intuity®

MEDICAL

Simplifying Diabetes®

The **Automatic** Blood Glucose Monitoring System

POGO® Automatic™

Blood Glucose Monitoring System

Easy, One-Step™ Testing with the push of a button

Tests strips, lancets & lancing device integrated into one convenient meter & cartridge system

The POGO® Opportunity

Large, Growing Market

- $8B Worldwide
- $2.4B US Market
- 29M with diabetes
- 86M prediabetes

Unmet Needs, Barriers to Adherence

- Ease-of-use
- Convenience
- Discretion / privacy

FDA Clearance April 2016
Well-Positioned for Success

Game-Changing Technology

- 90% patient preference
- 87% HCP preference
- 50% would increase test frequency

Complete Product Portfolio

- POGO Automatic Meter / Cartridge
- Patterns® Diabetes Management System
- POGO Mobile Communications
- 510(k) FDA Clearance

Consumer-Driven Demand

POGO® Automatic™
Blood Glucose Monitoring System

First to Market, Category Creator

Benefits

- Fully-integrated system removes barriers to adherence
- Validated market appeal for insulin users (3-8 tests/day)
- Best in Class
  - Easy, One-Step™ testing
  - Automatic sampling and blood collection
  - Self-contained cartridge eliminates handling or disposal of test supplies
  - No blood or sharps exposure provides privacy when testing publically at work, school, and restaurants

Advantages

- **Quick and Easy**—Results in 4 seconds with just the press of a button
- **Convenient and Discreet**—POGO's self-contained cartridge allows you to discreetly test wherever, whenever

Tests strips, lancets & lancing device integrated into one convenient meter & cartridge system

Easy, One-Step™ Testing

- Load cartridge
- Turn on meter
- Press down to lance finger

- Hold finger in place while POGO auto-collects blood sample
- POGO moves blood automatically to internal test strip

- Test is complete
- No test strip or lancet to dispose of after each test

Unmet Needs: POGO Automatic Solution

Patients find it difficult to test glucose as often as recommended by their physician

Unmet Market Needs	Current Methods	POGO Solution
Automatic	Require up to 20 steps to obtain result	One-Step™ testing dramatically reduces steps and time required
All-in-One™	Too many supplies including lancet, lancing device, and test strip	No handling or disposing of individual test supplies
Self-Contained	Multiple supplies and steps makes testing noticeable in public	Self-contained system eliminates blood and lancet exposure in public

Unmet Needs Create Major Barriers to Testing
Average Adherence to Testing Regimens Are Only ~55%

POGO Delivers a Better Solution

Feature	POGO Advantage	Patient Benefit
Automatic	Lancing and sampling reduced to One-Step™	Easy to Use
All-in-One™	No separate test supplies, fully-integrated	Easy to Adhere
Self-Contained	Eliminates set-up and disposal of each test	Discreet
Tiny Sample (250 nanoliters)	Less blood exposure, less pain	Convenient
4-Second Countdown	Fast test time	Portable
No Coding	Eliminates user error	Accurate
Single-Use Lancets	Less risk of infection or pathogen transfer	Safe

POGO® Reduces Barriers to Adherence

Published clinical studies document numerous barriers to testing

50% of US diabetes patients are NOT achieving ADA guidelines for glycemic control

Blood glucose testing is critical to glycemic control

Patients cite numerous barriers

Lack of adherence has negative impact

Difficult to use

- **69%** would test more if simpler
- **25%** say testing is too time consuming

Inconvenient, cumbersome

- **54%** would like to test more, but it's inconvenient
- **27%** don't like to stop an activity to test

Lack discretion

- **34%** had difficulty testing at restaurants or someone's home
- **29%** would not test in front of others

"(POGO's) ease of use and convenience should lead to increased compliance and better clinical outcomes. I like this a lot."
— Medical Director, 3rd Party Payor, Maryland

POGO Automatic Universally Appealing

PATIENT

Easy to Use
- Easy, One-Step™ testing
- Automatic lancing and blood collection

Discreet
- Self-contained cartridge system, no exposed blood or sharps
- Smallest sample size

Convenient
- No separate test supplies
- Fast 4-second countdown

HCP

Easy to Teach
- Time efficient
- Improved workflow and revenue potential
- Less hassle with call backs and follow-up instruction

Adherence
- Easy to comply to recommended test regimens
- Provides quality, actionable data to improve diabetes management

Safety
- Self-contained cartridge system, no exposed blood or sharps
- Fresh, sterile lancet with each test
- Single-use, auto disabled lancets, no sharing of sharps

PAYER

Adherence
- Reduces barriers to testing
- Integrated technology proven clinically superior vs. conventional

