UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **October 31, 2023**

KNOW LABS, INC.

(Exact name of registrant as specified in its charter)

Nevada	**001-37479**	**90-0273142**
(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

500 Union Street, Suite 810, Seattle, Washington	**98101**
(Address of principal executive offices)	(Zip Code)

(206) 903-1351
(Registrant's telephone number, including area code)

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	**Trading Symbol(s)**	**Name of each exchange on which registered**
Common Stock, par value $0.001	KNW	NYSE American LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 or Rule 12b-2 of the Securities Exchange Act of 1934.

Emerging Growth Company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 7.01 Regulation FD Disclosure.

On October 31, 2023, Know Labs, Inc. (the "Company") issued a press release announcing it will present at the third annual Bernstein CGM Disruptors Conference, Thursday, November 2, 2023. At this virtual event organized by Bernstein Research, www.bernsteinresearch.com, attendees from across the globe will gather to discuss new developments in continuous glucose monitoring technology. On October 31, 2023, the Company released the presentation it will deliver at the conference. The presentation is furnished as Exhibit 99.1 to this report and can also be downloaded on the Company website, www.knowlabs.co.

The information furnished with this Item 7.01, including Exhibit 99.1, shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference into any other filing under Securities Exchange Act of 1934, as amended, or the Securities Act of 1933, as amended, except as expressly set forth by specific reference in such a filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description of Exhibit
99.1	Know Labs Presentation, 3rd Annual Bernstein CGM Disruptors Conference
99.2	Press Release dated October 31, 2023. Filed herewith.
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 31, 2023

KNOW LABS, INC.

/s/ Ronald P. Erickson
Name: Ronald P. Erickson
Title: Chairman of the Board

KNOW LABS

3rd Bernstein
CGM Disruptors Conference
November 2, 2023

Pete Conley
CFO & SVP IP
Know Labs (NYSE American: KNW)

DISCLOSURE

CAUTION ABOUT FORWARD-LOOKING STATEMENTS

This document contains forward-looking statements that are based on the Company management's beliefs and assumptions and on information currently available to the Company . All statements other than statements of historical facts are forward-looking statements. These statements relate to future events or to the Company's future financial performance and involve known and unknown risks, uncertainties and other factors that may cause actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. Forward-looking statements include, but are not limited to, statements about: goals and strategies; future business development, financial condition and results of operations expected product development outcomes, including obtaining regulatory clearance; expected changes in revenue, costs or expenditures; growth of and competition trends in industry; and expectations regarding demand for, and market acceptance of, our products. You can identify forward looking statements by terms such as "may," "could," "will," "should," "would," "expect," "plan," "intend," "anticipate," "believe," "estimate," "predict," "potential," "project" or "continue" or the negative of these terms or other comparable terminology. These statements are only predictions. You should not place undue reliance on forward looking statements because they involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond the Company's control and which could materially affect results. . In evaluating these forward-looking statements, you should consider various factors, including: Company management's ability to change the direction of the company; ability to keep pace with new technology and changing market needs; and the competitive environment of the business. These and other factors may cause the Company's actual results to differ materially from any forward-looking statement. Forward-looking statements are only predictions. The forward-looking events discussed in this document and other statements made from time to time by the Company or its representatives, may not occur, and actual events and results may differ materially and are subject to risks, uncertainties and assumptions about the Company. The Company is obligated to publicly update or revise any forward-looking statement, whether as a result of uncertainties and assumptions, the forward-looking events discussed in this document and other statements made from time to time by the Company or its representatives might not occur. See offering documents for further risks and disclosures. Past performance is not indicative of future results. There is now guarantee that any specific outcome will be achieved. Investments may be speculative, illiquid and there is a total risk of loss.

General securities market uncertainties resulting in economic considerations.
Recent unease regarding the aforementioned geo-political considerations and increasing inflation has caused the United States and worldwide national securities markets to have undergone unprecedented stress due to the uncertainties of regarding the economy and the resulting reactions and outcomes of governments, businesses, and the general population. These uncertainties have resulted in declines in all market sectors, increases in volumes due to flight to safety and governmental actions to support the markets. As a result, until economic outlook has stabilized, the markets may not be available to the Company for purposes of raising required capital. Should we not be able to obtain financing when required, in the amounts necessary to execute on our plans in full, or on terms which are economically feasible, we may be unable to sustain the necessary capital to pursue our strategic plan and may have to reduce the planned future growth and/or scope of our operations.

We need additional financing to support our technology development and ongoing operations, pay our debts and maintain ownership of our intellectual properties.
We are currently operating at a loss and using substantial cash to fund our operation. We believe that our cash on hand will be sufficient to fund our operations through September 30, 2024. We will need additional financing to implement our business plan and to service our ongoing operations, pay our current debts (described below) and maintain ownership of our intellectual property. There can be no assurance that we will be able to secure any needed funding, or that if such funding is available, the terms or conditions would be acceptable to us. If we are unable to obtain additional financing when it is needed, we will need to restructure our operations and/or divest all or a portion of our business. We may seek additional capital through a combination of private and public equity offerings, debt financings and strategic collaborations. Debt financing, if obtained, may involve agreements that include covenants limiting or restricting our ability to take specific actions, such as incurring additional debt, and could increase our expenses and require that our assets secure such debt. Equity financing, if obtained, could result in dilution to our then-existing stockholders and/or require such stockholders to waive certain rights and preferences. Strategic collaborations may include features which could limit the Company's ultimate potential. If such financings is not available on satisfactory terms, or is not available at all, we may be required to delay, scale back, eliminate the development of business opportunities and our operations and financial condition may be materially adversely affected.

