



**PATENTED TECHNOLOGY PLATFORM FOR THE  
*NON-INVASIVE* CONTINUOUS REAL-TIME  
MONITORING OF BLOOD GLUCOSE AND  
OTHER BIOMOLECULES**

**APRIL 2020**

Boustead Securities 

There is no guarantee that any specific objective will be achieved. Investments may be illiquid, highly speculative and there is risk of the total loss of your investment. See disclosures at the beginning.

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# DISCLOSURE

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## **CAUTIONARY STATEMENT CONCERNING FORWARD LOOKING STATEMENTS**

**This document contains forward-looking statements. In addition, from time to time, we or our representatives may make forward-looking statements orally or in writing. We base these forward-looking statements on our expectations and projections about future events, which we derive from the information currently available to us. Such forward-looking statements relate to future events or our future performance, including: our financial performance and projections; our growth in revenue and earnings; and our business prospects and opportunities. You can identify forward-looking statements by those that are not historical in nature, particularly those that use terminology such as "may," "should," "expects," "anticipates," "contemplates," "estimates," "believes," "plans," "projected," "predicts," "potential," or "hopes" or the negative of these or similar terms. In evaluating these forward-looking statements, you should consider various factors, including: our ability to change the direction of the Company; our ability to keep pace with new technology and changing market needs; and the competitive environment of our business. These and other factors may cause our actual results to differ materially from any forward-looking statement. Forward-looking statements are only predictions. The forward-looking events discussed in this document and other statements made from time to time by us or our representatives, may not occur, and actual events and results may differ materially and are subject to risks, uncertainties and assumptions about us. We are not obligated to publicly update or revise any forward-looking statement, whether as a result of uncertainties and assumptions, the forward-looking events discussed in this document and other statements made from time to time by us or our representatives might not occur.**

## RISK FACTORS OF THE COMPANY

***We need additional financing to support our technology development and ongoing operations, pay our debts and maintain ownership of our intellectual properties.***

We are currently operating at a loss. We believe that our cash on hand will be sufficient to fund our operations through June 30, 2020... We need additional financing to implement our business plan and to service our ongoing operations, pay our current debts (described below) and maintain ownership of our intellectual property. There can be no assurance that we will be able to secure any needed funding, or that if such funding is available, the terms or conditions would be acceptable to us. If we are unable to obtain additional financing when it is needed, we will need to restructure our operations and/or divest all or a portion of our business. We may seek additional capital through a combination of private and public equity offerings, debt financings and strategic collaborations. Debt financing, if obtained, may involve agreements that include covenants limiting or restricting our ability to take specific actions, such as incurring additional debt, and could increase our expenses and require that our assets secure such debt. Equity financing, if obtained, could result in dilution to our then-existing stockholders and/or require such stockholders to waive certain rights and preferences. If such financing is not available on satisfactory terms, or is not available at all, we may be required to delay, scale back, eliminate the development of business opportunities or file for bankruptcy and our operations and financial condition may be materially adversely affected. There can be no assurance that we will be able to sell that number of shares, if any.

***We need to continue as a going concern if our business is to succeed.***

Because of our recurring losses and negative cash flows from operations, the audit report of our independent registered public accountants on our consolidated financial statements for the year ended September 30, 2019 contains an explanatory paragraph stating that there is substantial doubt about our ability to continue as a going concern. Factors identified in the report include our historical net losses, negative working capital, and the need for additional financing to implement our business plan and service our debt repayments. If we are not able to attain profitability in the near future our financial condition could deteriorate further, which would have a material adverse impact on our business and prospects and result in a significant or complete loss of your investment. Further, we may be unable to pay our debt obligations as they become due, which include obligations to secured creditors. If we are unable to continue as a going concern, we might have to liquidate our assets and the values we receive for our assets in liquidation or dissolution could be significantly lower than the values reflected in our financial statements. Additionally, we are subject to customary operational covenants, including limitations on our ability to incur liens or additional debt, pay dividends, redeem stock, make specified investments and engage in merger, consolidation or asset sale transactions, among other restrictions. In addition, the inclusion of an explanatory paragraph regarding substantial doubt about our ability to continue as a going concern and our lack of cash resources may materially adversely affect our share price and our ability to raise new capital or to enter into critical contractual relations with third parties.

***As of September 30, 2019, we owe approximately \$2,713,565 and if we do not satisfy these obligations, the lenders may have the right to demand payment in full or exercise other remedies.***

Mr. Erickson, our current chairman, and/or entities with which he is affiliated also have accrued compensation, travel and interest of approximately \$458,500 as of September 30, 2019. We owe \$2,255,065 under various convertible promissory notes as of September 30, 2019 including \$1,184,066 owed to entities controlled by our chairman. This excludes \$4,242,490 of Subordinated Convertible Notes (the "Convertible Notes") and Warrants (the "Warrants") in a private placement to 54 accredited investors, pursuant to a series of substantially identical Securities Purchase Agreements, Common Stock Warrants, and related documents that closed on May 28, 2019. The Convertible Notes converts into common stock at the maturity date during early 2020. We require additional financing, to service and/or repay these debt obligations. If we raise additional capital through borrowing or other debt financing, we may incur substantial interest expense. If and when we raise more equity capital in the future, it will result in substantial dilution to our current stockholders.