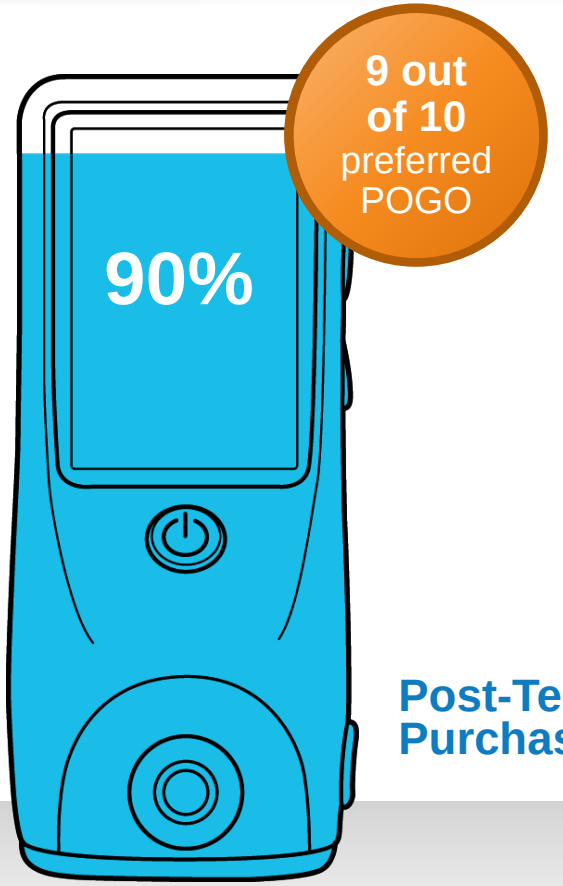
Diabetes Management
- Regular and timely glucose test results facilitate more effective diabetes management

Outcomes
- Quickly and significantly lowers A1C with results in just three months
- Improved glycemic control clinically proven to reduce costs

Strong POGO Patient Preference

Validates POGO Adoption

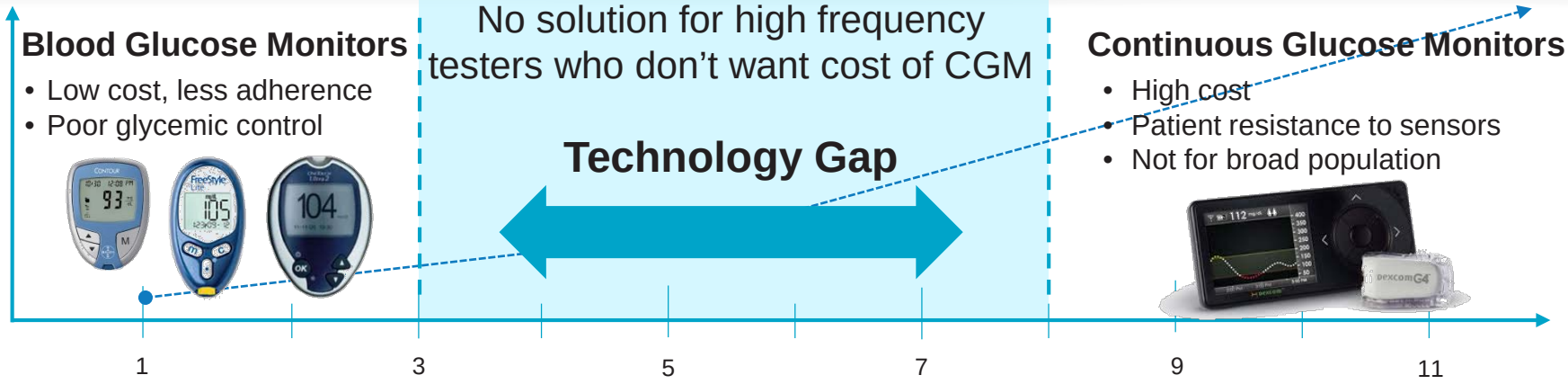
More convenient than current meter	94%
Easier to use than current meter	94%
Discreet	96%
Easy to learn	98%
Test time fast	98%
Easier-to-adhere	91%



Post-Test Purchase Intent

POGO Solves Major Gap in Care Continuum

Market segmentation linked to therapeutic needs and costs



Therapy Regimen	• Orals or combo orals/single injection	• Insulin user, multiple dose injector (MDI)	• Primarily on insulin pump • Studies support use in adherent population 25 years or older
Test Requirements	• Less needed • Primarily test at home	• Need pre/post prandial or paired results • Adherence barriers such as discretion • Requires testing in public (work, schools, restaurants)	• Calibrate at least 2-3 times per day with BGM • Test ~3x times per day for CGM confirmation
Glucose Profile	• Lower tendency for glucose fluctuations	• Glycemic variability, meal-time glucose excursions • A1C above physician recommended target	• Hypoglycemia unawareness • Extreme glycemic variability • Prolonged elevated A1C
Therapy Modifications	• Less likely to be making critical therapy modifications	• Rely on BGMs to self-modify insulin doses, carb intake and other factors that impact blood glucose	• Heavily rely on blood glucose results and analysis of multiple data points to self-adjust
Daily Test Frequency	• <3 tests	• 3-8 tests	• 8+ tests