We have a history of operating losses and there can be no assurance that we can achieve or maintain profitability.
We have experienced net losses since inception. As of June 30, 2023, we had an accumulated deficit of $118,715,000 and net losses in the amount of $12,353,000, $20,071,000 and $25,360,000 during the nine months ended June 30, 2023 and the years ended September 30, 2022 and 2021, respectively. There can be no assurance that we will achieve or maintain profitability. If we achieve profitability in the future, we may not be able to sustain profitability in subsequent periods. Failure to become and remain profitable would impair our ability to sustain operations and adversely affect the price of our common stock and our ability to raise capital. Our operating expenses may increase as we spend resources on growing our business, and if our revenue does not correspondingly increase, our operating results and financial condition will suffer. Our businesses have produced minimal revenues and may not produce significant revenues in the near term, or at all, which would harm our ability to continue our operations or obtain additional financing and require us to reduce or discontinue our operations. You must consider our business and prospects in light of the risks and difficulties we will encounter as business with an early-stage technology in a new and rapidly evolving industry. We may not be able to successfully address these risks and difficulties, which could significantly harm our business, operating results and financial condition.

If we are unable to secure a sales and marketing partner or establish satisfactory sales and marketing capabilities at our company, we may not be able to successfully commercialize our technology.
If we are not successful entering into appropriate collaboration arrangements or recruiting sales and marketing personnel or in building a sales and marketing infrastructure, we will have difficulty successfully commercializing our technology, which would adversely affect our business, operating results and financial condition.
We may not be able to enter into collaboration agreements on terms acceptable to us or at all. In addition, even if we enter into such relationships, we may have limited or no control over the sales, marketing and distribution activities of these third parties. Our future revenues may depend heavily on the success of the efforts of these third parties. If we elect to establish a sales and marketing infrastructure, we may not realize a positive return on this investment. In addition, we must compete with established and well-funded pharmaceutical and biotechnology companies to recruit, hire, train and retain sales and marketing personnel. Factors that may inhibit our efforts to commercialize technology without strategic partners or licensees include:
- our inability to recruit and retain adequate numbers of effective sales and marketing personnel;
- the lack of complementary products to be offered by sales personnel, which may put us at a competitive disadvantage relative to companies with more extensive product lines; and
- unforeseen costs and expenses associated with creating an independent sales and marketing organization.

Government regulatory approval may be necessary before some of our products can be sold and there is no assurance such approval will be granted.
Our technology will have a number of potential applications in fields of use which will require prior governmental regulatory approval before the technology can be introduced to the marketplace. For example, we are exploring the use of our technology for certain medical diagnostic applications, with an initial focus on the monitoring of blood glucose. There is no assurance that we will be successful in developing glucose monitoring medical applications for our technology. If we were to be successful in developing glucose monitoring medical applications of our technology, prior clearance by the FDA and other governmental regulatory bodies will be required before the technology could be introduced into the marketplace. Our devices leverage Machine Learning (ML) and Artificial Intelligence (AI) to process the massive data collected through the Bio-RFID sensor. ML/AI also controls the sensor operation, enabling the device to emit and capture data, and, ultimately, to identify and measure blood glucose levels. Machine learning-enabled device software functions (ML-DSF) continue to be evaluated by the FDA, which recently released new guidance proposing a science-based approach for AI/ML-enabled medical devices to be modified and improved more quickly. There is no assurance that such regulatory approval would be obtained for a glucose monitoring medical diagnostic device or other applications requiring such approval. The FDA can refuse to grant, delay, and limit or deny approval of an application for clearance of marketing a glucose monitoring device for many reasons. We may not obtain the necessary regulatory approvals or clearances to market these glucose monitoring systems in the United States or outside of the United States. Any delay in, or failure to receive or maintain, approval or clearance for our products could prevent us from generating revenue from these products or achieving profitability.

WHAT'S HAPPENED SINCE LAST YEAR'S BERNSTEIN 2022 CONFERENCE?

FY Sept 2023 In Review:

1. **PRODUCT:** Successful introduction of Gen 1 Product Prototype on June 7, 2023.

2. **SCIENTIFIC VALIDATION:** Peer-Reviewed Publication in Sensors Journal of Proof-of-Principle Study in Collaboration with Mayo Clinic. Poster presentations at APS and AACE.

3. **CLINICAL ACCURACY:** Demonstrated 11.27% MARD from data collected in normoglycemic and hyperglycemic ranges across 366 datasets, 3,300 reference points and >1.7B datapoints.

4. **INTELLECTUAL PROPERTY:** Patents issued, pending and in-process increased from 89 to 246 YoY (+176% vs. market +35%, 5x market CAGR) reflecting our high rate of innovation. Ranked by IPCG #1 in the world for non-invasive blood glucose monitoring IP.

5. **STRATEGIC COLLABORATIONS:** JDA discussions currently underway with potential biopharma, med device and consumer electronics partners.

INTRODUCED JUNE 7, 2023

KnowU

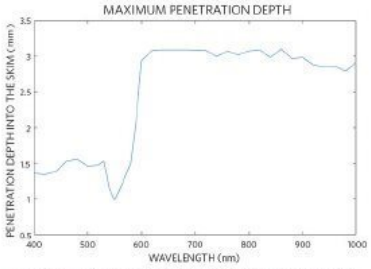
2023: NI BGM & 2024: NI CGM

Gen 1: Place your palm or arm on the portable device for on-demand NI BGM data. “Computer mouse” form factor.

Gen 2: 50% smaller wearable NI CGM currently under development for early 2024 release. “AirPods case” form factor.

Generation 1 Prototype Device:
A sophisticated research lab in your pocket.

