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## RESPIRI PHASE ONE LAUNCH OF WHEEZO DIARY APP

Respiri Limited (ASX:RSH) the “Company” today announced the release of its wheezo diary app in Australia as phase one in the commercialisation strategy of its asthma monitoring solution to help people living with asthma take control of their health.

### Strategy

Pending CE mark and TGA clearance for sale of the wheeze monitor component of the asthma monitoring solution, Respiri is releasing the wheezo diary to;

- Promote brand awareness for wheezo now gathering momentum on social media platforms
- Provide point of entry
- Customer acquisition
- Database
- wheezo device purchase through app when available for sale
- Test/pilot in Australia

### Features

wheezo app diary features including a ‘self-assessment’ feature of how the user’s breathing is feeling to encourage greater awareness on a daily basis.

- Introduces the customer to ‘wheezo’s world’
- Educates with engaging identification of symptoms and triggers
- Provides medication diary and reminders
- Share asthma history with doctors - no more guesswork
- GDPR compliant (The EU General Data Protection Regulation)

### Price

- Free app (Freemium model)\*
- In-app purchase (subscription fee TBC) for atmospheric conditions and pollen/weather alerts (risk capabilities) machine learning input
- Phase 2 integrate objective wheeze rate measurements when wheezo device available

Asthma in young children is one of the most common causes of hospitalisation and visits to doctors. Research shows that the establishment of the right behaviours in the life of a child with asthma will provide them with the foundation to better life-long asthma control. wheezo app is phase one of Respiri’s plan to provide an engaging tool to ultimately help change behaviour leading to better health outcomes.

wheezo app will become available in the **App Store and Google Play** store this week, Asthma Week in Australia.

\*With the freemium revenue model, the most basic service level of a product is free for all, while more sophisticated service levels require users to pay tiered subscription fees based on usage levels. We will generate revenue by converting free users to paying customers.

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## **About Respiri Limited**

Respiri's mission is to help improve quality of life for millions of children and adults around the world and dramatically reduce hospital admissions and the economic burden of asthma. The Company offers sensors, mobile apps and analytics to support respiratory health management. Its world first technology detects wheeze, a typical symptom of asthma, COPD and respiratory disease to provide an objective measure of airway limitation. Respiri's innovative platform provides personalised feedback and education based on the user's data and enables the sharing of that data with caregivers and health care professionals. Respiri Limited's operations are based in Melbourne, Australia.

## **Forward Looking Statements**

Certain statements made in this announcement are forward-looking statements. These forward looking statements are not historical facts but rather are based on Respiri's current expectations, estimates and projections about the industry in which Respiri operates, and its beliefs and assumptions. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward looking statements and should be considered an at-risk statement. Such statements are subject to certain risks and uncertainties, particularly those risks or uncertainties inherent in the process of developing technology and in the endeavour of building a business around such products and services. These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and other factors, some of which are beyond the control of Respiri, are difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward looking statements. Respiri cautions shareholders and prospective shareholders not to place undue reliance on these forward looking statements, which reflect the view of Respiri only as of the date of this release. The forward looking statements made in this announcement relate only to events as of the date on which the statements are made. Respiri will not undertake any obligation to release publicly any revisions or updates to these forward looking statements to reflect events, circumstances or unanticipated events occurring after the date of this announcement except as required by law or by any appropriate regulatory authority.