POGO Solves Major Gap in Care Continuum

Market segmentation linked to therapeutic needs and costs

Blood Glucose Monitors

- Low cost, less adherence
- Poor glycemic control

POGO® Automatic™

- Reduce barriers to achieve glycemic control
- Better adherence to lower complications

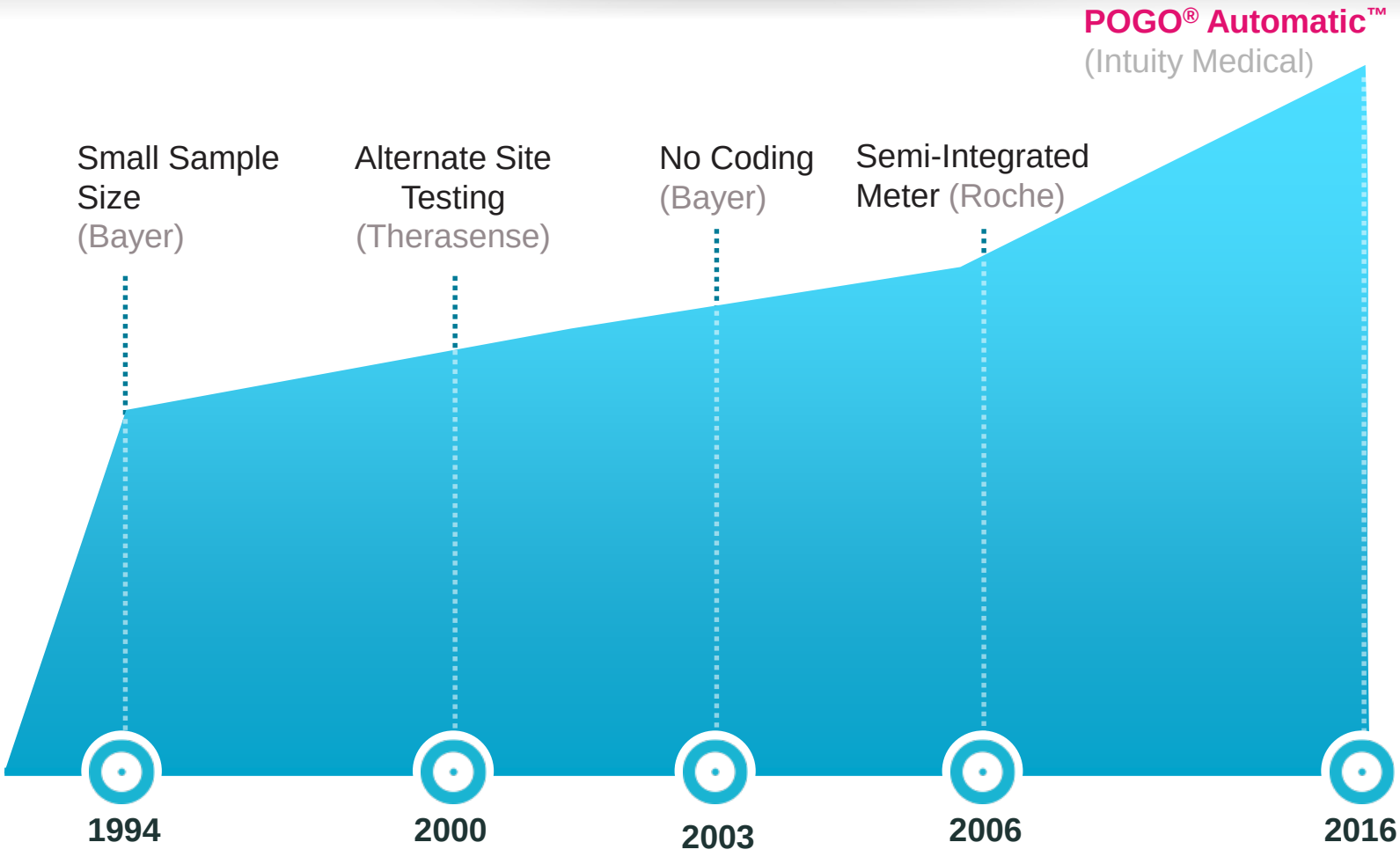
Continuous Glucose Monitors

- High cost
- Patient resistance to sensors
- Not for broad population

1 3 5 7 9 11

Therapy Regimen	• Orals or combo orals/single injection	• Insulin user, multiple dose injector (MDI)	• Primarily on insulin pump • Studies support use in adherent population 25 years or older
Test Requirements	• Less needed • Primarily test at home	• Need pre/post prandial or paired results • Adherence barriers such as discretion • Requires testing in public (work, schools, restaurants)	• Calibrate at least 2-3 times per day with BGM • Test ~3x times per day for CGM confirmation
Glucose Profile	• Lower tendency for glucose fluctuations	• Glycemic variability, meal-time glucose excursions • A1C above physician recommended target	• Hypoglycemia unawareness • Extreme glycemic variability • Prolonged elevated A1C
Therapy Modifications	• Less likely to be making critical therapy modifications	• Rely on BGMs to self-modify insulin doses, carb intake and other factors that impact blood glucose	• Heavily rely on blood glucose results and analysis of multiple data points to self-adjust
Daily Test Frequency	• <3 tests	• 3-8 tests	• 8+ tests

