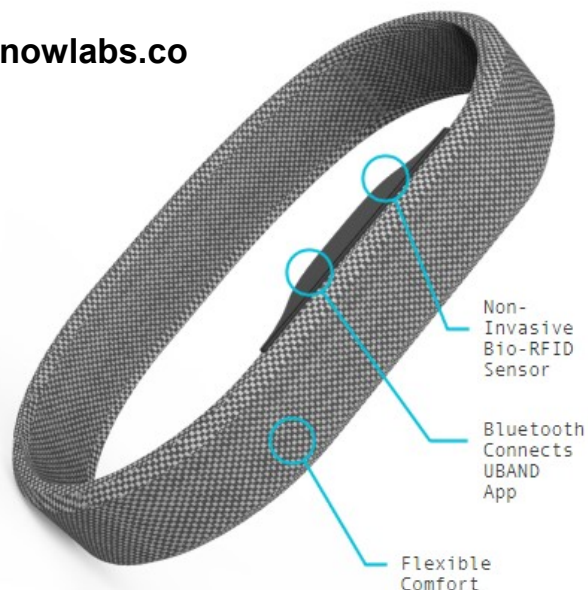




KNOW LABS, INC. (OTC:KNWN) www.knowlabs.co

Background and Opportunity

Know Labs is a technology development public company focused on commercialization of a completely new class of non-invasive biosensors potentially capable of detecting and measuring – continuously and in real-time – biomolecules such as blood glucose, hormone levels, medications and metabolites – to usher in a new era of personal health and the future of personalized medicine. Know Labs plans to enter the weight loss market with its UBAND calorie counter, then later target the diabetic market with its UBAND non-invasive CGM. Each of these markets has eligible patient population ranges in the millions, potentially translating into a significant market opportunity.



Technology, IP, and Application

Know Labs originally developed ChromaID™ to uniquely identify, authenticate or analyze almost any substance or material using proprietary opto-electronic sensors operating in the near-infrared, visible light and near-UV spectrum. Its use cases include detecting counterfeit products, security applications, fraud detection, product QA, etc. In 2012, Know Labs received its first patent approval for sensor technologies developed from ChromaID™ laboratory studies. Know Labs is leveraging the core technology and IP of ChromaID™ to develop an entirely new segment of biosensors using radio waves called BioRFID™. This enables continuous, real-time, non-invasive monitoring of biomolecules in the human body. Know Labs is aggressively pursuing development of IP from its foundational IP portfolio of 12 issued and 20 pending patents. UBAND products are designed to be worn on the wrist for real-time monitoring of either calories or glucose levels and connect via Bluetooth to a free application downloadable on both iOS and Android.

Offering Terms

| | |
|---------------------|---|
| Security Offered | Subordinated Convertible Note (Reg D 506 (c)) |
| Unit Offered | Subordinated Convertible Note with 5-Year Half-Warrant to Purchase One Share of Common Stock per Unit |
| Purchase Price | Face Value |
| Conversion | Lesser of \$1.00 per Share or 25% Discount to Qualified Financing |
| Interest/Term | Note: 8%; 1 Year Term Warrant: 5 Years' Exercisable at 120% of Conversion |
| Offering Size | Up to \$5 Million |
| Use of Proceeds | Product Development, Patents, Marketing, Working Capital, General Corporate Purposes |
| Target Closing Date | Q1 2019 |

Weight Loss & Diabetes Facts

- Global obesity rates nearly tripled in the last 40 years to include ~ 30% of the world's population.
- The US weight loss market was valued at \$66B in 2017, the largest market share of the global market valued at \$168.95B in 2016.
- Obesity is the prevailing cause of diabetes, and globally 422M people are were diagnosed with diabetes as of 2014, and 642M people are predicted to have diabetes by 2040.
- The US accounts for the world's third-largest diabetes patient pool with more than 27M patients.

*Research & Markets, July 2018; Coherent Market Insights, May 2018

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Disclosure

For illustrative purposes only. This is not an offer to buy or sell securities. Know Labs technology is in development and there is no assurance that this development will have a successful outcome. Please see offering documents for full disclosures and risks.