Dror Ortho-Design

Investor Presentation

OTC: DROR

Forward Looking Statements

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Company Overview

Dror is an **AI-based orthodontic platform company** that has developed a proprietary solution to correct people's smile using pulsating air delivered through a single smart aligner. Unlike traditional aligners, ZSmile corrects patients' smile while they are at home or asleep without the need to have plastic in their mouth the entire day. ZSmile provides a discreet, pain-free solution in less time. The ZSmile platform is also intended to provide general practice Dentists as well as Orthodontists a way to grow their practice efficiently by offering a unique and scalable service.

Addressable Market

$6.3B in 2023
growing to $46.3B
in 2030.

Gen 1 ZSmile Solution

CE Mark 2013
FDA 501K Clearance
in 2020

Over 300 Successful Treatments

U.S. Clinical Trial
200 + Patients in
Europe & Israel

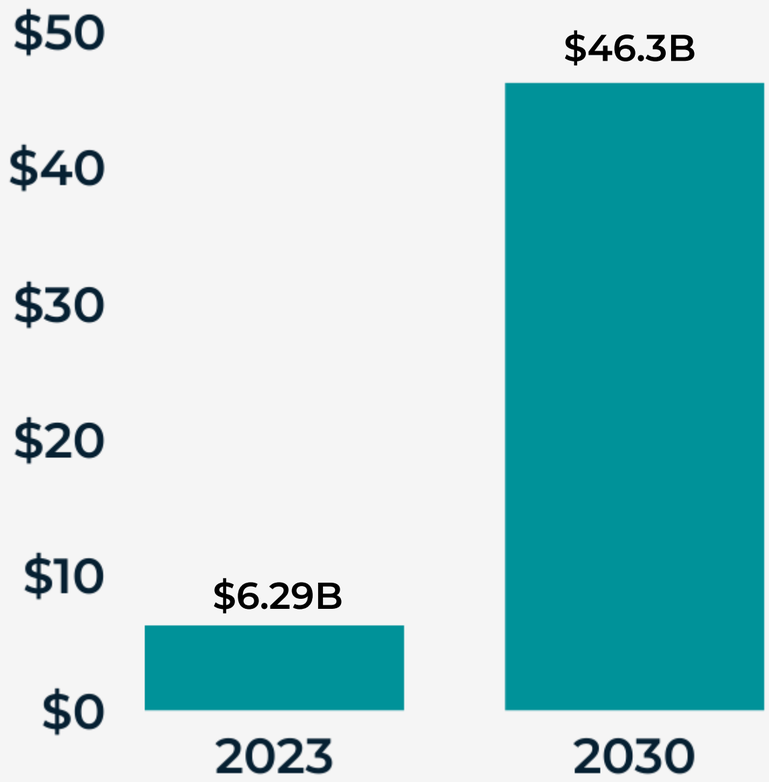
Source: Precedence Research Study, 2023

Gen II AI Enhanced and IoT Solution
Expected to submit update to 510(k) application for marketing
in the U.S. Q1 2025

Current Market

Malocclusion is one of the most prevalent clinical dental conditions in the world, affecting approximately **60%** to **75%** of the global population.

It is estimated that there are **approximately 500 million people globally** with malocclusion who could benefit from straightening their teeth. Currently, **only 4.4% of the market seeks treatment** for a number of reasons, including negative perceptions of aligners, metal braces, affordability of treatment, and accessibility to orthodontists in certain markets and geographies.



Source:
Precedence Research Study, 2023

Distribution of Market by Age

64% Adults **36% Teens**

Source:
Grandview Research Study, 2023

Standard of Care in the Market

2023

51%
Plastic Aligners

49%
Braces

2030

81%
Plastic Aligners

19%
Braces

The market for traditional aligners is projected to grow dramatically while braces of various materials (metal or ceramic) decline.

This trend is based on several factors such as appearance, discomfort, inconvenience, as well as the distribution of service providers. The increase of general practice dentists providing aligners as part of their services, is another driving factor for the growth of the aligner market.

Source:
Goldman Sachs Investment Research, 2023

GP Dentists Driving Growth in Aligner Solutions

2023

35%
GP Dentists

65%
Orthodontists

2030

20%

CAGR of Dentists providing aligner services

General Practice Dentists are seeking new ways to grow their practice by offering light orthodontic treatments.

The ZSmile AI platform enables GP Dentist to expand their practice in an efficient manner without the need for them to have orthodontic expertise. The ZSmile platform provides all that is needed for treatment.

Source:
Transparent Market Research Study, 2023

The Problem with Aligners

- **Embarrassing** at work and school
- **Cannot eat or drink** hot beverages without taking out the aligner
- Need to **brush teeth throughout the day**
- May cause speech impairment such as **lisping**
- **Painful** every time a new aligner is placed
- **Time and effort** to visit doctor for every new aligner
- Need an average of **15 - 20 aligners**
- **Treatment is long** 24/7 for almost a year or more
- Wait several weeks for **replacement of lost aligners**

ZSMILE Unique Benefits

Gentle Treatment

ZSmile will correct your smile by gently moving your teeth using our patented pulsating air technology. Our solution does not rely on the typical aligner that causes discomfort every time the aligner is changed. constant pressure of a typical aligner that causes discomfort every time the aligner is changed.

