MaskFit AR
FIND YOUR MASK!

Investor Presentation
投资者报告
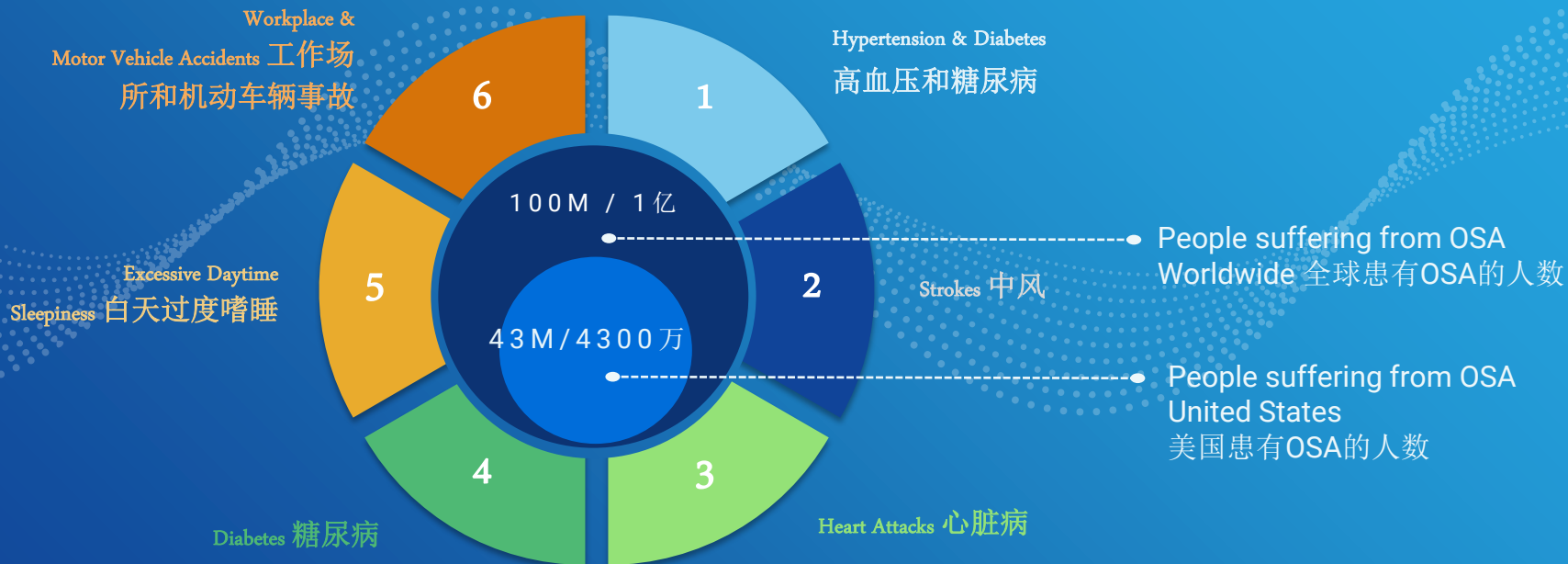
April 2021 / 2021年4月

AR MEDICAL TECHNOLOGIES

Obstructive Sleep Apnea (OSA)
阻塞性睡眠呼吸暂停 (OSA)

MaskFit AR

Associated Health Conditions
相关的健康状况

Workplace &
Motor Vehicle Accidents 工作场所和机动车辆事故

6

Hypertension & Diabetes
高血压和糖尿病

1

100M / 1亿

Excessive Daytime
Sleepiness 白天过度嗜睡

5

43M/4300万

2

Strokes 中风

People suffering from OSA
Worldwide 全球患有OSA的人数

People suffering from OSA
United States
美国患有OSA的人数

4

Diabetes 糖尿病

3

Heart Attacks 心脏病

MEDICAL
TECHNOLOGIES

Treatment for OSA / OSA的治疗

MaskFit AR

CPAP & BiBAP Machines
CPAP & BiBAP机器

The Gold Standard
黄金标准

Continuous Positive Airway Pressure Treatment
持续气道正压治疗

CPAP / BiPAP Therapy and Mask fitting administered by a qualified clinician 由合格的临床医生提供CPAP / BiPAP治疗和面罩适配

