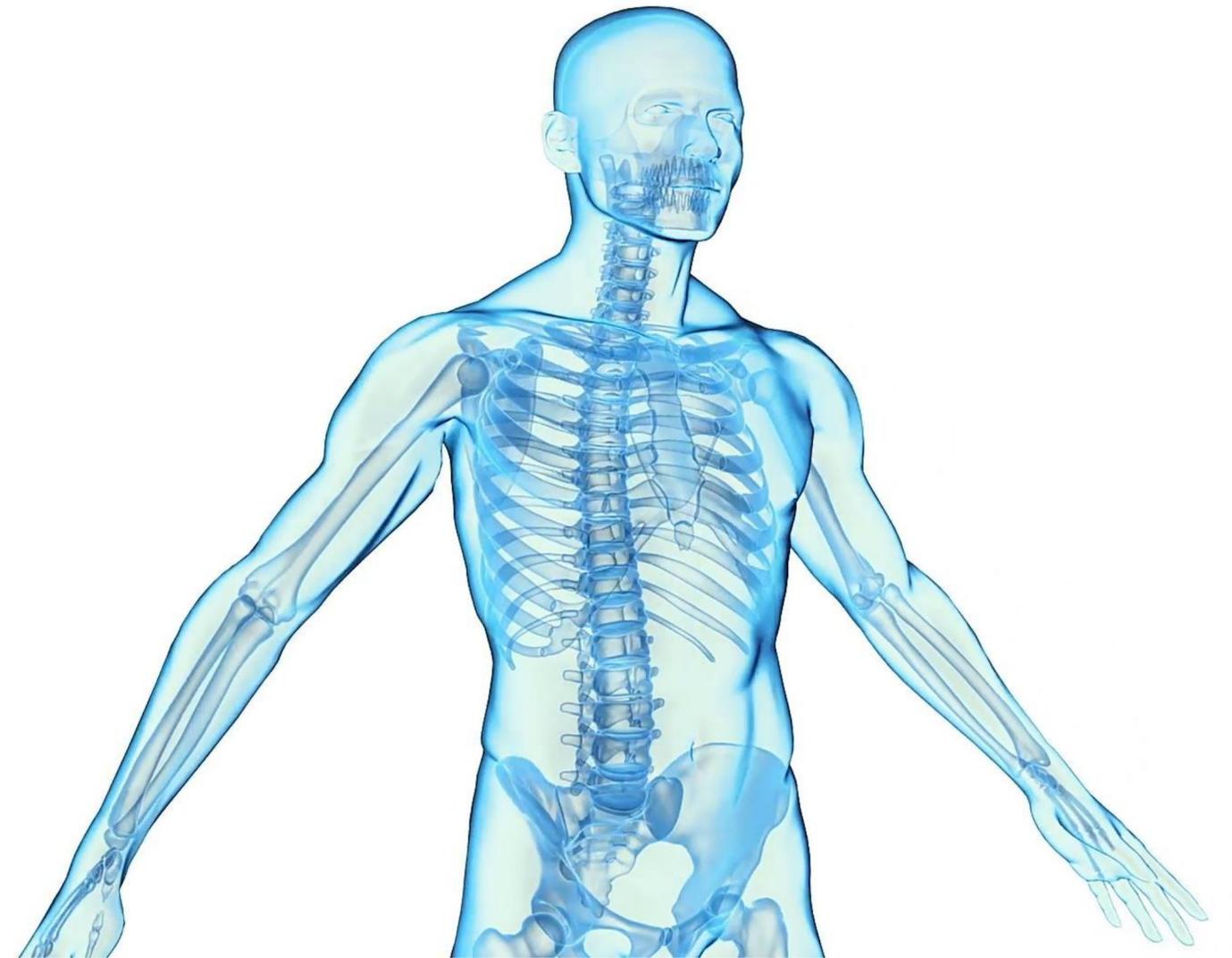
# KNOW LABS

<b>Issuer</b>	<b>Know Labs, Inc. (OTC:KNWN)</b>	
Investors	Accredited Only, under Reg D, 506 (c)	
Security Offered	Subordinated Convertible Note	
Unit Offered	Subordinated Convertible Note with 5-Year Half-Warrant to Purchase One Share of Common Stock per Unit	
Purchase Price	Face Value	
Conversion	Lesser of \$1.00 per Share or 25% Discount to Qualified Financing	
Interest/Term	Note: 8%; 1 Year Term	Warrant: 5 Years; Exercisable at 120% of Conversion
Offering Size	Up to \$5 Million	
Use of Proceeds	Product Development, Patents, Marketing, Working Capital, General Corporate Purposes	
Target Closing Date	March 31, 2019 or sooner	

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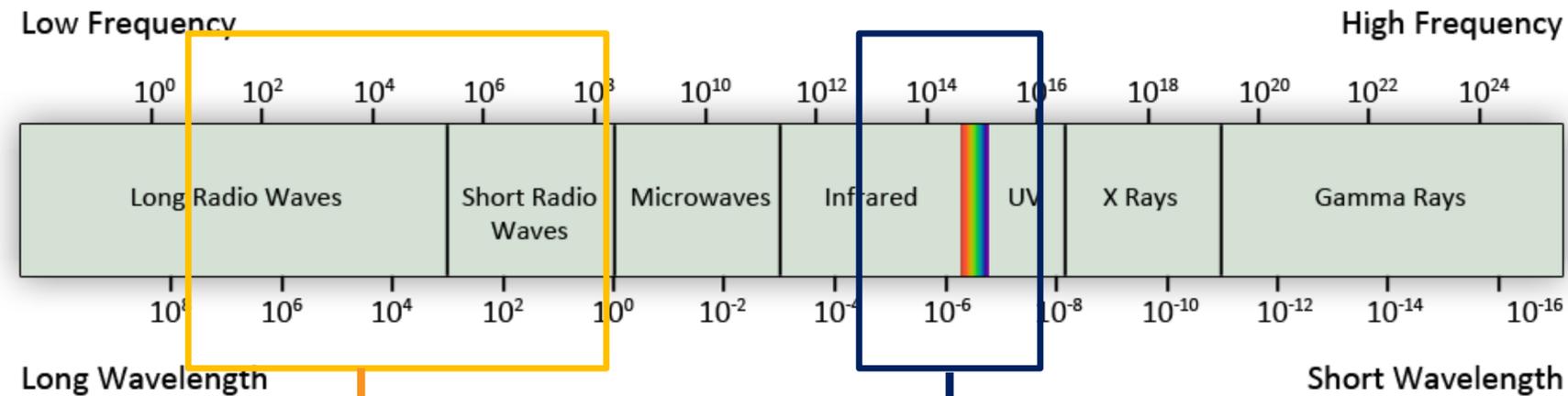
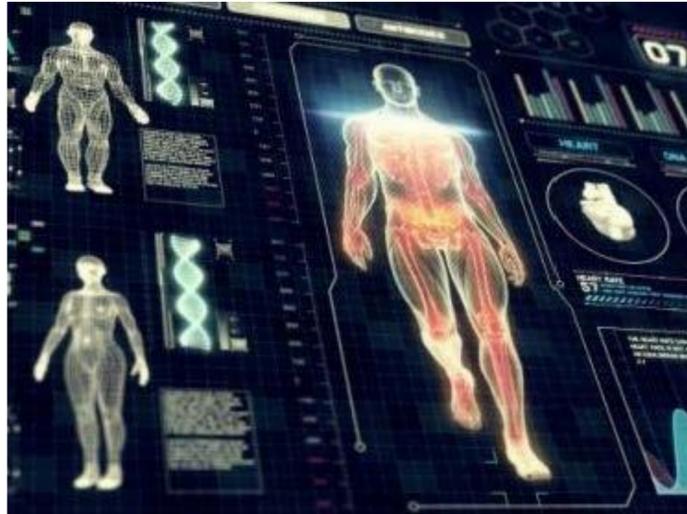
# Applications to Define The Future of Personalized Medicine

- The human body continuously emits a vast array of bio signals, as indicators of our overall health. Current technologies capture only a portion of them, most commonly through invasive blood tests, periodic monitoring, clinical labs, biochemical assays and the like.
- **Know Labs is developing and commercializing a completely new class of non-invasive biosensors potentially capable of detecting and measuring – continuously and in real-time – biomolecules such as blood glucose, hormone levels, medications and metabolites – to usher in a new era of personal health and the future of personalized medicine.**
- The goal of Know Labs is to increase both clinical and consumer understanding of one's health and body state, improve health outcomes and enhance individual's well-being, performance and user experience.



