



Disrupting the
Incontinence Market
(hidden epidemic)



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"I was not ready to stop living.
Hooray, I found Elitone!!!"

– Nancy, Age 51, Mom of 3

Billion-Dollar Gap: A Massive Unmet Need

1 in 3 Women Suffer with Incontinence

- Worsens with age
- 40%+ do not seek clinical help due to stigma, invasiveness, or lack of effective solutions.
- Women spend \$750/year on **pads** (while being told to do Kegels)
- **\$10B market**, growing at **10% CAGR**

Few Non-invasive Treatment Options

- Pads
- Medications - serious **cognitive side effects** - only for overactive bladder (OAB)
- Mesh Surgery (**banned** in many countries)
- Implants for OAB are expensive and a 3rd line treatment

“I felt so defeated, alone & embarrassed for having Incontinence”

- *Maribel*

Revolutionary Treatment: First External Wearable

- **Easy & discreet** (no vaginal insertion, comfortable, worn while user does other activities)
- **FDA-cleared**, non-invasive, home-use
- **Proven Clinical Efficacy** (RCTs & Published Studies)
 - 75%+ leak reduction in weeks
 - 85% pad use reduction

Easy. Effective. External.

Elitone treats stress incontinence by Pelvic Floor Strengthening.

Elitone URGE treats urge incontinence (OAB) by Bladder Calming



3 Easy Steps

Apply

- Perineal positioning similar to a pad
- Worn under clothing
- Low-tack hydrogel for easy removal



Adjust

- Stimulation intensity is controlled by the user
- Simple controls for high usability and safe home use



Wear

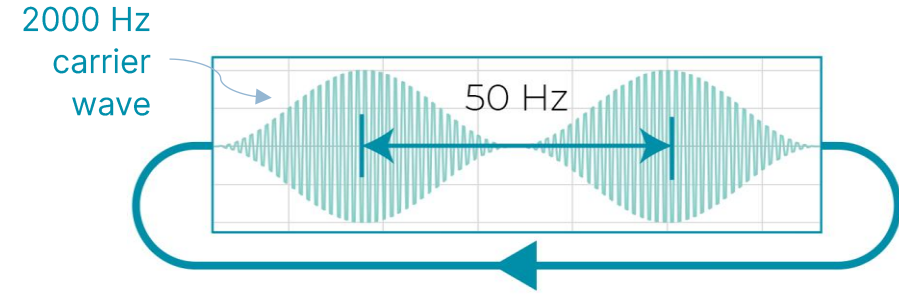
- Treat 20 minutes per day for 6 weeks
- Move freely during treatment
- Discreet and comfortable



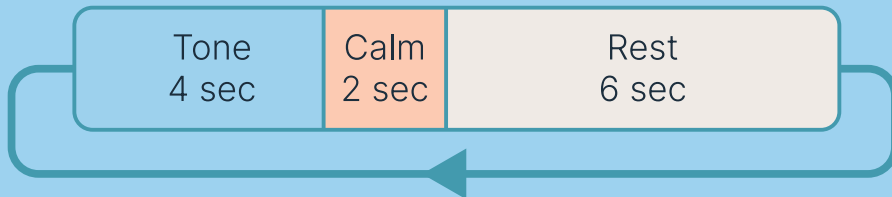
Visit elitone.com for detailed product information

Targeted Neuromuscular Stimulation

- Elitone and Elitone URGE share the same physical product (Controller, GelPads). Only the embedded software is different.
- Both use a unique pre-modulated carrier waveform for comfort and efficacy – this gets through the skin/fat barrier deeper to the muscle.

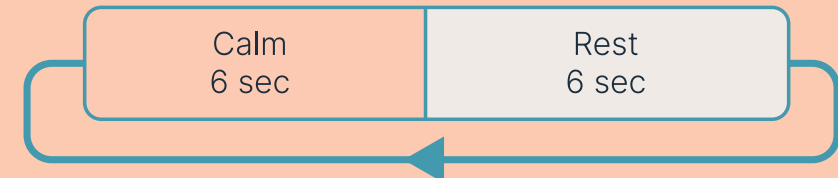


 elitone®



Combines Toning Wave (50Hz) and Calming Wave (10Hz) to achieve 100 Kegel contractions each 20 minute treatment

 elitone®
URGE



Calming Wave (10Hz) to relaxed the overactive bladder to reduce the urgency to void.

Proven Efficacy

20 Subject Prospective Series

- 6-week, use-at-home study design
- Clinically meaningful results
 - 70% were responders ($\geq 50\%$ reduction in leaks)
 - 95% showed some reduction in leaks
 - 80% reduction in pad use
 - 14pt improvement in I-QoL
- Published in Journal of Women's Health Physical Therapy.

