

# Elevating Mental Health Treatment

Nasdaq/TASE: BWAY  
August 2024



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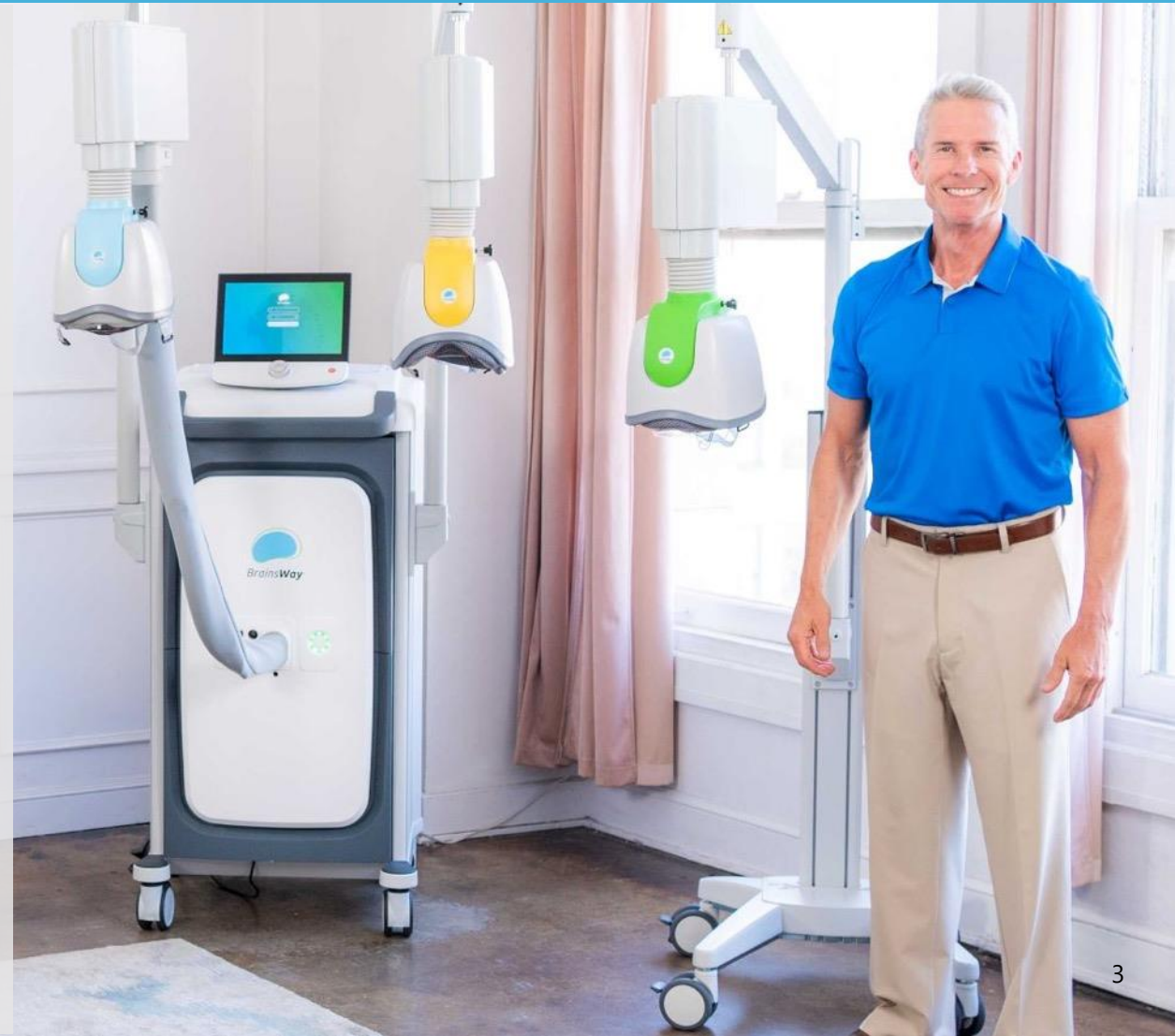


# BrainsWay at a Glance



## Advancing Neuroscience to Improve Health and Transform Lives

- ✓ BrainsWay is a global leader in advanced noninvasive neurostimulation treatments for mental health disorders
- ✓ First and only TMS company to obtain three FDA-cleared indications (MDD, OCD and smoking addiction), with several other indications in process ( Post stroke rehabilitation, Parkinson's and PTSD)
- ✓ Broad reimbursement among commercial and governmental payors
- ✓ New indication opportunities and geographic expansion for growth
- ✓ Proven, differentiated noninvasive neurostimulation platform technology
- ✓ Attractive business model and financial profile
- ✓ Superior science, evidence, and support



# BrainsWay by the Numbers



## Strong Fundamentals for Growth – Turnaround has Begun

**\$10m**

**Revenue**  
Q2 2024

**75%**

**Gross Margin**  
Q2 2024

**\$48.1m**

**Cash Balance**  
as of Q2 2024

**1,215**

**Total Installed Base (\*)**  
as of Q2 2024

**200,000+**

**Patients Treated**  
5m+ individual treatments

**\$1.2M**

**Adjusted EBITDA**  
Q2 2024  
Positive Operating & Net income

**673**

**OCD Systems**  
as of Q2 2024

**3**

**Core FDA Clearances**  
12 CE Clearance

**35+**

**Completed Clinical Trials**  
340+ Deep TMS™ publications



# Continuum of Care for Depression and OCD

## Massive Underserved Markets

### Major Depressive Disorder

**21m**

Clinical Depression Sufferers/year<sup>2</sup>  
60-90% comorbid anxiety symptoms<sup>3</sup>