CPAP & BiBAP Masks
CPAP和BiBAP面罩

Most essential component of therapy 治疗的最基本组成部分

Hundreds of masks to choose from数百种面具可供选择

Various sizes and designs 各种尺寸和设计

MEDICAL TECHNOLOGIES

Mask Industry Challenges
面罩行业的挑战

NO INDUSTRY GUIDELINES 无行业指南

Lack of standard reference to indicate which masks are more effective comparatively.
缺乏标准的参照物来说明哪些面罩相对来说更有效

PATIENTS STOP USING CPAP
患者停止使用CPAP

Due to mask discomfort, patients stop using CPAP which leaves their OSA untreated 由于面罩带来不适，患者停止使用CPAP，使OSA得不到治疗。

QUESTIONABLE MASK RECOMMENDATIONS
建议使用有问题的面罩

Driven by inventory levels and promotions rather than scientific or clinical validation
由库存水平和促销驱动，而非科学或临床验证

NO MEASUREMENT STANDARDS
无衡量标准

No changes or improvements in the industry over the past 40 years
过去40年，行业没有变化或改进

NO STANDARD FOR RECOMMENDATIONS
无建议标准

Qualified healthcare professionals have varying degrees of experience to properly fit masks
合格的医护人员都有不同程度的正确佩戴面罩的经验

POOR FITTING MASKS
贴合度差的面罩

Resulting in low patient compliance and reducing therapy effectiveness
导致患者依从性低，降低治疗效果

HIGH DISCARD RATE 高丢弃率

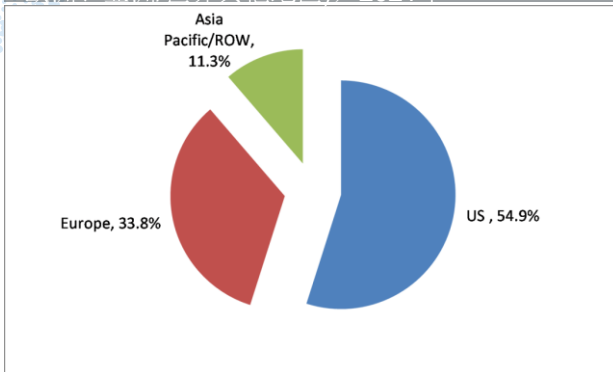Poor fitting masks result in an estimated 30% of masks being discarded
贴合度差的面罩导致约30%的面罩被丢弃

MaskFit AR

MEDICAL TECHNOLOGIES

Addressable Market Size 可进入市场的规模

- **2024:** Global sleep apnea device market estimated to have a value of $9.29 B 全球睡眠呼吸暂停设备市场估计价值$92.9亿 [1]
- **2020 to 2024**: CAGR growth rate of 7.94% / 2020年至2024年复合年增长率为7.94%[1]
- **2021** Global Sleep Apnea Interface (masks) market: $1.5 B / 2021年全球睡眠呼吸暂停介面（面罩）市场: $15亿[2]
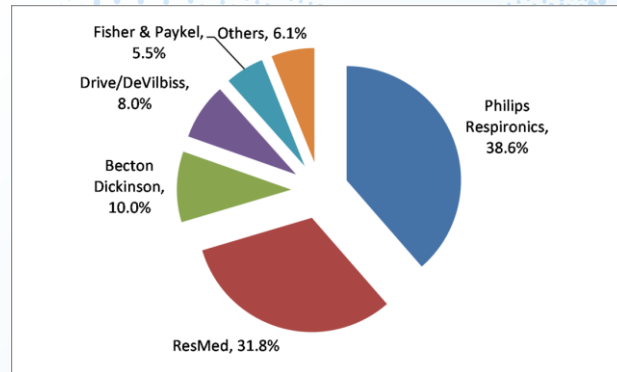- **2021** CAGR growth rate of 10.2% / 2021年复合年增长率10.2%[2]