Disruptive Technology



Key Attributes Historically Proven to Drive Market Share

Ease-of-Use → Convenience → Less Pain → Semi-Integration

Technology

POGO Meter

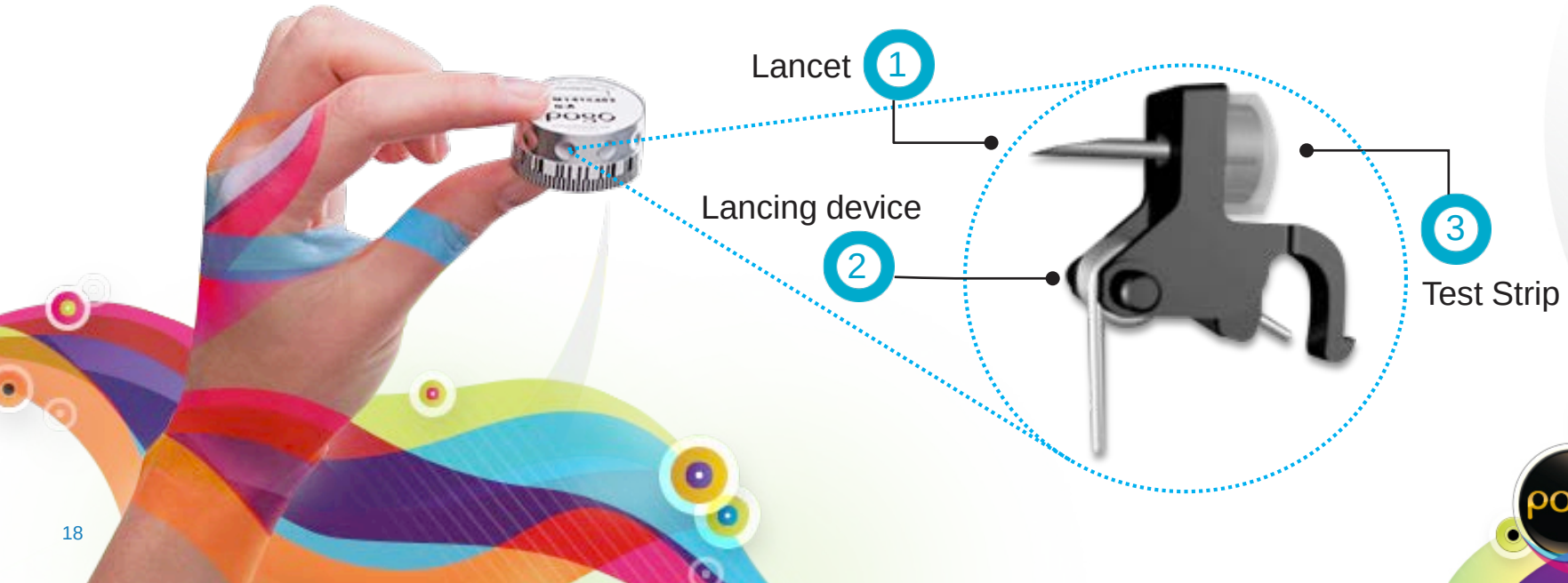
Feature

- Automatic
- Fully-integrated
- Large easy-to-read display
- Press and Test™ activation
- Remaining test indicator
- 500 test memory
- 7,14,30 day averages
- Pre- and post-meal marking
- Patterns® diabetes management capabilities