Fewer Office Visits

Using the ZSmile app which is part of our AI platform, your dental professional will be able to monitor and change your treatment plan remotely. You will be able to upload videos of your smile to check your progress with your dental professional.

You Need Just One Smart Aligner

A typical aligner treatment plan involves changing multiple aligners, young adults and children tend to lose an aligner here and there and delay treatment by weeks. Now you will be able to correct your smile with one ZSmile smart aligner.

Shorter Treatment Time

Shorter treatment time than regular aligners. Aligners need to be worn most of the day and night for about a year, whereas ZSmile has been proven to achieve the same results in less than 10 hours a day while sleeping.

Eat, Drink Normally & Enjoy Life

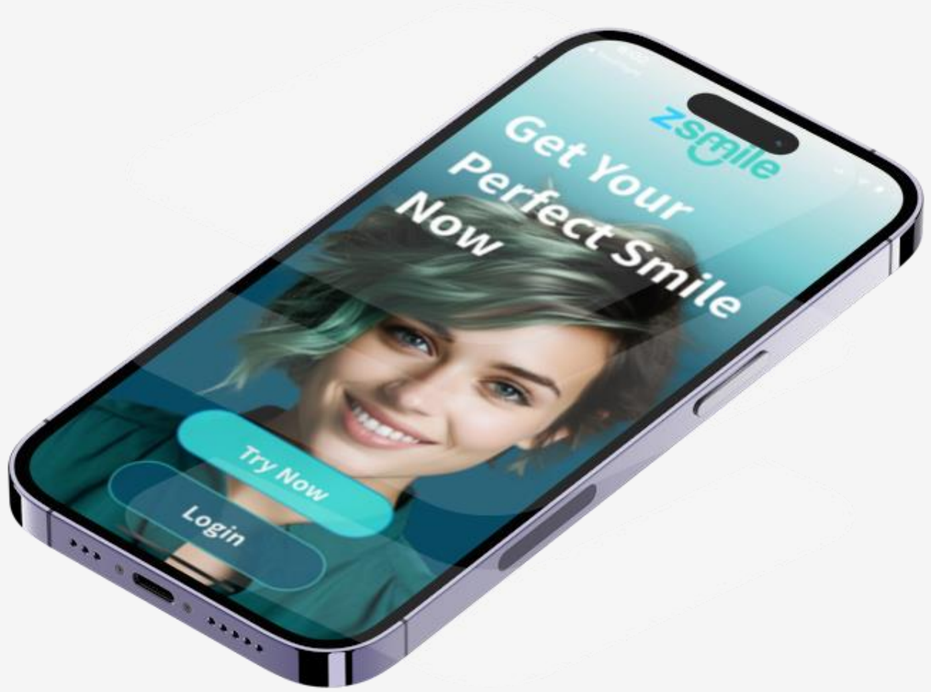
ZSmile will correct your smile while you sleep , which will allow you eat and drink normally the entire day. With typical aligners, you need to remove them every time you eat or drink a hot beverage and brush before putting them back.

