

 **playbrush**

The Smartest Toothbrushes on the market!



woman



Die Presse

WIENERIN

RTL

Bild

Forbes

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

**Always the same problems.
Always the same solutions.
No Progress!**

#1

Tooth decay (dental caries) is the most common, non-communicable disease in Europe.

€499

Average costs of dental treatment per year



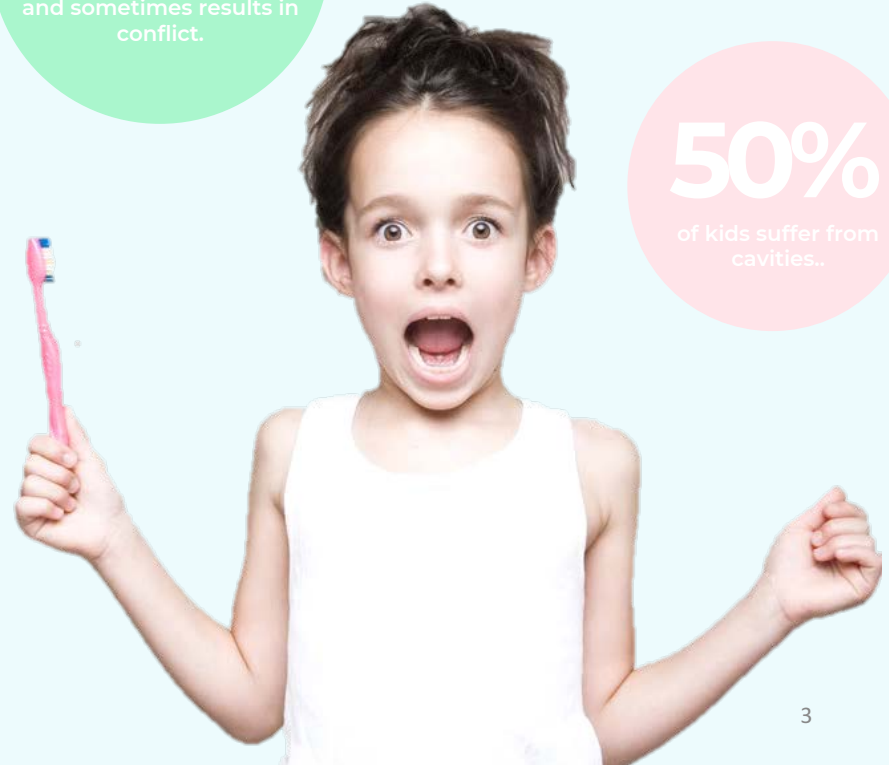

playbrush

90%

of all families agree that tooth brushing is not fun and sometimes results in conflict.

50%

of kids suffer from cavities..



We re-invent oral hygiene. The idea was born out of one child's temper tantrum!

Paul, Playbrush's Co-Founder, had been warned that his godchild hated brushing his teeth. But on one fateful day he got to experience it first hand, ear-splittingly!

But Louis' mum already had a trick up her sleeve – a fun brushing video on an iPad. No more drama, distraction accomplished, but no brushing occurred. Louis just sucked all the toothpaste from the toothbrush.

And thus the idea of Playbrush was born: Paul realised that if the characters on the screen were controlled by Louis' brushing movements, then he would be forced to brush his teeth! This concept now teaches children the correct brushing technique and routine. **Playbrush, like a Nintendo-Wii for tooth brushes.**

The Playbrush logo features a stylized blue toothbrush icon above the word "playbrush" in a dark blue, lowercase, sans-serif font.

Pioneering digital Oral Care with our innovative smart toothbrush solutions.

This is how the idea of smart toothbrushes that improve brushing routines via mobile applications and games was born – back in 2015. Back then Playbrush was unknown and totally unique. Unique it still is

Playbrush, the smartest toothbrush on the market.

First for kids: The toothbrush becomes a game controller – to make brushing finally fun.

Now also for adults: Personalise your brushing and shine at your next dentist visit.