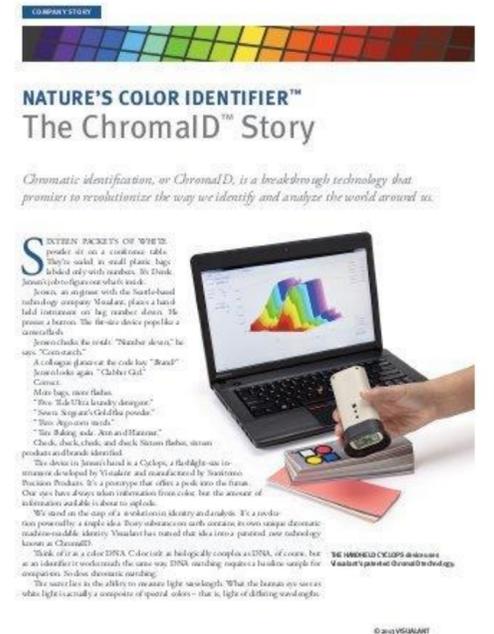
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# Technology Platform



**BioRFID™**  
RFID Biosensors  
2017 - Present

**ChromaID™**  
Opto-electronic Sensors  
2007 - Present



## Know Labs owns foundational patents across the electro-magnetic energy spectrum

- 2007: Develops ChromaID™ to uniquely identify, authenticate or analyze almost any substance or material using proprietary opto-electronic sensors operating in the near-infrared, visible light and near-UV spectrum. Use cases include detecting counterfeit products, security applications, fraud detection, product QA, etc.
- 2012: Receives first patent approval for sensor technologies developed from ChromaID™ laboratory studies.
- 2017: Leveraging the core technology and IP of ChromaID™, Know Labs develops an entirely new class of biosensors using radio waves called BioRFID™. This enables continuous, real-time, non-invasive monitoring of biomolecules in the human body with break-through use cases in non-invasive continuous blood glucose monitoring, hormone therapy, medication management, etc.
- 2018: Know Labs is aggressively pursuing development of IP from its foundational IP portfolio of 12 issued and 20 pending patents.<sup>1</sup>

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# INVESTMENT SUMMARY

- **Know Labs**. Through product commercialization, Know Labs aims to create non-invasive biosensors capable of detecting and measuring biomolecules continuously. This has applications for a new era of personal health and medicine that would allow issues derived from abnormal blood glucose, hormone, medications and metabolite levels to be discovered in real time.
- **Executive Team**. Comprised of technology inventors, investors, and product developers responsible for leading Know Labs from a development company to commercialization and scale. The team has a century of collective experience in the fields of sensor technology, opto-electronics, bio-pharma/endocrinology, and commercial development.
- **Market Opportunity**. Plans to initially enter the weight loss market with its UBAND calorie counter, then later target the diabetic market with its UBAND non-invasive CGM. Each of these markets has eligible patient population ranges in the millions,<sup>1</sup> potentially translating into a significant market opportunity.
- **Intellectual Property**. Know Labs has a foundational IP portfolio of 12 issued and 20 pending patents with an aggressive IP development plan.<sup>2</sup> ChromaID™ is Know Lab's opto-electronics sensor technology and BioRFID™ was developed in 2017 to enable continuous, real-time, non-invasive monitoring of biomolecules in the human body.

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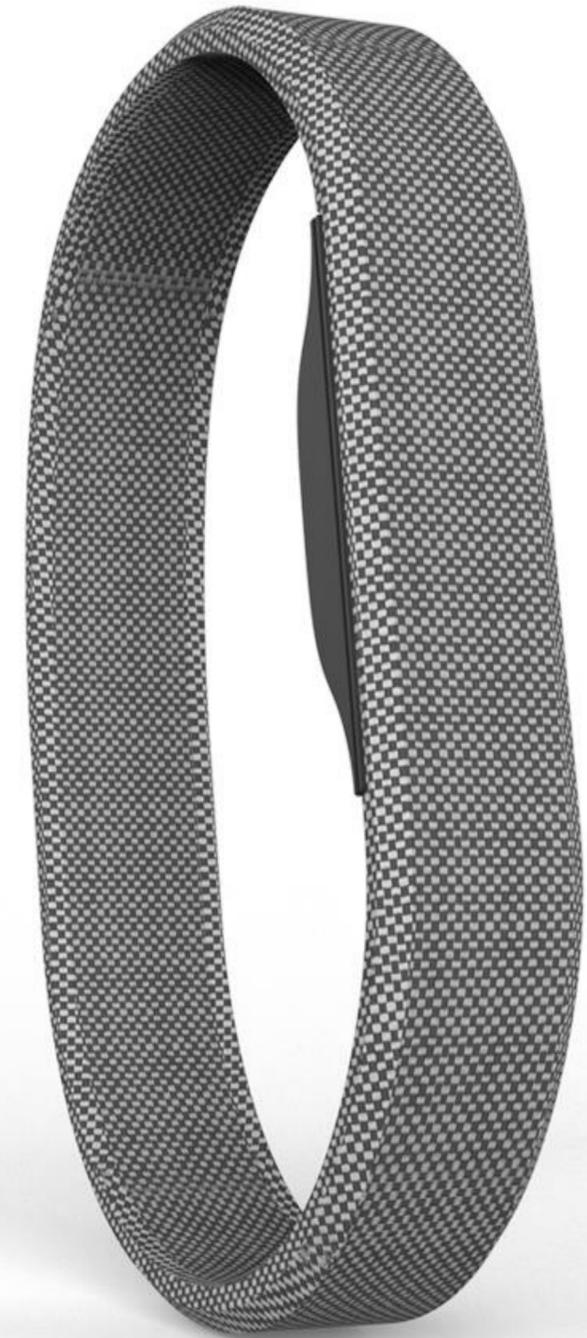
# UBAND CALORIE COUNTER

Targeting Q2-19 to launch KS campaign

- Real time wearable calorie counter
- Smartphone App
- \$99 MSRP
- Prototype created for Kickstarter
- Goal of \$5M from KS campaign

**\$12B market opportunity among competitors with potentially inferior technology.<sup>1</sup> We plan to crowd source initial data from over 100k units.**

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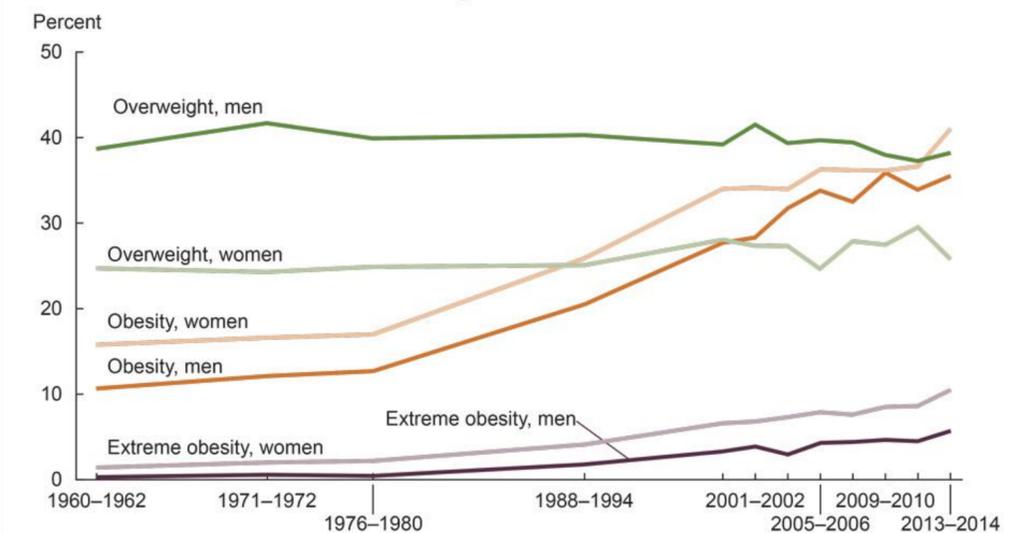


# Market Opportunity: UBAND Calorie Counter

- World wide prevalence of obesity nearly tripled between 1975 and 2016, and nearly 30% of the world's population is overweight or obese.<sup>1</sup>
- The US weight loss market was valued at \$66B in 2017, the largest market share of the global market which was valued at \$168.95B in 2016 and projected to expand to \$278.95B in 2023.<sup>2</sup>
- 71.6% of US adults age 20 or older are overweight or obese, while only 17.2% of children age 2-19 are obese.<sup>1</sup>
- Significant health risks include diabetes, hypertension, coronary heart disease, stroke, sleep apnea, and mental illnesses such as clinical depression and anxiety
- The Asia-Pacific Region is anticipated to be have the highest growth rate between 2017 and 2023, while currently there are as many obese people in the US as in India and China combined.<sup>1</sup>

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Trends in adult overweight, obesity, and extreme obesity among men and women aged 20–74: United States, 1960–1962 through 2013–2014



NOTES: Age-adjusted by the direct method to the year 2000 U.S. Census Bureau estimates using age groups 20–39, 40–59, and 60–74. Overweight is body mass index (BMI) of 25 kg/m<sup>2</sup> or greater but less than 30 kg/m<sup>2</sup>; obesity is BMI greater than or equal to 30; and extreme obesity is BMI greater than or equal to 40. Pregnant females were excluded from the analysis.  
SOURCES: NCHS, National Health Examination Survey and National Health and Nutrition Examination Surveys.