Smile The Whole Day

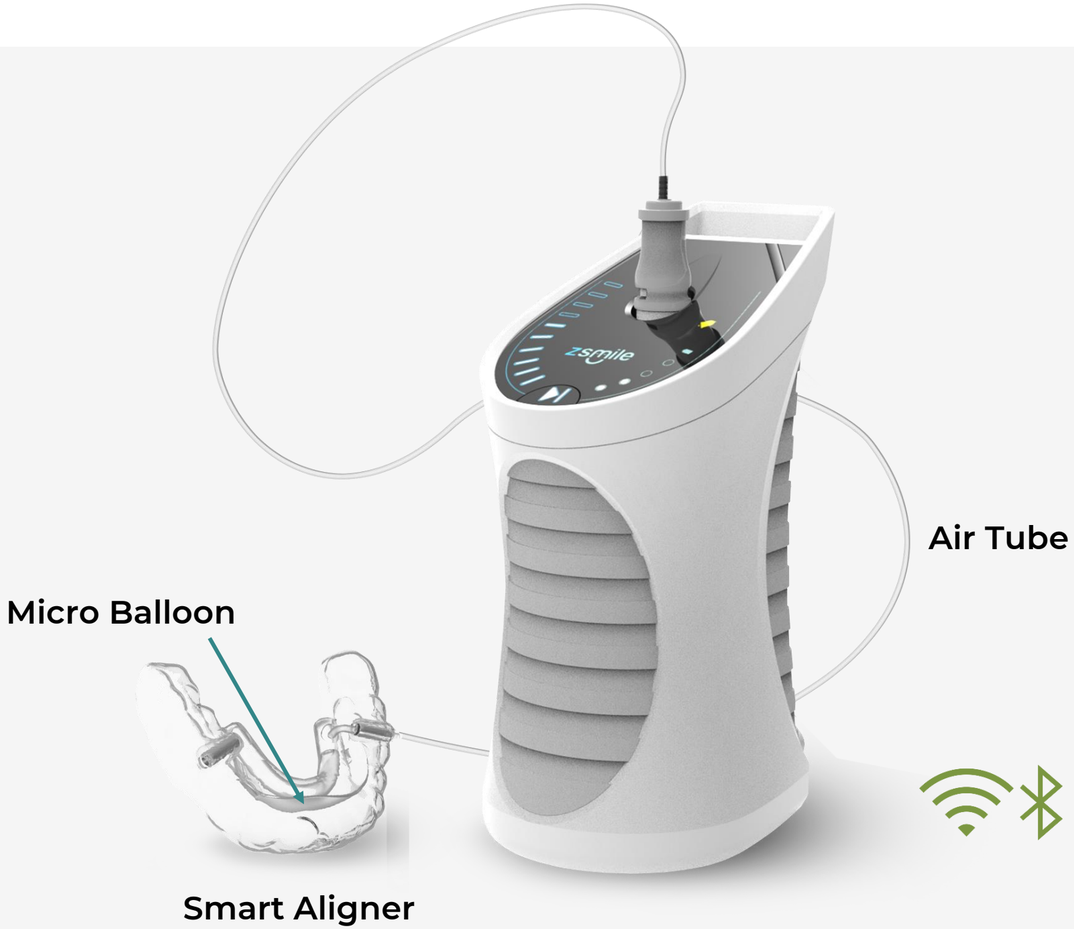
Since ZSmile is used discreetly in the privacy of your home, you will no longer need to be embarrassed in public with an aligner that may even impair your speech.

ZSMILE Solution Components

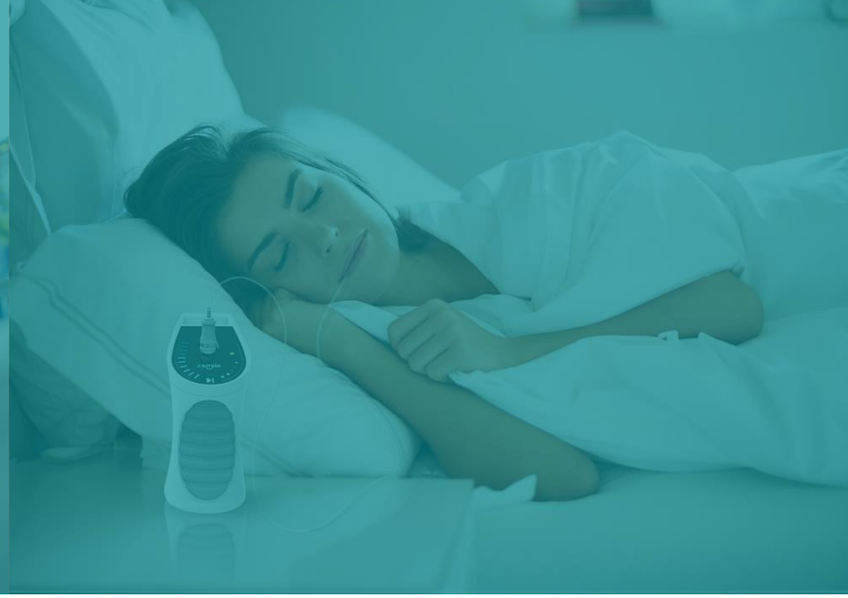
Smartphone application



IoT Enabled Control Unit



ZSmile Platform



Smartphone Application

- Potential patients take a video of their smile
- Video is uploaded to our AI Cloud and analyzed
- AI algorithms determine if the patient can benefit from our solution.
- Once a patient begins treatment, the app will provide their dental professional with ongoing remote monitoring of their treatment progress.

AI Based Cloud Services

- Uploaded 2D video will be converted into a 3D model using our proprietary patent-pending AI-based image analysis technology.
- Machine learning algorithms improve the accuracy of our image models with every new video and scan.
- Will be used for ongoing analysis of patient data and management of a patient’s treatment plan throughout the treatment.