[1]Research and Markets - "Global Sleep Apnea Therapeutic & Diagnostic Devices Market: Insights & Forecast with Potential Impact of COVID-19 (2020-2024)"

[2]Kalorama Information (April, 2017) Report World Sleep Apnea Device Market 2016-2021

The Worldwide Respiratory Sleep Apnea Market by Region (US, Europe, Asia/ROW), 2021 全球呼吸性睡眠呼吸暂停症市场按地区划分（美国、欧洲、亚洲/世界其他地区），2021年 [2]

- Asia Pacific/ROW, 11.3%
- Europe, 33.8%
- US , 54.9%

The Worldwide Respiratory Sleep Apnea Market Share by Supplier 全球呼吸性睡眠呼吸暂停症市场份额按供应商划分[2]

- Fisher & Paykel, 5.5%
- Others, 6.1%
- Drive/DeVilbiss, 8.0%
- Becton Dickinson, 10.0%
- Philips Respironics, 38.6%
- ResMed, 31.8%

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MaskFit AR Solution
MaskFit AR解决方案

Intelligent Mobile App 智能移动应用

3D scanning with iPhone X *(or higher)* or iPad Pro.使用 iPhone X（或更高版本）或iPad Pro进行3D扫描

2D scanning with Android and older model mobile devices 使用Android和旧款移动设备进行2D扫描

Enabling Telehealth 实现远程医疗

Contactless remote mask fitting (no photograph or images transmitted or recorded) 非接触式远程面罩适配（不传送或记录照片或图像）

Intelligent Mask Recommendation Engine 智能面罩推荐引擎

Proprietary algorithm *(patent pending)* determines optimal match using a complete global database of CPAP masks 专有算法（正在申请专利）利用完整的全球CPAP面罩数据库确定最佳匹配型号

Maximum Accuracy 最大精度

Precision sub-millimeter accuracy measurements *(patent pending)* and smart detection of pertinent facial features 精确的亚毫米精度测量（正在申请专利）和相关面部特征的智能检测

AI Driven Data Modelling / AI驱动的数据建模

Combines measurement database with a demographic, clinical, and satisfaction matrix for intelligent mask selection 将测量数据库与人口统计学、临床和满意度矩阵相结合，进行智能面罩选择

Privacy & Security 隐私与安全

No picture images are stored or recorded; HIPAA compliant servers for data collection and storage 不存储或记录任何图片影像；符合HIPAA标准的服务器用于收集和存储数据。

MEDICAL
TECHNOLOGIES

Competitive Landscape 竞争格局

|	MaskFit AR	F&P	ResMed	PHILIPS RESPIRONICS	SleepGlad AI MaskFitter	sovaSage reinventing sleep therapy
Platform	MaskFit AR	myMask	MaskSelector	Mask Selector	SleepGlad	TherapistAssist
Scanning	3D & 2D	No	No	3D & 2D	Patient Selfie to 3D rendering	Patient Selfie
Technology	AI Point Cloud	Written Instructions	Manual Measurement	Panoramic 2D Images	AI & Proprietary Algorithm	AI & Proprietary Algorithm
Maximum Accuracy	~0.1 mm	NA	~1 mm	~0.4 mm	NA	NA
Scanning Time	4 Seconds	NA	NA	15-25 Seconds	NA	NA
Facial Feature Extraction	Yes	NA	NA	No	NA	NA
Facial Feature Measurement	Yes	NA	NA	No	NA	NA
Nostril Measurement	Yes	NA	No	No	NA	NA
User Group (s)	Institutions & consumers	Institutions only	Institutions only	Institutions only	Institutions & consumers	Institutions only
Mask Recommendation	Yes All manufacturers	Only F&P	Only ResMed (44)	Only Philips Respironics	Some major manufacturers	Yes All manufacturers
Additional Hardware Required	No	No	Measuring Tools	Camera and Clip	No	No