**Our Vision
A service that
makes
families smile!**

Since then, a lot has happened.
Full speed!

playbrush

300,000 units
sold in 25
countries

20 employees in
our offices in
Vienna & London

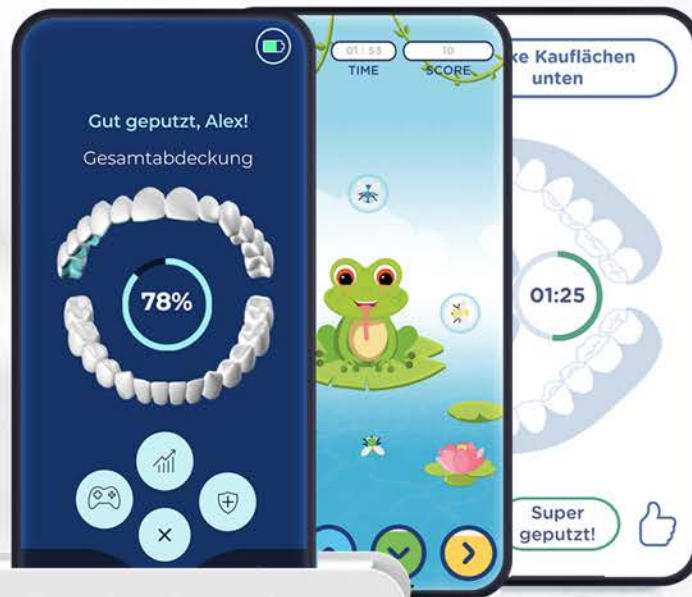
**Playbrush
Smart One**
(2019)



**Playbrush
Smart Sonic** (2018)



**Playbrush
Smart**
(2015)



Playbrush Kids App incl. **13 games**, Playbrush
Playbrush Adults App incl. **4 oral hygiene features**.

Patents
(2 granted, 4 pending)

Also part of the team



Partnerships



ProSiebenSat.1
Accelerator

Investors

Alfred Luger

Co-Founder Runtastic

Hansi Hansmann

CEO Hansmann Group

Harold Primat

Former race car driver

UNIQA

Austrian Insurance

Speedinvest

Venture Capital Firm

Retail Partners



The feedback – overwhelming!

> 600 articles and > 200 testimonials = promotional value of multiple million €



“On behalf of UNIQA Ventures we invest in outstanding teams of founders with the clear visions to disrupt existing industries. Playbrush not only convinced us in terms of their innovative product and business model but also their team.”
- **Andreas Nemeth, CEO UNIQA Ventures GmbH**



“Thanks to Playbrush - toothbrushing is easy. Ever since Henry's had an interactive toothbrush, we no longer have any drama in the bathroom. Sometimes the 2 minutes of brushing time in the morning and the evening are not enough for him and he wants to go again:)”
- **Nadine6809, Instagram Mum**



“Even at first glimpse the app demonstrates that effort pays off in truest sense of the word. The combination of measurable improvement in oral hygiene and its directly transferable rewards is transparent and well thought through!”
- **Dr. Detlef Schulz, German Dentist**

Playbrush for adults

Playbrush for adults

The smartest toothbrush on the market with brushing feedback in the hardware.

1. **Connect** Playbrush to the app.
2. Use our interactive oral hygiene tools to improve your oral hygiene and track your results.
3. Receive personalised brushing feedback uniquely for your habits

- ✓ The Most intelligent hardware
Even without the app, the sector light ring on the brush shows you how well all parts of your mouth are being brushed.



**Best
Scientific
Brushing
Results***

Playbrush Smart One

InterDent+ bristles

40.000 hydro-dynamic movements per minute

Made in Europe

Sleek design with super-grip surface in Navy, Coral and Mint

Light and vibration feedback on coverage, duration, pressure and speed



Settings (brushing time, brushing mode, screen mode)



playbrush

Individual brushing feedback

Interactive brushing coach

Entertainment features (games)

Brushing challenges and status upgrades

Detailed brushing statistics about duration, pressure, accuracy, speed and consistency of your brushing routine

Why is Playbrush Smart One smarter than Oral B or Philips?