Smart Aligner System

- IoT-enabled base control unit to allow external secure communication using Wi-Fi and Bluetooth.
- The device will be able to communicate with the patient’s smartphone, our AI Cloud, and the designated dental professional, subject to FDA clearance.
- The patient's smart aligner will be created using 3D printing based on our patent pending image analysis models

ZSmile Platform Architecture

Smartphone Application

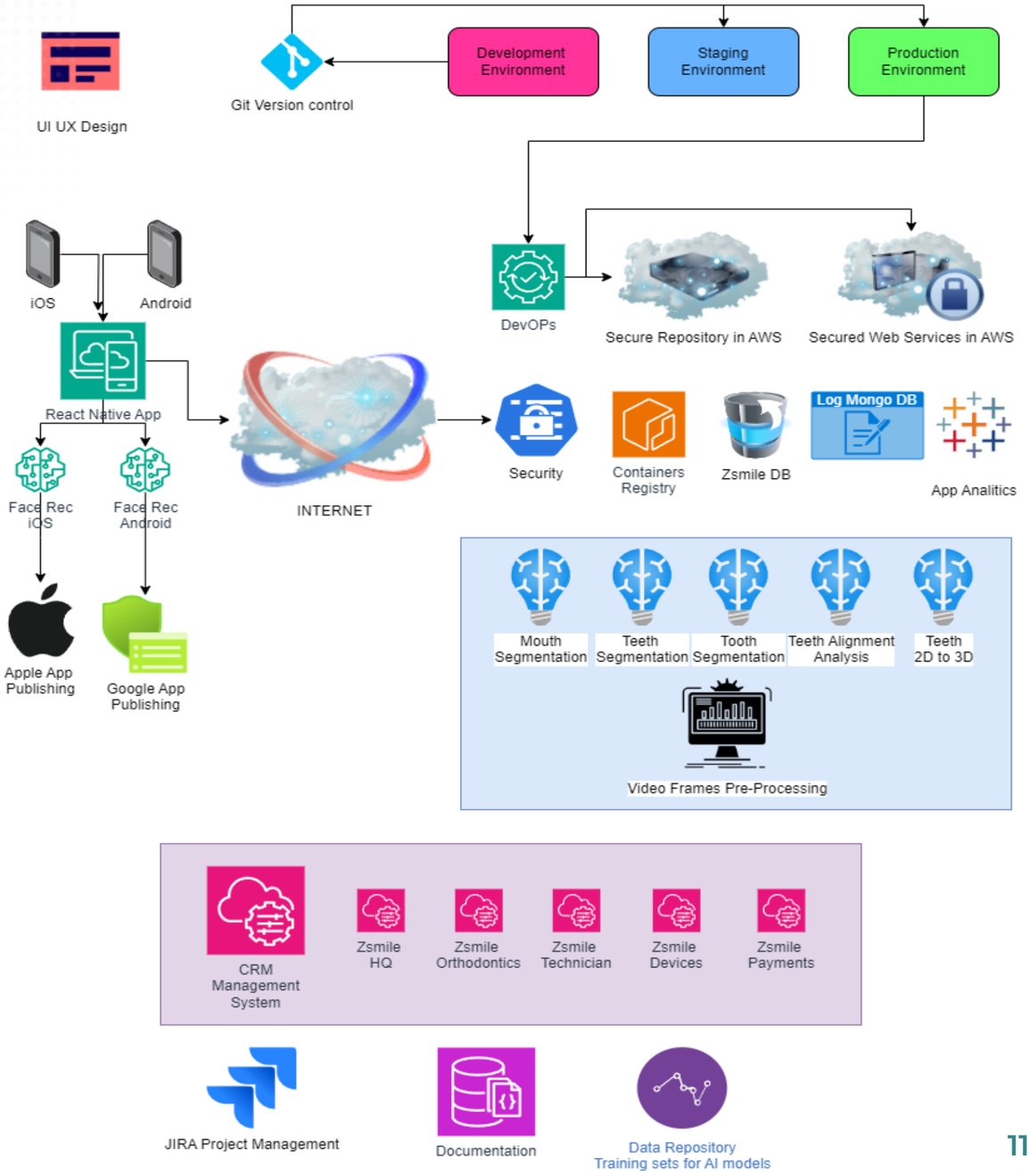
- iOS and Android
- Smile scans using video and pictures
- Treatment plan progress monitoring
- Communication with Doctor
- Appointment scheduling
- Management of ZSmile base unit

AI Based Cloud Services Infrastructure

- HIPAA compliant
- High level security
- Secure repository and web services in AWS
- Image processing engine
- ML engine for improved treatment plans

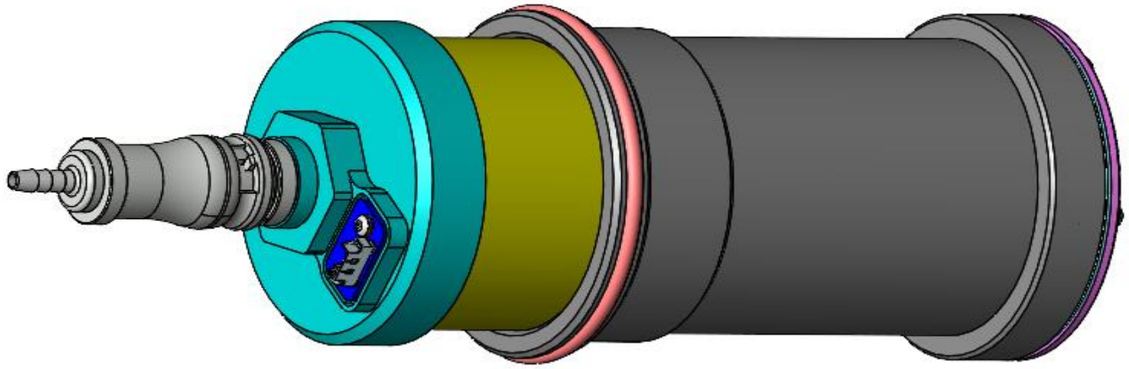
Patient Management System

- Remote monitoring of patient treatments
- Management of all image data
- Patient scheduling and communication
- Logistics management for appliance production, distribution, and status