**Primary Care /  
Psychiatry**

### Obsessive-Compulsive Disorder

**3m**

Obsessive-Compulsive Disorder  
Sufferers/year<sup>2</sup>

**7m**

Treatment-Resistant Patients who  
do NOT achieve remission after 4 courses  
of medications & psychotherapy<sup>4</sup>

**Intensive /  
Interventional  
Psychiatry**

**1.5m**

Treatment-Resistant Patients who  
do NOT respond to any  
medications or psychotherapy<sup>5-7</sup>

**Deep TMS™**

(Transcranial Magnetic Stimulation)

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(Transcranial Magnetic Stimulation)

**ECT**

(Electroconvulsive Therapy)

**Intensive Program**

(Intensive Outpatient, Residential, Hospitalization)

**Invasive & Experimental**

(e.g. Deep Brain Stimulation)

**Surgery**

**Invasive & Experimental**

(e.g. Deep Brain Stimulation)

# Transcranial Magnetic Stimulation (TMS)

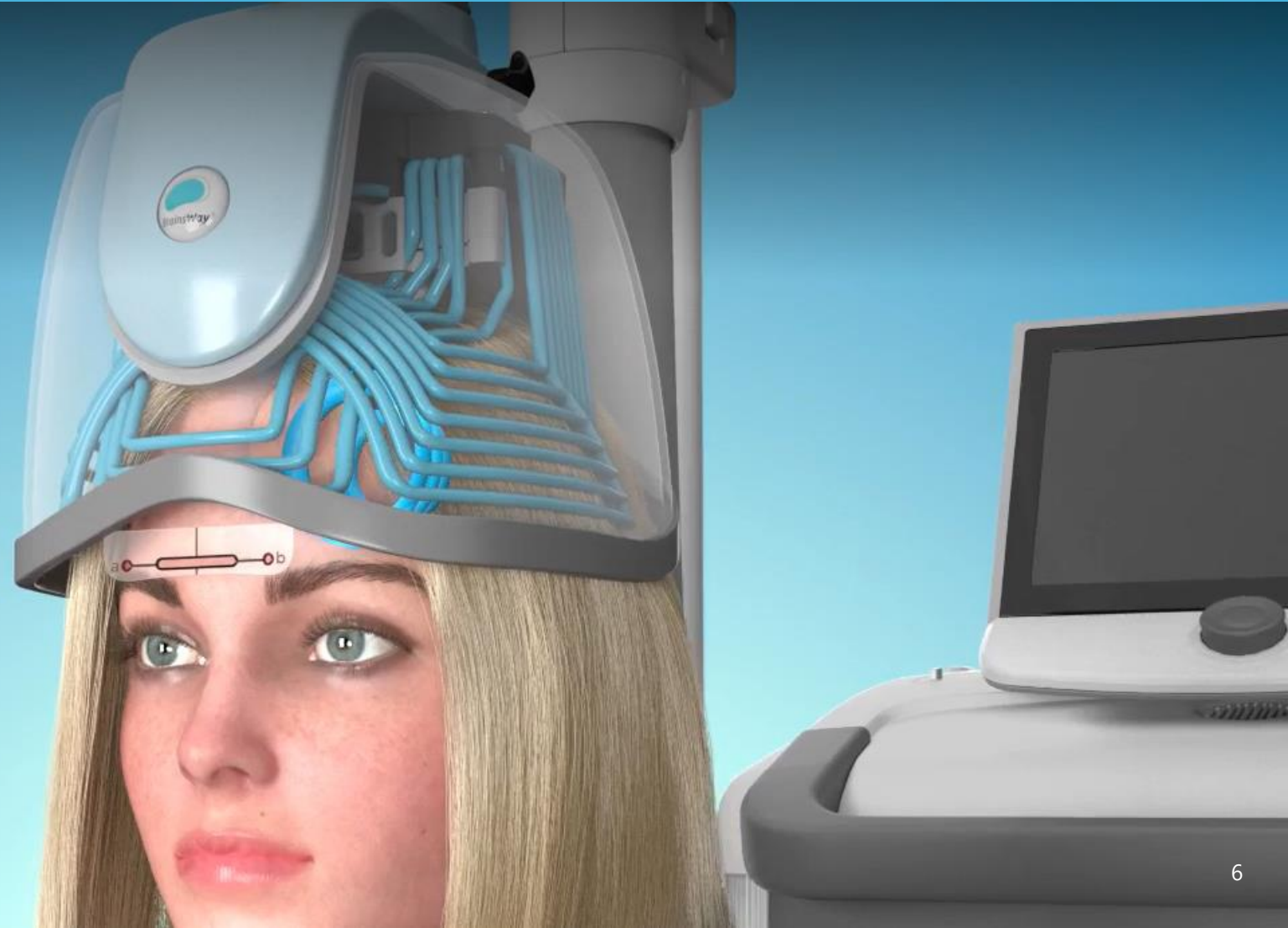
Established Technology with Demonstrated Safety and Efficacy