	"Smart"	Technology	Data	Software	Offline Data	Usability (in terms of data)	Price
Playbrush Smart One	yes	one motion sensor	frequency, time, position, pressure, speed	One app, coach, statistics, rewards/payback, games	6 months (all data is stored offline)	convenient, no specific brushing position needed	€59,99
Oral B Genius (9100)	yes	face recognition, pressure sensor	frequency, time, pressure, (position only with camera & when connected to the app)	One app, coach, statistics	last 30 sessions (frequency & time only)	face has to exactly look into the camera of the phone	€100+
Oral B Genius X (20000)	yes	various sensors	frequency, time, position, pressure	One app, coach, statistics	last 30 sessions (frequency and time only)	convenient, no specific brushing position needed	€200+
Sonicare Diamond Clean Smart	yes	various sensors	frequency, time, (position, pressure - only when connected to the app)	One app, coach, statistics	7 days (only frequency & time only)	convenient, no specific brushing position needed	€150+

"Playbrush shows the best innovation and fastest-development speed in the industry"*

***Anonymous P&G Executive at CES 2019.**

Playbrush Kids

Playbrush for kids

The only toothbrush on the market that teaches kids a better brushing routine in a interactive and fun way!

1. **Connect** Playbrush to the app
2. **Play interactive games with your brushing movements**
3. **Learn and improve through feedback**

✓ Biggest diversity of games with 12 completely interactive games making Playbrush the software market leader in the oral care sector.

✓ Scientifically proven*
✓ An intelligent algorithm makes sure kids brush twice as long, twice as often and with the correct technique all around the mouth.

*scientific study (2017), survey (2018)


playbrush



6/7 Parents
would
recommend
Playbrush*

Playbrush Smart Sonic

Recommended for kids age 3-14

Extra soft bristles

Up to 17,000
movements per
minute

2 brushing modes

Pressure sensor

Intelligent sonic
toothbrush

Made in
Switzerland



also available in pink

playbrush



Interactive
brushing coach
that teaches the
correct technique

Wide ranging library
with games,
rewards, challenges
and medals

Detailed brushing
statistics show
duration, accuracy,
speed and pressure

Playbrush Smart

Hardware – smart toothbrush attachment

- Attachment for any manual toothbrush

Playbrush Kids App – a playful experience

- Interactive Brushing Coach teaching kids the correct technique.
- Extensive library of games (12), rewards, challenges and medals
- Audio-feedback and detailed statistics on brushing frequency, duration, accuracy, speed and pressure

Users

- Ideal for children aged 3-8

Further Info

- Made in Austria
- Launched September 2018



How well does Playbrush Smart Sonic do in comparison?



	App	Smart	Markets	Offline Data Saving & Sync	Interactive Games	Models	Price (€)
Playbrush Smart Sonic	Yes (6)	yes	Europe	yes	Yes (12)	Sonic	€29.99
Philips Sonicare Kids	Yes (1)	no	Global	no	No	Sonic	€59.99
Sonicare Diamond Clean	Yes (1)	no	Selected	no	no	Oscillating	€149.99
Oral B Kids	no	no	Global	no	no	Oscillating	€24.99
Colgate Kolibree	Yes (1)	yes	Selected	no	no	Sonic	€99.99

We work closely together with our partners

We are happy to refine and tailor our marketing support to your launch campaigns as well as your ongoing marketing activities.

For example, previously we have conducted campaigns with retailers where we can include discount-vouchers in the packaging (price subsidy) for purchases of brush heads in those retail stores.



Marketing



POS Support

Playbrush collaborates closely with its partners and usually offers flyers and posters for free. Playbrush also supports internal marketing offers and promotions.



Customised Displays

On request Playbrush can prepare customised displays to effectively showcase the products and support sales. More details on the next slide.