Proprietary Quiet Pump Mechanism

Dror has designed a **proprietary pump mechanism** that can deliver pulsating air to the micro balloon in the smart aligner while only generating 34Dbs of sound. The pump design can deliver up to 30 psi of pressure in a near silent manner. Treatment plan parameters only call for a maximum of 13 psi.



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ZSmile Customer Acquisition Model

End to end customer engagement & monetization

Viral Customer Acquisition & Engagement

Social media
& other digital outlets
driving demand

Initial customer
acquisition
app download

Network Of Dental Professionals

Free analysis
To get perfect smile

From any smartphone or PC customers can scan their smile and see how we can help

Customer Experience

Referral to ZSmile network dental professional (orthodontists & dentists) Or can onboard another dentist in minutes

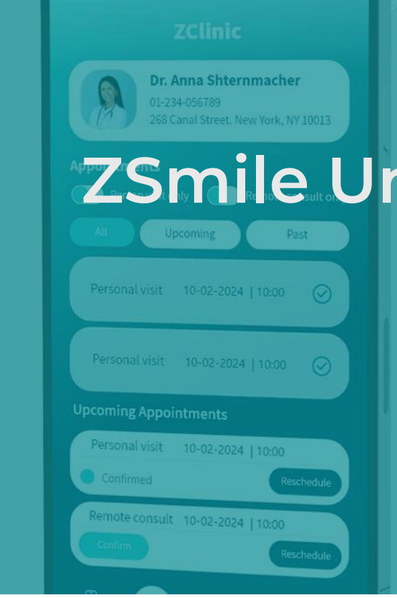
Treatment plan & monitoring using AI platform

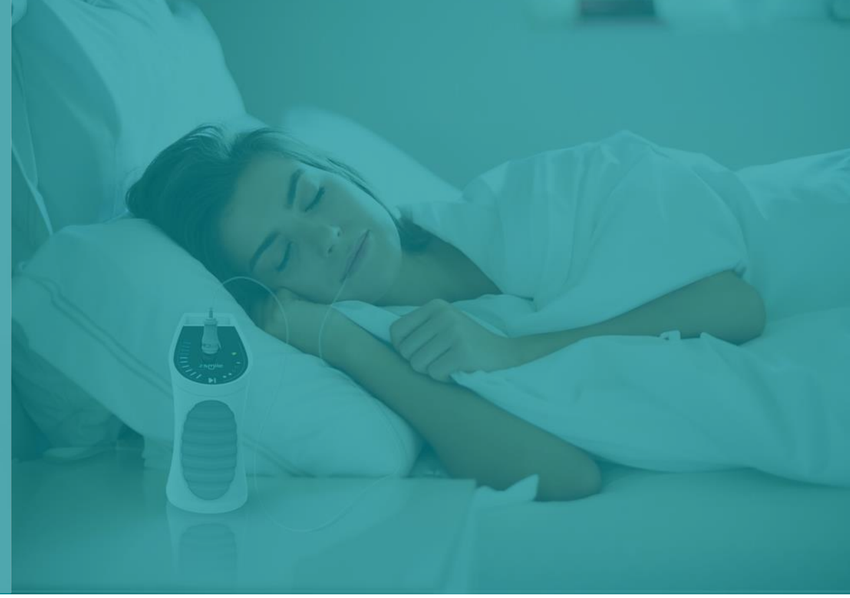
Delivery of customized digitally designed smart aligner

Customer Retention

Even after completion of treatment, customer can monitor smile and have new maintenance treatment plan sent remotely