## Comprehensively Studied

Over 20,000 published papers on TMS<sup>8</sup>

### How Does it Work?

1. An electromagnetic coil is placed over the scalp
2. A fast current is produced in the coil
3. Electromagnetic field is induced in the brain
4. These fields activate neural activity

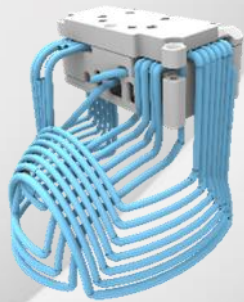


# Evolution of TMS

## TMS has Been Used for >35 Years with BrainsWay Pioneering Key Innovations



**George et al.**  
first to demonstrate antidepressant effects of repetitive TMS



**Traditional TMS**  
is cleared by the FDA for treatment-resistant depression



**BrainsWay**  
is first TMS device to receive FDA clearance for **OCD**



**BrainsWay**  
expands depression indication for **Anxious Depression**

1985

1995

2000

2008

2013

2018

2020

2021

**Barker**  
performs first motor cortex stimulation with TMS



**Roth & Zangen**  
invent the H-Coil, which stimulates deep brain structures, in collaboration with the NIH



**BrainsWay**  
receives FDA clearance for Deep TMS therapy for **Depression**



**BrainsWay** is first TMS device to receive FDA clearance for **Smoking Addiction**

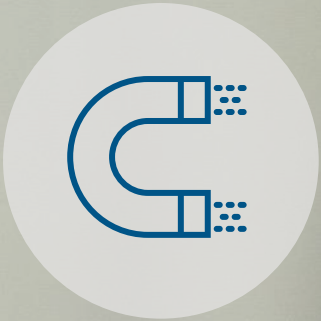
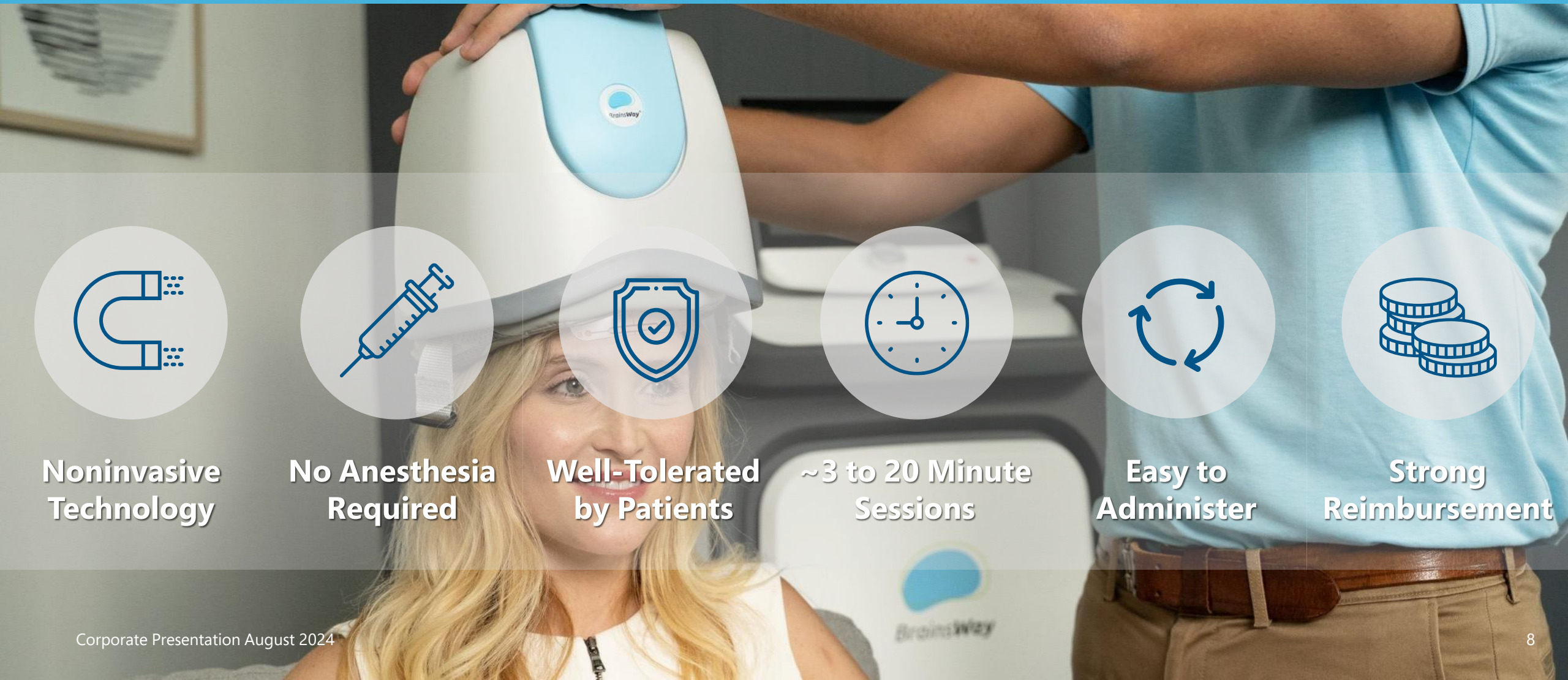