48 Subject RCT

- 12-week, use-at-home study design
- Non-therapeutic sham device
- Clinically significant improvements and statistically significant differences relative to sham

visit **elitone.com/clinicians** for more on clinical studies



- FDA cleared 2019
- Kegels longer and stronger than a woman can do on her own
- Return rate for non-efficacy of 3.7% for first 10,000 customers (60-day money back guarantee)



Proven Efficacy

34 Patient Prospective Series

- Pragmatic, use-at-home study design
- 6-week treatment regimen
- Clinically Meaningful Results
 - 76% were responders ($\geq 50\%$ reduction in leaks)
 - 97% showed some improvement
 - 22pt improvement in I-QoL
- Data presented at SUFU. Manuscript submitted for peer review.

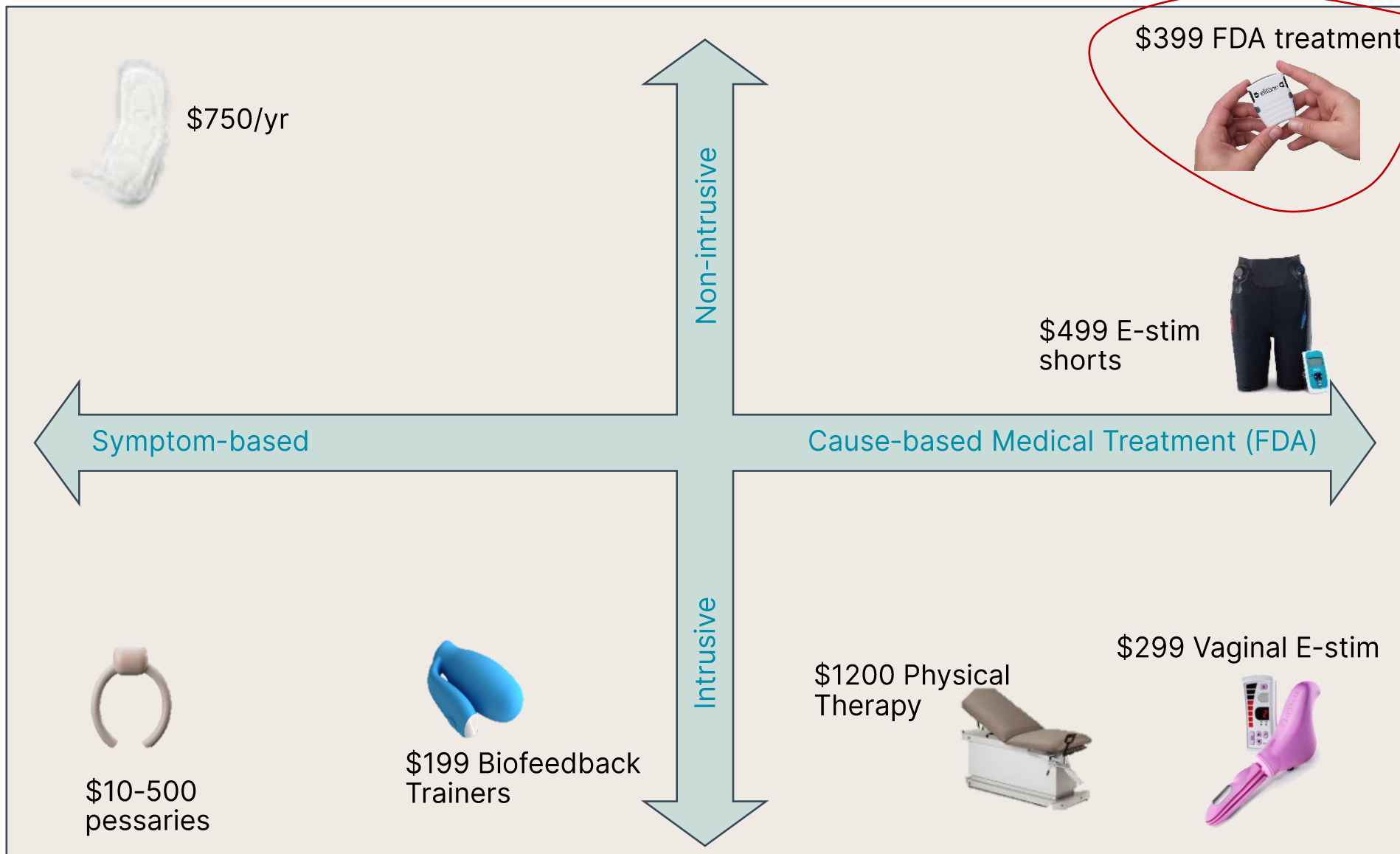
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- FDA cleared 2023
- Alternative for women who don't want medication or implantable device
- Favorable efficacy, risk profile, and cost