ZSmile Unit Economics





Bill of Materials
$100/ unit

+

Cost of Sales, Marketing & Support

$150/ unit

=

Total Associate Cost

$250/ unit

$1,200 per treatment

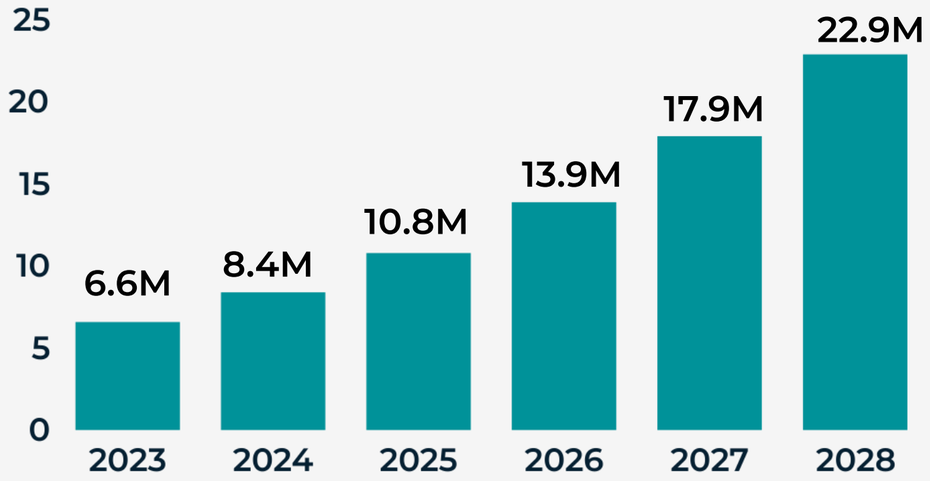
Dental Professional

$2,800 per treatment

Patient

Potential Financial Performance

Since ZSmile has been proven to correct approximately **30% of all malocclusion cases**. Therefore, out of the 22 million aligner treatments that were administered in 2023 if ZSmile would have sold 100% of its potential customers, it would have sold 6.6 million treatments.



Source: Precedence Research Study, 2023

	Year 1	Year 2	Year 3	Year 4
# of Treatments	1,000	10,000	20,000	139,518
% of Potential Market	0.015%	0.12%	0.18%	1%
Revenues	$1,200,000	$12,000,000	$24,000,000	$167,421,528

Milestone Roadmap

Q4 2024

- Complete user experience study
- Implement improvements based on study feedback in hardware & software
- Release commercial read ZSmile v 1.0
- Submit specifications of ZSmile v 1.0 to AMAR Israeli Medical Device regulatory body
- Prepare for CE, & FDA submission using same lab testing performed for AMAR

Q1 2025

- Submit for FDA & CE updated approval status for ZSmile v 1,0
- Begin commercial sale of ZSmile in Israel
- Start with 5 orthodontists and dentists
- Goal is 50 starts of initial patients
- Begin 3D printing process in manufacturing of mouthpieces

Q3 2025

- Goal is 100 starts of initial patients
- Receive FDA & CE updated clearance
- Begin distribution on US and Europe

Valuable Patent Portfolio

Provisional Patents Filed November 2023

Teeth Alignment Status Test Based On Mobile Device Videography

The invention pertains to an innovative algorithm to diagnose the current orthodontics state of a given patient by using photographs of the teeth (e.g., taken with a mobile phone) and by using machine learning models (e.g., an ANN model) to analyze and classify the patient teeth status (orthodontics case) and predict whether his/her teeth can be aligned (fix deformities and smile symmetry) or not using the special device (a special mouthpiece with an inflated balloon and mobile pump). This is the defined Go/No-Go diagnostic test done by software only. Upon a positive classification, the patient can apply for orthodontic treatment, visit the orthodontic clinic where an alignment treatment plan is generated. Unlike teeth braces and other typical mouthpieces, the mouthpiece device can be loosely fitted on the teeth and the teeth are pushed outwards from the inner side (inside to outside direction) of the mouth while the front teeth (upper six and lower six teeth) are passively supported by the outside surface wall (front side) of the special mouthpiece. Little air cushions pulsate with high pressure and gradually push the teeth into alignment as projected in the generated alignment treatment plan. Using this device (without braces and using an inflated balloon), special AI-based diagnostic models and a customized treatment plan (that predicts the balloon impact on teeth alignment) which is based on the final teeth alignment stage only (as projected) is described herein.

Self-Supervised Depth Map Algorithm for the Detection of Teeth Occlusions and Gaps

Teeth occlusion and gaps attest to either teeth overlapping along the view line or abnormal space between teeth and sometimes acceptable teeth length mismatch such as with the canine teeth. Vertical integration of Gaussian filters of horizontal gradients along relatively short vertical lines provides a good assessment of such anomalies. An algorithm that performs such depth map gradient requires an inaccurate depth map but a sufficiently sensitive algorithm to capture cliffs in the depth map along the line of view.

Generating Final State Teeth Aligner with Balloon structure for 3D printing

The invention describes an innovative process that constructs a virtual teeth aligner for each individual patient based on the patient’s scanned teeth (upper jaw - Maxilla, or lower - Mandible) using STL 3D teeth structure file. The described innovative digitized method includes Machine Learning and special 3D structures processing using STL, Points Cloud and STEP files. The instantly described aligner includes a special balloon that is placed with the required space to allow the balloon to be inflated with pressured air pulses and push the patient’s teeth to their final aligned position and state. The special teeth aligner performs teeth alignment by using a mold which is fitted to the teeth in which pulsed pneumatic pressure pushes the teeth from within the mouth cavity while the external side of the teeth is supported by the mold. The purpose of the device is to align the teeth into a continuous smooth dental arch.

