

LIONHEARTHEALTH

Life Regenerated™



CONFIDENTIAL

Disclaimer

The information in this document is subject to updating, revision, verification, and amendment. The information is for educational purposes only and is not intended to be relied on to make investment decisions. This report expresses the views of the author as of the date of writing and is subject to change due to market conditions and without notice.

Certain information contained herein constitutes forward-looking statements (including projections, targets, hypotheticals, ratios, estimates, returns, performance, opinions, activity, and other events contained or referenced herein), which can be identified by the use of terms such as “may,” “will,” “should,” “expect,” “anticipate,” “project,” “estimate,” “intend,” “continue” or “believe” or other variations (or the negatives thereof) thereof. Due to various risks, assumptions, uncertainties, and actual events, including those discussed herein and in the respective analyses, actual results, returns, or performance may differ materially from those reflected or contemplated in such forward-looking statements. As a result, you should not rely on such forward-looking statements in making any investment decisions.

No representation or warranty, expressed or implied, is given by Lionheart Health Inc. or its respective directors, officers, representatives, and employees (the “Parties”) as to the accuracy or completeness of the material, information, or opinions contained in this document and the Parties shall have, and accept, no liability for any statements, opinions, information or matters (expressed or implied) arising out of, contained in or derived from this document or any omissions from this document, or any other written or oral communication transmitted or made available to any other party in relation to the subject matter of this document.

Where indicated, portions of this document contain conclusions and projections based on Lionheart Health research and intelligence. Lionheart Health’s views and conclusions are the results of the exercise of its best professional judgment, based in part upon materials and information gathered by Lionheart Health and others. Use of this report or the content extracted therefrom by any other party for whatever purpose is at such party’s own risk and shall not, and does not, absolve such other party from using due diligence in verifying the document’s content or any of the information extracted therefrom. This document and its contents are confidential and should not be distributed, published, or reproduced in whole or in part or disclosed to any other person, party, or entity without the written consent of Lionheart Health Inc.

Table of Contents

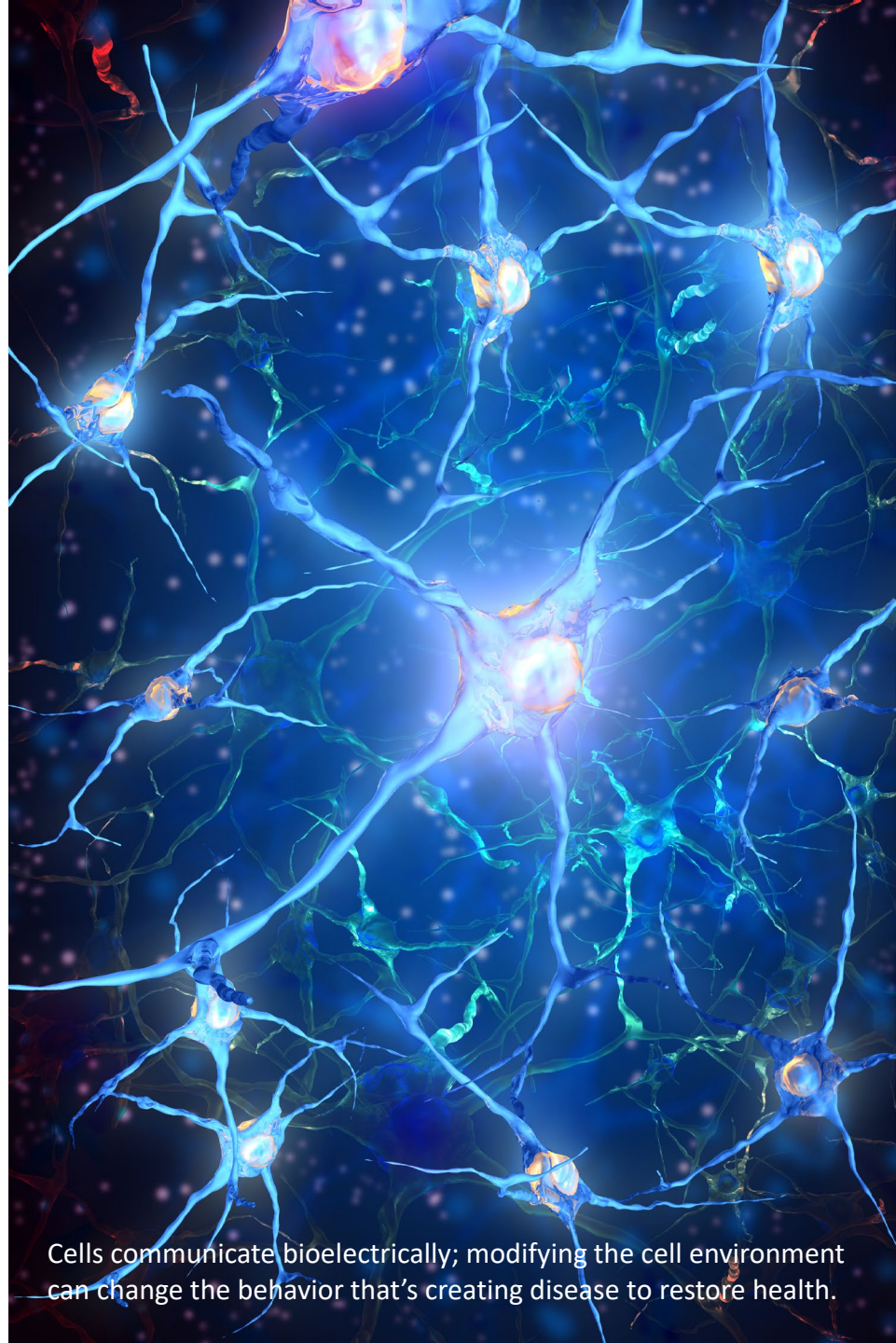
About Lionheart Health, Inc	5
Bioelectric Technology	6
Lionheart Health Team and Partners	7
Markets and Opportunities	9
Launch Products	10
Marketing & Sales Plans/Forecasts	14
Lionheart Health Branded MedSpas	20
Product Pipeline and Long-term Opportunities	21
Roll-up Plan and IPO	24
Investment Opportunity and Use of Proceeds	25
Contact	26