# BrainsWay Delivers Proven Records



## Deep TMS Therapy Has Significant Appeal to Providers and Patients



**Noninvasive  
Technology**



**No Anesthesia  
Required**



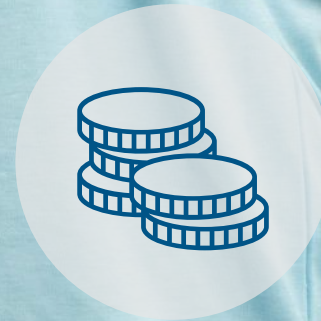
**Well-Tolerated  
by Patients**



**~3 to 20 Minute  
Sessions**



**Easy to  
Administer**



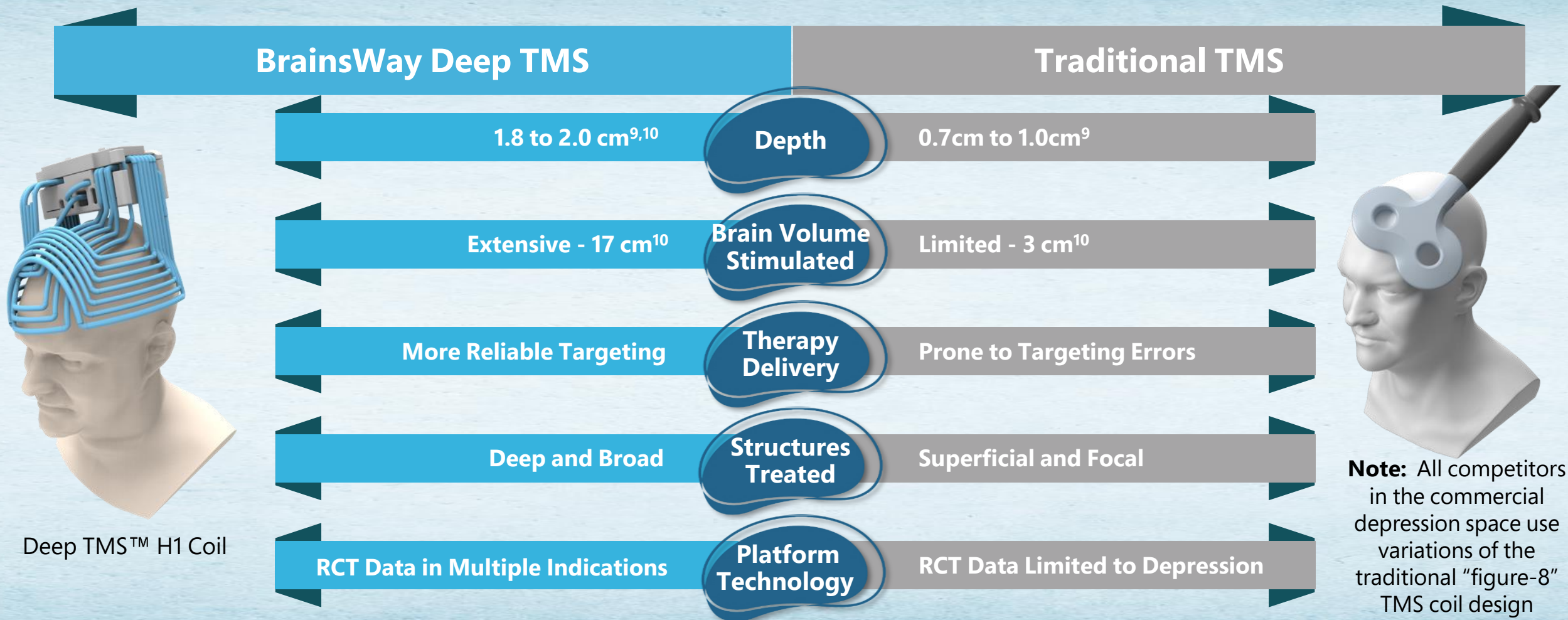
**Strong  
Reimbursement**



# BrainsWay Deep TMS™ Advantages over Traditional TMS<sup>1</sup>



## BrainsWay's Clinical Advantages are Clear and Compelling



**Deep TMS activates more neurons and reduces likelihood of targeting errors**

# Robust Platform Technology

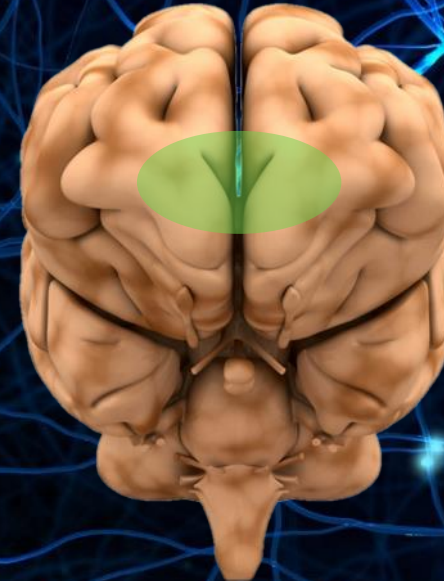
## Multiple Clearances and Significant Market Expansion Potential

