

## SLP Ltd.

### Innovative sleep disorder diagnostics sensors

**Description.** Established in 1993, SLP Ltd. has become the leading developer of physiological sensors for diagnosing sleep disorders. The company's products are distributed to sleep disorder centers worldwide and on an OEM basis to many leading sleep disorder diagnostic systems manufacturers.

SLP's sensors are primarily used in sleep labs, but also have applications in EEG and cardiology. SLP sensors measure respiration effort and airflow, snoring, body position, and movement. SLP's experienced team has a deep understanding of sleep disorders; the Company's products offer the highest performance while addressing evolving technological requirements.

Based on their highly successful sleep lab sensors, SLP has developed a new line of low-cost, home-use, smart diagnostic and screening devices that provide reliable real-time clinical data. These products supply significant information about the existence and severity of various sleep disorders, reducing the need for testing in sleep labs. The simple, at-home devices enable any physician to test for and treat the more prevalent sleep disorders, improving patient well-being and significantly lowering the cost of later-stage testing and care.

The patented, disposable products currently entering the market are

- SleepStrip – detects sleep apnea (interrupted breathing during sleep)
- BiteStrip – detects sleep bruxism (unconscious tooth grinding or clenching)
- KickStrip – detects periodic limb movement disorder (PLMD)

SLP has twice been the gold winner of Cannon Communications' prestigious Medical Design Excellence Award.

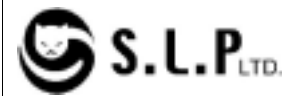
**Competition.** Competitive sleep lab sensor producers include Pro-Tech, Braebon, and Dymedix. Manufacturers of small home-testing devices for sleep disorders include IM Systems and Sector Medical.

**Market.** Estimates place the number of current sleep apnea patients in the U.S. alone at 15 million. The growing incidence of hypertension, obesity, and diabetes is driving the need for sleep testing. The market potential for SLP's sleep sensors and home-use screening products is broad and deep, with the home market virtually untapped.

**Approach to market.** Understanding the importance of direct contact with customers and the need to establish SLP brand recognition for all its products, SLP is forming a subsidiary in the United States. The subsidiary will manage the OEM sleep lab equipment business for its established sensor product line and begin discussions with appropriate distributors for its home-use screening products.

**Market status.** SLP continually upgrades its existing sensors, providing effective innovations to meet evolving market needs. The Company's sleep lab sensors have been sold worldwide since 1990 and have gained a high level of market use and recognition. The Company is now focused on expanding its U.S. presence for these and its home-use screening products under its own brand.

**Financial Highlights.** SLP realized revenues of several million dollars in 2003 from sales of its sleep lab sensors and from local sales of sleep lab products. With the introduction of the smart home-use screening line into the U.S. market, the Company expects to triple its revenues over the next three years.



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#### ■ MANAGEMENT

**Noam Hadas, CEO,** Principal sensor inventor; M.Sc., electronic engineering, Tel Aviv University

**Yossi Murad, CFO, COO**  
Previously, medical device companies auditor, Somekh Chaikin KPMG; CPA; MA, Tel Aviv University

**Ronen Castro, International Marketing & Sales Manager**  
Experience in developing international markets for medical device companies; MBA, Ben-Gurion University of the Negev

#### ■ INTELLECTUAL PROPERTY

**Patents.** Patents covering smart screening sensor technology.

Holds proprietary technological knowledge of sleep lab sensor production.

#### ■ CONTACT

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