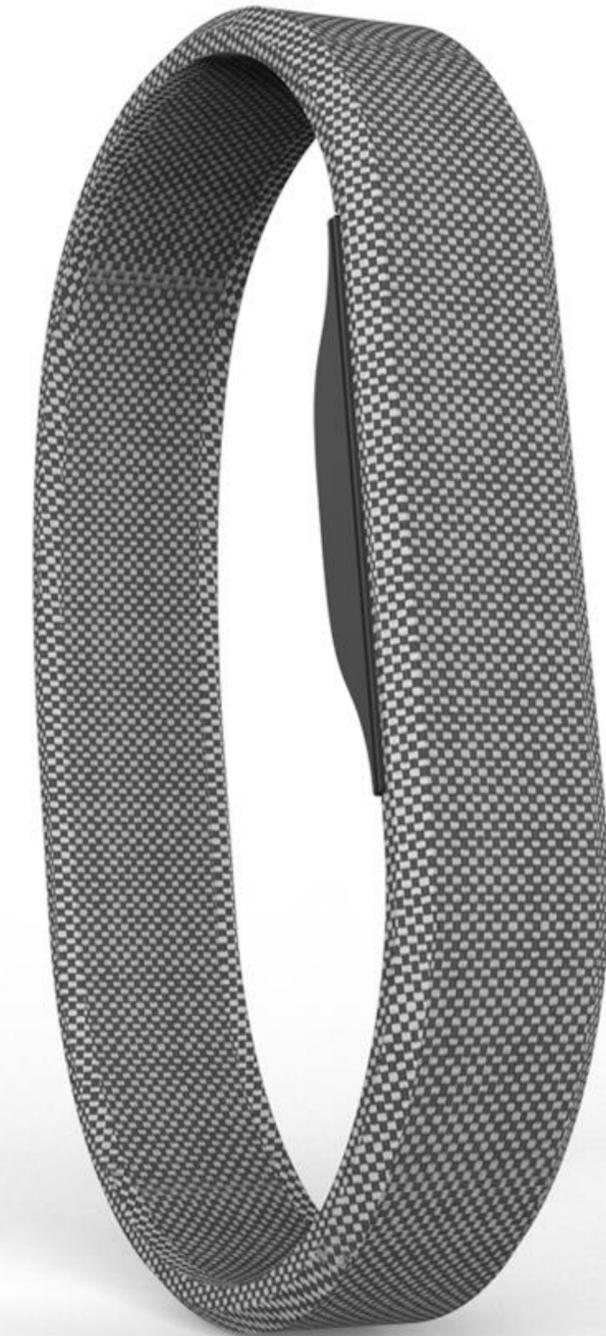
# UBAND Non-invasive CGM Continuous Glucose Monitor

Targeting Q1-20 Launch

Launch subject to FDA Class II 510k/EU CE  
Approval

- Real time wearable CGM
- Smartphone App
- \$99 MSRP plus \$49/month  
subscription

**\$32+B market opportunity<sup>1,2</sup> with potentially  
no direct competitors for products and  
licensing.**

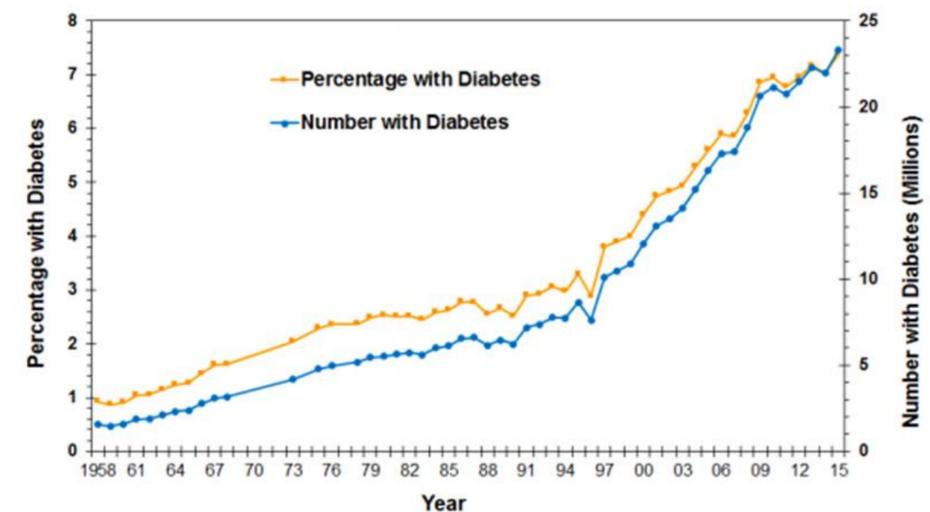


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# Market Opportunity: UBAND CGM

- Obesity is the prevailing cause of diabetes, and globally 422M people were diagnosed with diabetes as of 2014, and 642M people are predicted to have diabetes by 2040.<sup>1</sup>
- The US accounted for the world's third-largest diabetes patient pool in 2017 with more than 27M diabetes patients.<sup>2</sup>
- The Asia-Pacific Region is expected to have the highest growth rate of diabetes in the near future, with China and India being the most affected with over 120M patients combined.<sup>3</sup>
- Diabetes is a major cause of blindness, kidney failure, heart attack, amputation and stroke, and there were 1.6M deaths due to diabetes in 2016.<sup>4</sup>
- CGM devices are forecasted to have a high near-term market growth rate with the Global CGM market projected to reach \$18B by 2025 and the European CGM market expected to surpass \$800M by 2024.<sup>5</sup>

Number and Percentage of U.S. Population with Diagnosed Diabetes, 1958-2015



CDC's Division of Diabetes Translation. United States Diabetes Surveillance System available at <http://www.cdc.gov/diabetes/data>



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# US Diabetic Costs

30.2M diagnosed patients  
(1.5M additional each year)<sup>1</sup>

## **Annually per person \$7900**

- \$948 consumables
- \$1422 medication
- 720 finger pricks at average cost of \$1
- \$5530 patient care and physician office visits<sup>1</sup>

**Insulin is project to be unattainable to half of diabetic patients by 2030 according to a recently published Stanford research study<sup>2</sup>**

**\$176B costs directly attributed to diabetes<sup>1</sup>**

**415M people have diabetes (642M by 2040)**

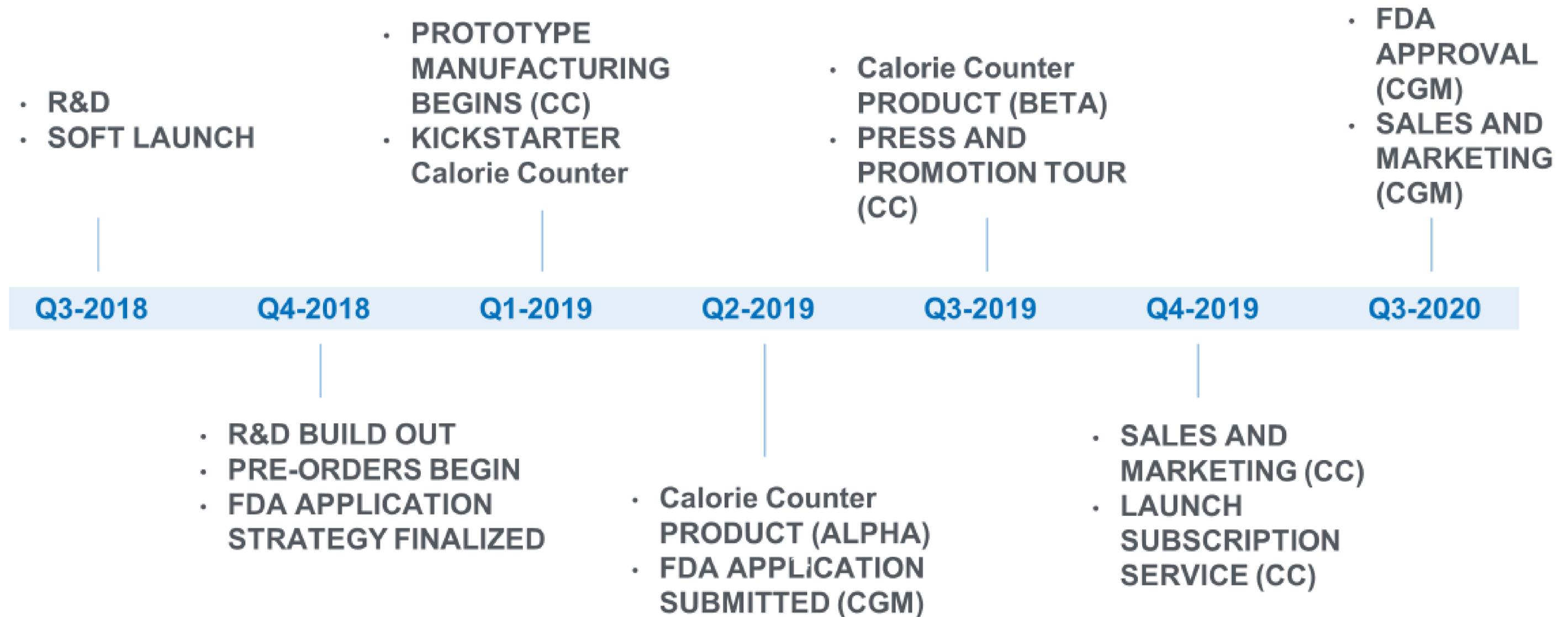
China 129M | India 102M | Brazil 16.8M | Russia 13.3M<sup>1</sup>

