

SWIM FREE SWIM SAFE



Sea-Ark Ltd. applies Israeli innovation to the field of water safety in order to prevent drownings - a leading cause of death worldwide. The company is commercializing EmBrace™, a compact, lightweight, non-intrusive and affordable arm-worn flotation device that can be used by adults, youth and children during water activity without interference in movement. Based on a proprietary, patent pending internal inflation mechanism, EmBrace obviates the use of CO2 refill cartridges and offers a more user-friendly and inexpensive solution compared to flotation products currently available in the market. SeaArk has recently demonstrated successful proof-of-concept experiments for the product. A total of 16 right and left-handed swimmers aged 9 and older, participated in two trials that were performed under real life conditions at the sea. The swimmers reported excellent results in all important parameters including ease-of-use, non-interference with the swimming activity and quick inflating.

Why SEA-ARK

Drowning is a major global public health problem. According to the World Health Organization, drowning is the 3rd leading unintentional injury killer worldwide.

360,000 Fatal cases of drownings

5X

For every child who dies from drowning, another five receive emergency department care for non-fatal submersion injuries.

Market Opportunity

Sea-Ark estimates a total worldwide market opportunity for EmBrace of at least **\$2.2B**

The product will be marketed in two parallel tracks:

- Commercial track : marketing will be focused on the following user segments: Beachgoers (recreational swimmers) as well as water athletes, hikers, active boaters.
- Impact track : Sea-Ark will collaborate with NGOs and philanthropies in order to reach at-risk populations in low to middle-income countries.

SEA-ARK Team

Founded by Prof. Moshe Shoham of the Department of Mechanical Engineering of the Technion Institute of Technology, founder of Mazor Robotics (acquired by Medtronic) and co-founder of Microbot Medical (Nasdaq: MBOT). The company's team includes highly experienced professionals in R&D, Engineering, Operations and Business Development.

Investment Opportunity

EmBrace will be launched into the market during 2020. Over the initial 5-year period of sales the company expects to sell 8.4M units and generate revenues of \$59M. A cash flow positive position is expected to be reached within two years of launch.

Sea-Ark is currently raising its first investment round of \$2M for production setup, initial marketing activities and continued R&D for offering a pipeline of additional models with advanced features.

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