Valuable Patent Portfolio

Granted Patents

Orthodontic system with tooth movement and position measuring, monitoring, and control

Patent number: 10820965, Date of Patent: November 3, 2020

Abstract: An orthodontic system and method for aligning at least one tooth of an upper jaw or a lower jaw of a patient. In the system and method at least one orthodontic appliance can be provided which may include at least one force exerting member for applying a force to move the at least one tooth, a tooth movement sensor for obtaining tooth movement data, and a tooth movement monitor for calculating at least one of the distance the at least one tooth has moved and a current position of the at least one tooth from the tooth movement data. An electronic control console may be operatively connected to the force exerting member and in data communication with the tooth movement monitor, for controlling the operation of the force exerting member using the at least one of the distance the at least one tooth has moved and the current position of the at least one tooth.

Orthodontic system with tooth movement and position measuring, monitoring, and control

Patent number: 10806376, Date of Patent: October 20, 2020

Abstract: An orthodontic system and method for moving and aligning at least one tooth of a set of teeth of at least one of an upper jaw and a lower jaw of a patient. In the system and method an orthodontic appliance can be provided which may include a force exerting member for applying a force to and moving the at least one tooth, a tooth movement sensor member for obtaining at least one of tooth movement data, tooth position data, and tooth identification data, and a tooth movement monitor for calculating at least one of an amount of tooth movement and tooth position from the at least one of the tooth movement data, the tooth position data, and the tooth identification data obtained with the tooth movement sensor arrangement.

Orthodontic appliance and method

Patent number: 7819661, Date of Patent: October 26, 2010

Abstract: An orthodontic appliance for realigning one or more teeth in the intra oral cavity of a subject, includes a base having formed therein one or more guiding cells arranged to fit over a preselected tooth sought to be realigned from an initial position to a final position, each said guiding cell including a guiding structure defining a predetermined trajectory specific to the preselected tooth, along which the tooth is sought to be moved from the initial position thereof to the final position thereof; and apparatus, arranged within each guiding cell, for urging a predetermined tooth along its trajectory.

Management Team

Chaim Hurvitz, Chairman of The Board

Chaim has served as CEO of CH Health, a healthcare focused venture capital firm, since May 2011. He was previously a member of Teva's senior management, serving as the President of Teva International Group from 2002-2010, Vice President of Israeli Pharmaceutical Sales from 1999-2002 and President and CEO of Teva Pharmaceuticals Europe from 1992-1999. Chaim presently serves as a director in various healthcare companies and is also a member of management of the Manufacturers Association of Israel and Head of its Pharmaceutical branch. His investments through CH Health have included several successful exits including the NASDAQ IPOs of Galmed (GLMD) and Urogen (URGN).

Eliyahu (Lee) Haddad, CEO

Lee is a multi-disciplinary finance and technology expert, with extensive senior level operational experience in raising capital, growing complex business models, and guiding startups and later stage companies to successful exits. Over the course of his 30-year career, Lee has structured and managed over $85bn of deals in technology and media, including $250 million in transactions within the Israeli high-tech space in AI, medical technology, and cybersecurity. Mr. Haddad has 15 years of C-Level experience in running technology companies in the B2B, B2B2C, and B2C areas with employees ranging from 20 to 450. Lee was educated at Columbia University, and was the winner of the National Science Foundation Award in Theoretical Physics as a senior in high school. Mr. Haddad started his career in the M&A group of Morgan Stanley's media and technology group for several years after being the head of acquisitions and business development for Time, Inc. one of the largest media companies in the world.

Moshe Shvets, CTO

Educated in Saint Petersburg University of Aerospace Instrumentation, Moshe comes to Dror as a seasoned senior executive with 25 years of experience in building companies with over 250M € yearly revenues that involve complex instrumentation & processes, regulation, software, and global infrastructure. With the sale of his TIER I automotive instrumentation company to Carl Ichan, he demonstrated his ability to bring shareholder value. Before joining the management team, Moshe was one of the investors in the company and is also a member of the Board of Directors.

Orthodontic Expert Team

Dr. Chung H. Kau
B.D.S., M.Sc.D., M.B.A., Ph.D
Dror Senior Scientific Orthodontal Advisor

- **Conducted clinical trials for FDA approval of Dror System**
- **Expertise in dental imaging and tooth movement**
- **Oversees Dror R&D team**

Professor and Chair at the Department of Orthodontics, University of Alabama at Birmingham.

He also holds academic appointments as Senior Scientist at the Global Center for Craniofacial, Oral and Dental Disorders and UAB Microbiome Center. He is a Diplomate of the American Board of Orthodontics(US), Specialist Orthodontist on the Singapore Dental Council and the General Dental Council (United Kingdom). He enjoys practicing clinical orthodontics has a special interest in craniofacial anomalies and dento-facial deformities. He is also a researcher with a keen interest in clinical translational research focusing on technology driven orthodontic applications, dent-facial deformities, juvenile idiopathic arthritis, accelerated tooth movement and 4D jaw tracking. In 2011, he was awarded the King James IV Professor by the Royal College of Surgeons of Edinburgh where he also served as the International Advisor for the USA and examiner for the MFDS and Morth examinations.