WHY IT WORKS (and why others don't)

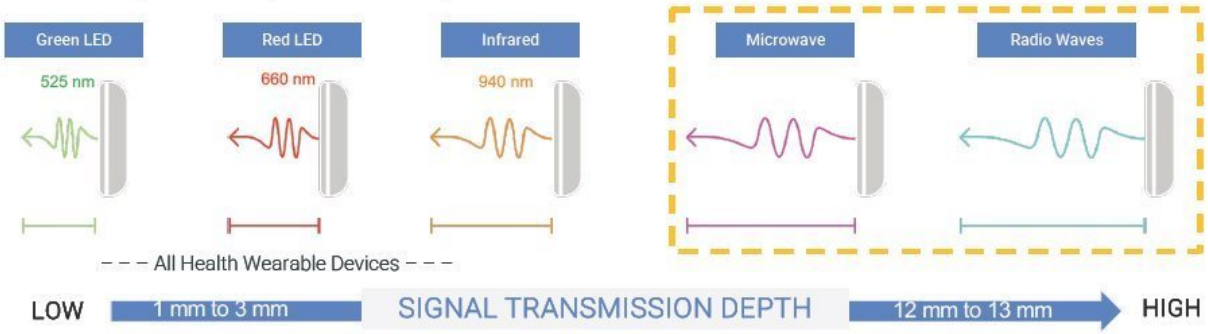


Optical Sensors (400 nm – 1000 nm)

First Principles: Overcoming the Limitations of Physics

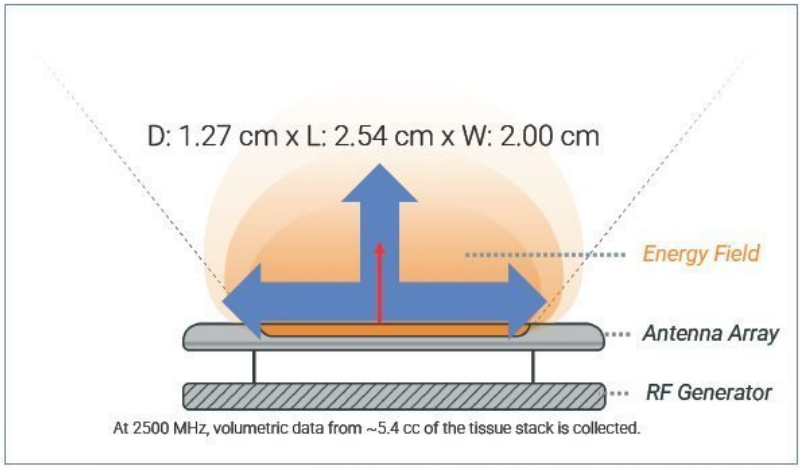
RF Dielectric Spectroscopy *sweeps entire tissue stack* to collect *high resolution voltage data at high speed* that *fixed wavelength* optical sensors are incapable of achieving.

Radio Frequency (500 MHz – 4000 MHz)



HOW IT WORKS: More is More … 3D Data Improves Clinical Accuracy

Three Orders of Magnitude Increase of Volumetric 3D Voltage Data Collected in Real Time versus Current 2D CGMs



- IP-protected Antenna Array, Microwave spectrum that emits and captures radio wave signals, generates the "Energy Field" into 3D "Tissue Stack"
- IP-protected RF Generator enables frequency sweeps in the microwave spectrum, from 300 MHz to 4,400 MHz, at various intervals, 1.5M data points collected per hour = 445 per second
- 6 Key Parameters Customizable with Each Sweep: power, frequency range, frequency step, dwell time, antenna permutations = >30,000 combinations.

HOW IT WORKS: Dexcom G7 versus KnowU - FDA Test Principles

THE VOLTS HAVE IT: Two Different Models of **"Glucose Voltmeters"**: ***Real-time Direct Reading*** of Blood Glucose ***Without the Proxy Latency*** of Current CGMs

- The Dexcom G7 system detects glucose levels from the fluid just beneath the skin (interstitial fluid) using a microneedle to a depth of 5 mm & .001 cc.
- The microneedle continuously measures glucose concentrations in the interstitial fluid via an enzymatic electrochemical reaction using glucose oxidase. Glucose oxidase catalyzes the oxidation of glucose and produces hydrogen peroxide, as a proxy for blood glucose.
- The production of proxy hydrogen peroxide **generates an electrical current that is proportional to the interstitial glucose concentration** which, using an algorithm, is converted to a glucose value.

- The KnowU system detects glucose levels in real-time across the "tissue stack" (interstitial fluid, capillary blood, venous blood, cellular glucose) using non-invasive **RF dielectric (impedance measurement) spectroscopy** to a depth of 12.7 mm & 5.4 cc.
- KnowU harnesses the dielectric properties of glucose, a polar molecule in the body, and its ability to store electrical energy in an electric field (known as permittivity).
- Using time frequency sweeps, KnowU rapidly scans a large range of RF frequencies and **records voltage values detected at each frequency to quantify real-time blood glucose continuously**.
- For each RF sweep, the KnowU returns a vector of voltage values representing the antenna's transmission coefficient (**using S21**, not S11) over its frequency of operation.

CLINICAL TESTING PROTOCOL

Data Collection Over 3 Hour Test

- The array of antennas sits approximately 1 mm away from the users' skin inside the plastic wall of the device with which the user is in contact. The patient's arm, hand, or other body part appropriate for the sensor must be against the device for the 22 second length of the frequency sweep.
- The sensor currently operates within a frequency range of roughly 500 to 1500 MHz, though it has the ability to operate between 300 and 4400 MHz so a larger range scan could be used in the future.
- To take a measurement, the sensor scans through the frequency range, currently using 0.1 MHz intervals so that 10,001 data points are collected per sweep, equals 445 data points per second (versus 30 data points per second for a pulse oximeter).