### Anterior Cingulate Cortex

- OCD
- Post-Stroke Rehabilitation\*

### Bilateral Insula

- Smoking Addiction
- Parkinson's Disease\*



### Left Dorsolateral Prefrontal Cortex

- Depression/Anxious Depression

### Motor Cortex

- Multiple Sclerosis\*
- Chronic Pain\*

**~\$11B of Total Addressable Market in current FDA-cleared indications<sup>11</sup>**

- Depression / Anxious Depression
- OCD
- Smoking Addiction

\*Indicates conditions still being researched. Not cleared by the FDA for safety and efficacy.

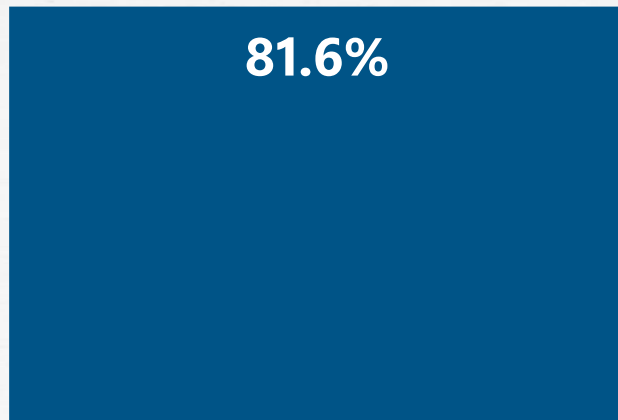


# Depression Clinical Efficacy

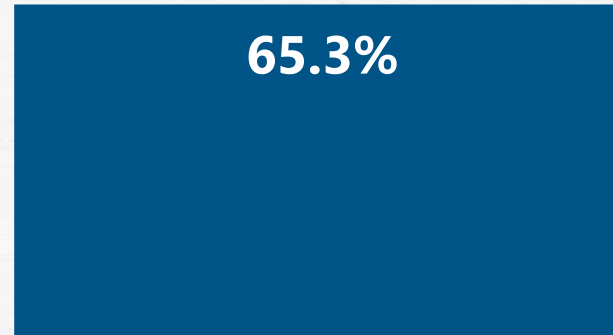
## Substantial Body of Clinical Evidence Demonstrating Safety and Efficacy

Real Clinical Practice Settings<sup>12</sup>

After 30 Sessions



Response



Remission



~2 in 3 Patients Achieved Remission with Deep TMS

Durability in TMS is 1+ Year in ~50% of Responders<sup>13</sup>

- 1,351 MDD patients who received at least 20 Deep TMS sessions
- No systemic side effects

- A published abstract of 100 patients from a single BrainsWay site showed average durability of 860 days<sup>14</sup>

\*Response and remission assessed from patient and/or physician rating scales

## Only TMS System with Clinically Demonstrated Safety and Efficacy Outcomes

### Real Clinical Practice Settings<sup>15</sup>

After 29 Sessions

57.9%

Response

>1 in 2 Patients Achieved Response

- 219 patients from 22 worldwide centers
- Sustained response achieved in ~20 sessions
- No systemic side effects

87% Demonstrated Durability of 1+ Year<sup>16</sup>

- 60 patients from pivotal and post-marketing studies
- "Durability" defined as the elapsed time from the end of the Deep TMS treatment course until there was a change in ongoing treatment





# Four Pillars of Value-Based Selling

Superior Science, Evidence, Financial Flexibility, and Customer Support

## Highly Differentiated Product Offering

- Value- Based Selling
- 3 Core FDA clearances
- 9 Total FDA clearances
- Future potential indications

## Vast Clinical Experience

- 60+ RCTs
- 1,215+ installed systems
- 200k+ patients treated<sup>1</sup>
- 5m+ treatment sessions

## Flexible Business Model

- Highly positive procedure economics
- Unlimited use lease with fixed monthly fees
- Inclusive of service & support

