



OTC: APYP

## *Reimagining Sleep*



**AppYea, Inc.**  
**Investor Presentation – February 2023**



# Safe Harbor

*This presentation includes forward-looking statements. Such statements involve risks and uncertainties which could cause actual results to differ materially from those set forth herein. No statement herein should be considered an offer or a solicitation of an offer for the purchase or sale of any securities. Although APYP believes that the expectations reflected in the forward-looking statements and the assumptions upon which they are based are reasonable, it can give no assurance that such expectations and assumptions will prove to have been correct. Forward-looking statements, which involve assumptions and describe our future plans, strategies, and expectations, are generally identifiable by use of the words "may," "will," "should," "could," "expect," "anticipate," "estimate," "believe," "intend," or "project" or the negative of these words or other variations on these words or comparable terminology. The reader is cautioned not to put undue reliance on these forward-looking statements, as these statements are subject to numerous factors and uncertainties, including but not limited to adverse economic conditions, intense competition, entry of new competitors and products, adverse federal, state and local government regulation, inadequate capital, unexpected costs and operating deficits, increases in general and administrative costs, unanticipated losses, financial condition and stock price, inability to carry out research, development and commercialization plans and other specific risks. APYP does not undertake any obligation to publicly update any forward-looking statement. Neither APYP nor SLEEPX are subject to the reporting requirements of the Securities and Exchange Commission under the Securities and Exchange Act of 1934 as amended.*

# About AppYea, Inc.

**AppYea** is a healthtech company commercializing a breakthrough wearable technology for the treatment of snoring and developing wearable solutions to diagnose *and* treat sleep apnea.

The company's solutions are based on its proprietary IP portfolio of AI and sensing technologies for the tracking and analysis of breathing patterns, vital signs and other physiological parameters during sleep, designed for greater accuracy at lower and affordable cost.

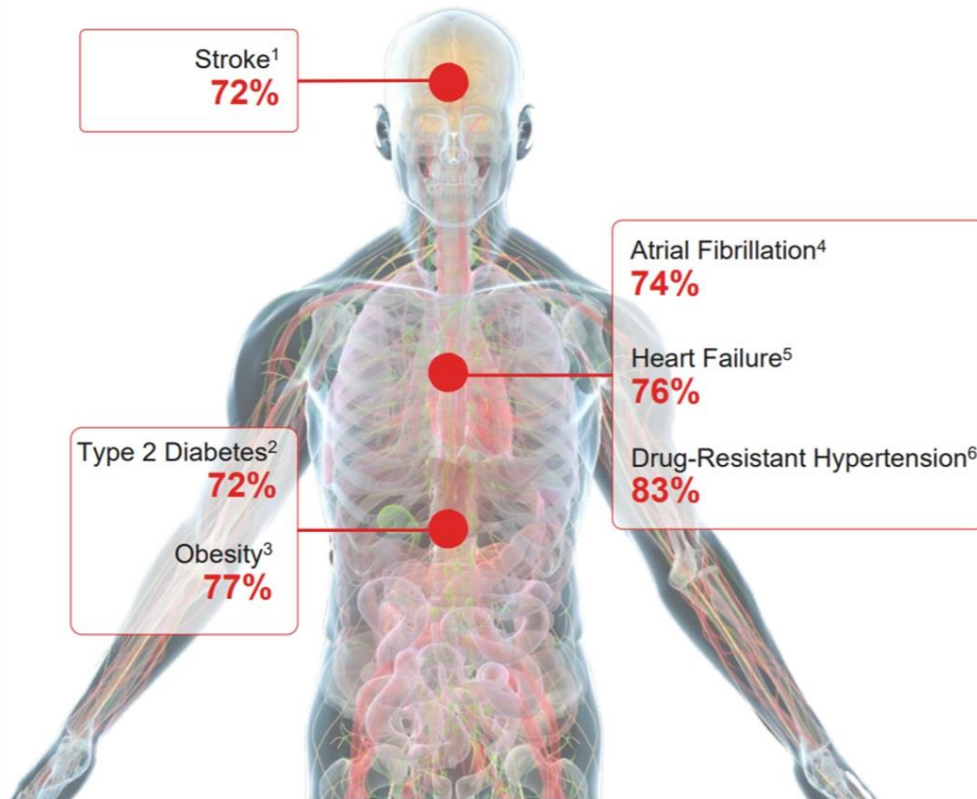
## **Consumer Product** (entering commercialization phase):