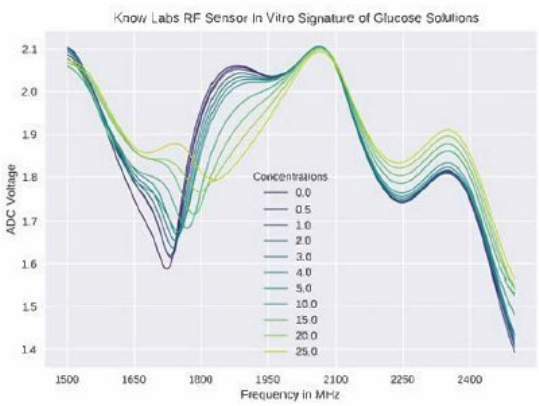
Using KnowU on Hand

Using KnowU on Forearm

FROM IN VITRO TO IN VIVO GLUCOSE TESTING

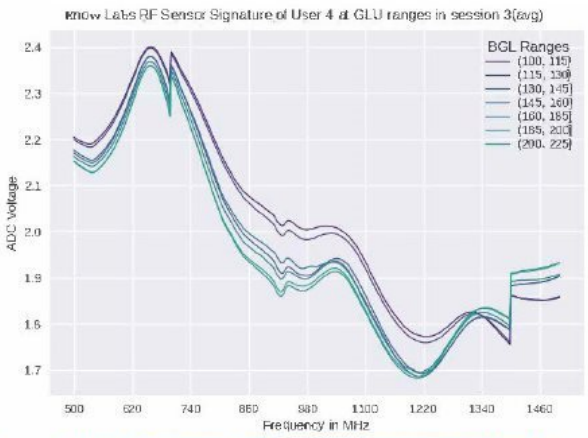
- **IN VITRO:** RF dielectric spectroscopy sensor can measure different concentrations of glucose in solution, where optical sensors cannot.
- **IN VIVO:** NI RF sensors based on dielectric permittivity can measure variance in blood glucose in BGL ranges.

In Vitro Glucose Solutions Readings



IN VITRO: ADC Voltage (y-axis) measuring voltage variance based on glucose concentration and frequency sweeps

In Vivo Glucose Readings Over 3 Hour Test



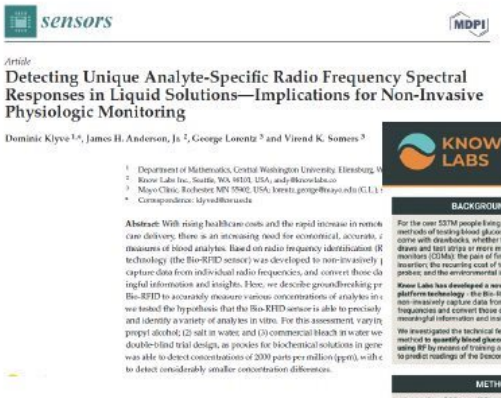
IN VIVO: ADC Voltage (y-axis) measuring voltage variance based on dielectric permittivities of blood glucose and frequency sweeps

TIMELINE OF VALIDATION STUDIES FROM IN VITRO TO IN VIVO

	2021	Exploratory Clinical Study	2022	2023	New Algorithm Refinement Study	TODAY
Manuscript	Proof of Principle with Mayo Clinic		Proof of Concept Clinical Study	Technical Feasibility Study		Data Preprocessing Techniques Study
Description	Demonstrated the accuracy of Bio-RFID sensor in quantifying different analytes *in vitro* (liquid solution).	First indication that Bio-RFID could be an accurate alternative to FDA-cleared glucose devices.	Proof of concept ability to quantify blood glucose non-invasively using RF.	Demonstrates Bio-RFID can deliver stable, repeatable results in measuring blood glucose levels.	Algorithm refinement in the non-invasive detection of blood glucose using Bio-RFID technology.	Improvement in machine learning model accuracy on an expanded mixed cohort dataset.
Accuracy	**Almost 100% *in vitro* accuracy**	**MARD 5.3%-6.7%**	**MARD 19.3%**	**MARD 20.6%**	**MARD 12.9%**	**MARD 11.3%**
# Participants	na	2	1	5	5	13
# Datasets	na	3	22	106	106	366
# Bio-RFID datapoints	**na**	**1.5M**	**~183M**	**~430M**	**~430M**	**~1.7B (3 order of magnitude)**
# Reference Observations	na	75	~383	~1,555	~1,555	~3,311

SCIENTIFIC VALIDATION:

FY2023 Review: Sensors Journal, APS, AACE



sensors

MDPI

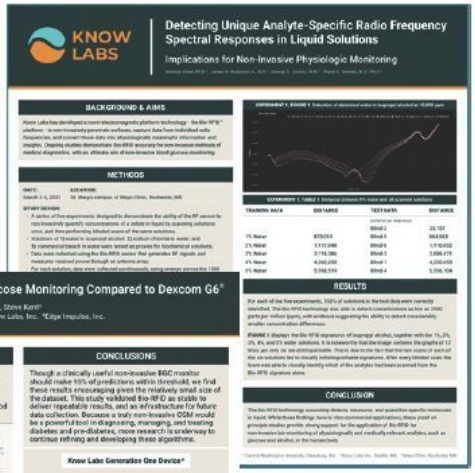
Article

Detecting Unique Analyte-Specific Radio Frequency Spectral Responses in Liquid Solutions—Implications for Non-Invasive Physiologic Monitoring

Dominic Klyve [1,*], James H. Anderson, Jr. [2], George Lorentz [3] and Virend K. Somers [3]

[1] Department of Mathematics, Central Washington University, Ellensburg, W
[2] Know Labs Inc., Seattle, WA 98101, USA; andy@knowlabs.co
[3] Mayo Clinic, Rochester, MN 55902, USA; lorentz.george@mayo.edu (G.L.); s
* Correspondence: klyved@cwu.edu

Abstract: With rising healthcare costs and the rapid increase in remot
care delivery, there is an increasing need for economical, accurate, a
measures of blood analytes. Based on radio frequency identification (R
technology (the Bio-RFID sensor) was developed to non-invasively
capture data from individual radio frequencies, and convert those da
ingful information and insights. Here, we describe groundbreaking pr
Bio-RFID to accurately measure various concentrations of analytes in
we tested the hypothesis that the Bio-RFID sensor is able to precisely
and identify a variety of analytes in vitro. For this assessment, varyin
propyl alcohol; (2) salt in water; and (3) commercial bleach in water we
double-blind trial design, as proxies for biochemical solutions in gene
was able to detect concentrations of 2000 parts per million (ppm), with
to detect considerably smaller concentration differences.