竞争格局

	MaskFit AR	F&P	ResMed	PHILIPS RESPIRONICS	SleepGlad AI MaskFitter	sovaSage reinventing sleep therapy
平台	MaskFit AR	myMask	MaskSelector	Mask Selector	SleepGlad	TherapistAssist
扫描	3D和2D	否	否	3D和2D	患者自拍到3D渲染	患者自拍
技术	AI Point Cloud	书面指导	人工测量	二维全景图像	AI和专有算法	AI和专有算法
最大精度	~0.1 毫米	不适用	~1 毫米	~0.4 毫米	不适用	不适用
扫描时间	4 秒	不适用	不适用	15-25 秒	不适用	不适用
面部特征提取	是	不适用	不适用	否	不适用	不适用
面部特征测量	是	不适用	不适用	否	不适用	不适用
鼻孔测量	是	不适用	否	否	不适用	不适用
用户群	机构和消费者	仅机构	仅机构	仅机构	机构和消费者	仅机构
面罩推荐	是 所有制造商	仅 F&P	仅 ResMed (44)	仅Philips Respironics	一些大型制造商	是 所有制造商
需要更多硬件	否	否	测量工具	Camera and Clip	否	否

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AR MEDICAL TECHNOLOGIES

What Makes Us Unique 我们独特之处
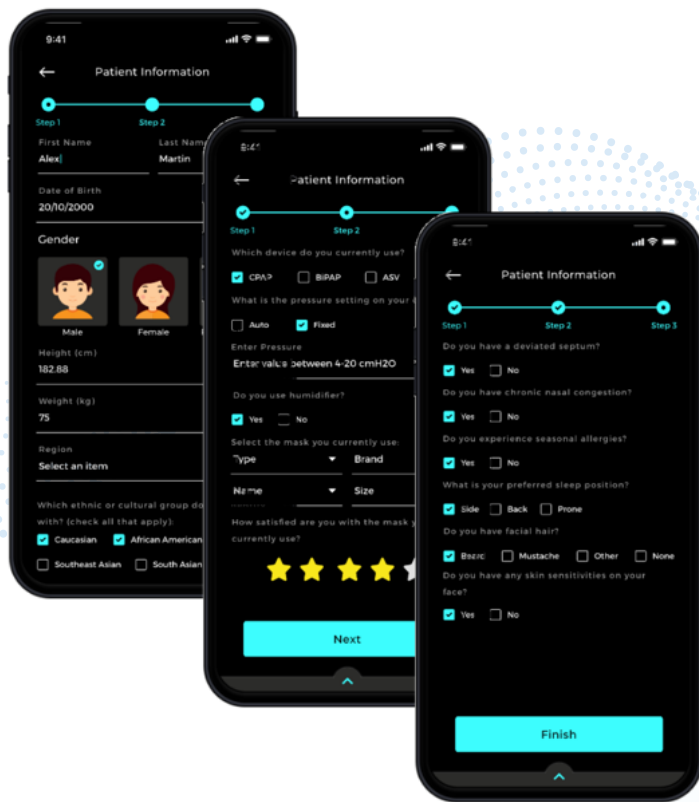
- Highly accurate point cloud data measurement - sub-millimeter (*patent pending*) 高精度点云数据测量--亚毫米级（正在申请专利）

- Worldwide release to consumers and institutions 向全球消费者和机构发布

- Institutional commitments from UK, Philippines, HK, Mexico, South America 英国、菲律宾、香港、墨西哥、南美洲的机构承诺