Why We Win: Competitive Landscape



Elitone: Best-in-Class efficacy, convenience, and affordability



Medications (\$400/mo)

- Only for OAB
- Major side effects

Competition - cumbersome

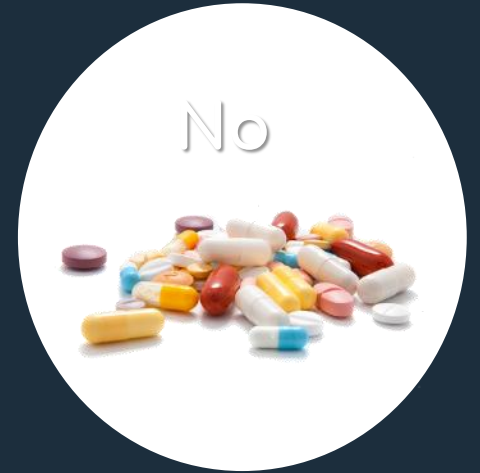
\$499 Innovo E-stim shorts. Must be sized and cannot move. Sold in Europe first.



\$199-300 Vaginal Trainers. Biofeedback on Kegels with app. NO FDA approvals. Elvie, KegelSmart, kGoal, Pericoach, Intimina.



No medication for SUI, only OAB. Bad side effects, on warning lists.



\$300-800 Vaginal E-stim. Must lie on your back for 5-30 min daily. Risk of infection at 20%. Attain, Yarlapp, Leva, Liberty.

\$150-300/ PT session. Very invasive. Only 13% will complete 6 sessions. Takes time from work.

Why we've spent 10 years on this

"My incontinence was preventing me from going out as I was leaking constantly... I no longer need to wear pads and can go any-where **without fear!**" – Joela, Age 71

"**ELITONE has changed my life!** I couldn't walk the dog without wearing a pad. It was gross and embarrassing. **Best money I could have spent on myself!**" – Karrie, Age 43

"I am very pleased!! I had 10 children. **I didn't think anything would help!**" – Marty, Age 71

"I was not ready to stop living. Hooray, I found Elitone!!! Now every time I sneeze, cough and laugh **I am not afraid.**" – Nancy, Age 51, Mom of 3

"Definitely worth the price. I was very skeptical at first, but it really works! I felt a difference pretty quickly. It's just such a nice feeling not to pee when I cough, sneeze, laugh, whatever!! **So very happy** with this purchase. – Amy



The image shows a page from 'Woman's World' magazine, dated May 2014, under the 'HEALTHY LIVING' section. The headline reads: "I'm finally free of bladder leaks!" in large, bold, red and orange letters. Below the headline, a sub-headline states: "Sherri Shockley thought that her embarrassing urinary incontinence would sideline her from a joyful retirement...until a state-of-the-art device gave her back her life and her freedom!" To the right of the text is a photograph of Sherri Shockley, a woman with short grey hair and glasses, smiling and holding a small white dog. A quote next to her photo says: "My life has been totally transformed! beams Sherri". The article text begins with a large 'S' and describes how Sherri Shockley found relief from urinary incontinence using the ELITONE device. It mentions that she was frustrated and humiliated by her condition, which prevented her from walking the dog without pads. The article describes the ELITONE device as a state-of-the-art, externally worn device that delivers electrical stimulation to strengthen pelvic floor muscles and calm overactive bladder muscles. A quote from Sherri says: "It's FDA approved, looks discreet and I'd only have to do it for 20 minutes a day for six weeks, Sherri read. Though the price—\$350 for the system, which includes a tiny machine that sends the pulses, 5 GelPads, connectors and a charge cord—seemed steep, she discovered it was covered by Medicare." The article also includes a quote from a doctor, Roberta Kline, M.D., who states: "At-home technology makes effective bladder control treatments available to all." The article concludes with Sherri's story of how she used the device and how it transformed her life, allowing her to enjoy her retirement without the limitations of incontinence.

Read more customer testimonials at
elitone.com/reviews



Winning Major Industry Awards & Press Coverage



"Top 10 Incontinence Device Global Player"
- Industry Analysis, 2020

Women's Health Market Key Player Map
- CB Insights, 2020

Woman'sDay

VOGUE

Forbes



WOMEN OF
INNQVATION®



Woman's World