KNOW LABS

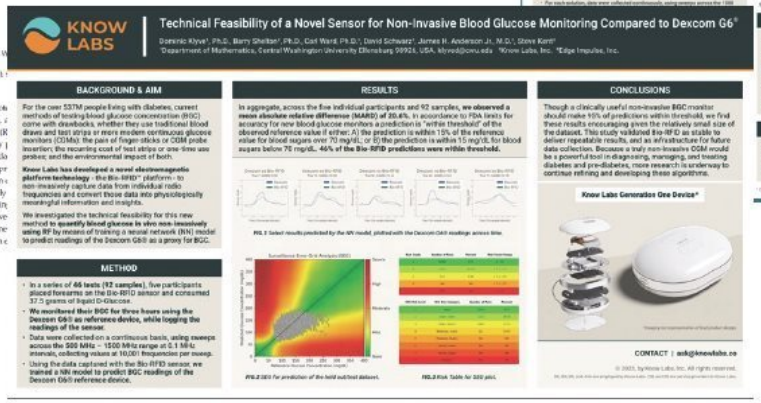
Detecting Unique Analyte-Specific Radio Frequency Spectral Responses in Liquid Solutions

Implications for Non-Invasive Physiologic Monitoring

BACKGROUND & AIMS

METHODS

RESULTS



KNOW LABS

Technical Feasibility of a Novel Sensor for Non-Invasive Blood Glucose Monitoring Compared to Dexcom G6®

Dominic Klyve[1], Ph.D., Barry Shelton[2], Ph.D., Carl Ward, Ph.D.[1], David Schwarz[3], James H. Anderson Jr., M.D.[3], Glenn Kent[2]
[1]Department of Mathematics, Central Washington University Ellensburg, 98926, USA, klyved@cwu.edu [2]Know Labs, Inc. [3]Edge Impulse, Inc.

BACKGROUND & AIM

RESULTS

CONCLUSIONS

METHOD

CONCLUSION

Know Labs Generation One Device*

CONTACT | ask@knowlabs.co

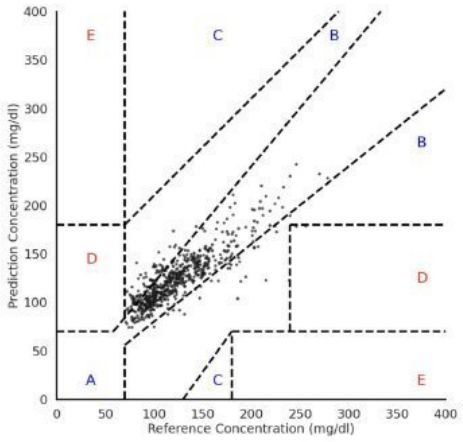
CLINICAL ACCURACY IN MIXED COHORT: July 2023

Novel data preprocessing techniques in an expanded dataset improve ML model accuracy

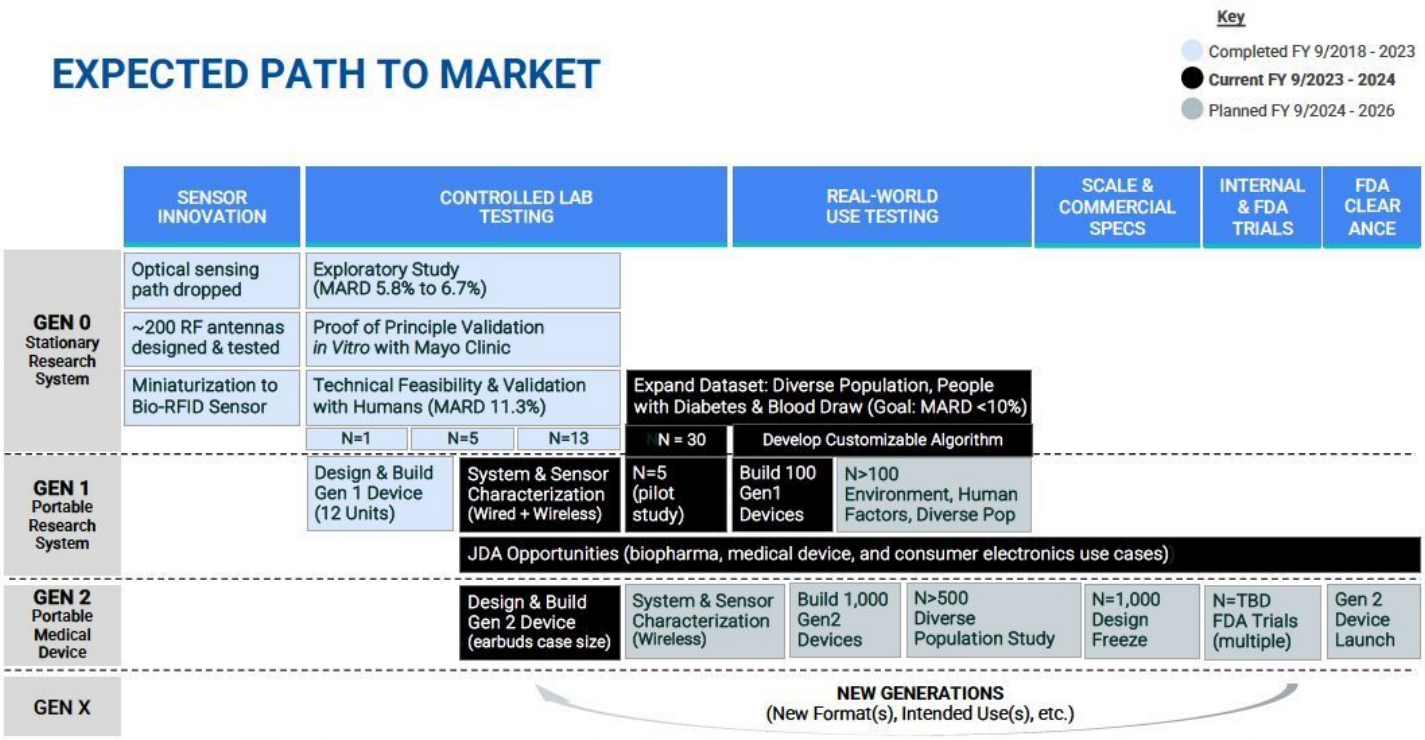
Reviewed By Members of Know Labs' Scientific Advisory Board

