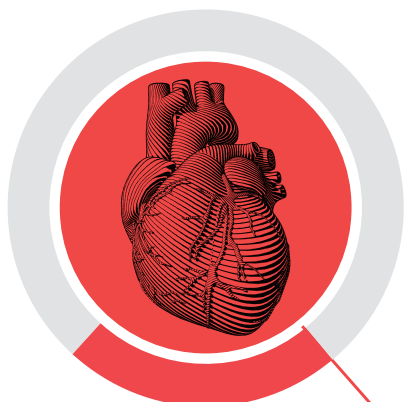


# How Heart Health

Can Keep your Portfolio Beating



Each day, the human heart beats 100,000 times—equal to a staggering 3.5B beats in a lifetime.



But heart disease is also the #1 killer among Americans.

**23%**  
of total annual deaths

**650,000**  
people in the U.S. die of heart disease annually

Source: CDC, 09/08/2020

## Key Symptoms



Irregular heart rhythms



High blood pressure



High cholesterol

## Key Risk Factors



Physical inactivity



Type 2 diabetes



Diet



Stress

Source: CDC 09/08/2020, Stanford Medicine 11/13/2019

Now, Big Tech, pharma, and wellness industries are racing towards heart health solutions—and there's an expanding market for investors to dive into.



The cardiovascular disease tech market is projected to reach **\$40B** by 2030.

Source: ID TechEx Research, 12/18/2019

# Why Heart Health is Big Business

## A Big Tech Case Study



Irregular heartbeats are a key symptom for stroke and hospitalization.

**In fact, the most common and costly reason for preventable hospital stays is heart failure.**

Source: AHRQ, 11/20/2020



**\$11.2B** total annual costs



**1.1M** hospital stays annually

To combat this, Apple and Stanford Medicine launched the Heart Health Study to develop an algorithm that detects irregular activity.

It's the largest study of its kind, with nearly half a million participants in eight months.

## How the Apple Heart Study app worked

Source: Stanford Medicine 11/13/2019, New England Journal of Medicine 11/19/2019

Participants wore Apple Watches that detected irregular heart rhythms, known as atrial fibrillation.



**2,161** (0.52%) were notified of irregular heart rhythms, prompted to schedule a telehealth consultation, and were sent ECG patches to wear for a week.

Of these notified participants...



**experienced atrial fibrillation**

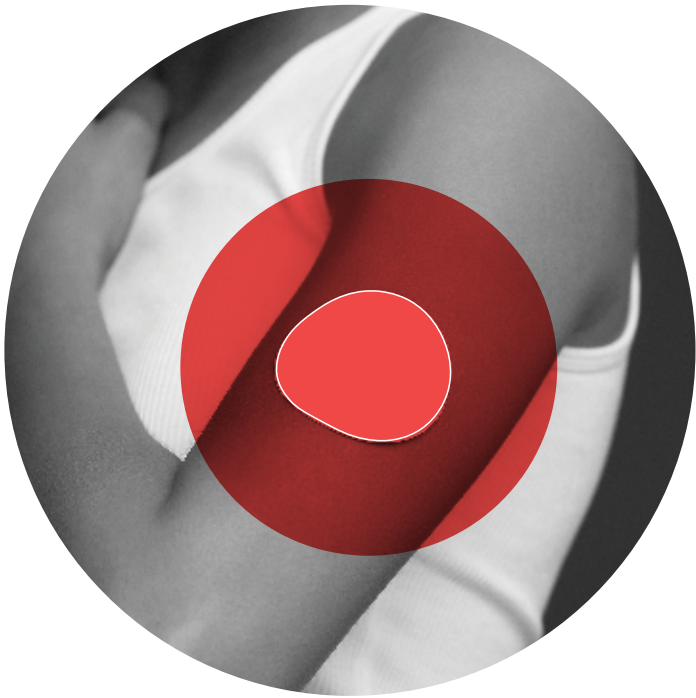


**sought medical attention**



Along with the algorithm's **84%** positive predictive value, the Apple Heart Health study promoted higher engagement with health services and telehealth providers among participants.

As the study shows, heart health has massive potential—and Big Tech is only getting started.



# Innovating the Tools for Living

Type 2 diabetes is another major risk factor for heart disease.

**To help fight against diabetes, Fitbit is at the intersection of heart health and technology with its work in glucose monitoring.**



Fitbit has invested **\$6M** in Sano, a company developing a coin-sized patch for glucose tracking



It's also partnered with Dexcom to monitor how physical activity influences diabetes in a pilot program

Source: CNBC, 10/5/18

## With multiple projects in development, Fitbit is at the helm of uncovering new heart solutions.

While it's clear that preventative tools are critical on an individual level, their impact on a community-wide scale is striking.