- **DreamIT:** Biofeedback snoring treatment wristband, used in combination with the SleepX App

## **Medical Devices** (seeking 510(k) approval):

- **SleepX PRO App:** Smartphone medical application, with a unique algorithm, for the diagnosis of Sleep Apnea
- **DreamIT PRO :** Wristband for the treatment of Sleep Apnea using biofeedback in combination with the SleepX PRO App

# Target Market and Opportunity



1 Johnson KG and Johnson DC. J Clin Sleep Med 2010

2 Einhorn D et al. Endocr Pract 2007

3 O'Keeffe T and Patterson EJ. Obes Surg 2004

4 Bitter T et al. Dtsch Arztebl Int. 2009

5 Oldenburg O et al. Eur J Heart Fail 2007

6 Logan AG et al. J Hypertens 2001

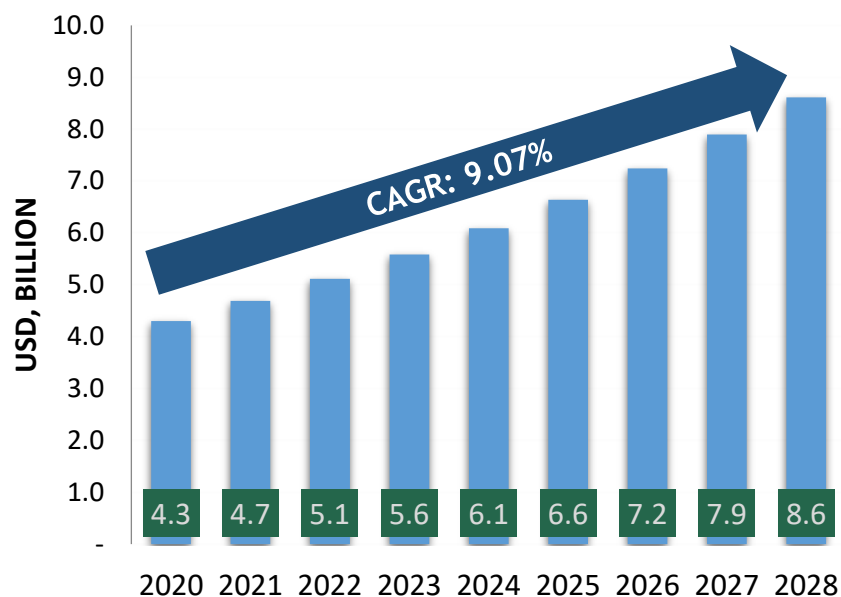
49.7% of men and 23.4% of women aged 30-60, approximately **90M** people in the US snore.

**50%** of people who snore loudly have Obstructive Sleep Apnea.

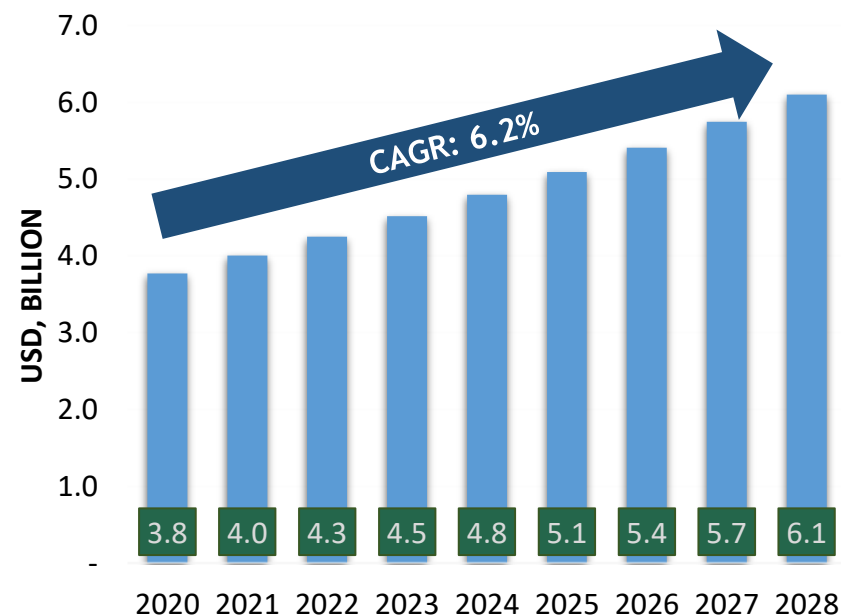
**80%** of people who have Obstructive Sleep Apnea are undiagnosed.