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# UBAND

## Project Timeline<sup>1</sup>

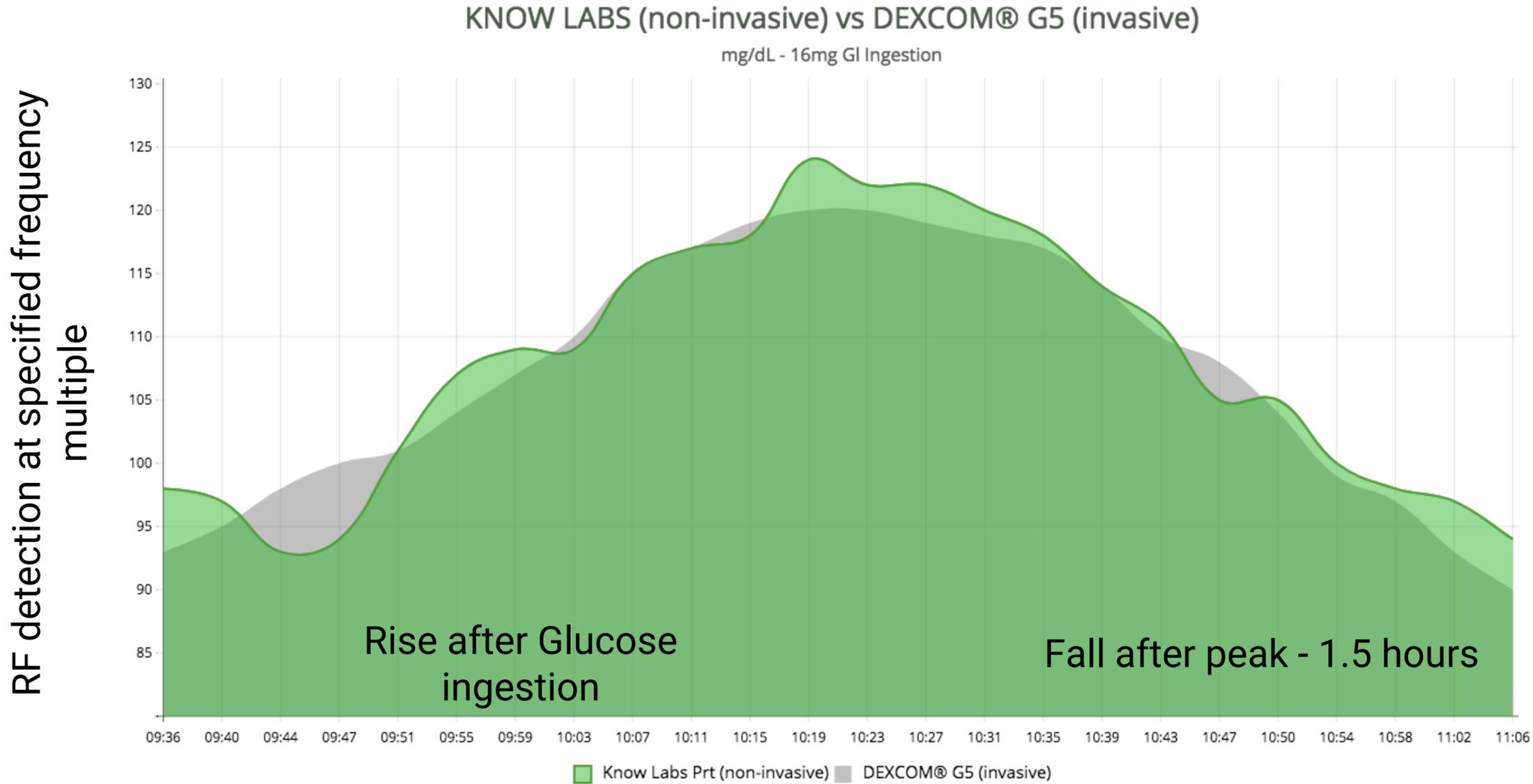


CC (Calorie Counter) | CGM (Non Invasive Constant Glucose Monitor)

<sup>1</sup>For illustrative purposes only. Know Labs Technology is in development, and there is no assurance that the development will have a successful outcome. See disclosures at the end.

# CGM Testing

Correlation of our non invasive Bio-RFID™ technology to blood glucose invasive Dexcom G5 (Source: Know Labs Testing, Jan.-Oct. 2018).

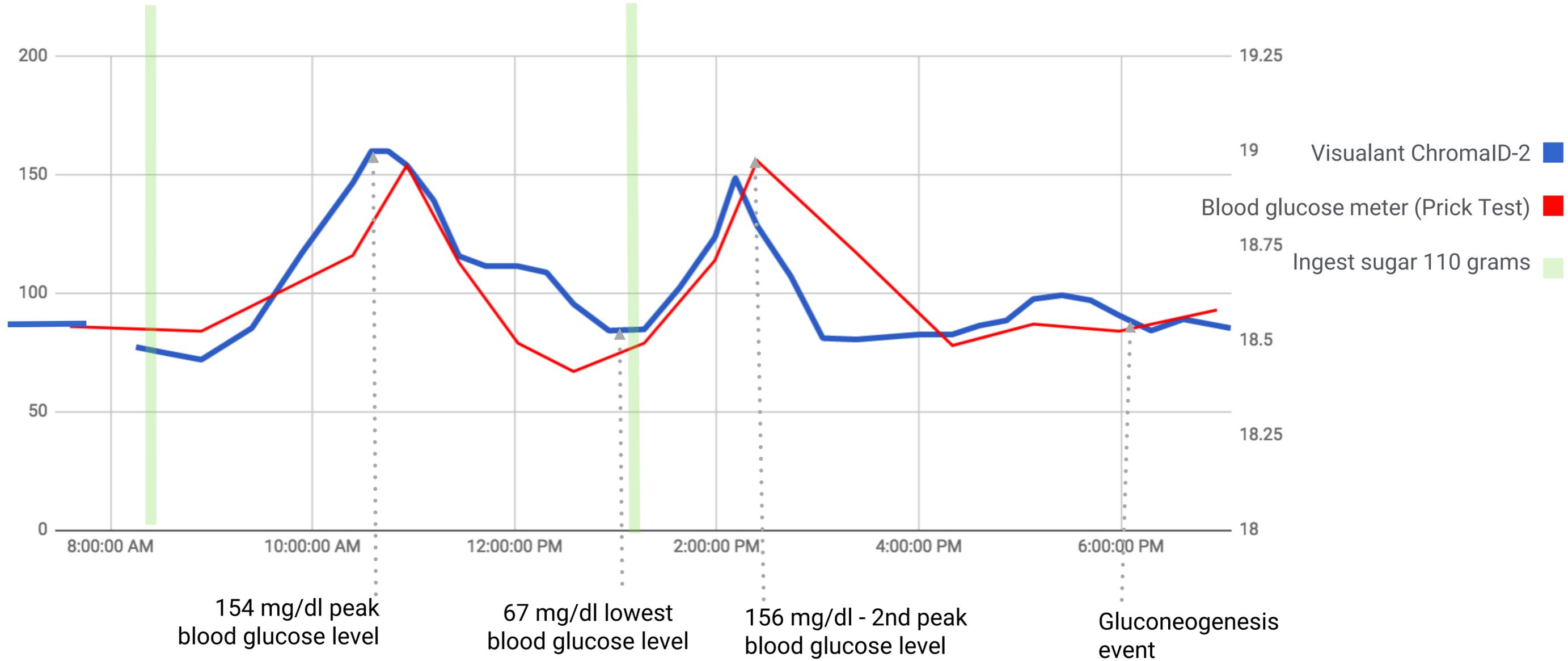


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# CGM TESTING

Bio-RFID™ vs FDA-approved

blood glucose meter (Source: Know Labs Testing, Jan.-Oct. 2018)