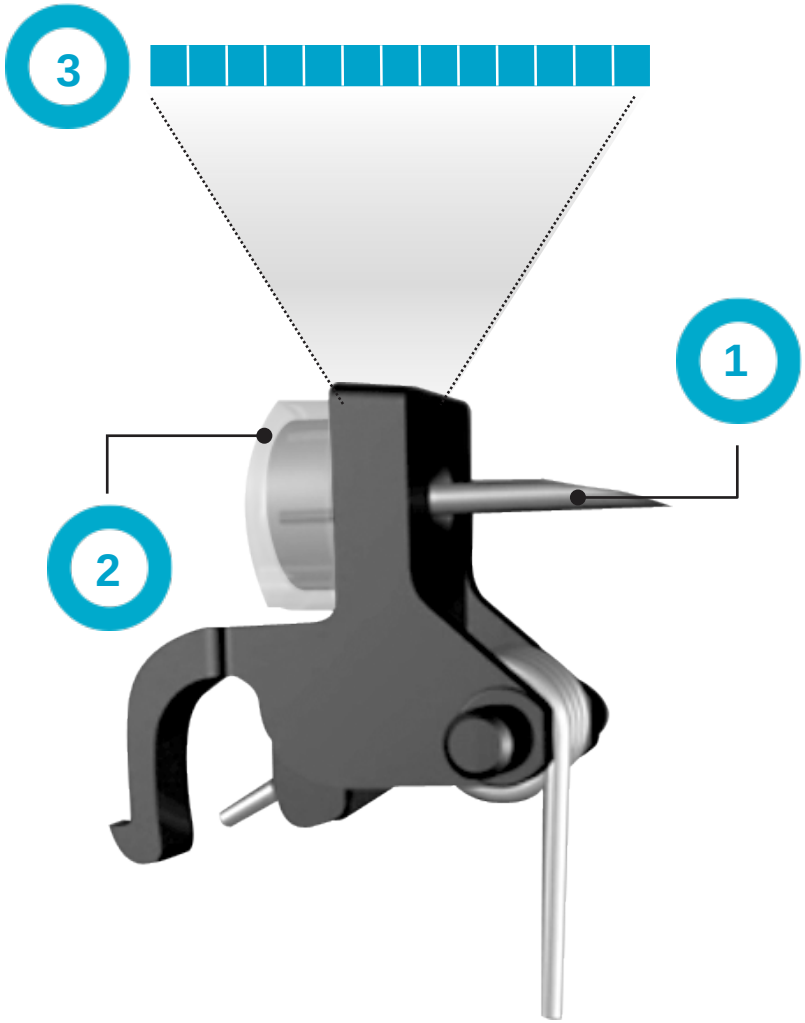
POGO Cartridge

Integrates Three Devices

- Disposable, 10-test cartridge
- Combines test strip, lancing device and lancet into each test cell
- Small sample size (0.25 µL)
- Auto-calibration using barcode
- Automatic indexing test-to-test
- Each test cell sterile and environmentally sealed



POGO Enabling Technology



1. Integrated lancing / blood transport system

- Hollow needle lances and transports blood
- Controlled flight path minimizes pain

2. Reagent pad

- Proven glucose oxidase technology
- Rapid wetting, nanoliter sample

3. Linear array imager

- Pixels image multiple pad zones
- Each zone its own “strip”
- Multiple “strip” averaging improves accuracy

Patterns® Diabetes Management System

Description	Feature	Benefit
• HCP's utilize electronic data management for efficient and effective office visits • Patients access and review historical data to make therapeutic adjustments to their treatment regimens • Seamlessly and securely transmits critical blood glucose results to connected lifestyle health devices and apps • Allows patients to grant healthcare circle data access • Helps patients and their healthcare circle detect and understand trends to adjust diet, exercise, and therapy	**User-friendly, web-based**	Universally accessible
	Remote data sharing	Allows more frequent and timely review
	One-Step™ transmission	Faster and more efficient downloads
	Meter Merge™ for data	Provides full picture of patient's test history by aggregating data from multiple meters
	Clear, easy-to-read reports	Quickly detect and manage trends
	Clock check	Alerts user to sync clock so timestamp on readings accurate for analysis
	Wireless / micro USB cable	Data transfer and analysis on multiple platforms

1 Connect to the Cloud

Securely transmit blood glucose data from POGO to the cloud via wireless or USB cable