About Lionheart Health, Inc.

- Founded by serial inventor and entrepreneur Howard Leonhardt to commercialize bioelectric stimulation-based organ regeneration and healing therapies developed in 40+ years of research by Leonhardt Ventures.
- More than 600,000 patients have been treated with Leonhardt inventions that generate over \$1.5 billion in revenue and hold leading market share positions.
- 31 issued U.S. patents and more than 700 patent claims have been issued, licensed, optioned, or are in process, or pending.
- Multiple innovation exits, including a stent graft, percutaneous heart valve, cardiovascular balloon catheters, and stem cell delivery catheters.

Regenerative Bioelectric Technology

- All cells in the body communicate bioelectrically — the company has mapped the body's bioelectric code
- Developed bioelectric stimulation sequences to promote specific protein (gene) expressions that change the cell environment to modify its behavior and return cells to health
- Products are designed to prevent and reverse conditions and diseases by regenerating tissue, blood vessels, muscles, and organs
- Treats the causes (not the symptoms) of illness with the goal of extending the human healthspan — the length of time a person remains healthy as they age
- Pipeline of 35+ longevity, wellness, and aesthetics products



Executive Team



Howard J Leonhardt - Executive Chairman & CEO
Serial inventor and entrepreneur. Over 600,000 patients have been treated with Leonhardt's inventions which generate over \$1.5 billion in leading market share positions. 31 issued U.S. patents. Multiple innovation exits, including stent graft, percutaneous heart valve, cardiovascular balloon catheters, and stem cell delivery catheters.



Jorge Genovese, MD, PhD - VP Bioelectric & Biologics Research, Co-inventor, Director Irvine Research Lab
Medical and research leadership in cell and molecular biology. Experienced in tissue engineering, regenerative medicine, biotherapies, translational medicine, and bioelectrical modulation of gene expressions. 38+publications.



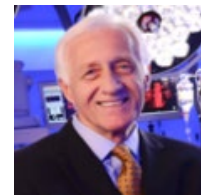
Anthony Domenici, CFA - Chief Financial Officer – 18+ years of financial leadership experience. Co-Founder and CFO at BASECAMP Consulting Group. Expertise in finance, treasury, and accounting in public and private companies.



Sanjay Bhojraj, MD - Chief Medical Advisor
Cardiologist experienced in Longevity and Cardiometabolic Medicine. Former Assistant Professor of Medicine at Loma Linda University School of Medicine, where he was both the director of the cardiac catheterization laboratory and the medical director of the peripheral vascular laboratory.



Brian Lasater – Chief Technology Officer – Engineer with over 30 years' experience in materials science and development of medical technologies including neurostimulations, radio frequency, and implantable devices. Founder, Aspen Scientific.