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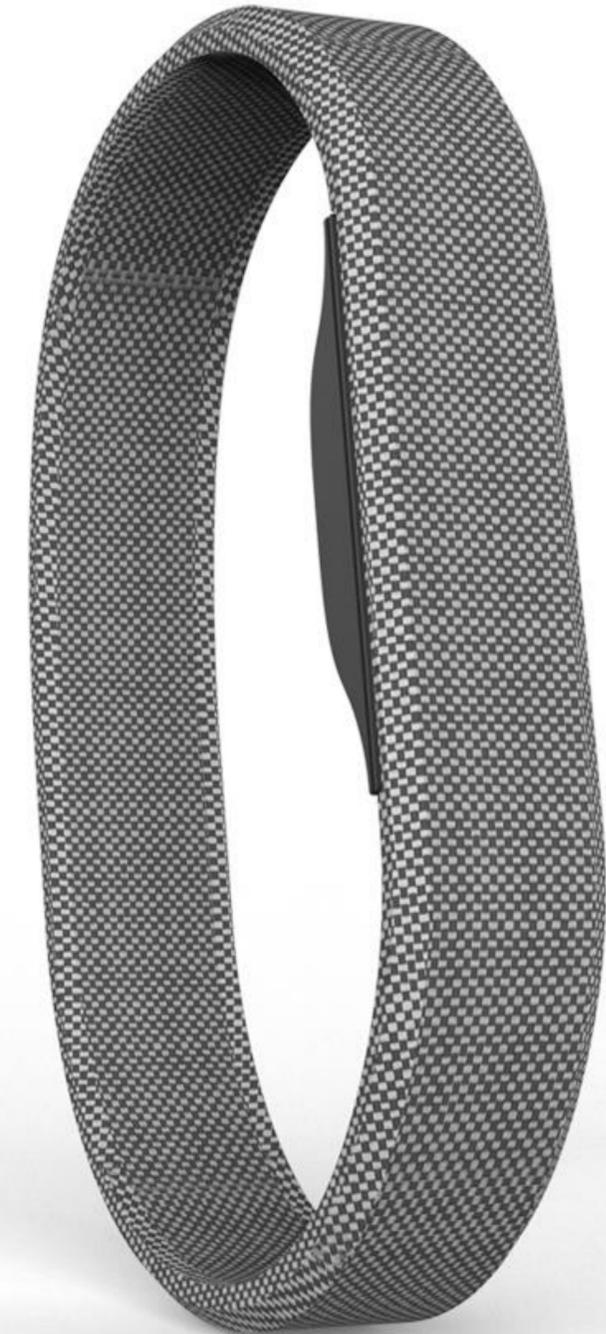
# FUTURE

## Non invasive detection and monitoring

Monitoring of hormones, endocrinology components, and medication metabolites. Applied to lifestyle analysis, clinical trials and chronic illnesses.

- Use Cases include detection of ovulation, hormone deficiency, etc.
- Real time wearable medication monitoring
- Smartphone App

**\$100B+ industry creating opportunity<sup>1</sup> – potentially no current competitors**

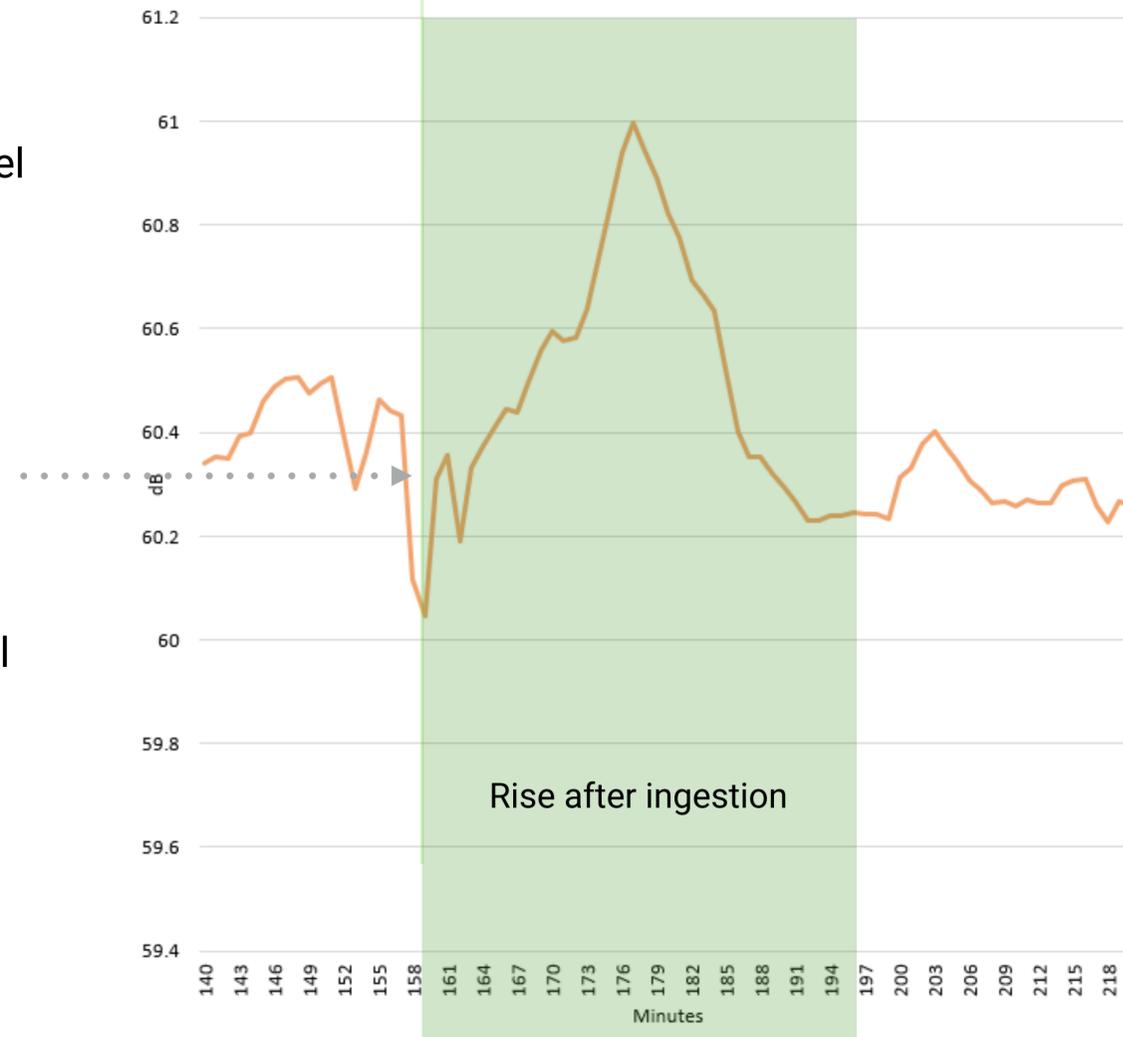


# Tylenol Initial Results

## R&D Ongoing

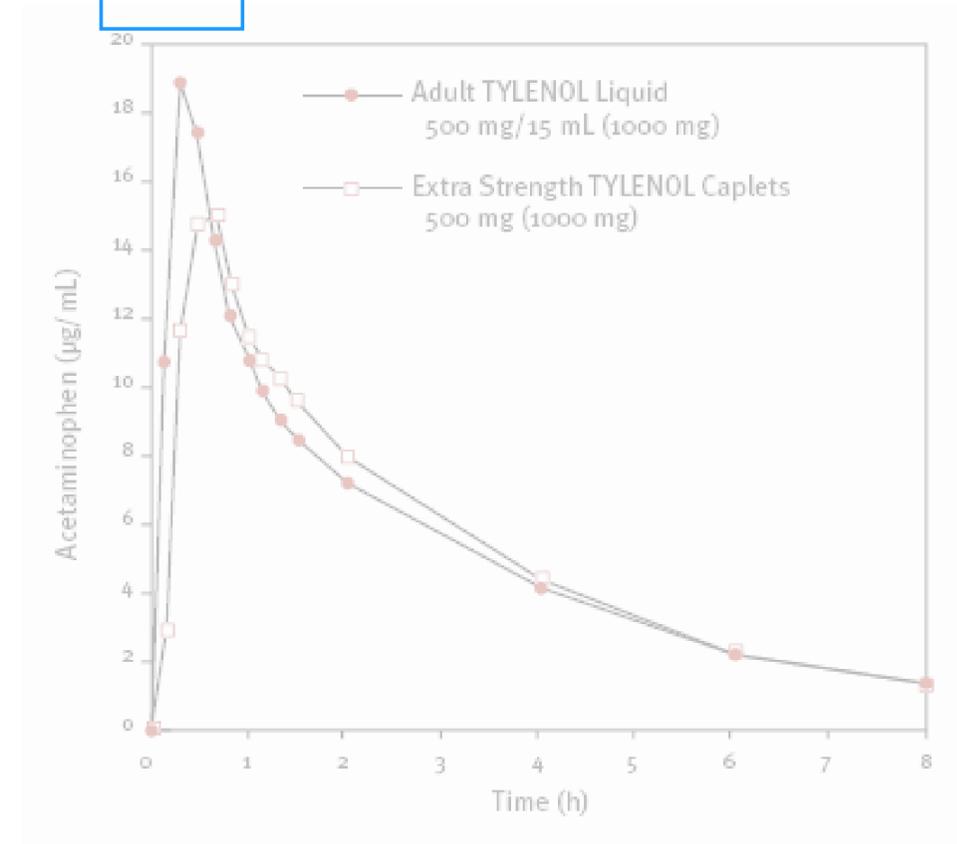
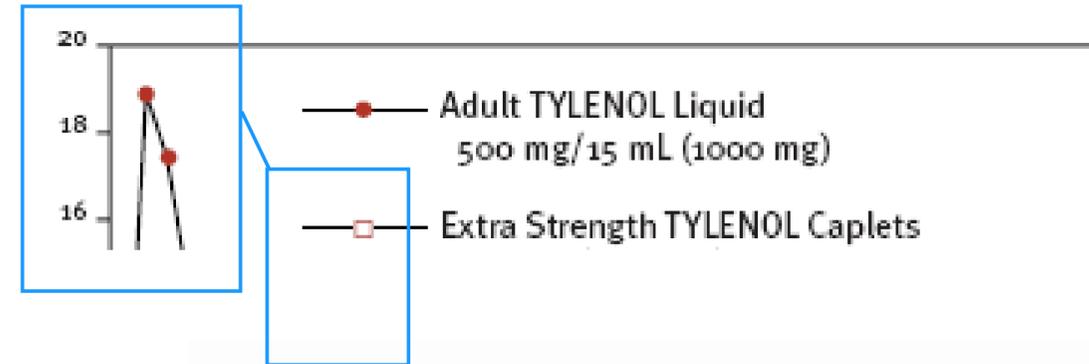
(Source: Know Labs Testing: Jan.-Oct. 2018)