***We have a history of operating losses and there can be no assurance that we can achieve or maintain profitability.***

We have experienced net losses since inception. As of September 30, 2019, we had an accumulated deficit of \$42,404,000 and net losses in the amount of \$7,612,000 and \$3,258,000 for the years ended September 30, 2019 and 2018, respectively. There can be no assurance that we will achieve or maintain profitability. If we achieve profitability in the future, we may not be able to sustain profitability in subsequent periods. Failure to become and remain profitable would impair our ability to sustain operations and adversely affect the price of our common stock and our ability to raise capital. Our operating expenses may increase as we spend resources on growing our business, and if our revenue does not correspondingly increase, our operating results and financial condition will suffer. Our ChromaID and Bio-RFID business has produced minimal revenues, and may not produce significant revenues in the near term, or at all, which would harm our ability to continue our operations or obtain additional financing and require us to reduce or discontinue our operations. You must consider our business and prospects in light of the risks and difficulties we will encounter as business with an early-stage technology in a new and rapidly evolving industry. We may not be able to successfully address these risks and difficulties, which could significantly harm our business, operating results and financial condition.

# KNOW LABS

<b>Issuer</b>	<b>Know Labs, Inc. (OTC QB: KNWN)</b>	
<b>Investors</b>	<b>Accredited Only, under Reg D, 506 (c)</b>	
<b>Security Offered</b>	<b>Subordinated Convertible Note</b>	
<b>Unit Offered</b>	<b>Subordinated Convertible Note with 5-Year Half-Warrant to Purchase One Share of Common Stock per Unit</b>	
<b>Purchase Price</b>	<b>Face Value</b>	
<b>Conversion</b>	<b>Lesser of \$1.00 per Share or 25% Discount to Qualified Financing</b>	
<b>Interest/Term</b>	<b>8% PIK; 1 Year Term</b>	<b>Warrant: 5 Years; Exercisable at 120% of Conversion</b>
<b>Offering Size</b>	<b>Up to \$5 Million</b>	
<b>Use of Proceeds</b>	<b>FDA De Novo Submission, Clinical Product Development, New Patents, and Working Capital</b>	
<b>Target Closing Date</b>	<b>NLT June 30, 2020</b>	

This is not an offer to buy or sell securities. Please see offering documents for full disclosures and risks. There is no guarantee that any specific objective will be achieved. Investments may be illiquid, highly speculative and there is risk of the total loss of your investment. See disclosures at the beginning.

# 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, technology / healthcare executives, and product developers responsible for leading Know Labs from a development-stage 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 diabetic Continuous Glucose Monitoring (CGM) market with its UBAND non-invasive CGM and later to enter other clinical monitoring markets for continuous, non-invasive hormone, metabolite and biomolecular monitoring. Each of these markets has eligible patient population ranges in the millions, several potentially translating into significant market opportunities.
- **Intellectual Property.** Know Labs has a foundational IP portfolio of 14 issued and 24 pending patents with an aggressive IP development plan in place. ChromaID™ is Know Lab's opto-electronics technology and BioRFID™ biosensor was developed in 2017 to enable continuous, real-time, non-invasive monitoring of biomolecules in the human body. The USPTO recently granted US patent 10,548,503, a key BioRFID™ patent.

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# KNOW LABS EXECUTIVE LEADERSHIP



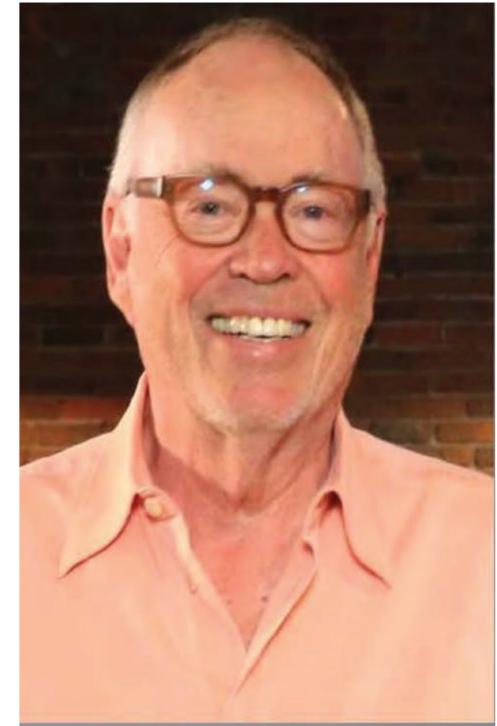
**Phil Bosua**  
**Chief Executive Officer**