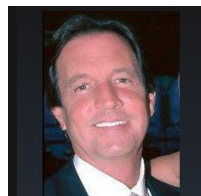
Leslie Miller, MD - Chief Medical Officer
Heart failure cardiologist. Former Chairman of Cardiovascular Medicine at the University of Minnesota for over a decade. 250 peer-reviewed publications. Led over 120 clinical studies. Author and editor of leading textbooks on heart failure, circulatory assist support, and regenerative medicine.



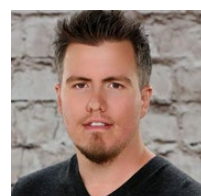
Lynn Hammerschmidt, MA – VP Marketing and Operations
30+ years of C-level experience in marketing, operations, and customer service in start-up diagnostic and pharmaceutical companies. Cancer Non-Profit President. Social entrepreneur focused on reinventing healthcare and patient support and empowerment.



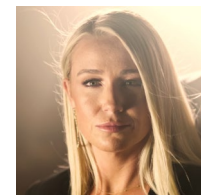
Bristol-Myers Squibb



Jon Dillon, VP Sales Development
Serial entrepreneur with 35 years in leading medical device and pharmaceutical companies. Experienced in partnerships and distribution businesses.



Brian Hardy -Director of Marketing
Over 25 years of experience in business and marketing development for startups. Extensive expertise in developing websites and online platforms for sales and marketing operations and commercialization.



Kelsie Leonhardt, MA - Chief Neuroscientist
8 years of neuroscience research, business development, and social media influencer experience. Master yoga instructor. Specific interests in mental health and women's health.



OEM Partners



Wiemspro Malaga, Spain

BodStim – Wiemspro is the world leader and pioneer in wireless whole-body muscle electrostimulation for fitness. Sold in 47 countries, and used by 900 professionals, with 100,000+ clients. Annual sales of \$21m worldwide



Mettler Electronics Corp.

Mettler Electronics Anaheim, California

SkinStim, HairCell, ErectiStim ED, and OrthoStim. World leader in portable ultrasound and electro-stimulation equipment used in Sports Medicine and Physical Therapy clinics. Customers include the U.S. Olympic Trainers, Los Angeles Angels, and Dallas Cowboys. \$7 million annual revenue in the U.S.



High Tech Medical (HTM) Electronica – Sao Paulo, Brazil

EmPower body sculpting and a full line of facial and body aesthetics/therapy products for MedSpas and clinics. Partner for engineering, product development, and Lionheart Health MedSpas. \$150m annual revenue in South America



HTM training for aestheticians

Markets and Opportunities

A confluence of two markets experiencing unprecedented growth: Longevity Therapy and Bioelectric Medicine driven by

- New understandings of the genetic pathways and biochemical processes that control aging
- An aging population – in 2030, 1.4 billion people will be 60+ worldwide. In 2050, this figure will top 2 billion*

Longevity Therapy global market size of \$355 million in 2022

- Forecasted to be \$565 million by 2028, CAGR of 8.1% during the review period.**

Bioelectric Medicine global market size of \$20 billion in 2021, CAGR 5.8% from 2022 to 2030***

*World Health Organization, **Market Watch, a Dow Jones Company, ***Grandview Research



Launch Products

1. **BodStim™** for exercise enhancement/longevity
2. **Klothoyears™** Klotho (longevity protein) testing service
3. **SkinStim™** for facial rejuvenation
4. **HairStim™** for hair rejuvenation
5. **ErectiStim™** for men's sexual wellness
6. **OrthoStim™** for joint osteoarthritis and osteoporosis



Game-changing Non-invasive Bioelectric Stimulation

- FDA-cleared portable and desktop stimulators deliver gentle bioelectric pulses to target tissues via patented signaling sequences
- Treats the causes, not symptoms, of aging/disease to restore health
- Regenerative technology produces clinically-significant outcomes
- In-Clinic/Professional and Direct-to-Consumer versions of each product in development