2 View via Mobile or Online

Immediate access to reports/analytics across all technology platforms

3 Grant Access to Healthcare Circle

Review of data between HCP, caregiver, payer, and patient

Strong Intellectual Property Portfolio

Patents Protect Key Technologies / Block Competitors

US	Foreign
24 Granted	57 Granted
13 Pending	32 Pending

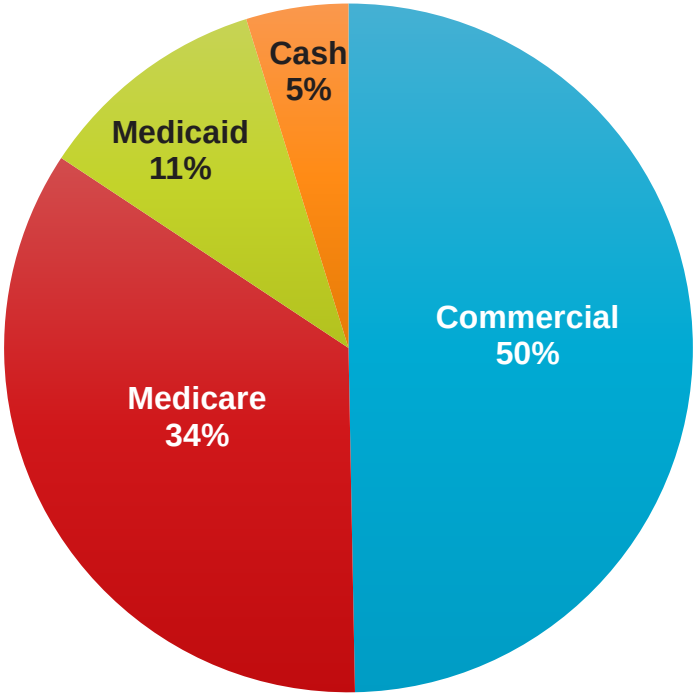
Execution

Reimbursement

Primary Focus - Commercial Payers 50% of the US Diabetes Market

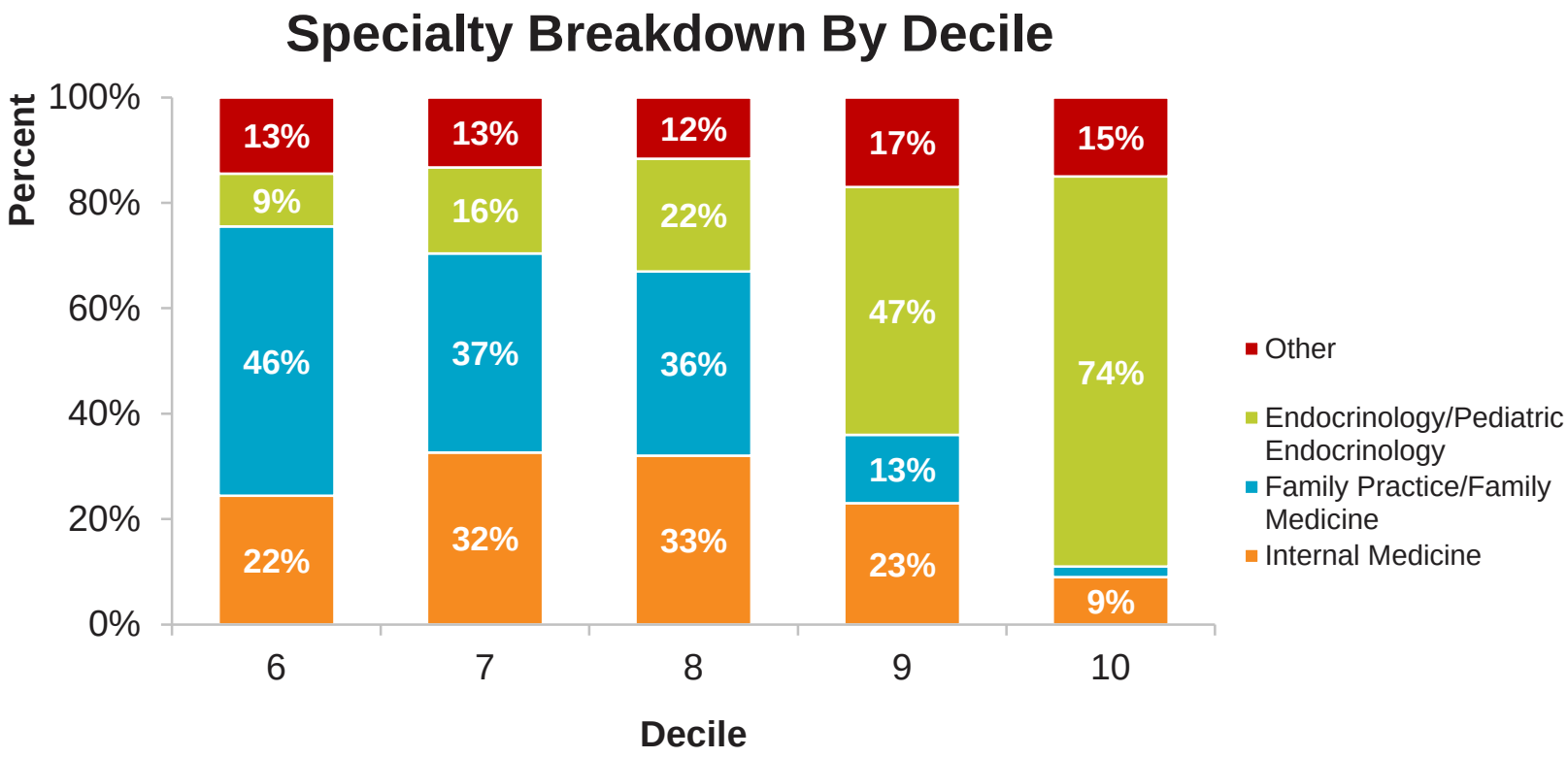
- Blood glucose monitoring universally covered
- No new billing code required
- POGO accessible with pharmacy co-pay
- Reimbursement readily available for POGO cartridge at launch