**Previously Founder of 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**

**Previously Chief 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.**



**Ron Erickson**  
**Founder/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.**

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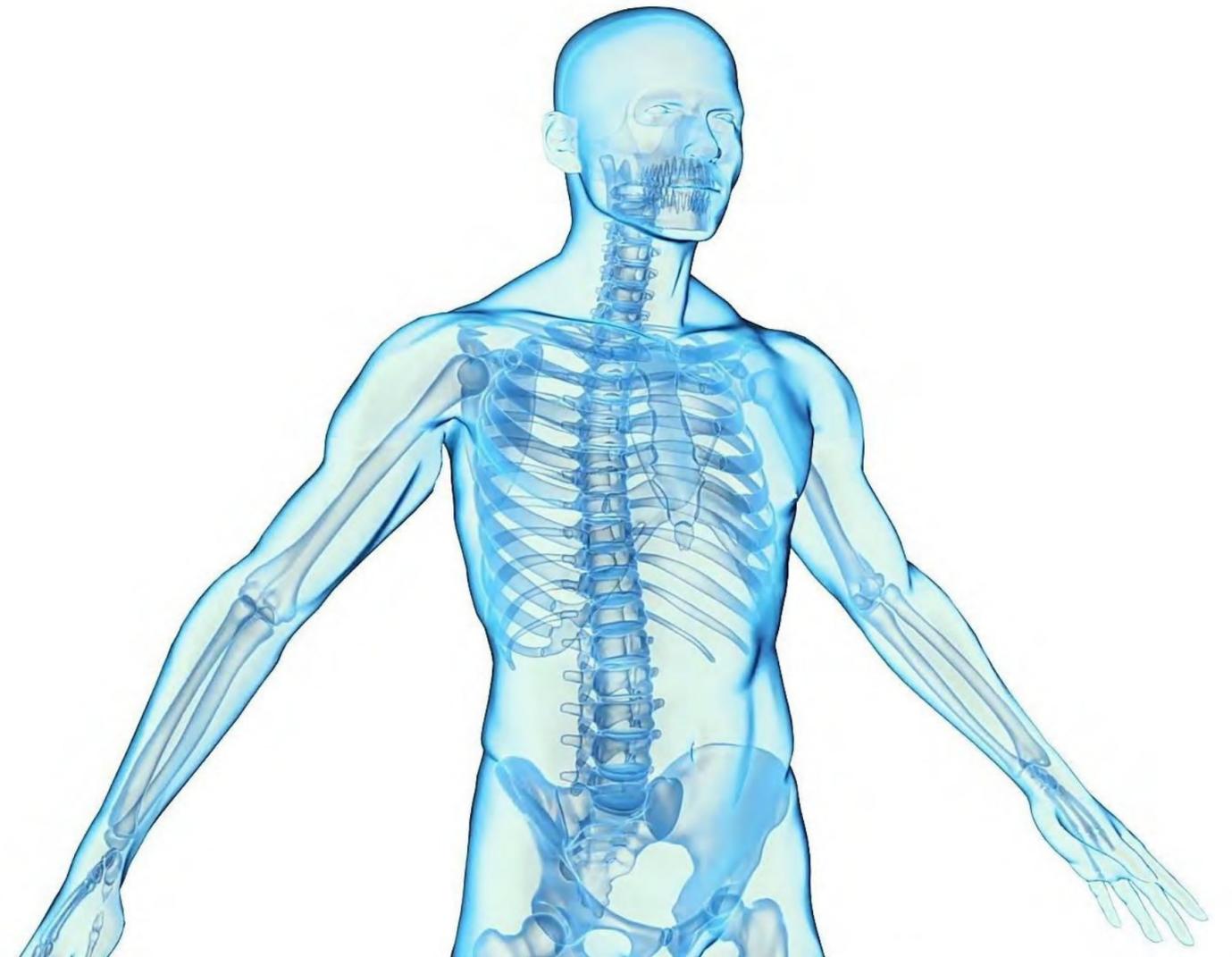
# BOARD OF DIRECTORS & SCIENTIFIC ADVISORY BOARD

<b>Ron Erickson, Founder and Chairman</b>	<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>
<b>Phil Bosua, CEO Director</b>	<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>
<b>Jon Pepper, Director</b>	<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>
<b>William Owens, Director</b>	<b>Executive Chairman at Red Bison Advisory Group, former Chairman of Century Link Telecom, and former Vice Chairman, US Joint Chiefs of Staff.</b>
<b>Ichiro Takesako, Director</b>	<b>President of M2M Technologies, Inc. and At Signal, Inc. and General Manager of Business Development at Sumitomo Precision Products Co., Ltd.</b>
<b>Donna Ryan, RN, RD, MPH, CDE Scientific Advisory Board</b>	<b>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.</b>
<b>Dr. Alexander Fleming, M.D. Scientific Advisory Board</b>	<b>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).</b>
<b>Dr. David Klonoff, M.D. Scientific Advisory Board</b>	<b>Currently a practicing endocrinologist specializing in the development and use of diabetes technology, Medical Director of the Dorothy L. and James E. Frank Diabetes Research Institute of Mills-Peninsula Medical Center in San Mateo, California and a Clinical Professor of Medicine at UCSF. Previously served as an advisor for CE-marked noninvasive glucose monitors and Founder of Diabetes Technology Meeting and the Digital Diabetes Congress.</b>
<b>Larry Ellingson Scientific Advisory Board</b>	<b>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.</b>