- peak Tylenol level



- Ingest 3x Tylenol

(Source: Rx List: Dec. 2017)



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<http://pharmhint.com/mededit?id=32&sid=>

# LONG TERM FUTURE

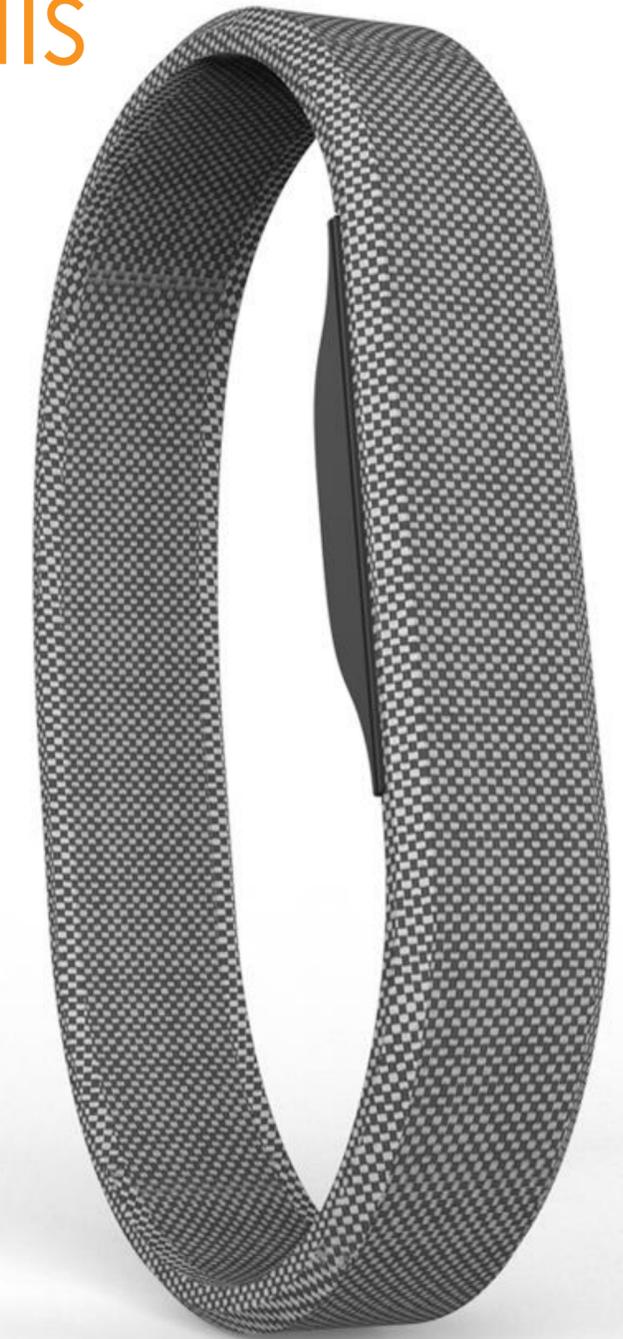
## Non-invasive monitoring of bio-signals and bio-molecular spectrum

UBAND can collect more than 100k  
measurements every second.<sup>1</sup>



- Historical bio-sensory data collection  
Retrospective analysis and predictions

**The goal is to create one of the world's largest bio-sensory database with use cases to include management of chronic illness terminal illness, health early warning systems, and more.**



# Know Labs Leadership

<b>Ron Erickson, Founder and Chairman</b>	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.
<b>Phil Bosua, Chief Executive Officer</b>	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.
<b>James Anderson, M.D., Chief Medical Officer</b>	Previously Medical Leader, Diabetes and Endocrinology at Eli Lilly and Company, Chief of Medicine at the US Army Medical Research Institute for Infectious Diseases, Director at GenereX Biotechnology Corporation, and Medical Director at Catapult Health.
<b>William Owens, Director</b>	Executive Chairman at Red Bison Advisory Group, former Chairman of Century Link Telecom, and former Vice Chairman US Joint Chiefs of Staff.
<b>Ichiro Takesako, Director</b>	President of M2M Technologies, Inc. and At Signal, Inc. and General Manager of Business Development at Sumitomo Precision Products Co., Ltd.
<b>Jon Pepper, Director</b>	Partner and Owner at Pepcom, Inc., the leader in technology showcase events. Previously founded DigitalFocus newsletter, former technology journalist and columnist whose work appeared in The New York Times, Fortune, PC Magazine, and other publications.
<b>Cozen O'Conner, IP Counsel</b>	700+ lawyer firm based in Philadelphia with a local office in Seattle. Specializes in business and litigation law, including IP.
<b>Horwitz &amp; Armstrong, Securities Counsel</b>	West Coast-based business law firm with a unique expertise in assisting companies in identifying and raising financial capital in both the private and public markets.

# Capitalization Table<sup>1</sup>

Cap Table	Fully Diluted Shares	Fully Diluted Shares (%)	Pre-Money Valuation
<b>Common Stock</b>	17,531,502	35.70%	\$17,811,451
<b>Options (Avg. \$1.76)</b>	2,182,668	4.44%	\$2,282,668
<b>Warrants (Avg. \$0.328)</b>	15,473,398	31.50%	\$15,173,398
<b>Conv. Debt (Avg. \$0.25)</b>	9,020,264	18.36%	\$9,020,264
<b>Preferred Stock (1x)</b>	4,914,071	10.00%	\$4,914,071
<b>Total</b>	<b>49,121,903</b>	<b>100%</b>	<b>\$49,201,852****</b>

\*100,000,000 Authorized Common Shares

\*\*5,000,000 Authorized Preferred Shares

\*\*\*Priced at \$1.00/Share

\*\*\*\*Enterprise Value=\$37,952,416

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# Know Labs Use of Proceeds<sup>1</sup>

<b>Use of Proceeds</b>	<b>Amount Dedicated</b>
<b>Product Development</b> (Lab Equipment, Personnel, Development Costs, Other)	\$1,525,000
<b>Patents</b> (Internal Patents)	\$250,000
<b>Marketing</b> (Personnel, Marketing Research, Advertising, Investor Relations, Travel & Entertainment)	\$930,000
<b>Working Capital and General Corporate Purposes</b>	\$2,295,000
<b>Total Use of Proceeds</b>	\$5,000,000

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# APPENDICES

## Dexcom®

DXCM market cap \$12.7B

Invasive micro needle held in place with adhesive patch which is changed every 7 days.