U.S. Payer Diabetes Landscape



Source: IMS Data – July 2015

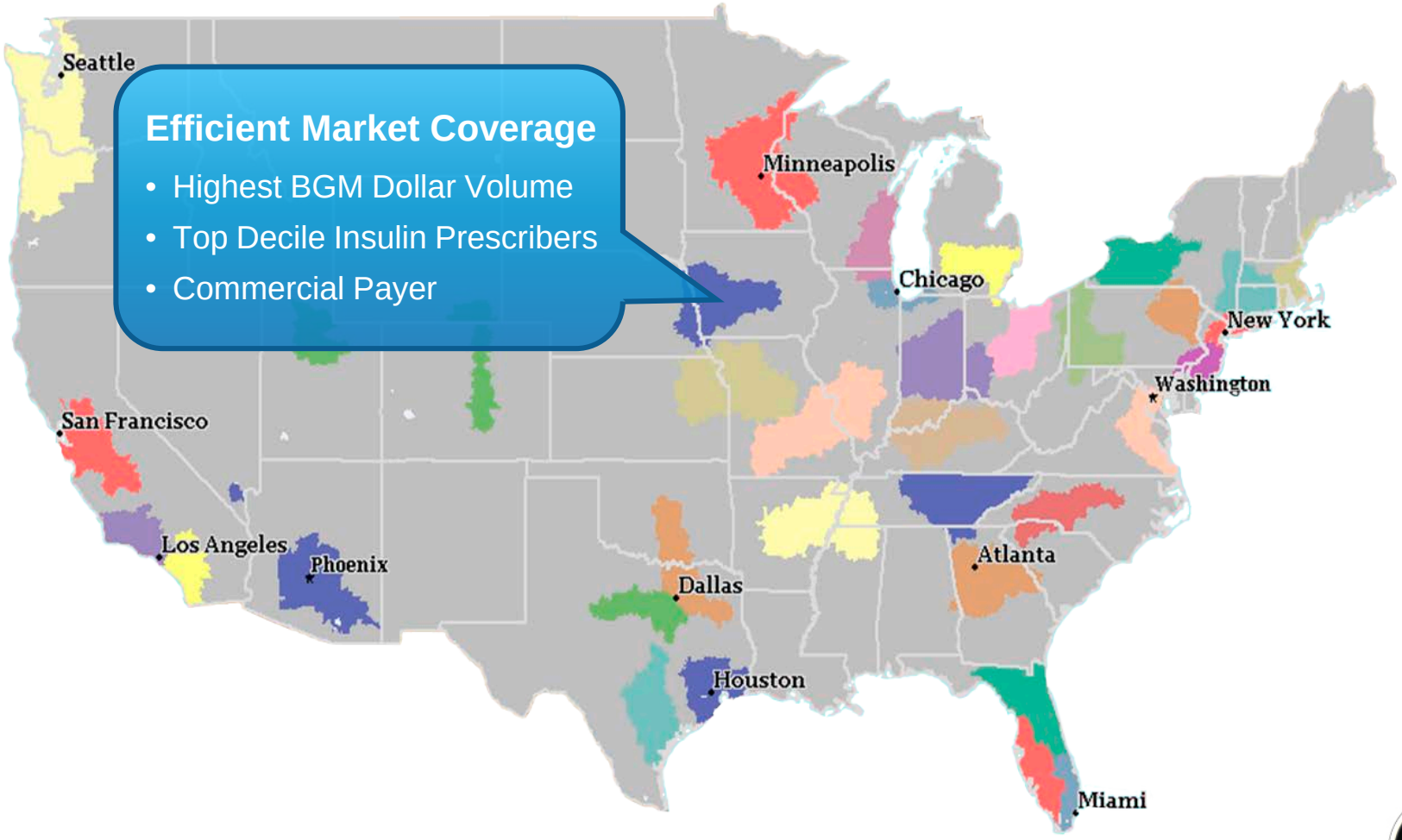
Physician Mix Favors Specialists



More than half of all decile 9 and 10 MDs are Endocrinologists

Top 35 Geographies

Represent 40% of US Volume ($1.0B)



Efficient Market Coverage

- Highest BGM Dollar Volume
- Top Decile Insulin Prescribers
- Commercial Payer

Top 35 Geographies

Cover 80% of High Decile 9 and 10 MDs

Group	Covered	Percent
Testing market	$1.0B	40%
Decile 10 MDs	**736**	**82.7%**
Decile 9 MDs	**1,460**	**80.0%**
Decile 8 MDs	2,718	71.5%
ADA certified education sites	1,911	65.6%

With 35 reps Intuity can deploy territories that cover more than 80% of the highest value MDs in the US

Investors and Advisors

Seasoned Board of Directors/Investors

Casey Tansey	Chairman, US Venture Partners
Emory Anderson	President and CEO
Glen Bradley	Former CEO of CIBA Vision
Stephen Campe	President, Investor Growth Capital
Thomas Fogarty, MD	Managing Directors, Emergent Medical Partners
Bob Brownell	Former General Counsel, TheraSense
Anders Hove, MD	Partner, Venrock
Charles Larsen	Partner, Accuitive Medical Ventures
Rebecca Robertson	Partner, Versant Ventures
Richard Thompson	President and CEO, ReShape Medical Former President, LifeScan Former Board Member, TheraSense