BOD^{STIM} Bioelectric Bodysuit

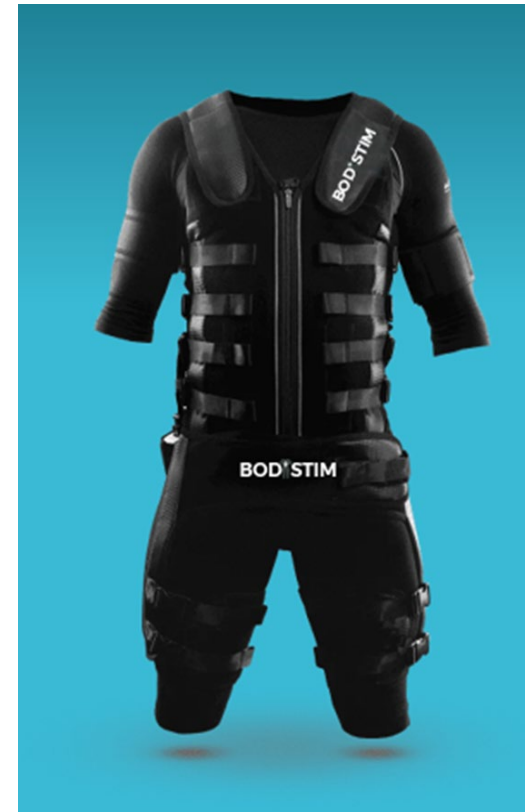
Electro Muscle Stimulation (EMS) AND Bioelectric Stimulation (BES) augment exercise by rapidly contracting 9 major muscle groups and delivering signals for Klotho and Follistatin muscle-building proteins

A 20-minute BodStim workout is equivalent to 2-3 hours of regular exercise

The only exercise wearable with Klotho signaling – more than 3,500 studies document Klotho's longevity/health benefits



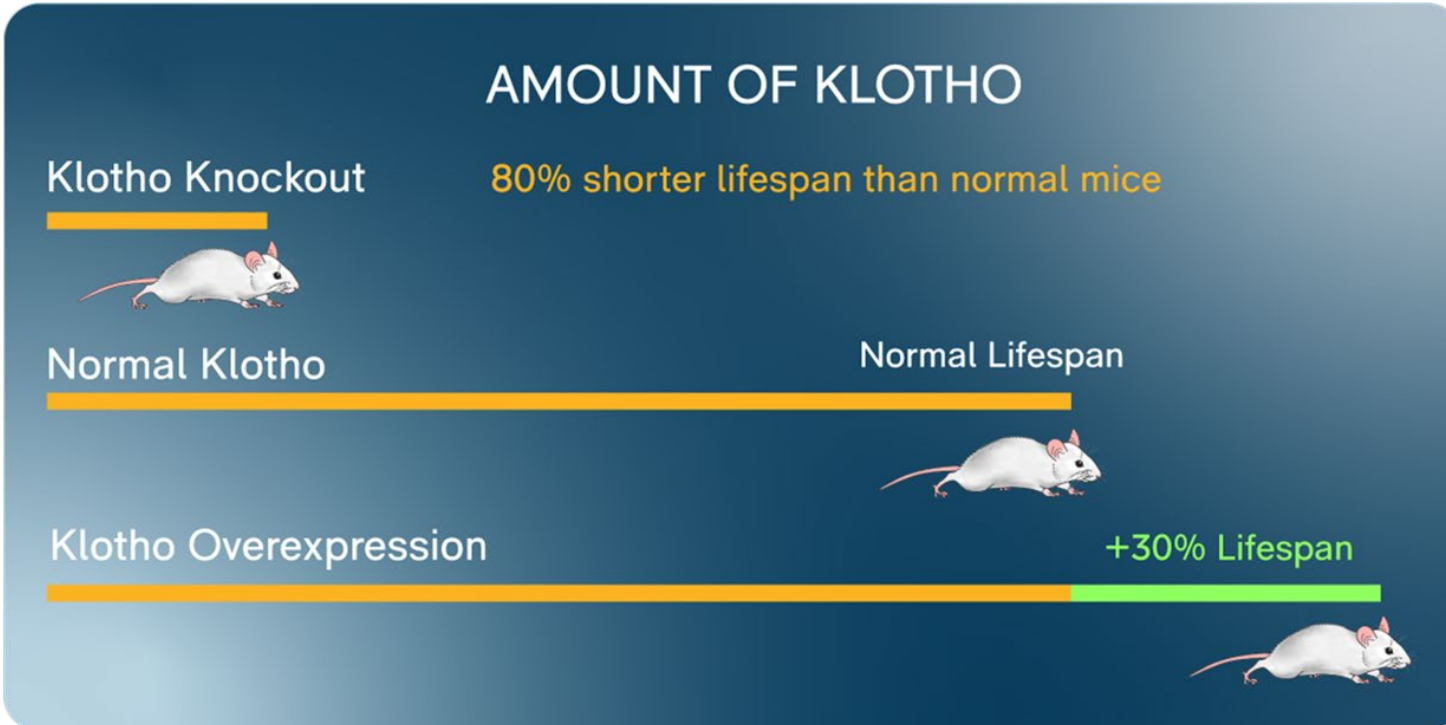
BodStim Personal
for individual use
Zip-up top with
shorts or yoga pants



BodStim Pro
for use by multiple clients
in training environments-
gyms/trainers charge per
workout. Adjustable
zip-up vest and clip-on
trousers worn over
BodStim undergarments.