\$1160 - Initial Cost  
\$490 - Monthly Cost

**\$5780 per year<sup>1</sup>**

## UBAND™

KNWN market cap \$65M

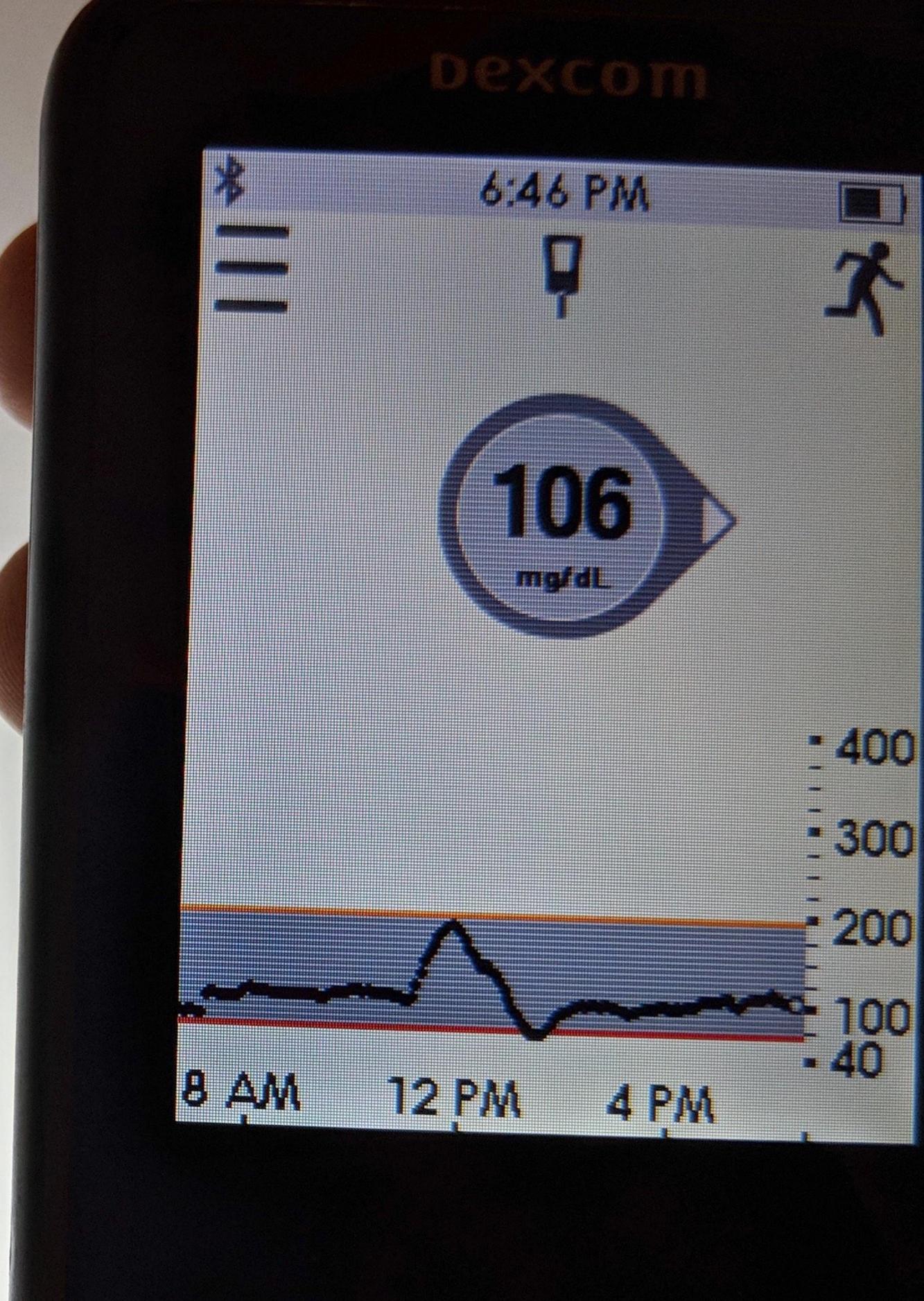
Non-invasive wearable with 30 day battery life and Bluetooth connected Smartphone App.

\$99 - Initial Cost  
\$49 - Monthly Cost

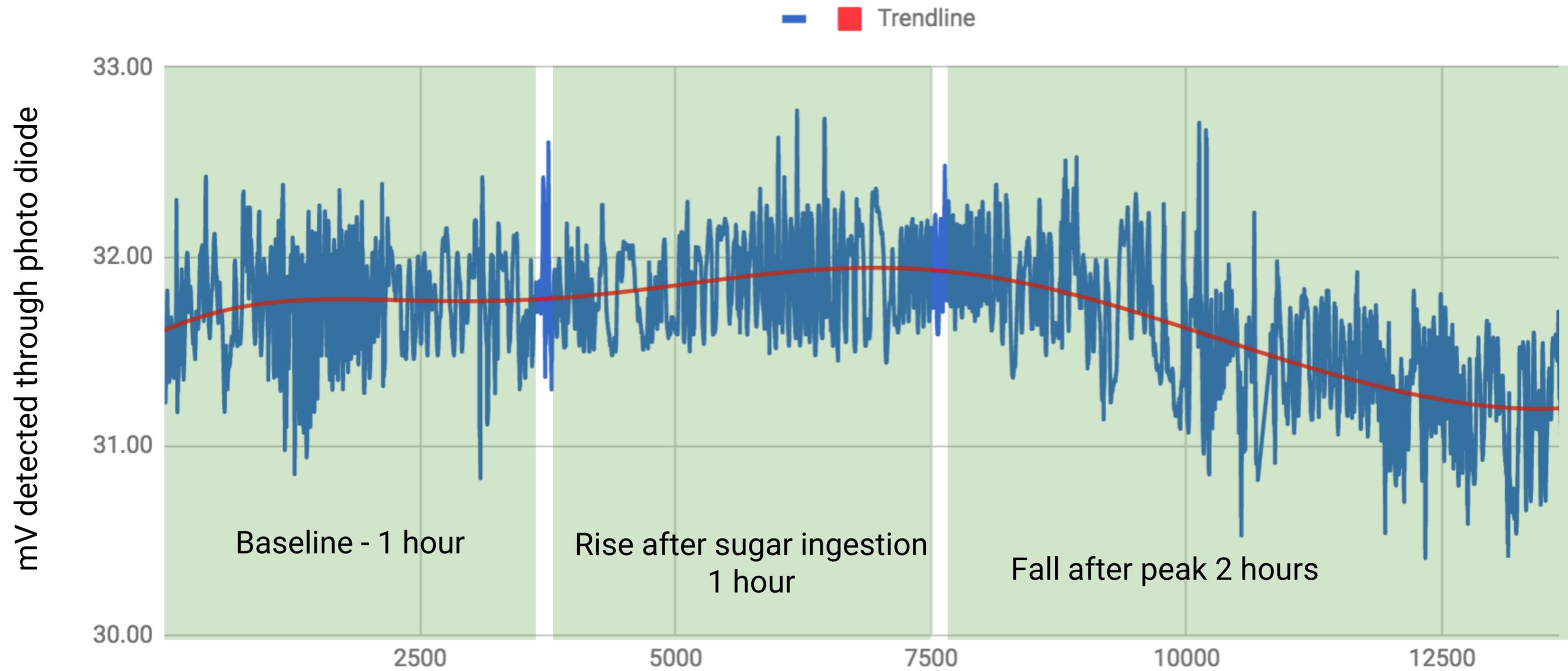
**\$688 per year<sup>1</sup>**

20

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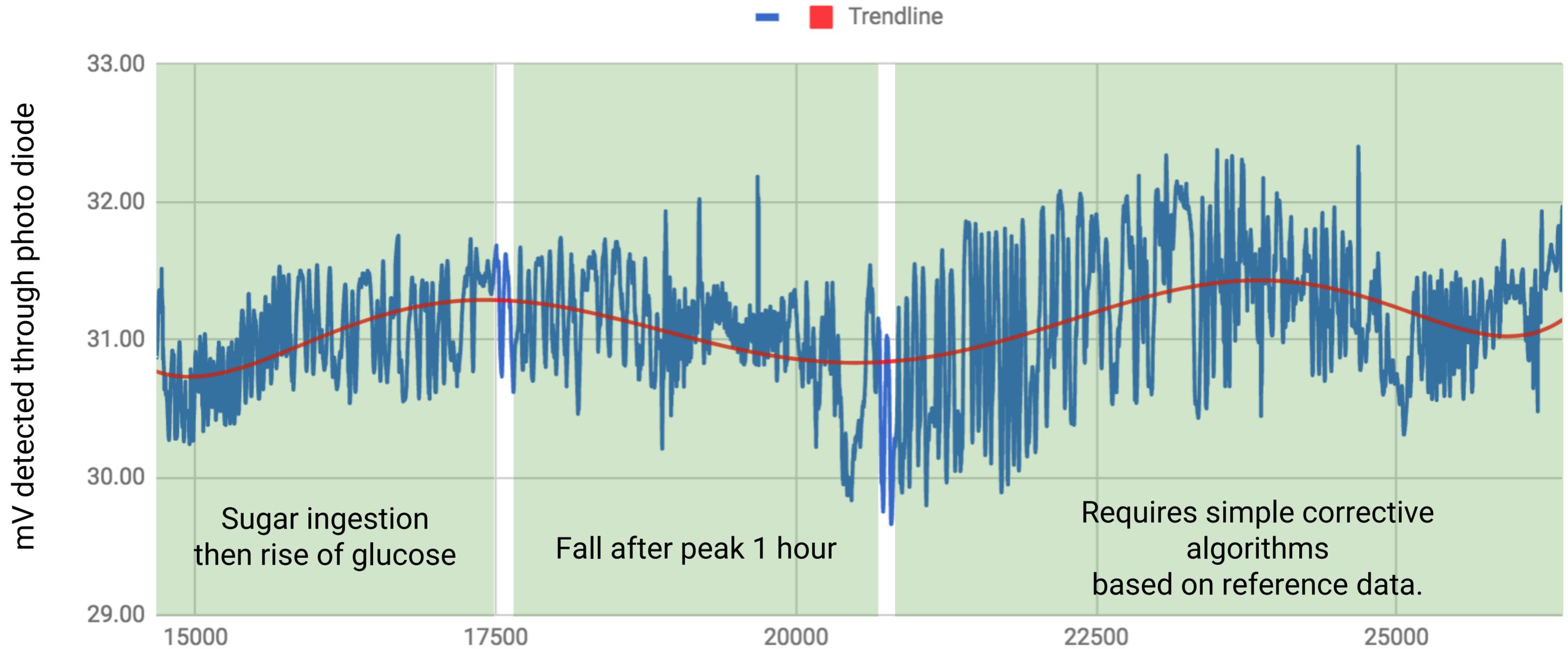


Breakthrough research now correlates with our non invasive Bio-RFID™ technology to blood glucose invasive prick test.  
(Source: Know Labs Testing, Jan.-Oct. 2018)



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Data is non linear using both methods.  
Responsiveness is accurate.  
(Source: Know Labs Testing, Jan.-Oct. 2018)



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# References

Slide 4, Note 1 Know Labs Management.