# Market Overview

According to Fior Markets, the global **anti-snoring** treatment market is expected to grow from USD \$4.3 billion in 2020 to USD \$8.6 billion by 2028, at a 9.07% CAGR during 2021-2028.



The global **sleep apnea** devices market size was valued at USD \$3.7 billion in 2020 and is expected to expand at a 6.2% CAGR from 2021 to 2028, reaching USD \$6.1 billion by 2028, according to a new report by Grand View Research, Inc.



# DreamIT: Snoring Treatment



**DreamIT** is a biofeedback snoring treatment wristband, combined with the SleepX App.

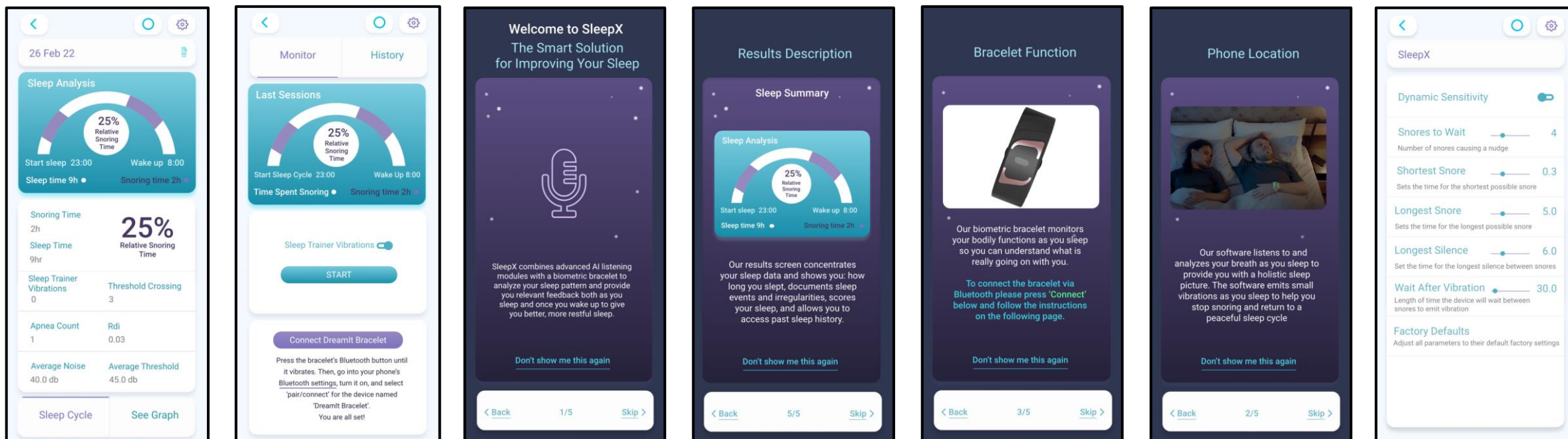
This wristband uses unique algorithms combined with sensors to monitor physiological parameters during sleep. Based on real-time reactions, the wristband will vibrate, when necessary, in order to decrease snoring and regulate breathing by gently bringing the user to a lighter sleep state and thus cease the snoring event.

The DreamIT product development is complete with final testing and calibration underway in preparation for full-scale commercialization

\* The product is not considered a medical device.