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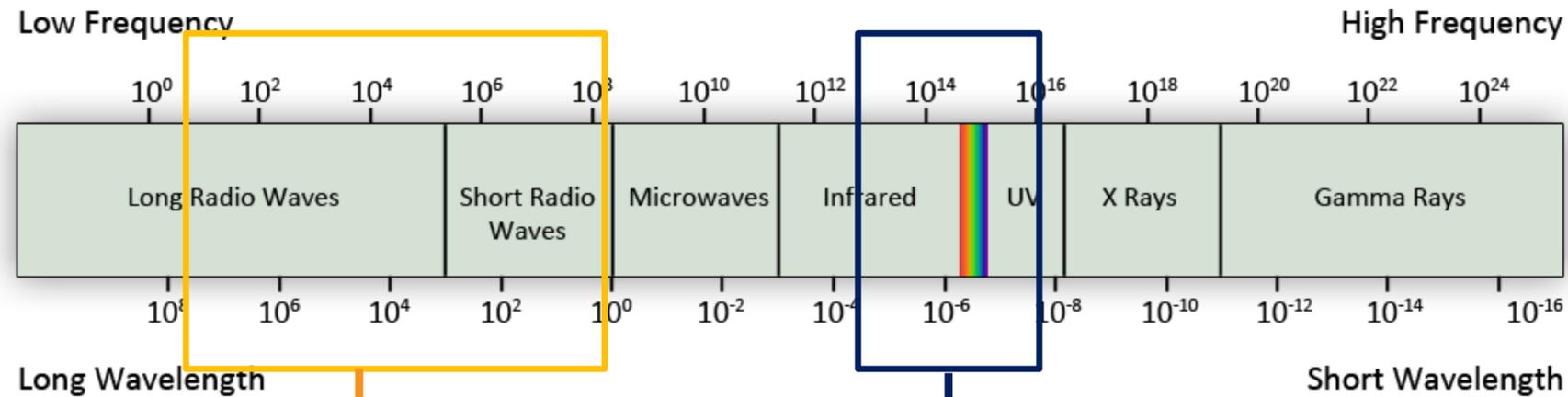
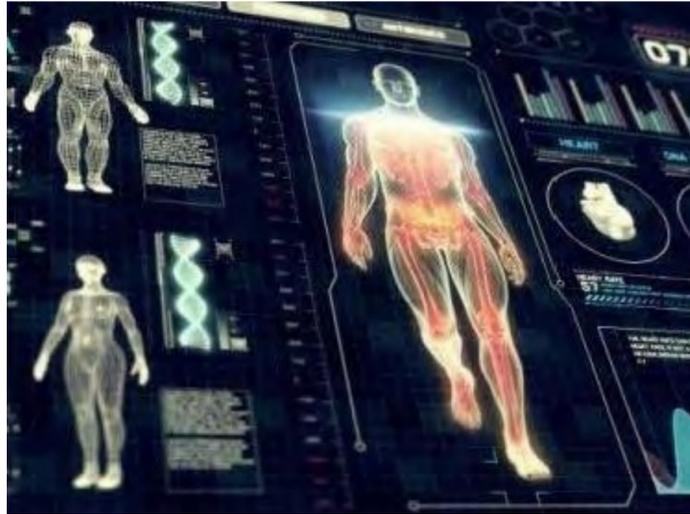
# Applications to Define The Future of Personalized Medicine

- **The human body continuously emits a vast array of biosignals, 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 clinical 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 potentially 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.**



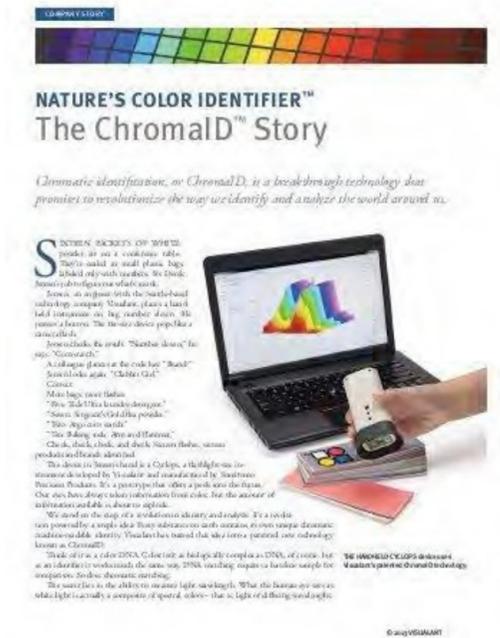
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# Patented Platform Technology



**BioRFID™**  
RFID Biosensors  
2017 - Present

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



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

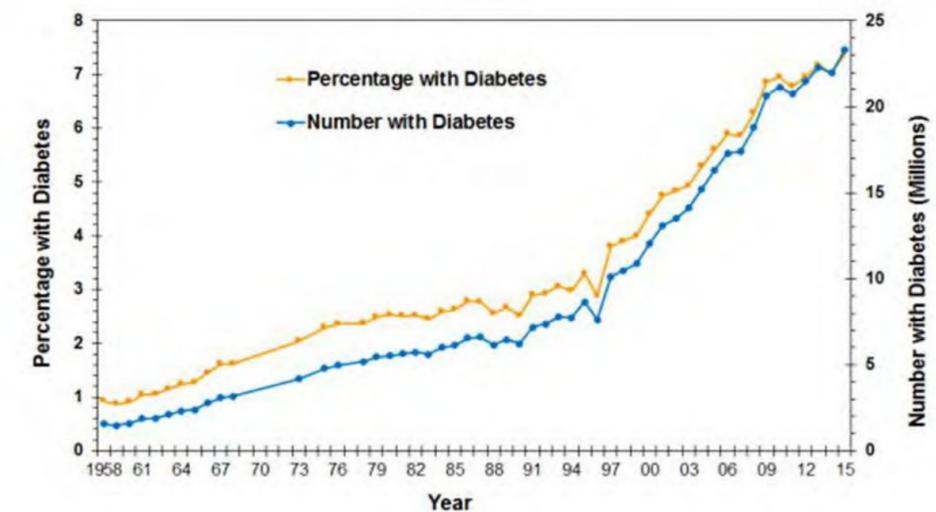
- **2007:** Develops ChromaID™ to uniquely identify, authenticate or analyze almost any substance or material using proprietary electro-magnetic sensors operating in the near-infrared, visible light and near-UV spectrum. Use cases include detecting counterfeit products, security applications, fraud detection, 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 breakthrough use cases in non-invasive continuous blood glucose monitoring, hormone therapy, medication management, etc.
- **2019 - 2020:** Know Labs is aggressively pursuing development of new IP in the RF short and long radio wave radio spectrum from its foundational IP portfolio of 14 issued and 24 pending electro-magnetic energy spectrum patents.<sup>1</sup>
- **February 2020:** USPTO grants US patent 10,548,803 "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.