Slide 5, Note 1 “The U.S. Weight Loss & Diet Control Market - Market Valued at \$66 Billion in 2017 - ResearchAndMarkets.com.” Bizjournals.com, The Business Journals, 1 Mar. 2018, [www.bizjournals.com/businesswire/press\\_releases/2018/03/01/20180301006252](http://www.bizjournals.com/businesswire/press_releases/2018/03/01/20180301006252).

Slide 5, Note 2 Know Labs Management.

Slide 6/7, Note 1 “Global Weight Loss and Weight Management Market 2018 Analysis, Size, Share, Facts and Figures with Products Overview, Services and Forecast 2023.” Reuters, Thomson Reuters, 16 Jan. 2018, [www.reuters.com/brandfeatures/venture-capital/article?id=25242](http://www.reuters.com/brandfeatures/venture-capital/article?id=25242).

Slide 7, Note 2 “National Center for Health Statistics, Obesity and Overweight.” Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, 3 May 2017, [www.cdc.gov/nchs/fastats/obesity-overweight.htm](http://www.cdc.gov/nchs/fastats/obesity-overweight.htm).

Slide 8, Note 1 “Global Continuous Glucose Monitoring (CGM) Devices Market to Surpass US\$ 18 Billion by 2025.” Globe Newswire News Room, Coherent Market Insights , 21 May 2018, <https://globenewswire.com/news-release/2018/05/21/1509416/0/en/Global-Continuous-Glucose-Monitoring-CGM-Devices-Market-to-Surpass-US-18-Billion-by-2025.html>

Slide 8, Note 2 “The CGM Market in Europe 2018-2024: Market Is Expected to Exceed \$800 Million by the End of 2024 - ResearchAndMarkets.com.” AP News, Associated Press, 16 July 2018, [www.apnews.com/0612facc940c4a1a9bbe7d525574ff33](http://www.apnews.com/0612facc940c4a1a9bbe7d525574ff33).

Slide 9, Note 1 “Global Continuous Glucose Monitoring (CGM) Devices Market to Surpass US\$ 18 Billion by 2025.” Globe Newswire News Room, Coherent Market Insights , 21 May 2018, <https://globenewswire.com/news-release/2018/05/21/1509416/0/en/Global-Continuous-Glucose-Monitoring-CGM-Devices-Market-to-Surpass-US-18-Billion-by-2025.html>

Slide 9, Note 2 “The CGM Market in Europe 2018-2024: Market Is Expected to Exceed \$800 Million by the End of 2024 - ResearchAndMarkets.com.” AP News, Associated Press, 16 July 2018, [www.apnews.com/0612facc940c4a1a9bbe7d525574ff33](http://www.apnews.com/0612facc940c4a1a9bbe7d525574ff33).

Slide 9, Note 3 “Global Diabetes Market 2018 Share, Trend, Segmentation and Forecast to 2023.” MarketWatch, MarketWatch, 13 Aug. 2018, [www.marketwatch.com/press-release/global-diabetes-market-2018-share-trend-segmentation-and-forecast-to-2023-2018-08-13](http://www.marketwatch.com/press-release/global-diabetes-market-2018-share-trend-segmentation-and-forecast-to-2023-2018-08-13).

Slide 9, Note 4 “Diabetes.” World Health Organization, World Health Organization, 30 Oct. 2018, [www.who.int/news-room/fact-sheets/detail/diabetes](http://www.who.int/news-room/fact-sheets/detail/diabetes).

Slide 9, Note 5 Ogurtsova, K., et al. “IDF Diabetes Atlas: Global Estimates for the Prevalence of Diabetes for 2015 and 2040.” Diabetes Research and Clinical Practice, vol. 128, 31 Mar. 2017, pp. 40–50., doi:10.1016/j.diabres.2017.03.024. [https://www.diabetesresearchclinicalpractice.com/article/S0168-8227\(17\)30375-3/pdf](https://www.diabetesresearchclinicalpractice.com/article/S0168-8227(17)30375-3/pdf)

Slide 9, Chart 6 “Diabetes.” World Health Organization, World Health Organization, 30 Oct. 2018, [www.who.int/news-room/fact-sheets/detail/diabetes](http://www.who.int/news-room/fact-sheets/detail/diabetes).

Slide 10, Note 1 “Global Diabetes Market 2018 Share, Trend, Segmentation and Forecast to 2023.” MarketWatch, MarketWatch, 13 Aug. 2018, [www.marketwatch.com/press-release/global-diabetes-market-2018-share-trend-segmentation-and-forecast-to-2023-2018-08-13](http://www.marketwatch.com/press-release/global-diabetes-market-2018-share-trend-segmentation-and-forecast-to-2023-2018-08-13).

Slide 10, Note 2 Senthilingam, Meera. “40 Million people with diabetes will be left without Insulin by 2030.” 21 Nov. 2018 <https://www.cnn.com/2018/11/21/health/global-insulin-shortage-diabetes-intl/index.html>

Slide 11, Note 1 Know Labs Business Plans.

Slide 12/13/15/16, Note 1 Know Labs Test Results.

Slide 14, Note 1 “Global Diabetes Market 2018 Share, Trend, Segmentation and Forecast to 2023.” MarketWatch, MarketWatch, 13 Aug. 2018, [www.marketwatch.com/press-release/global-diabetes-market-2018-share-trend-segmentation-and-forecast-to-2023-2018-08-13](http://www.marketwatch.com/press-release/global-diabetes-market-2018-share-trend-segmentation-and-forecast-to-2023-2018-08-13).

Slide 18/19, Note 1 Know Labs Business Plans.

Slide 20, Note 1 Know Labs Estimates.

Slide 21/22 Note 1 Know Labs Test Results.

# DISCLOSURE

## SEC Legend-Regulation D Offerings

Memoranda regarding the offerings for **Know Labs, Inc.** described in this email will be filed with the Securities and Exchange Commission (“SEC”). These offerings may only be purchased by accredited investors as defined in Rule 501(a) of Regulation D of the Securities Act of 1933, as amended. The SEC typically will not review, and will not qualify, those memoranda. The SEC does not approve, pass upon the merits, or pass upon the accuracy or completeness of the information in such memoranda. If you are an accredited investor, you may obtain a copy of the memoranda for **Know Labs, Inc. [here](#)**.

## Liquidity Risk-Regulation D Offerings

Investment in **Know Labs, Inc.** have a high degree of risk including the lack of a market for their securities, as well as other risks common to Regulation D investments generally, including, but not limited to, other substantial restrictions on transferability, making this investment highly illiquid. **Know Labs, Inc.** can make no assurances about the success of their products, licensing or marketing efforts, any plans to make their securities liquid at any time, if ever, or their ability to eventually qualify for a listing on a national, or any other, securities exchange; consequently, investors in Angionetics, Inc. may lose some or all of their investments.

## Forward-Looking Statements

We make statements herein that are considered “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended (the “Securities Act”), which are usually identified by the use of words such as “anticipates,” “believes,” “estimates,” “expects,” “intends,” “may,” “plans,” “projects,” “seeks,” “should,” “will,” and variations of such words or similar expressions. We intend for these forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995 and are including this statement herein for purposes of complying with those safe harbor provisions. Similar statements are made in the Offering Circulars or offering memoranda of the companies mentioned herein. These forward-looking statements reflect, as applicable, our or mentioned companies’ current views about plans, intentions, expectations, strategies and prospects, which are based on the information currently available to them or us and on assumptions they or we have made. Although they or we believe that such plans, intentions, expectations, strategies and prospects as reflected in or suggested by those forward-looking statements are reasonable, they or we can give no assurance that such plans, intentions, expectations or strategies will be attained or achieved. Furthermore, actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond their or our control. For further discussion of the factors that could affect outcomes, please refer to the risk factors set forth in the “Risk Factors” sections of the Final Offering Circular of Regulation A+ Offerings or the memoranda of the Regulation D Offerings. They or we assume no obligation to update publicly any forward-looking statements, whether as a result of new information, future events or otherwise.

# DISCLOSURE

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