There's power in **prevention**, especially when it comes to holistic health.

For every \$1 invested in bike and walking trails, almost \$3 in health costs are prevented



Source: American Heart Association, 01/29/20



# Reversing the Trend: Why It's a Good Move

A key variable in preventing heart failure is to get moving—both before and after critical issues arise.

Importantly, activewear has become one of the top performing categories in fashion since quarantine took hold.



In fact, by 2024, the global activewear market is projected to reach **\$547B**

Source: Allied Market Research, 04/2018



As a leader in activewear, **Lululemon** is designing smart clothing with innovative and lightweight materials. Another avenue they have ventured into is home fitness.

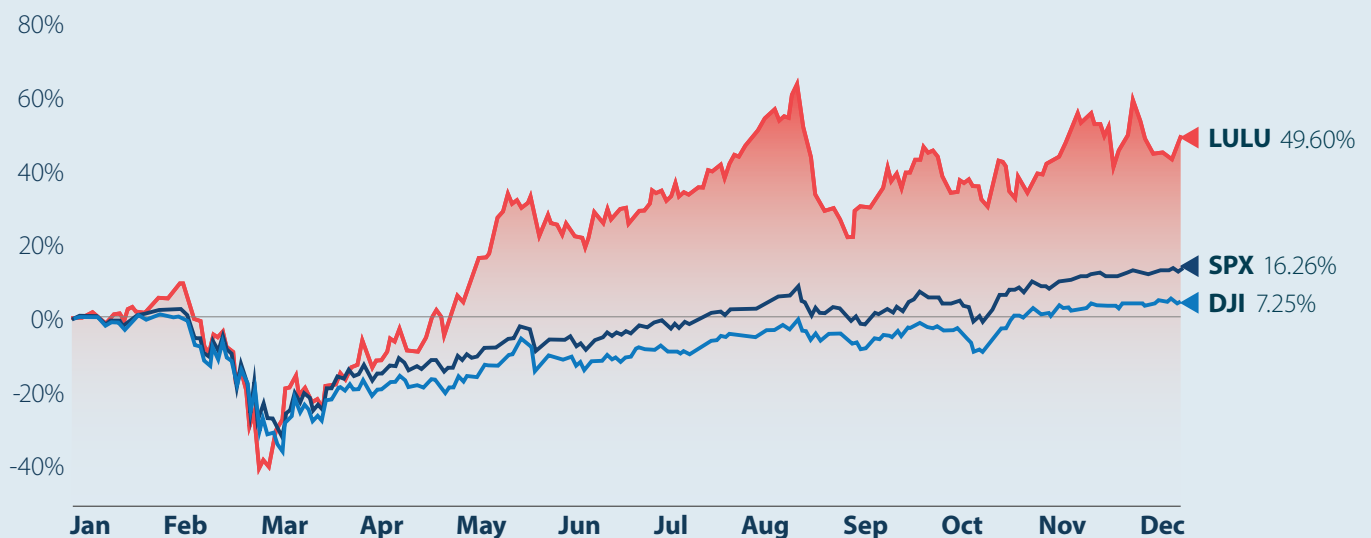


In July 2020, Lululemon bought startup Mirror for **\$500M**

Source: PitchBook, 07/05/2020

This means that there's an area of investment opportunity—with the potential for significant impact.

**Health and wellness have boomed in the age of COVID-19, and Lululemon's shares have climbed significantly.**



Source: Tradingview (12/31/2020)

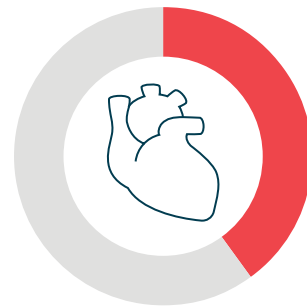
It's clear that activewear is deeply interwoven into consumer demand.

# The Future of Life-Saving Strategies

The problem with heart disease is that it's only intensifying.

**By 2030, cardiovascular disease  
will impact 40% of Americans**

Source: Deloitte, 2017



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**The direct cost of cardiovascular disease  
is projected to triple in five years.**

Direct cost of cardiovascular disease in U.S.



Source: Deloitte 2017, CDC 11/17/2020

As societies are hit with the twin threats of COVID-19 and aging populations, the demand for integrative heart solutions is more urgent than ever.





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