# 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 North American CGM market expected to reach \$3B by 2025<sup>5</sup>**

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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>



# US Diabetic Costs

**More than 27M 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> 422M**

**People with Type 2 diabetes (642M by 2040)**

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

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# UBAND

## Continuous Glucose Monitor (CGM)

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

**Completely Non-Invasive: No finger sticks or expensive, invasive CGMs like Dexcom G6, Abbott Free Style Libre or Medtronic Guardian**

### **Clinical Development Target Dates:**

#### **Q3 2020:**

- **Clinical Prototype Complete**
- **FDA Pre-submission Meeting**

#### **Q4 2020:**

- **Commence Multi-Site Clinical Trials**
- **FDA De Novo Pathway (no 510k predicate)**

#### **Q3 2021:**

- **FDA De Novo Clearance**
- **Under MDUFA IV, the FDA's goal is to make a decision about a De Novo request in 150 review days**



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# UBAND™ Continuous Glucose Monitor System



## Product Commercialization Targets:

- **Comfortable real-time wearable**

### **CGM**

- **30-Day Battery Life**
- **Bluetooth connection**
- **Smartphone App (iOS, Android)**
- **\$99 MSRP plus \$49/month**

### **subscription**



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# Racer Technology Partnership

## May 2019: Know Labs announces Racer Technology as Manufacturing Partner for the UBAND<sup>1</sup>

Racer Technology is headquartered in Singapore with factories located in Singapore, Indonesia and Malaysia. As one of the leading medical device/health care manufacturers in the world, Racer is the manufacturing partner of several prominent companies, including Philips, Medtronic, Boston Scientific, Proctor & Gamble, and Fitbit, among others.

Racer Technology aims to provide high quality material and uncompromising quality through its management system and Good Manufacturing Practices, complying with international standards. Quality management is maintained through advanced statistical techniques coupled with the latest technological equipment.

Racer Technology is an FDA Registered Facility, holds ISO 9001:2015, ISO 13485:2016, ISO 17712:2013 and is UL certified.

Racer Technology meets international product certification compliance including FDA Classes, EU Medical Device Directive 2007/47/EC, International Standards (ISO), European Standards (IEC, EN, BS, etc.), National Standard (AAMI, ASTM, ANSI, etc.), and Safety and Conformity marks (CE, UL, CCC, IC, IECEE, etc.).

“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.”

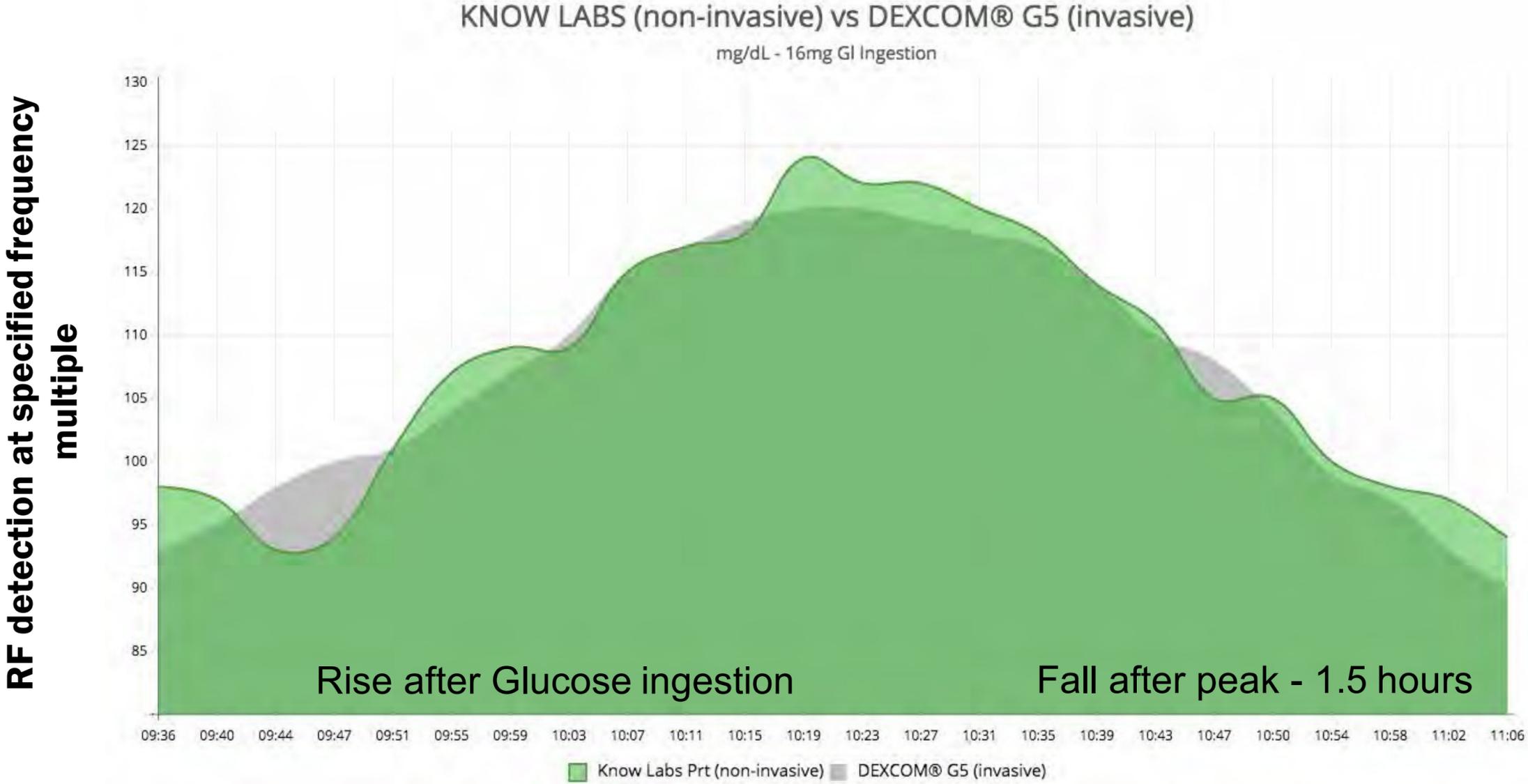
– Willy Koh, Racer CEO  
 May 1, 2019  
 Joint BusinessWire Press Release