Klotho

Perhaps the most powerful anti-aging agent ever discovered



Source: Kuro-O et al., Nature, 1997. Kuroso et al., Science, 2005.

Mice low in the Klotho protein were unhealthy and lived 80% shorter lives than normal mice. Mice high in Klotho **lived 30% longer and were healthier**. Our clinical studies demonstrate the ability to increase circulating Klotho by 150% using bioelectric stimulation of skeletal muscle, over or under the kidneys, or both.

Klothoyears

Low Klotho levels are tied to:

Accelerated aging, kidney failure, heart failure, calcification of arteries/heart valves, cognitive and memory decline, high blood pressure, diabetes, cancer risk, sexual health decline, hair loss, depression, and addiction.

Klotho Testing Service

- Only available Klotho test for consumers
- Mobile phlebotomy service through partners



“The Longevity Industry has the potential to simultaneously deliver substantial ROIs while providing more benefits to humanity than any other industry in history. The stakes are so high that the biotech company that proves capable of achieving tangible anti-aging results will become the next Google.”

Dmitry Kaminskiy and Margareta Colangelo
Authors of Longevity Industry 1.0 and 2.0

MedSpa/Wellness Clinic Market

- Global MedSpa market was \$12.5 billion in 2021—expected to reach \$49.4 billion by 2030, CAGR of 15%*
- 20,000 MedSpas in the U.S and 149,000 worldwide
- Initial sales through distributors of all launch products
- Attendance at major aesthetics conventions
- Cultivation of *Key Influencer* relationships
- Long-term, launch of Lionheart Health branded MedSpas

*Grand View Research, Inc.



Facial Rejuvenation

Sports Performance/Sports Medicine Market

Global Sports Medicine Market - \$15 billion by 2027 with a CAGR of 8%*

Initial Sales Efforts

- **BodStim direct-to-consumers**
Digital marketing to people interested in augmenting exercise to build muscle, boost metabolism, and enhance longevity

Long Term

- **BodStim sales to university sports programs/major league teams**
Direct sales with a focus on increasing athletic performance and endurance and reducing/healing injuries
- **OrthoStim sales to orthopedic MDs and sports medicine clinics**
Sold through distributors for in-clinic therapy
- **OrthoStim sales to consumers**
Easy-to-use portable stimulator and wrap sold through digital campaigns

*Grandview Research, Inc., CAGR lower due to Covid impact, expected to rebound.