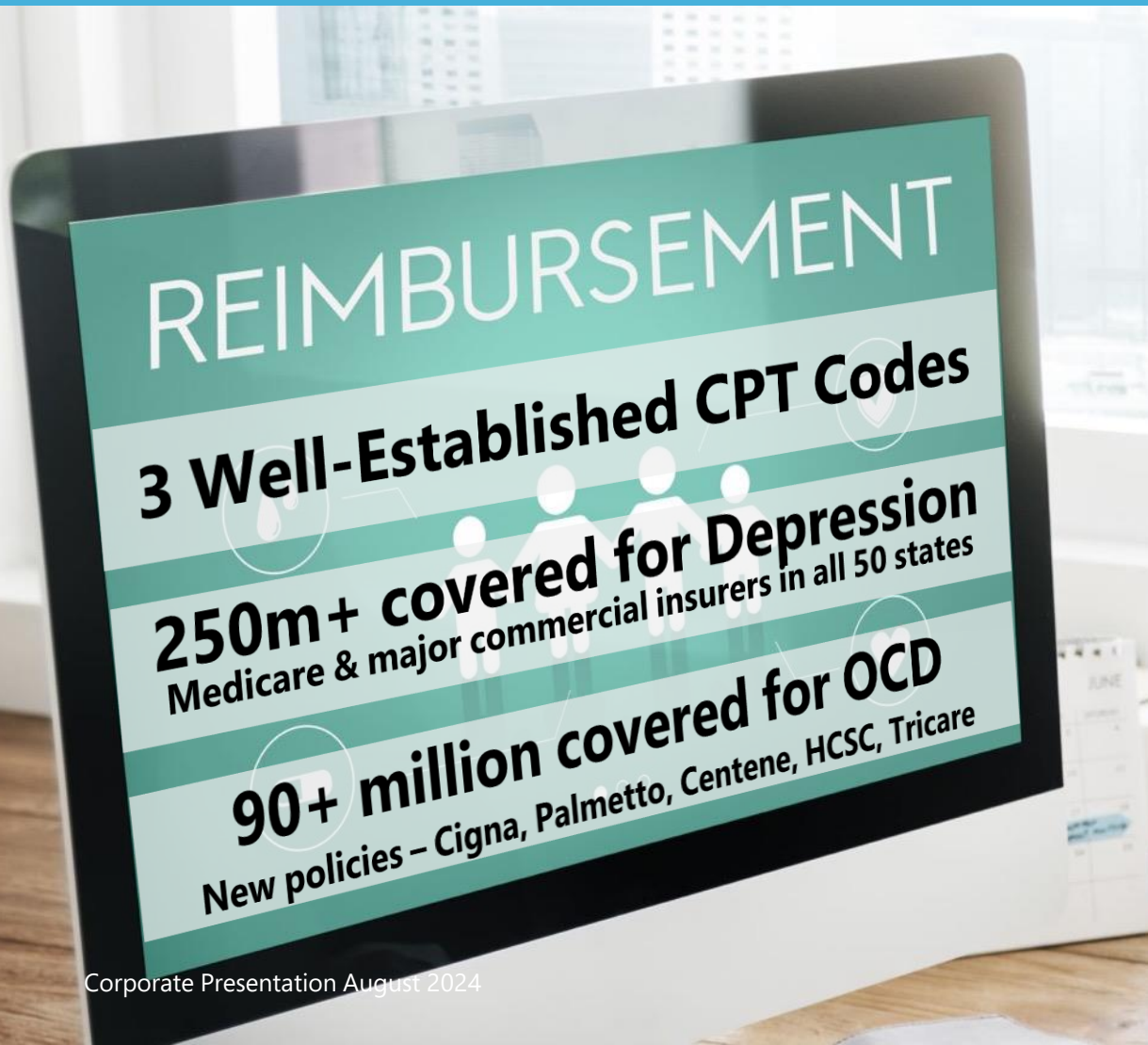
## Unrivaed Practice Support

- Practice development
- Dedicated service engineers
- Reimbursement and marketing guidance

# Strong Economic and Clinical Incentive for Adopters



## Robust Reimbursement Coverage Drives Compelling Clinician ROI





# Smoking Addiction

## Smokers Spend Nearly \$2B/year on Quitting and ~85% are Unsuccessful

**28.3m**

U.S. Adult Smokers<sup>17</sup>  
68% are Motivated to Quit

**7.6m**

Made Serious Quit Attempt  
using prescription medication or nicotine  
replacement therapy (NRT)

**4.7m**

Smokers who were NOT successful quitting  
with cessation medication or psychotherapy<sup>18</sup>

**Deep TMS™**

Transcranial Magnetic Stimulation

### Double-Blind, Placebo-Controlled RCT<sup>19</sup>

**Nearly 1 in 3 Quit for 4 Weeks  
2 of 3 Completers at Week 6 Remain Quitters for Add'l 3 Months**

- 260 adult patients highly addicted to smoking from 15 worldwide centers
- 70% previously failed 3+ quit attempts
- No systemic side effects or seizures reported