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# UBAND CGM Pre-Clinical Testing

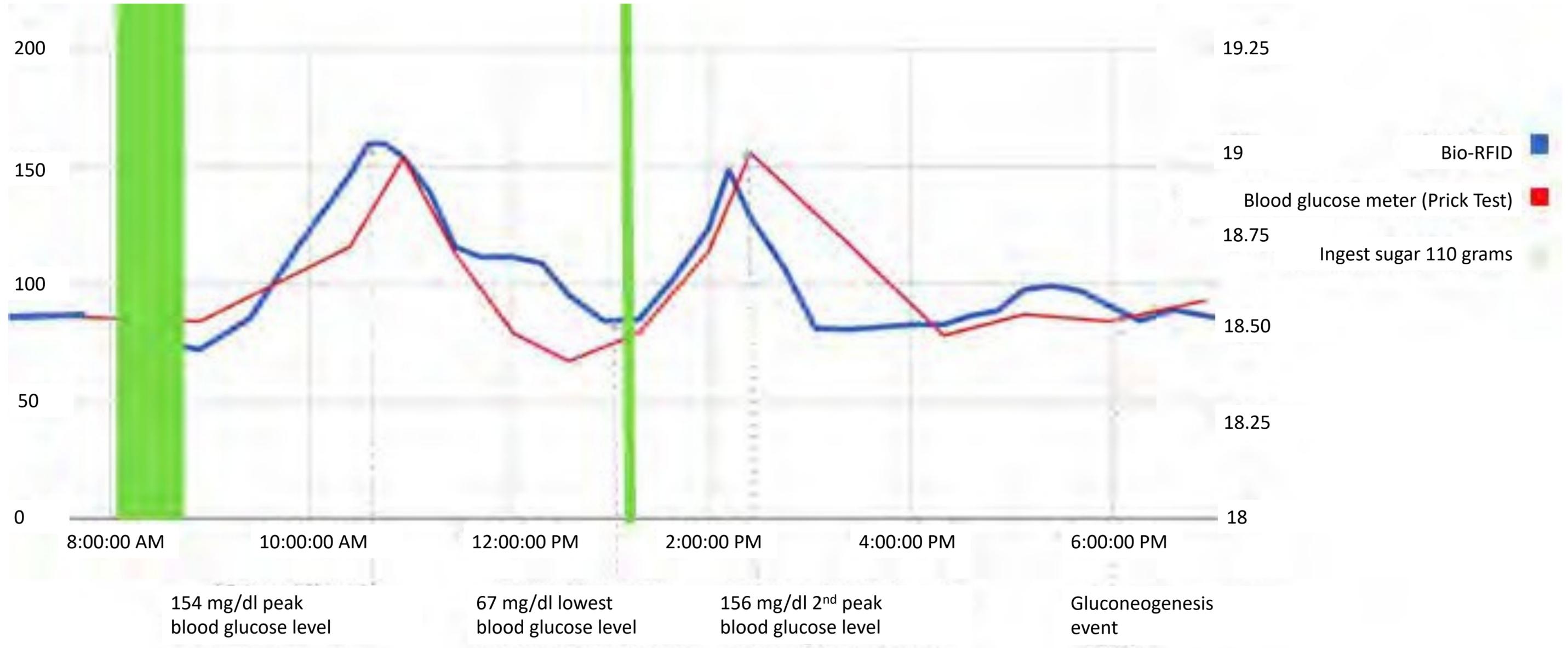
Correlation of our non invasive Bio-RFID™ technology to blood glucose invasive Dexcom G5 (Source: Know Labs Testing, Jan.-Oct. 2018)



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# UBAND CGM Pre-Clinical Testing

Bio-RFID™ vs FDA-approved blood glucose meter (Source: Know Labs Testing, Jan.-Oct.2018)



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# FUTURE PRODUCT DEVELOPMENT

## Non-invasive detection and monitoring of broad class of biomolecules

**Goal is to monitor 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**



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

<b>Use of Net Proceeds</b>	<b>Amount Dedicated</b>
<b>FDA De Novo Submission</b>	\$1,500,000
<b>Clinical Product Development</b>	\$500,000
<b>New Patent Development</b>	\$500,000
<b>Working Capital and General Corporate Purposes</b>	\$2,100,000
<b>Total Use of Net Proceeds</b>	\$4,600,000