Enhances Athletic Endurance and Recovery

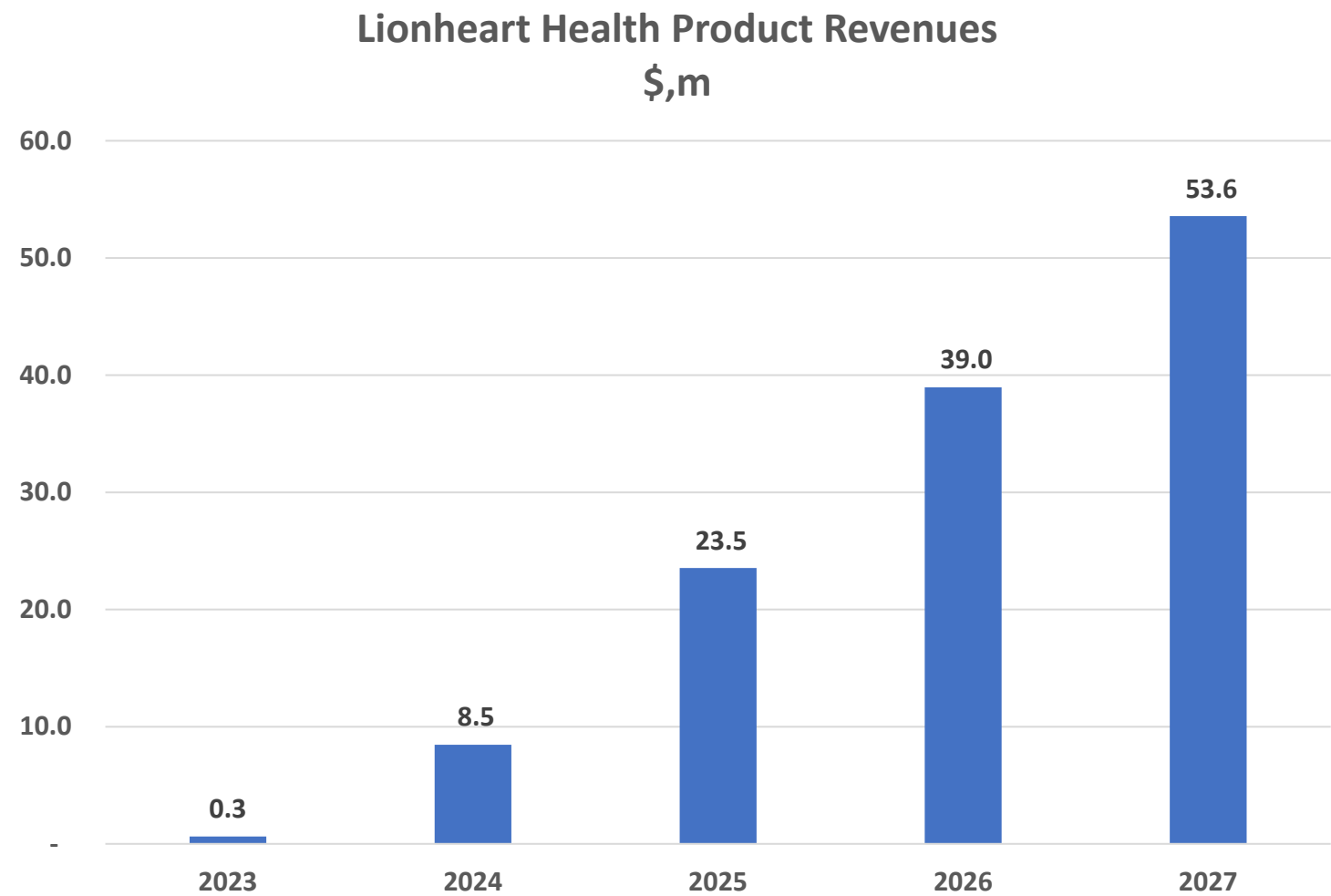
Direct-to-Consumer

- Consumers are spending more on wellness and longevity than any prior generation and intend to increase spending on products that improve
 - Health/longevity
 - Fitness
 - Nutrition
 - Appearance
 - Sleep
 - Mental Health
- Projected Global Wellness Consumer Market = \$1.5 trillion.*
- BodStim, SkinStim, HairCell, ErectiStim ED, and OrthoStim all lend themselves to individualized at-home therapy.
- Robust digital marketing campaigns will be launched to target consumers in each product area