- Use for both Consumers and Institutions 消费者和机构均可使用

- Regional mask recommendation filter 区域面罩推荐筛选程序

- Low-cost adoption 低成本采用

- Easy to use browser desktop and app user interface 易于使用的浏览器桌面和应用程序用户界面

- Cross platform - iOS, Android, Web-Based 跨平台-- iOS 、安卓、网页版

- Technology development culminated over the past 7 years since 2013 自2013年起，过去7年掀起技术发展高潮

- MaskFit AR is not classified a medical device or software. No known regulatory concerns or requirements to distribute mobile app / MaskFit AR不属于医疗设备或软件，不存在已知的监管问题，也没有发布移动应用的要求。

Business Model 商业模式

INSTITUTIONS 机构

- Annual Service & Maintenance fee tiered to size of institution
  每年的服务和维护费根据机构的规模分档次收取

- Monthly Subscription fee based on number of users
  按用户数计算的月租费

- $5 administrative fee/transaction for mask fitting through the app that result in a purchase通过应用程序进行面罩试戴并导致购买的，每笔交易收取$5管理费

  o Expected largest stream of revenue 预期的最大营收流

  o Patients are recommended to purchase a replacement masks every 6 months
    建议患者每六个月购买更换一次面罩

  o Approximately 75% of mask replacements covered by health coverage programs in the US and Canada 在美国和加拿大，约75%的面罩更换

CONSUMERS 消费者

- Mobile App free to download and use
  移动应用程序免费下载和使用

- Target marketing campaign revenue from advertisers广告商的目标营销活动收入

- Premium Membership Subscription with access to higher levels of buyer club discounts (*future software version*) 高级会员订阅，可享受更高级别的买家俱乐部折扣（未来软件版本）

- With a massive adoption rate from customers, there will be several avenues to monetize the users
  在客户大量采用的情况下，将有多种渠道来实现用户的货币化

- Collection of Big Data 收集大数据

Go to Market 进入市场

Platform Launch:
April 2021
平台推出：2021年4月

Initial user adoption will grow through institutional partners 最初将通过机构伙伴提高用户使用量

Sleep clinics and other institutions will see an immediate benefit from servicing patients 睡眠诊所和其他机构将从为患者提供服务中看到直接的好处

Direct to consumer will accelerate data collection for the neural network framework 直面消费者将加快神经网络框架的数据收集速度

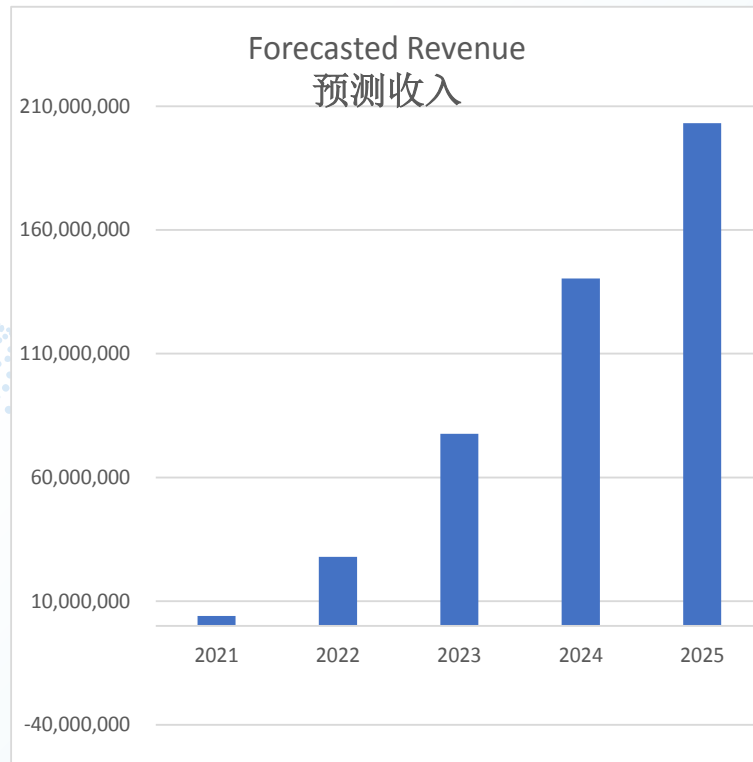**Why Institutions will work with us? 机构与我们合作的原因**