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# APPENDICES

## Dexcom®

**DXCM market cap \$21.7B**  
(as of January 10, 2020)

**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™

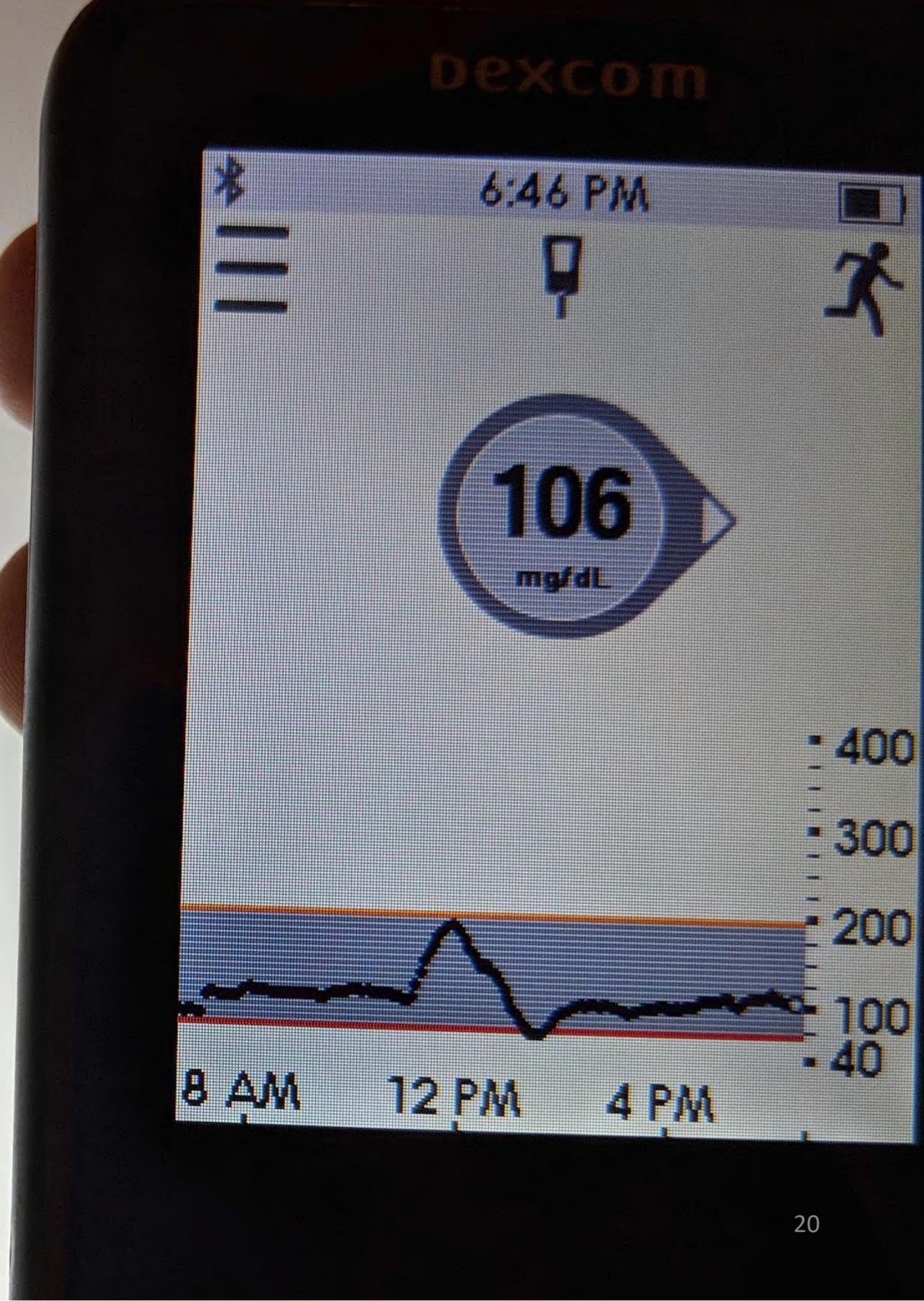
**KNWN market cap \$46.1M**  
(as of January 10, 2020)