	Observations	MARD (%)	MAE (mg/dl)	±15%	±20%
Hypoglycemic (<70 mg/dl)	2 (<.3%)	n/a	n/a	n/a	n/a
Normoglycemic (70 – 180 mg/dl)	608 (91.4%)	10.76 ± 0.79	12.00 ± 0.82	75.5 ± 3.4	83.6 ± 2.9
Hyperglycemic (>180 mg/dl)	53 (8.3%)	15.92 ± 2.98	33.43 ± 6.51	58.5 ± 13.3	67.9 ± 12.6

- Demonstrates a test in which the patented RF dielectric (impedance) spectroscopy sensor was able to predict reference values of Dexcom G6® CGM continuously and non-invasively with a MARD of 11.27%
- Caveat: one limitation of this study is the requirement for a larger and more diverse participant population. All participants were healthy and did not have diabetes; indeed, 91.4% of the reference values were in the normoglycemic range



EXPECTED PATH TO MARKET



This slide contains forward-looking statements that are based on Company management's beliefs and assumptions and on information currently available to the Company. See page 2 for our full discussion of forward-looking statements.

Know Labs' Technology is in development, and there is no assurance that the development will have a successful outcome. Past performance is not indicative of future results. There is no guarantee that any specific objective will be achieved.

KNOW LABS IP STORY: IP Market is Growing Rapidly in NI BGM

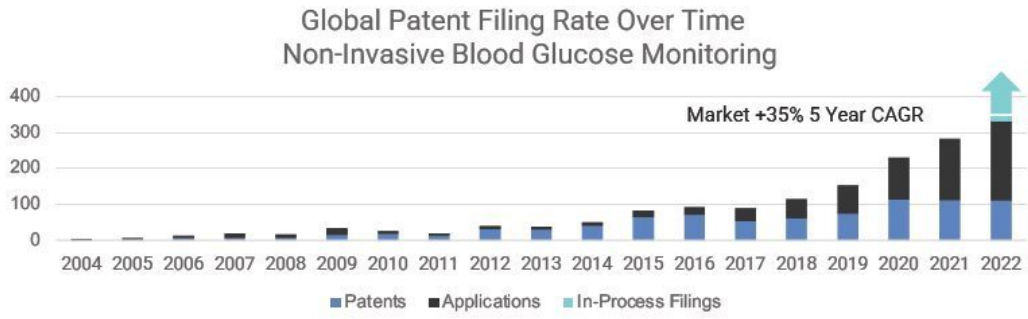
Yet, IP market is still *early days* with limited prior art challenges for Know Labs; enables *headroom* to build a dominant IP portfolio

- Overall space has only 1,632 relevant global patents and applications
- Significantly higher IP activity in past 3-4 years
- Non-granted applications as a large percentage of filings shows it's difficult to obtain patents in this space

Know Labs is well positioned as an IP leader in a rapidly growing IP space

Intellectual Property

45 Granted Patents
157 Patent Applications
44 In-Process Filings
Total 246 Active IP Assets



2022 Data - Search Parameters: Semantic search + selected companies, all jurisdictions

KNOW LABS IP STORY: Extending Our IP Leadership Beyond Just Market Growth

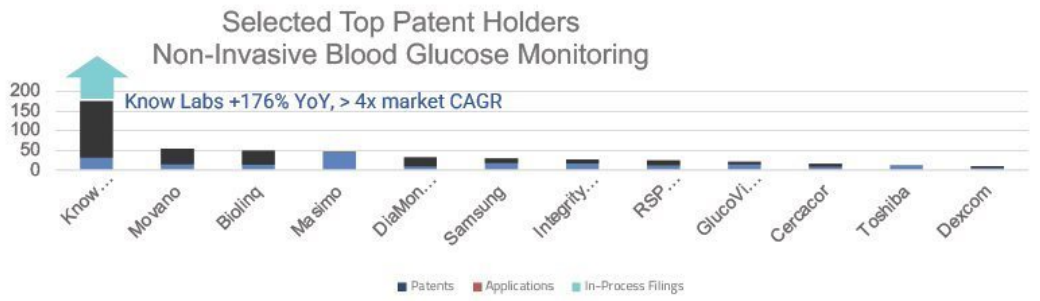
Know Labs' accelerating IP growth reflects high rate of innovation, with significant and focused investment in strategic IP development

- Know Labs holds 45 granted patents related to non-invasive blood glucose monitoring
- Know Labs also has 157 patent applications pending
- An additional 44 filings are in-process