Blogger and PR

Playbrush works with key social media influencers & PR agencies to promote purchasing in store. For long term cooperation there is also the possibility of ads on TV or in the cinema



Guerrilla Promotions

Playbrush also plans large scale promotions like store visits with the Playbrush car to sensitise the target group.

Detailed marketing initiatives can be discussed on a case by case basis and will be tailored to the partners needs.

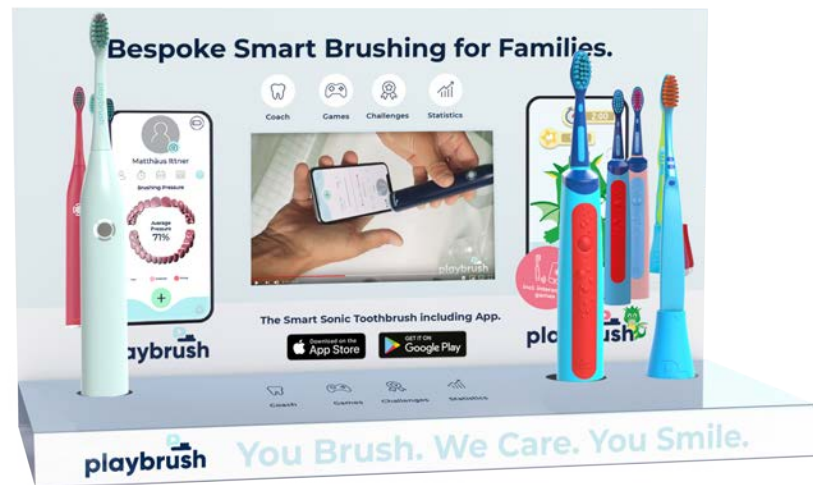
Our eye-catchers for your store



Stand-Display



Counter-Display classic



Counter-Display + Screen

Why join us now?

Get the future into your shelves!

#1

Electric toothbrushes are the number one growth driver of the Oral Care Category.

32%

of adults already use at least one digital health gadget to support their wellbeing.

80%

believe that nice teeth are the most attractive personal feature.


playbrush





Contact us.

playbrush.com

paul@playbrush.com

Playbrush Smart One



Playbrush Smart One (RRP 59.99 EUR) is a highly modern sonic toothbrush that connects to an interactive brushing software.

Weight	EAN Code	Origin
250g	9010061000520	Europe

Master Case - Quantity: 4 units- Weight: 1,3kg - Size: 262 x 251 x 142mm

Contents



Manual



1x Brush Head & Travel Cap



Charger



Smartphone Holder



Access to the Playbrush App*



40,000 hydro cleaning movements per minute



3 brushing modes & light feedback

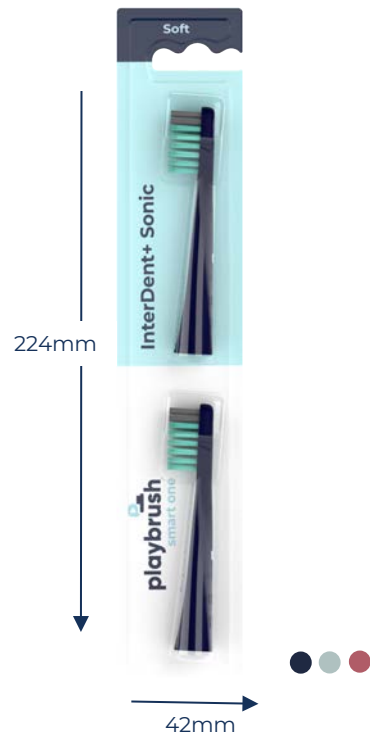


Measures pressure, coverage, time and regularity



InterDent+ indicator bristles.

Playbrush Smart One Brush Heads



Smart One Brush Heads (RRP 12.99 EUR) have been exclusively designed for Playbrush Smart One and come in a double pack.