- Improve clinician's ability to select appropriate masks 提高临床医生选择合适面罩的能力
- Enables remote contactless fitting for in-person or Telehealth consults 可实现远程非接触式适配，用于面诊或远程医疗咨询

- Eliminates the need to re-use "sample masks" for fitting 消除了为了适配需要重复使用 "样品面罩 "的情况
- Reduce inventory costs and waste from discarded masks 减少库存成本和废弃面罩的浪费

- Eliminates significant administrative expenses for patient mask refit and resupply follow up 消除了患者面罩更换和再补给后续工作的大量管理费用
- Provides massive opportunity to increase mask sale revenue 为增加面罩销售收入提供了大量机会

- Customizable cloud-based platform for institutions to improve inventory procurement and data collection 可定制化的云平台，为机构改善库存采购和数据采集提供服务

MaskFit AR

MEDICAL TECHNOLOGIES

Revenue Forecast 收入预测

- B2B phase 1 launch primarily in North America 主要在北美推出B2B第一阶段

- In 2021: $4 million in revenue / 2021年：收入$400万

- By 2025: Revenue increase to $203.1 million *(75% of patients will opt to replace masks every 6 months due to insurance coverage, which incurs a $5 fee)* 到2025年：收入增加到$2.031亿 *(75%的患者将选择每六个月更换一次面罩，因为有保险，仅需要支付$5的费用)*

- Gross margin begins as high as 96.1% and decreases overtime to 84.8% as a result of an increase in commissions paid to affiliate partnerships 毛利率开始时高达96.1%，随着时间的推移，毛利率下降到84.8%，这是由于支付给联营合作伙伴的佣金增加所致

- Highly scalable business with minimal variable costs as revenue activities are automated technologically without requiring personnel 高度可扩展的业务，最小的可变成本，因为收入活动在技术上是自动化的，不需要人员。

Forecasted Revenue
预测收入

Year	Revenue
2021	
2022	
2023	
2024	
2025	

(Bar chart with y-axis scale: -40,000,000 / 10,000,000 / 60,000,000 / 110,000,000 / 160,000,000 / 210,000,000)

MaskFit AR

AI MEDICAL TECHNOLOGIES

An Experienced Team 经验丰富的团队

Cox Tan-Ngo | President & CEO 总裁兼首席执行官
Registered Respiratory Therapist in US and Canada. President & CEO of Quality Sleep Philippines; Founder & General Manager and Clinical Director of Clinical Sleep Solutions Inc., Founding Chairman of the BC Respiratory and Sleep Providers Association. 美国和加拿大注册呼吸治疗师，Quality Sleep Philippines总裁兼首席执行官，Clinical Sleep Solutions Inc.创始人、总经理和临床总监，卑诗省呼吸和睡眠提供者协会创始主席

Daryl Ching | Chief Financial Officer 首席财务官
Founder of Vistance Capital Advisory, Over ten years in investment banking, helped companies raise debt and equity, Honors Economics Program University of Western Ontario, CFA Charterholder. Vistance Capital Advisory创始人，从事投资银行工作十余年，帮助多家企业进行债权和股权融资，完成了西安大略大学经济学课程，获得了注册金融分析师资格

Ben Hum | Board Member 董事会成员
Serial entrepreneur and IT professional with multiple exits, President (York Region Chapter) Keiretsu Forum, President InsightArk Inc., Chairman Hangry Group, Chairman (Young Entrepreneurs Group) Association of Chinese Canadian Entrepreneurs.连续创业者和IT专业人士，多次退出，Keiretsu论坛主席（约克地区分会），InsightArk Inc.总裁，Hangry Group董事会主席，加拿大华人企业家协会主席（青年企业家组）