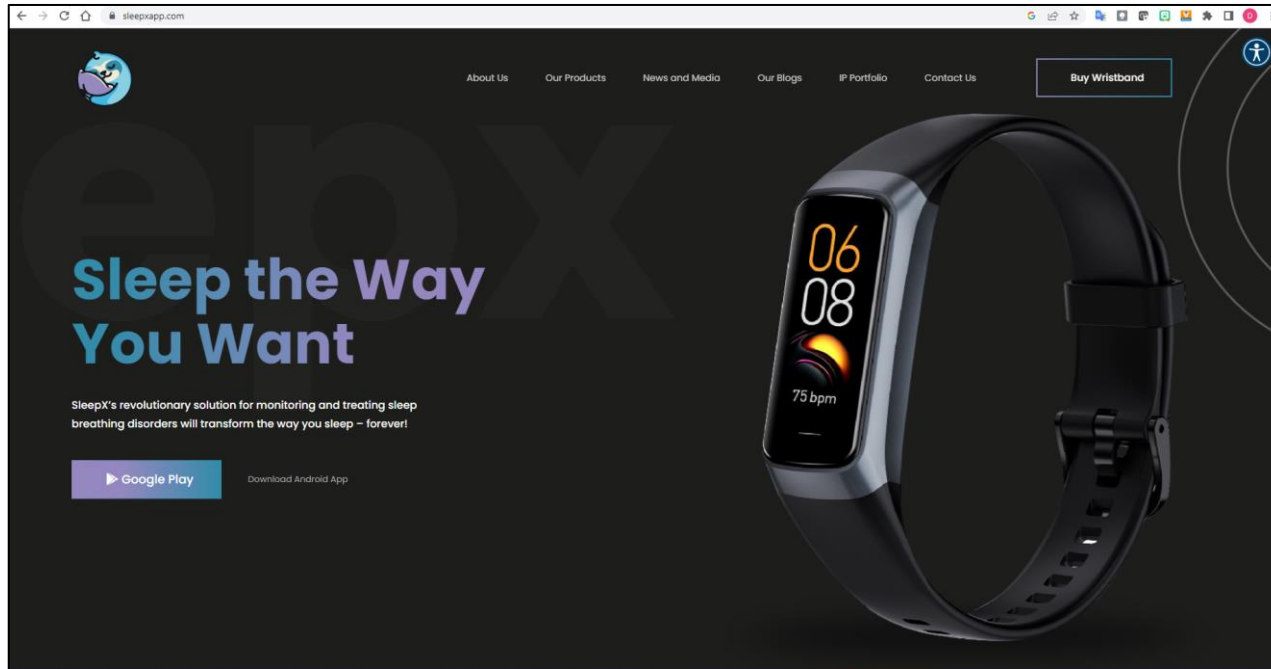


# DreamIT: SleepX App



# DreamIT: Go-To-Market Strategy

- Plan to debut the first DreamIT product and SleepX app in the first quarter of 2023
- Target sale price for DreamIT of \$99 with expected gross margins of 80%+
- Initial launch planned leveraging a low-cost, online direct-to-consumer marketing campaigns
- Strategy to establish relationships with third-party sales organizations, distributors, pharmacies, chain stores, online stores, and others



Coming Soon:

amazon.com®

ebay

Google Shopping



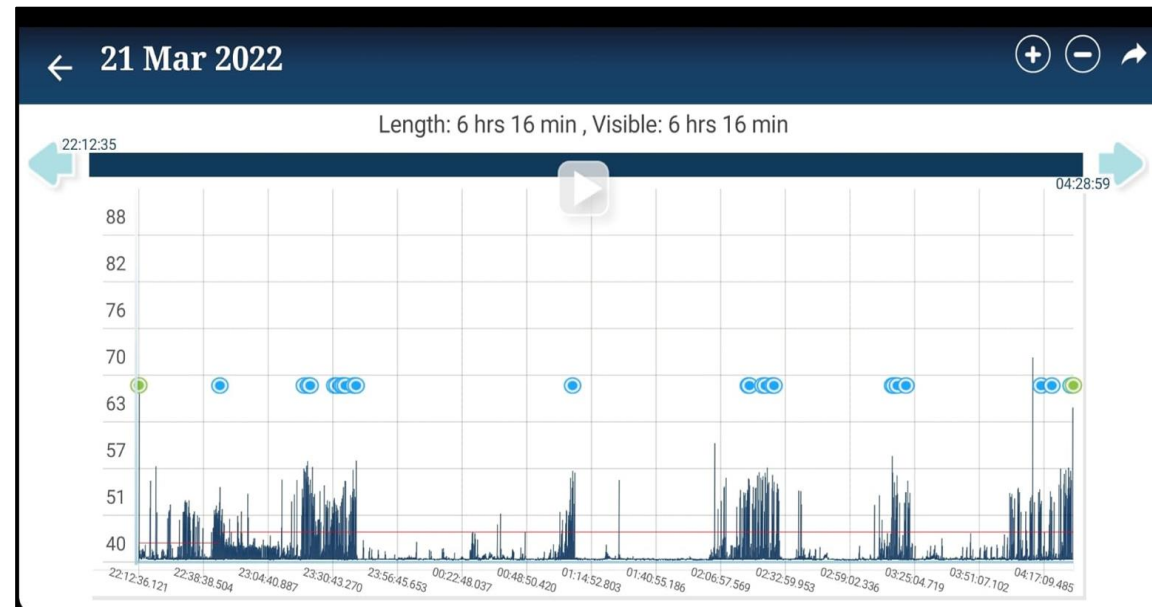
# SleepX PRO: Sleep Apnea Diagnosis

**SleepX PRO** is a medical application, downloadable on a smartphone, and used to monitor breathing patterns in sleep and diagnose sleep apnea episodes.

SleepX PRO is currently awaiting approval from the Helsinki committee to begin clinical trials in Soroka hospital in Israel, following which we will file for FDA approval.

## FDA Approval Process:

Q1 2023: Pre-submission  
Q2 2023: Submit 510(k)  
Q4 2023: 510(k) approval



# DreamIT PRO: Sleep Apnea Treatment

**DreamIT PRO** is a wristband for the treatment of sleep apnea using biofeedback in combination with the SleepX PRO app.

The unique algorithms of SleepX PRO, combined with the wristband sensors, monitor sleep apnea events and additional physiological parameters during sleep, and when necessary, the wristband vibrates according to real-time events, in order to decrease and cease sleep apnea events.

The DreamIT PRO product is currently in advanced development stages, following which the Company plans to begin the testing stage in preparation for filing its 510(k) for FDA approval.



## FDA Approval Process:

Q2 2023:	Trial initiation
Q3 2023:	Trial completion
Q4 2023:	Submit 510(k)
Q1 2024:	510(k) approval

# DreamIT PRO: Advantages

**CPAP Device**



- ↑ Convenience
- ↑ Comfort
- ↑ Sleep Quality
- ↓ Cost

**DreamIT Pro**



# Competitive Landscape

Product	Function	Effectiveness	Side Effects	Compliance	Price (\$US)
<b>CPAP</b>	Applies pressured air through the mask inside the throat	High	Movement of the jaw. Noise and disturbance to partner	~ 20%	\$600 - 3,000
<b>Dental Appliance</b>	Keeps tongue retained	N/A	Damages and brings to a permanent change in the jaw, teeth and mouth position; saliva buildup and nausea	N/A	\$50 – 2,000
<b>Surgery</b>	Removes tonsil adenoids to excess tissue or reconstructs the jaw to enlarge the upper airway	Up to 36 months	Possible complications, infection and pain	N/A	\$1,500 – 3,500
<b>Nasal Valve Dilators</b>	Decrease nasal resistance	Low	N/A	Low	\$5
<b>Snoring Fix</b>	The device fix the jaw during sleep	Low	None	Low (5% estimation)	\$25