Intellectual Property

45 Granted Patents
157 Patent Applications
44 In-Process Filings
Total 246 Active IP Assets

According to ipCG, Know Labs is the top worldwide IP holder in non-invasive blood glucose monitoring



2022 Data - Search Parameters: Semantic search + selected companies, all jurisdictions

STRATEGIC IP VALUE CREATION: Leadership & Interoperability

This Is Our Chessboard

Intellectual Property

45 Granted Patents
157 Patent Applications
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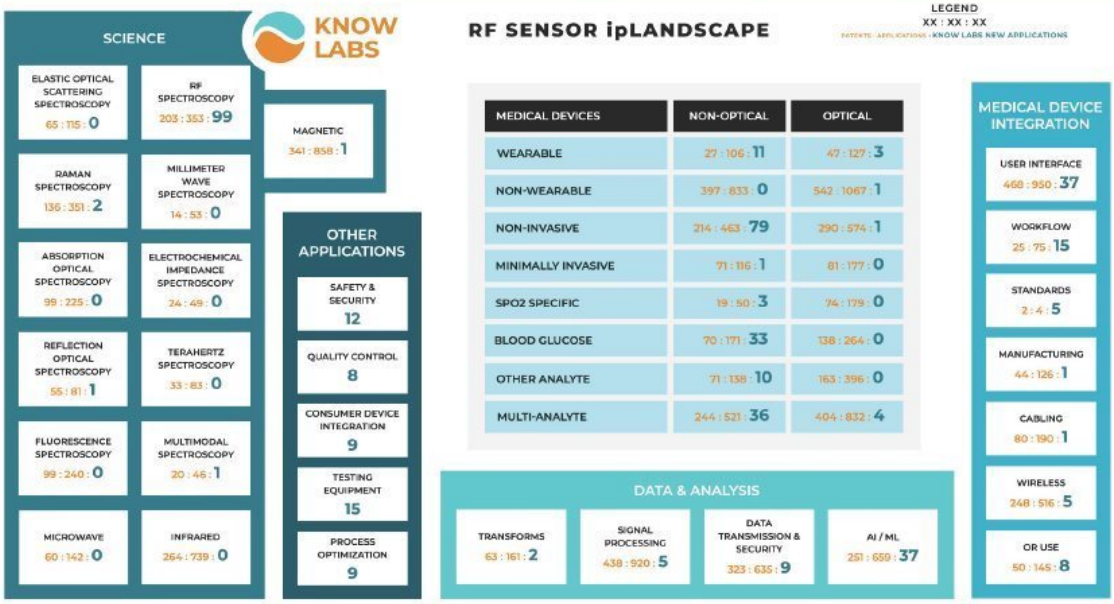

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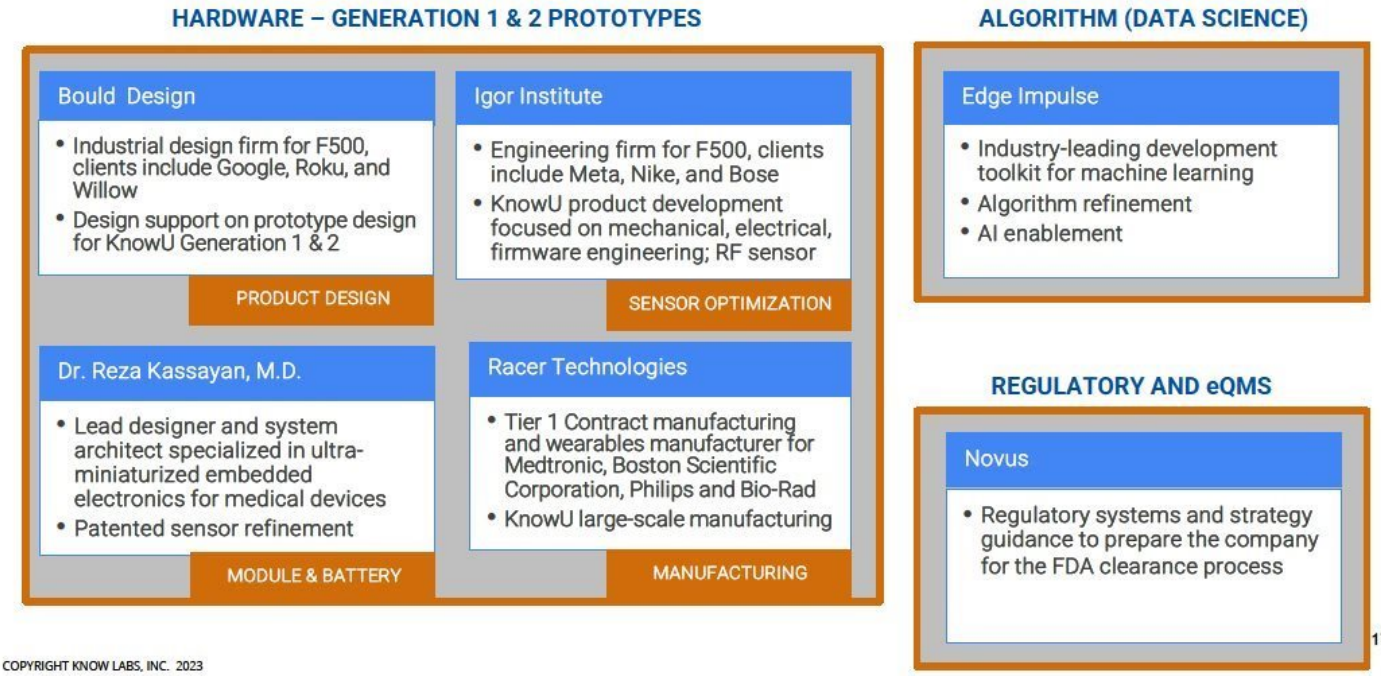
F500-Class Strategic Development Partners Accelerate Our Speed to Market