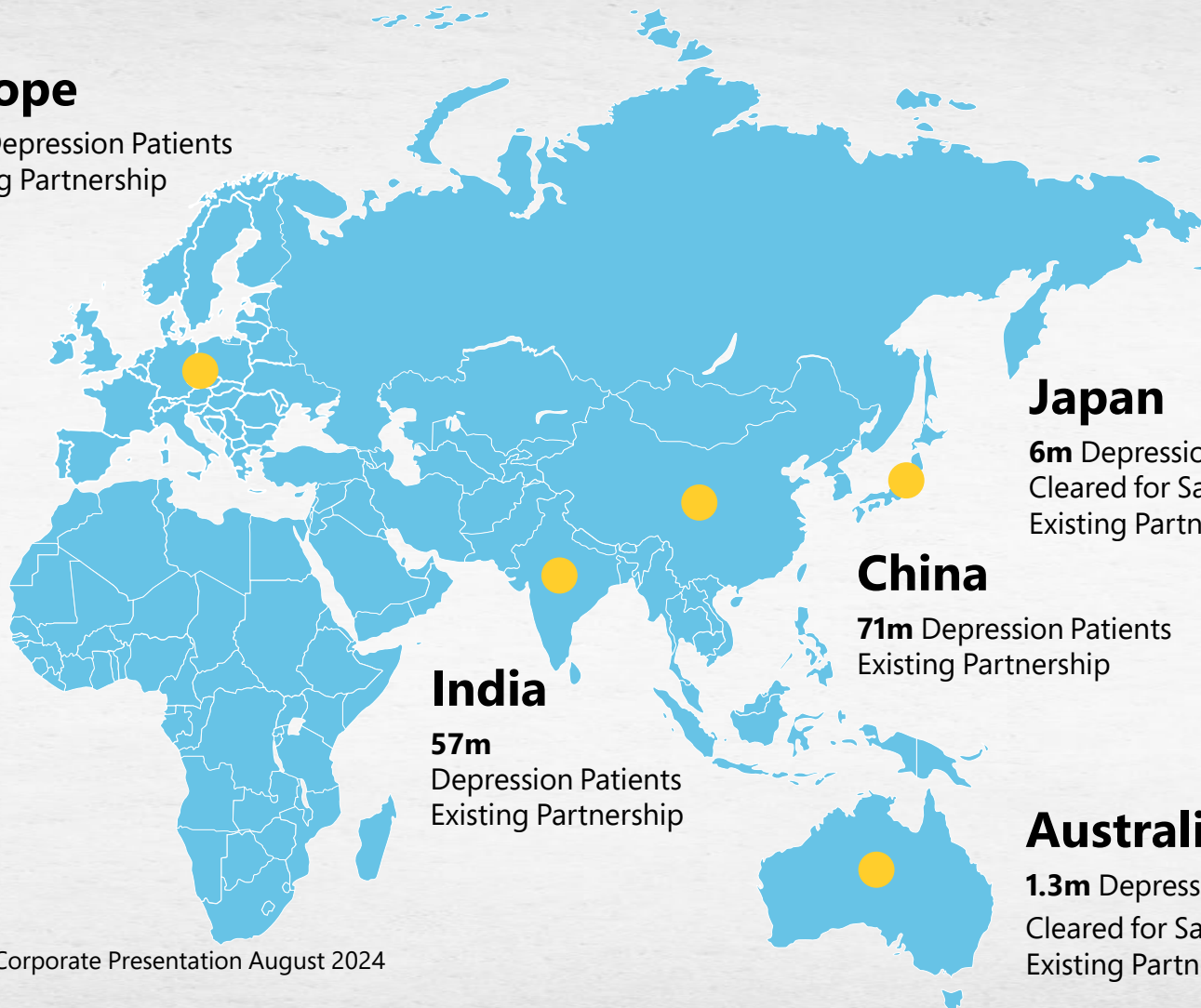


**First TMS  
Addiction  
Clearance**

## Geographic Expansion into Japan, Europe, and Other Asian Countries

### Europe

**37m** Depression Patients  
Existing Partnership



### Japan

**6m** Depression Patients  
Cleared for Sale  
Existing Partnership

### China

**71m** Depression Patients  
Existing Partnership

### India

**57m**  
Depression Patients  
Existing Partnership

### Australia

**1.3m** Depression Patients  
Cleared for Sale  
Existing Partnership

### Worldwide Statistics<sup>20</sup>

- Depression and anxiety disorders cost the global economy \$1 trillion per year
- Depression is a leading cause of disability worldwide
- Depression is a major contributor to the overall global burden of disease

**International Markets are Long-Term Growth Opportunities**



# Most Extensive and Broadest TMS Intellectual Property

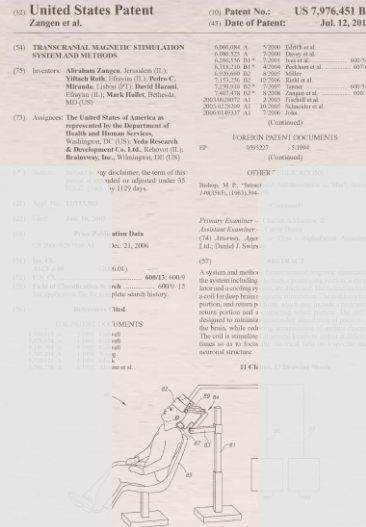
## Encompassing Core Technology and Applications