Weight	EAN Code	Origin
12g	9010061000100	Europe

Master Case - Quantity: 12 units- Weight: 260g - Size: 232 x 125 x 95mm

Contents



2x Brush Heads



Soft InterDent+
bristles



Indicates when the
head needs to be
changed

Playbrush Smart Sonic



Playbrush Smart Sonic (RRP 29.99 EUR) is an interactive electric toothbrush that connects to games on a smartphone or tablet.

Weight	EAN Code	Origin
250g	9 010061 000247	Switzerland

Master case: Quantity: 4 units • Weight: 1.3kg • Size: 262 x 251 x 142mm

Contents



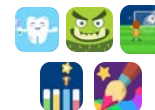
Manual



1x Brush Head



Charger



Access to 4x games
& Brushing Coach



17,000 swivel
movements
per min.



2
cleaning
modes



Measures
accuracy,
duration &
pressure



Soft,
indicator
bristles

Playbrush Smart Sonic Brush Head Replacements



Smart Sonic Replacement Heads (RRP 9.99 EUR) are designed for exclusive use with the Playbrush Smart Sonic only, and come in a convenient double pack.

Weight	EAN Code	Origin
12g	9 010061 000254	Switzerland

Master case: Quantity: 12 units • Weight: 260g • Size: 232 x 125 x 95mm

Contents



2x Brush Heads



Extra Soft,
bristles for
young gums.



Bristles discolour
when needs to be
replacement

Playbrush Smart

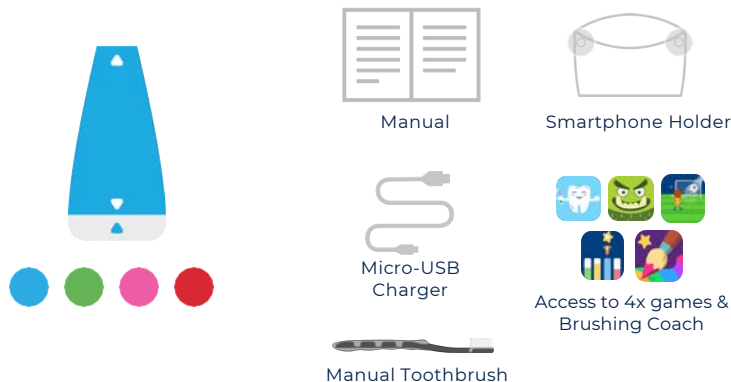


Playbrush Smart (RRP 24.99 EUR) is an attachment for the handle of any manual toothbrush and transforms it into a smart interactive toothbrush.

Weight	EAN Code	Origin
165g	9 010061 000070	Austria

Master Case: Quantity: 3 units • Weight: 550g • Size: 265 x 145 x 135mm

Contents



Price & value for the end consumer



You don't only offer your customers a toothbrush but also the whole toolkit to improve their oral hygiene!



RRP € 59.99

- ✓ Playbrush Smart One
- ✓ 1 month free trial access to the Playbrush App
- ✓ Limited access to the Playbrush Kids App (4 games, brushing coach, quick-statistics)

+

Optional subscription-upgrades via app

- Unlimited access to app
- Brush head deliveries



RRP € 29.99

Playbrush Smart Sonic

- ✓ 1 month free trial access to the Playbrush App
- ✓ Limited access to Playbrush Kids App (4 games, brushing coach, quick-statistics)

+

Optional subscription-upgrades via app

- Unlimited access to app (8 more games, detailed statistics)
- Brush head deliveries

The founders of Playbrush! Happy to answer your questions!



Matthäus Ittner
CFO

- *Previously worked at another start-up and Ernst & Young
- *Best-in-class IE Business School
- *Spends his free-time working with children who have limited physical ability.

[LinkedIn](#)

Paul Varga
CEO

- *Previously worked in start-up investment
- *Educational background in Bio- & Health Tech
- *Teaches consumer & retail tech at Cambridge

[LinkedIn](#)

Tolulope Ogunsina
CTO

- *Previously worked at Amazon
- *Forbes 30 under 30 in technology in Europe.
- *IT expert & passionate father

[LinkedIn](#)