World Class AI Development Team

Software & AI Development Team

The company's outsourced development team is composed of 8 professionals with years of experience in AI development, data science, application and software engineering. The team comes from the most elite intelligence units in the Israeli Defense Force and have worked on advanced projects ranging from computer vision, imaging, and targeting systems development.

Yossi Avni, Head of Software Platform Development

After completing his service in an elite military unit of the IDF, Yossi received a BSc in applied mathematics from the Israeli Technion in Haifa. Yossi has 25 years of experience in developing advanced artificial Intelligence applications, behavioral biometrics, behavioral profiling, and advanced security systems. Mr. Avni holds over 100 patents in these areas and has expertise in next-generation machine learning, neural networks, intelligent machine-human collaboration, and computational studies of the brain - with application to AI, data science, and high-tech industry. Yossi's mentor who he has also consulted with the development of the ZSMile platform is Prof. Hava Siegelmann who is internationally known University of Massachusetts Provost Professor in Computer Science and a recognized expert in neural networks. She lectures to advanced graduate students at Harvard University and MIT. Yossi has been involved with work in computation beyond the Turing limit, and for achieving advanced learning capabilities through a new type of AI. Prof. Siegelmann is the co-inventor of the Support Vector Clustering (SVC) algorithm, which is widely used across industry and government. Mr. Avni is the CTO of Soda Ltd. Software Outsourcing Development & Architecture, managing a team of 11 core employees with an additional 40 freelancers, focused on providing development services to ZSmile.

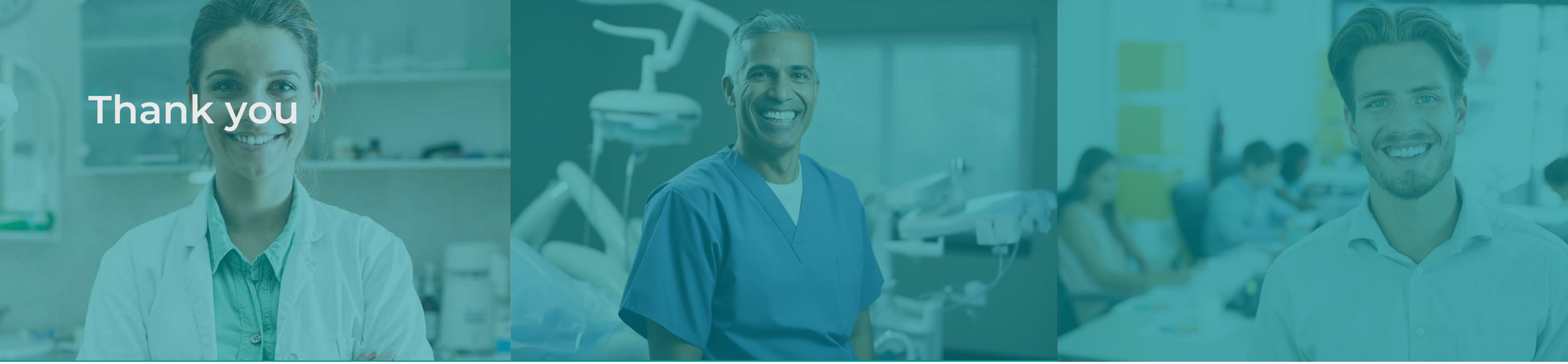
World Class Hardware Development

Hardware Development Team

The company's hardware development team is composed of 6 professionals with years of experience in FDA – compliant medical device development. They are part of Aran Research Development & Prototypes Ltd. Founded in 1982. Aran is a leading Israeli product design and development firm and an exclusive agent of global equipment manufacturers for the plastics industry. Aran is publicly traded on the Tel Aviv Stock Exchange. Aran provides comprehensive medical device development and production services, all the way from conceptual inception to market-ready product – including specification, risk management, system engineering, development, V&V, serial production and supply (FDA registered). Their creative teams of experts – designers, mechanical, software and electrical engineers – successfully developed a wide range of medical devices, communications and monitoring, as well as military devices. Aran is ISO 13485 certified and maintains a class 7 cleanroom for testing and assembly. As our hardware development partner, Aran also has manufacturing facilities and a full suite of 3D printing capabilities, which are all under FDA guidelines.

Avi Kayton, Head of Hardware & Systems Development

Avi is a skilled development manager and systems engineer with 16 years of experience, with extensive experience in medical device companies. Experienced in managing medical projects throughout their entire life cycle, including managing multidisciplinary teams and subcontractors. After completing his military service in the IDF as a practical engineer dealing with computerized monitoring and control systems, Mr. Kayton received his B.Sc. In Electrical Engineering from the Holon Institute of Technology. Avi currently is Head of medical projects department of Aran and is in charge of all medical device development, design, and manufacturing. Avi brings together all of the teams of experts from within Aran to service the Company's development needs – teams from materials experts, industrial design, 3D printing, mechanical and electrical engineering, etc.



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OTC: DROR

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