### Patent Portfolio



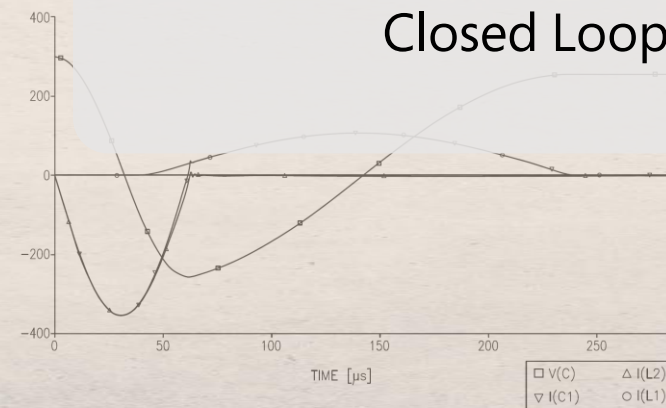
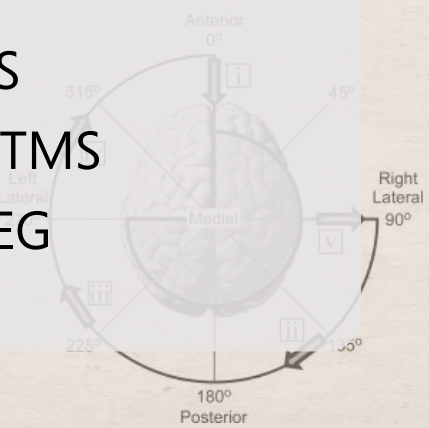
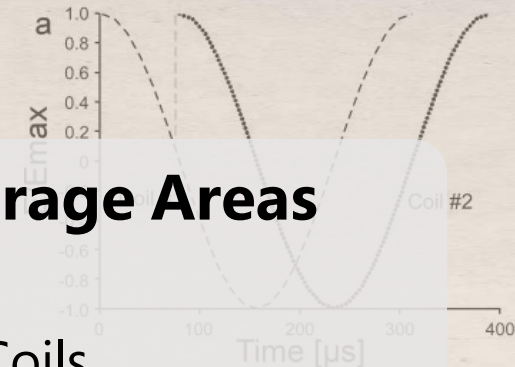
Issued Patents

or Allowed Applications



### Key Portfolio Coverage Areas

- Deep TMS™ Coils
- Multi-Channel TMS
- Rotational Field Deep TMS
- Closed Loop TMS/EEG



# Q2 2024 Financial Review



	Actual	Actual	Variance	Actual	Actual	Variance
	Q2 2024	Q2 2023	%	H1 2024	H1 2023	%
(U.S dollars in millions)						
Revenue	10.0	7.8	28%	19.1	14.4	33%
Gross Margin	75%	73%	3%	75%	73%	3%
Total Operating Expenses	6.9	7.1	-3%	13.7	15.6	-12%
Operating Income (Loss)	0.6	(1.3)	-146%	0.7	(5.0)	-114%
Net Income (Loss)	0.6	(1.7)	-135%	0.7	(4.1)	-117%
Adjusted EBITDA	1.2	(0.6)	-300%	1.9	(3.5)	-154%
Cash (No debt)	48.1	43.4	11%	48.1	43.4	11%

**28%** Increase in revenue vs. Q2-2023

**75%** Gross Margin for Q2 2024

**\$48.1m** Cash with no debt as of Q2 2024

**Positive Operating Income,  
Net Income & Adjusted EBITDA**



# BrainsWay Investment Highlights



## Advancing Neuroscience to Improve Health and Transform Lives

- ✓ Large underserved markets
- ✓ Cutting-edge noninvasive platform
- ✓ Clear patient impact and customer economic benefit
- ✓ Demonstrated commercial execution
- ✓ Multiple growth avenues
- ✓ Experienced management team

# BrainsWay Leadership Team



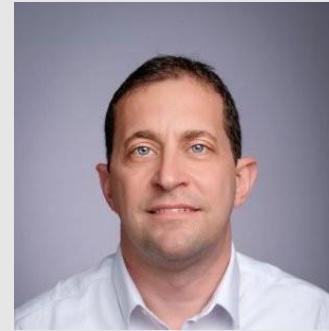
## Successful, Experienced Medical Device Professionals



**Hadar Levy**  
**Chief Executive Officer**  
20+ Years Med Device



**Ido Marom**  
**Chief Financial Officer**  
20+ Years Finance



**Dr. Gilead Moiseyev**  
**Chief Technology Officer**  
20+ Years Med Device Development



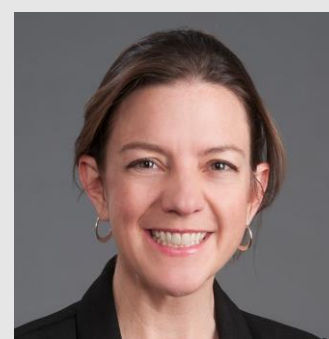
**Moria Ben Soussan**  
**Vice President - R&D**  
15+ Years Med Device Development



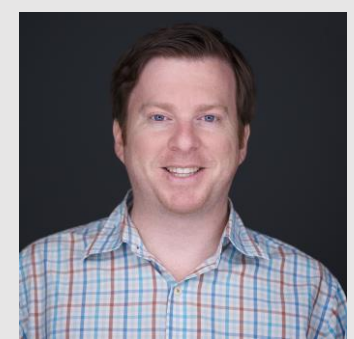
**Michael Cohen**  
**Vice President - US Sales**  
15+ Years Med Device Sales



**Honny Groen**  
**Vice President – Int'l Sales**  
20+ Years Med Device Sales



**Dr. Colleen Hanlon**  
**Vice President - Medical Affairs**  
15+ Years Brain Stim Research



**Ross Mitchell**  
**Vice President - Global Marketing**  
10+ Years Healthcare Marketing



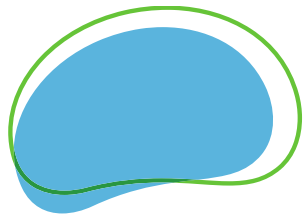
# Thank you!

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**BrainsWay®**





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