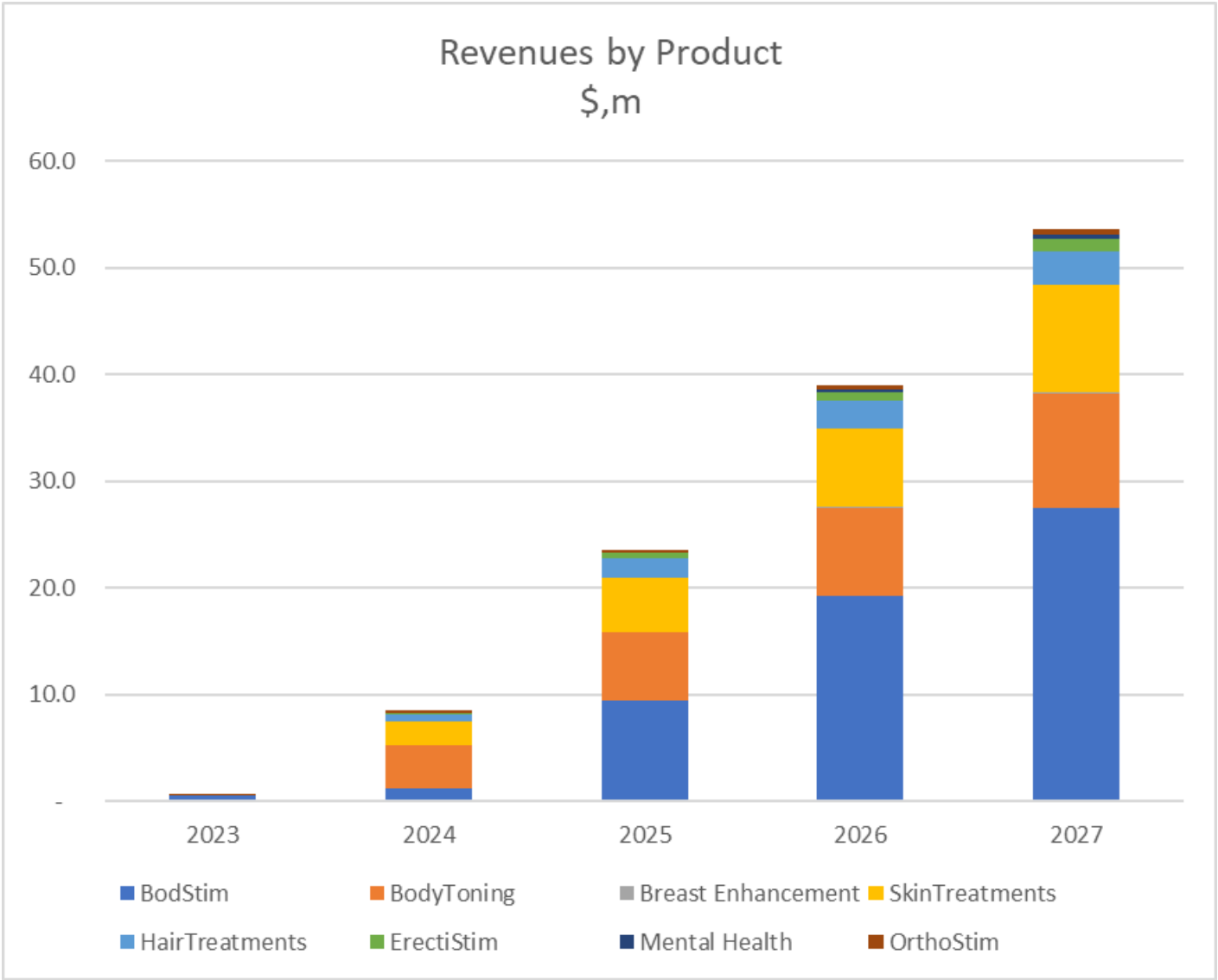
*McKinsey & Company survey of 7,000 consumers



Revenue Model By Year



Revenue by Product through 2027



Margins

Healthy gross margins improve with products in years 2024 and 2025

Product	Sell Price	Gross Margin
BodStim Pro*	\$8,900	69%
BodStim Personal	\$3,900	77%
SkinStim	\$4,995	52%
HairStim	\$4,995	52%
ErectiStim ED	\$4,995	52%
OrthoStim	\$4,995	52%
EmPower*-2024	\$195,000	83%
* Many other products with similar margins will be added as they become FDA-cleared in 2024/2025		

LIONHEART HEALTH

Longevity and Regenerative MedSpas

2025- Launch branded MedSpa franchises

- Facial and body aesthetic services
- Regenerative health treatments
- Diagnostic wellness laboratory

Each MedSpa will:

Generate approx. \$2.9 million annually—
anticipate 12 in year one

Initially buy \$600,000 to \$1.8 million of
equipment from Lionheart Health and
about \$350,000 yearly in supplies