# AppYea IP Portfolio

- High-sensitivity Sensors for Sensing Various Physiological Phenomena, particularly useful in anti-snoring apparatus and methods. Patent number US 7,866,212 B2, issued on January 11, 2011.
- Apparatus for use in controlling snoring and sensor unit particularly useful therein. Patent number US 7,716,988 B2, issued on May 18, 2010.
- Apparatus and method for diagnosing sleep quality, patent number US 2015/0119741 A1, issued on April 30, 2015.
- Estimation of sleep quality parameters from whole night audio analysis, patent number US 2020/1193423 A1, issued on March 26, 2020.
- Apparatus and method for diagnosing obstructive sleep apnea:
  - USA patent number - US 9,844,336 B2, issued on December 19, 2017.
  - European patent number - EP2608717 A4, issued on May 11, 2016.
  - Israeli patent number - IL224852A
  - Systems and methods for snoring detection and prevention patent number WO2021214735A1 WIPO (PCT)



**Patents extend through 2040; additional patents pending and planned**

# Upcoming Milestones





# Sr. Management & Board



***Boris Molchadsky, Chairman.***

In September 2019, Mr. Molchadsky co-founded SleepX Ltd., and continues to serve as CEO today. In August 2015, Mr. Molchadsky co-founded Nexense Technologies USA, Inc., a corporation focused on non-intrusive treatment for snoring and sleep apnea. He additionally co-founded GPIS Ltd., in March 2007. Furthermore, Mr. Molchadsky has over fifteen years of experience in the capital markets working in leading investment firms. In recent years, he has been working in the field of sleep health in collaboration with the world's leading research institution, such as the Ben Gurion University, Soroka Medical Center and Millenium Sleep Lab. Mr. Molchadsky holds a B.A. in Business Management and Finance from the University of Manchester and a M.B.A in Finance from the Ono Academic College, in Israel.



***Asaf Porat, CFO and Board member.***

From December 2019 to June 2021, Mr. Porat served as CFO for Geneyx LTD, a genetic and clinical data source for pharma research, advancing novel diagnostics and drug development (SAAS). Mr. Porat was additionally the co-founder and CFO of Cannibble FoodTech Ltd (CSE: PLCN), from June 2018 to January 2020. Prior to this, he served as managing partner of ONYX Investment Banking from July 2014 to January 2020. From Nov 2014 through Nov 2017, Mr. Porat served as an independent board member of Apolo Power (traded on the TASE). Mr. Porat received a B.A. in Economics and Management from the Ben Gurion University of the Negev in 2003, and an M.B.A in finance and accounting from Tel Aviv University in 2007.



***Neil Kline, Entrepreneur, Physician, and Board member.***

Founder and former CEO of the American Sleep Association (ASA), Dr. Neil Kline is an internist/sleep physician and entrepreneur with a diverse history in digital tech, media, life sciences and healthcare startups. He founded Sleep Disorder Associates and American Sleep Association. Dr. Kline attended UCSD for undergraduate, PCOM for medical school and internal medicine residency and sleep fellowship training at the University of Pennsylvania.



***Ron Mekler, CPA, MBA and Board member.***

During the last 20 years, Mr. Mekler has served in key positions including as CFO at Clalit Health Services (the largest health services organization in Israel with more than 2,000 employees, and 600,000 members) and controller in several international industrial and real estate companies. Mr. Mekler started his career as an intern at Price Water House Coopers (BIG4) - specializing in industrial, real estate, and high-tech Companies. Mr. Mekler has an accountant degree from BGU University since 2003 and an MBA in Business Management from the Ono Academic College.

# Board of Advisors



Prof. Asher Tal, MD.  
Founder of Sleep laboratory at  
Soroka Medical Center, Ben  
Gurion University



Dr. Dov Melamed, PHD.  
Co-Founder of Periness LTD  
and Oshadi LTD, Non-  
Executive Director of XTL  
Biopharmaceuticals and  
former president of SciVac.



Prof. Amir B. Geva, CSO  
Board member, he is a  
world-renowned expert in  
the field of AI and machine  
learning.



Adi Shemer  
Director of Operations USA at  
MovingLife



***THANK YOU***

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