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

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

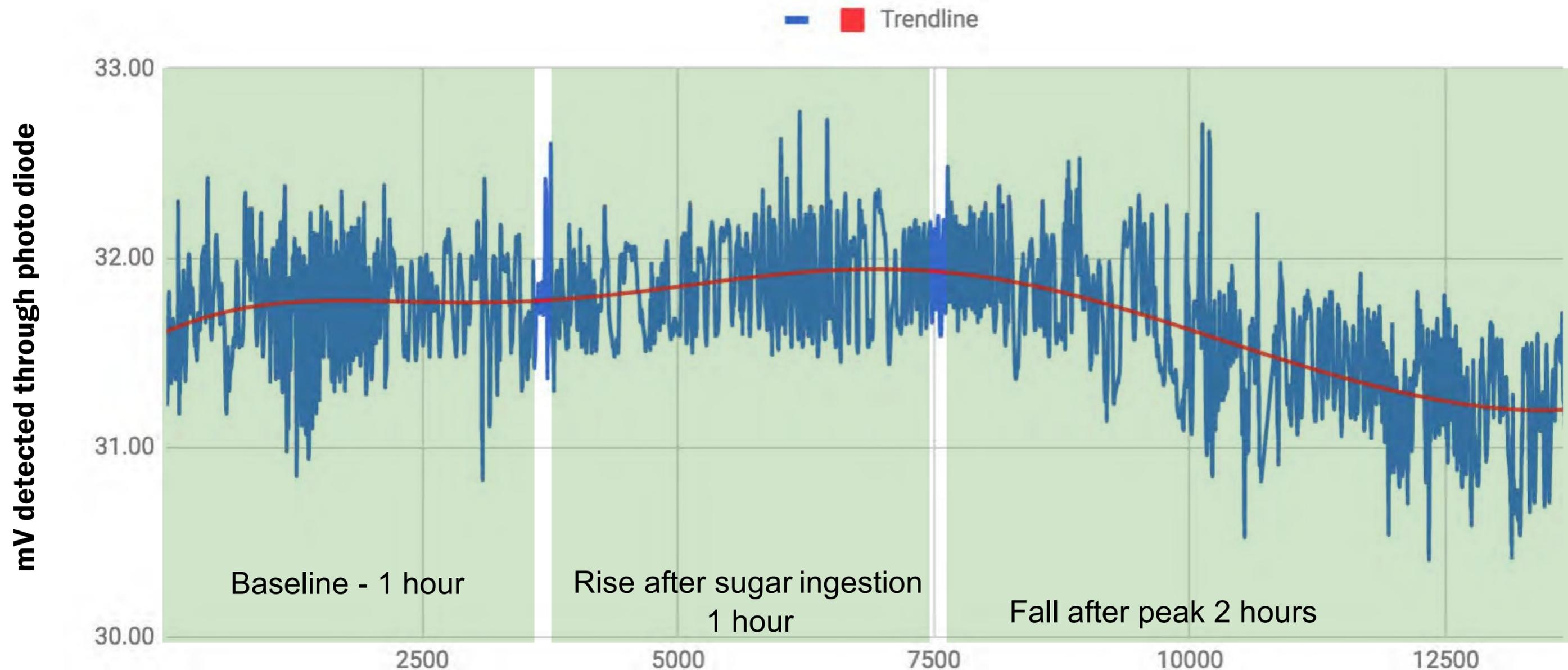
**\$688 per year<sup>1</sup>**

For illustrative purposes only. Know Labs' technology is in development, and there is no assurance that the development will have a successful outcome. There is no guarantee that any specific objective will be achieved. Investments may be illiquid, highly speculative and there is risk of the total loss of your investment. See disclosures at the beginning.



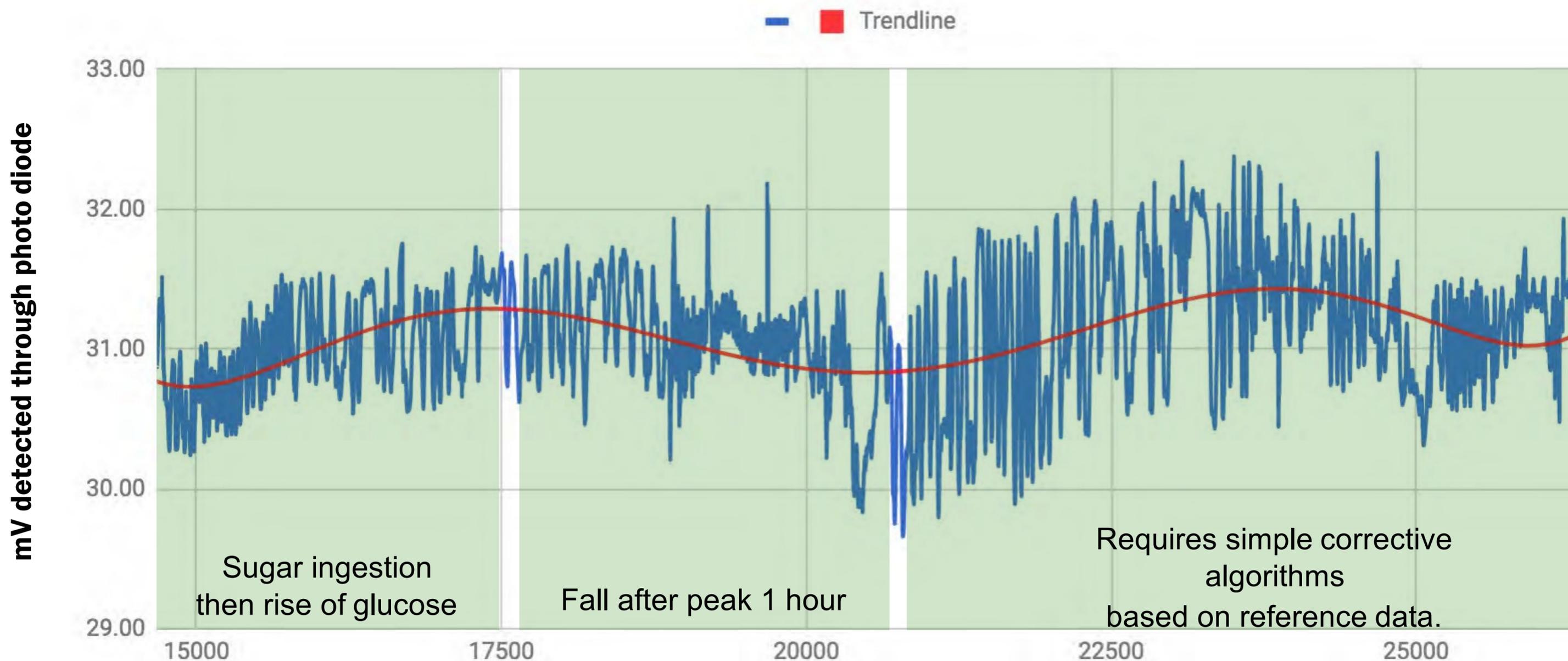
# Pre-clinical research now correlates our non-invasive Bio-RFID™ technology to blood glucose invasive prick test

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



For illustrative purposes only. Know Labs' technology is in development, and there is no assurance that the development will have a successful outcome. Past results are not indicative of future performance. Clinical trials are in early stages and there is no guarantee that any specific objective will be achieved. Investments may be illiquid, highly speculative and there is risk of the total loss of your investment. See disclosures at the beginning.

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



For illustrative purposes only. Know Labs' technology is in development, and there is no assurance that the development will have a successful outcome. Past results are not indicative of future performance. Clinical trials are in early stages and there is no guarantee that any specific objective will be achieved. Investments may be illiquid, highly speculative and there is risk of the total loss of your investment. See disclosures at the beginning.

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