Pay a \$125,000 franchise fee up-front and
a 7% royalty on sales



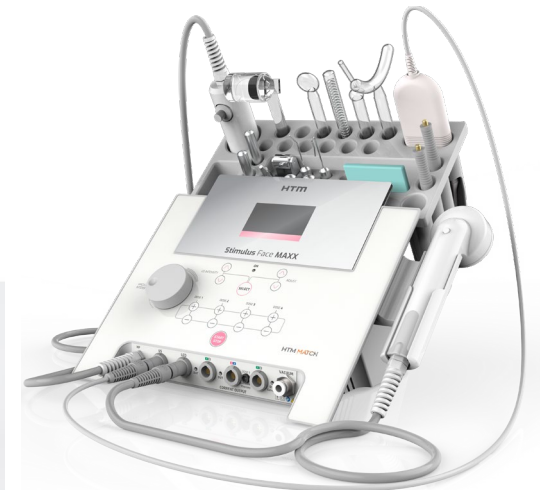
Product Pipeline

Products in Development and Clinical Trials Introductions beginning in 2024

- **Stem Cell Bra™** and BreastStim Plus Biologics - www.stemcellbra.com
Patented products for breast volume augmentation.
- **TestiStim™** - www.testistim.com
Patented products for testosterone management.
- **DepressiStim™** - www.depressistim.com
Patented products for bioelectric depression treatment.
- **MemoryStim** - www.memory-stim.com
Patented products for bioelectric memory improvement.
- **BladderCell™** and **B-ALIVE™** - www.bladdercell.com and www.b-alivestim.com Patented products for a range of bladder control conditions.
- **PressureStim™** - www.pressurestim.com - Patented products for blood pressure control.
- **Second Brain™** - www.secondbrainstim.com - Patent pending products for gut microbiome improvement.
- **AddictiStim™** - <https://addictistim.com/> Patent pending therapy for treatment-resistant opiate addiction.
- **Bio-PRF** - www.bio-prf.com - Platelet Rich Fibrin (PRF) centrifuges and accessories to heat, cool, and extend PRF absorption.



EmPower™ Body Sculpting



Skin Maxx

HTM Electronics - <https://htmelectronica.com.br>
Products for skin, hair, and body toning - exclusive distribution rights for MedSpas and Physical Therapy/Sports Medicine Clinics in the USA, Canada, Mexico, parts of Europe, Australia, and New Zealand. HTM products are on par or superior to some of the most successful body toning and facial rejuvenation products in the United States, including EmSculpt NEO, CoolSculpting, and EmFace.

Long-term Opportunities

BOD'STIM as a Treatment Delivery System

What differentiates BodStim from any other available exercise garment is the ability to stimulate protein sequences in specific applications to improve health.

- Potential applications include:
 - Trial with Cleveland Clinic for heart failure patients to evaluate their outcome with and without Klotho therapy
 - Augmenting low-impact exercise in patients unable to participate in weight-bearing or cardiovascular exercise due to health limitations
 - Preserving muscle volume and strength in bedridden patients
 - Treating muscle-wasting and nerve diseases where exercise is a burden
 - Treating orthopedic injuries to regenerate atrophied muscles, reduce inflammation, and osteoarthritic changes—alone, before, or after surgery
 - Reducing inflammation and other aspects of auto-immune diseases
 - Company is working on a pipeline of 30+ applications, including treatment of blood pressure, bladder incontinence, cancer,



Long-term Opportunities

Software Signal Downloads

- BodStim customers may purchase and download additional signals either one at a time or as a subscription.
- Signals are downloaded to an iPad or iPhone that controls the stimulator.
- Stimulators for other products can also receive software updates to allow for additional capability.
- Generates recurring income from existing customers

PATENTED PROTEIN SIGNALS AND TARGETED FUNCTIONS	
Protein Expression	Targeted Function
SDF1 and PDGF	Stem cell homing, proliferation, and controlled differentiation
VEGF, SDF1, PDGF, HIF1a, CXCL5, HGF, EGF, and eNOS	Improving circulation and growing a network of new large diameter blood vessels
Klotho, Follistatin, Tropoelastin, IGF1, s100a, DF1, PDGF, and LIM muscle	Regenerating muscle and growing new muscle
Sonic Hedgehog, IGF1, LIM	Regenerating nerves
A proprietary program releases anti-inflammatory cytokines at specific times	Modulates inflammation

Roll-up Plan and IPO

- All key suppliers have been alerted to the opportunity to roll up into Lionheart Health, Inc. in Q1 2025 based on 1.2X their 2023 year-end sales.
- If all supplier companies accept this offer, and Lionheart Health agrees, the Company's projected collective sales in 2025 would exceed \$250 million.
- Plan is for an IPO in 2025 following this roll-up, dependent on market conditions.
- The combination of sales and capabilities of all partner and supplier companies would create an International Bioelectric Regeneration and Wellness Corporation with a strong presence in major worldwide markets.

Investment Opportunity and Use of Funds

INVESTMENT OPPORTUNITY

\$3 million of Series A Common Stock (the “Shares”) in a private placement equity offering.

USE OF PROCEEDS

- 75% Marketing, Sales, Operations, Customer Service, Product packaging, Training, Logistics, and Distribution
- 25% General Corporate Purposes and Expenses: Research, Legal, Regulatory, Accounting, Quality, Administrative, and Investment in suppliers

Contact Information

Lionheart Health, Inc.

Howard Leonhardt

Founder and CEO

954 401-0096

Website: www.lionhearthealthstim.com

Email: howard@leonheartventures.com