Renowned Scientific Advisors

Richard M. Bergenstal, MD	Executive Director, International Diabetes Center (Minneapolis, MN); Adjunct Professor, Department of Family Health Practice, Community Health Medical School, University of Minnesota; Adjunct Professor, Department of Medicine, University of Minnesota
John B. Buse, MD, PhD, FACE	Professor of Medicine and Chief, Division of Endocrinology, Department of Medicine, University of North Carolina School of Medicine; Medical Director, Highgate Specialty Centre, UNC Hospitals and Clinics; Director, Endocrinology Clinics, Division of Endocrinology, Department of Medicine, UNC School of Medicine; Director, Diabetes Care Center, Division of Endocrinology, Department of Medicine, UNC School of Medicine
Steven V. Edelman, MD	Professor of Medicine, Division of Endocrinology, Diabetes and Metabolism, University of California, San Diego Veterans Affairs Healthcare System; Founding Director of TAKING CONTROL OF YOUR DIABETES (TCOYD)
Irl B. Hirsch, MD	Professor of Medicine, University of Washington, College of Medicine (Seattle, WA); Attending Physician, Medical Director, Diabetes Care Center, University of Washington Medical Center; Diabetes Treatment and Teaching Chair, University of Washington School of Medicine

Prominent Certified Diabetes Educators (CDE) Advisors

Nancy Bristow, RN, BSN, CDE	Nurse Clinician CDE, Diabetes and Endocrine Associates of Tarrant County (Fort Worth, TX); National Speaker and Advisor for TheraSense/Abbott, Eli Lilly, Sanofi Aventis, Novartis, Bayer, Glaxo Smith Kline, Roche Diagnostics, Intuity Medical, Med3
Martha Funnel, MS, RN, CDE	Director for Administration, Michigan Diabetes Research and Training Center, University of Michigan Adjunct Lecturer, Division of Acute, Critical and Long-Term Care Programs, School of Nursing, University of Michigan Co-Director and CFO, Behavioral, Clinical and Health Systems Research Implementation Core, Michigan Diabetes Research and Training Center, University of Michigan
Deborah Hinnen, ARNP, CDE, BC-ADM, FAAN	Diabetes Nurse Specialist and Coordinator, Diabetes Education Services, Mid-America Diabetes Associates (Wichita, KS); Fellow, American Academy of Nursing; Graduate Adjunct Faculty, Department of Nursing, Wichita State University; Adjunct Faculty, Department of Physician Assistants, Adjunct Clinical Professor, University of Kansas School of Pharmacy
Susan McLaughlin, BS, RD, CDE, LMNT, LD, CPT	Registered Dietitian and CDE, Adult and Pediatric Endocrinology, The Nebraska Medical Center (Omaha, NE) Owner, On-Site Health and Wellness, LLC (Omaha, NE)
Virginia Valentine, CNS, BC-ADM, CDE	CEO and Clinical Nurse Specialist, Diabetes Network, Inc. (Albuquerque, NM); Empress/Healthcare Consultant, Marketplace Technology; Clinical Associate Faculty, University of New Mexico, College of Nursing and School of Medicine

Diabetes Transaction Comps

Company	IPO/Acquirer	Revenue Run Rate	Amount	Revenue Multiple
Glucose Monitoring				
Inverness Medical (2001)	JNJ	$33.5M	$1,300M	**38.8**
TheraSense (2001)	IPO	$51.0M	$724M	**14.2**
TheraSense (2004)	Abbott	$211.9M	$1,123M	**5.3**
MediSense (1996)	Abbott	$173.8M	$876M	**5.1**
Dexcom (2005)	IPO	$0.0M	$302M	_ _ _
Bayer (2016)	Panasonic (KKR)	$1.0B	$1.1B	**1.1**
Nipro Diagnostics (2016)	Sinocare	$336.0M	$273M	**0.8**
Insulin Pumps				
MiniMed (2001)	Medtronic	$314.1M	$3,113M	**9.9**
Animas (2005)	JNJ	$77.8M	$490M	**6.3**
Insulet (2007)	IPO	$8.0M	$384M	**48.0**
Tandem (2013)	IPO	$31.1M	$339M	**10.9**

The POGO® Opportunity

Large, Growing Market

- $8B Worldwide
- $2.4B US Market
- 29M with diabetes
- 86M prediabetes

Unmet Needs, Barriers to Adherence

- Ease-of-use
- Convenience
- Discretion / privacy

FDA Clearance April 2016
Well-Positioned for Success

Game-Changing Technology

- 90% patient preference
- 87% HCP preference
- 50% would increase test frequency

Complete Product Portfolio

- POGO Automatic Meter / Cartridge
- Patterns® Diabetes Management System
- POGO Mobile Communications
- 510(k) FDA Clearance

The **Automatic** Blood Glucose Monitoring System