Hadi Mansoor | Chief Technology Officer 首席技术官
Engineer (PEng) in Canada, two bachelor's degrees in mechatronics and software engineering and a PhD in biomedical engineering published author with a patent on optical systems for cellular-level imaging of biological tissues. Leads the design and development team.加拿大工程师（专业工程师），拥有机电一体化和软件工程两个学士学位，生物医学工程博士，拥有生物组织细胞级成像的光学系统专利，领导设计和开发团队。

Dave Bonenko | VP Sales & Marketing 营销副总裁
Experienced sales & marketing executive in sleep-disorder breathing solutions. Previously Vice President of Sales at Oventus Medical ASX: OVN,and the Vice President of Sales and Marketing with SleepMed.睡眠障碍呼吸解决方案方面经验丰富的营销主管，曾任Oventus Medical (ASX: OVN)的销售副总裁和SleepMed的营销副总裁。

Ji Ma | Senior R&D Scientist 高级研发科学家
Expert in 2D/3D machine vision, point cloud processing, mesh reconstruction, and geometric modeling, algorithm and product development with proven skills in C/C++, Objective-C, Swift, Java. Previously worked in the Computer-Aided Design/Manufacturing Research Lab at the University of BC.擅长2D/3D机器视觉、点云处理、网格重建以及几何建模、算法和产品开发，拥有成熟的C/C++、Objective-C、Swift、Java技术，曾在卑诗大学计算机辅助设计/制造研究实验室工作。

Donkan Li | Lead Software Developer 首席软件开发人员
Full Stack Programmer, Web developer and DevOps specialist with hands-on experience supporting, automating, and optimizing mission critical deployment in AWS, leveraging configuration management, CI/CD, and DevOps processes.全栈程序员、Web开发人员和DevOps专家，具有在AWS中支持、自动化和优化关键任务部署的实践经验，利用配置管理、CI/CD和DevOps流程的经验

MaskFit AR

MEDICAL TECHNOLOGIES

Investor Opportunity 投资者机会
& Use of Funds 以及资金使用情况

Software Development 软件开发

Continued MaskFit AR App and platform development for additional ecommerce features 继续MaskFit AR应用和平台开发，增加电商功能。

Staffing 员工

Expand with a total of 5 senior institutional sales representatives to cover more territory and manage inside sales 增加5名高级机构销售代表，以覆盖更多地区并管理内部销售。

Operations 运营

Working capital, legal expenses for IP filings, data centre, security infrastructure 营运资金、知识产权申报的法律费用、数据中心、安全基础设施。

Business Development 业务开发

A targeted marketing campaign will target institutions in support of sales team for US territory. Digital marketing campaigns will target consumers to download the app and start using it 有针对性的营销活动将针对机构，支持美国地区的销售团队。数字营销活动将针对消费者下载应用程序并开始使用

Raising: $1M (USD)
募集：100万美元
Equity 股权(2021)

Pre-Money Valuation 投前估值
$10M CAD /1000万加元

MaskFit AR

AR MEDICAL TECHNOLOGIES

AR Medical Technologies Inc. is a disruptive digital health technology company with a team of scientists, engineers, and software developers dedicated to empowering healthcare providers and consumers with artificial intelligence and machine learning for more effective treatment solutions for patients who suffer from OSA. We take pride in our vision to not only be the world leader in digital mask fitting but also to contribute to better healthcare outcomes. / AR Medical Technologies Inc.是一家颠覆性的数字健康技术公司，拥有一支由科学家、工程师和软件开发人员组成的团队，致力于通过人工智能和机器学习为医疗服务提供者和消费者赋能，为OSA患者提供更有效的治疗方案。 我们为自己的愿景感到自豪，我们不仅要成为数字面罩适配领域的世界领导者，还要为更好的医疗成果做出贡献。

Contact 联系方式

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