FY 9/2024* Goals

Introduce Gen 2 CGM device

- Wearable CGM at least 50% smaller than Gen 1 ("earbuds case size")
- Potential format for FDA submission

Further accelerate data collection and continue algorithm refinement

- Tens of billions of data points and reference points (IV, CGMs and finger sticks) – internal and external research institutions
- Achieve MARD under 10% in large mixed cohorts
- Increase the generalizability of the RF sensor
- Submit validation manuscripts to key global diabetes conference and peer-reviewed journals

Refine regulatory strategy

- Apply for FDA Breakthrough Designation (FY 9/2024)
- FDA De Novo Classification Preparation (FY 9/2025 / FY 9/2026)

Build upon current global IP leadership and interoperability in non-invasive blood glucose monitoring

Prepare organization for accelerated growth and go-to-market plan (FY 9/2025 / FY 9/2026)

Execute upon multiple JDA opportunities (core and non-core)

* October 2023 to September 2024

Why Know Labs?

Emerging Leader	Global Innovator	IP Leadership	Medical Device	Platform Technology
• NYSE American IPO September 15, 2022 • Below the radar - current Form 13F Institutional Ownership <6%*. (25 institutions with 46 funds) • ~$20M Market Cap versus >$30B Market Cap for CGM Incumbents, a factor of 1500x	• Highly differentiated approach to glucose monitoring with high specificity & sensitivity • Combination of radio and microwave spectroscopy monitors high resolution analyte data in real-time • 3D data collection	• 246 patents issued, pending and in-process filings worldwide • Foundational patents cover more than 100 analytes • System-level interoperability to enable new hybrid architectures with CGM incumbents	• Highly accurate medical device to serve the needs of hundreds of millions • Hundreds of tests proved that KnowU can measure blood glucose levels non-invasively • High level of accuracy	• Real-world commercialization opportunities across multiple industries • 100+ potential applications and use cases in medical diagnostics and beyond • F500-class development partners to bring to products to market

* Form 13Fs as of 6/30/2023

Know Labs' Technology is in development, and there is no assurance that the development will have a successful outcome. Past performance is not indicative of future results. There is no guarantee that any specific objective will be achieved.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21

Know Labs Presents at Third Annual Bernstein CGM Disruptors Conference,
Details Significant Progress During the Past Year

SEATTLE – October 31, 2023 – Know Labs, Inc. (NYSE American: KNW), an emerging developer of non-invasive medical diagnostic technology, will present at the third annual Bernstein CGM Disruptors Conference on Thursday, November 2, 2023. Presenters and institutional investors from across the globe will gather virtually to discuss the latest developments in continuous glucose monitoring (CGM) technology.

Pete Conley, Chief Financial Officer, and Senior Vice President of Intellectual Property (IP) at Know Labs, will provide an update on the company's progress over the past year. Highlights include a significant expansion of the company's IP leadership in the non-invasive blood glucose monitoring category, with 246 patents issued, pending, and in process (a 176 percent increase year-over-year); the publication of several peer-reviewed reports on its clinical results; and the completed production of its Generation 1 working prototype.

Mr. Conley will also provide development updates for the company's diagnostic technology platform and the path to bringing the first FDA-cleared non-invasive blood glucose monitor to the marketplace.

Throughout the year, Know Labs has remained focused on refinement of their prototype device and its algorithms, as well as external validation of the technology with its growing body of peer-reviewed evidence, which can be found at www.knowlabs.co/research-and-validation.

Interested parties can view Know Labs' Bernstein CGM Disruptors Conference presentation on the company website. Investor information can also be found at www.knowlabs.co/investors. For more information on Know Labs, visit www.knowlabs.co.

About Know Labs, Inc.
Know Labs, Inc. is a public company whose shares trade on the NYSE American Exchange under the stock symbol "KNW." The Company's platform technology uses spectroscopy to direct electromagnetic energy through a substance or material to capture a unique molecular signature. The technology can be integrated into a variety of wearable, mobile or bench-top form factors. This patented and patent-pending technology makes it possible to effectively identify and monitor analytes that could only previously be performed by invasive and/or expensive and time-consuming lab-based tests. The first application of the technology will be in a product marketed as a non-invasive glucose monitor. The device will provide the user with accessible and affordable real-time information on blood glucose levels. This product will require U.S. Food and Drug Administration clearance prior to its introduction to the market.

Safe Harbor Statement

This release contains statements that constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements appear in a number of places in this release and include all statements that are not statements of historical fact regarding the intent, belief or current expectations of Know Labs, Inc., its directors or its officers with respect to, among other things: (i) financing plans; (ii) trends affecting its financial condition or results of operations; (iii) growth strategy and operating strategy; and (iv) performance of products. You can identify these statements by the use of the words "may," "will," "could," "should," "would," "plans," "expects," "anticipates," "continue," "estimate," "project," "intend," "likely," "forecast," "probable," "potential," and similar expressions and variations thereof are intended to identify forward-looking statements. Investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, many of which are beyond Know Labs, Inc.'s ability to control, and actual results may differ materially from those projected in the forward-looking statements as a result of various factors. These risks and uncertainties also include such additional risk factors as are discussed in the Company's filings with the U.S. Securities and Exchange Commission, including its Annual Report on Form 10-K for the fiscal year ended September 30, 2022, Forms 10-Q and 8-K, and in other filings we make with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Relations section of our website at www.knowlabs.co. The Company cautions readers not to place undue reliance upon any such forward-looking statements, which speak only as of the date made. The Company undertakes no obligation to update any forward-looking statement to reflect events or circumstances after the date on which such statement is made.

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