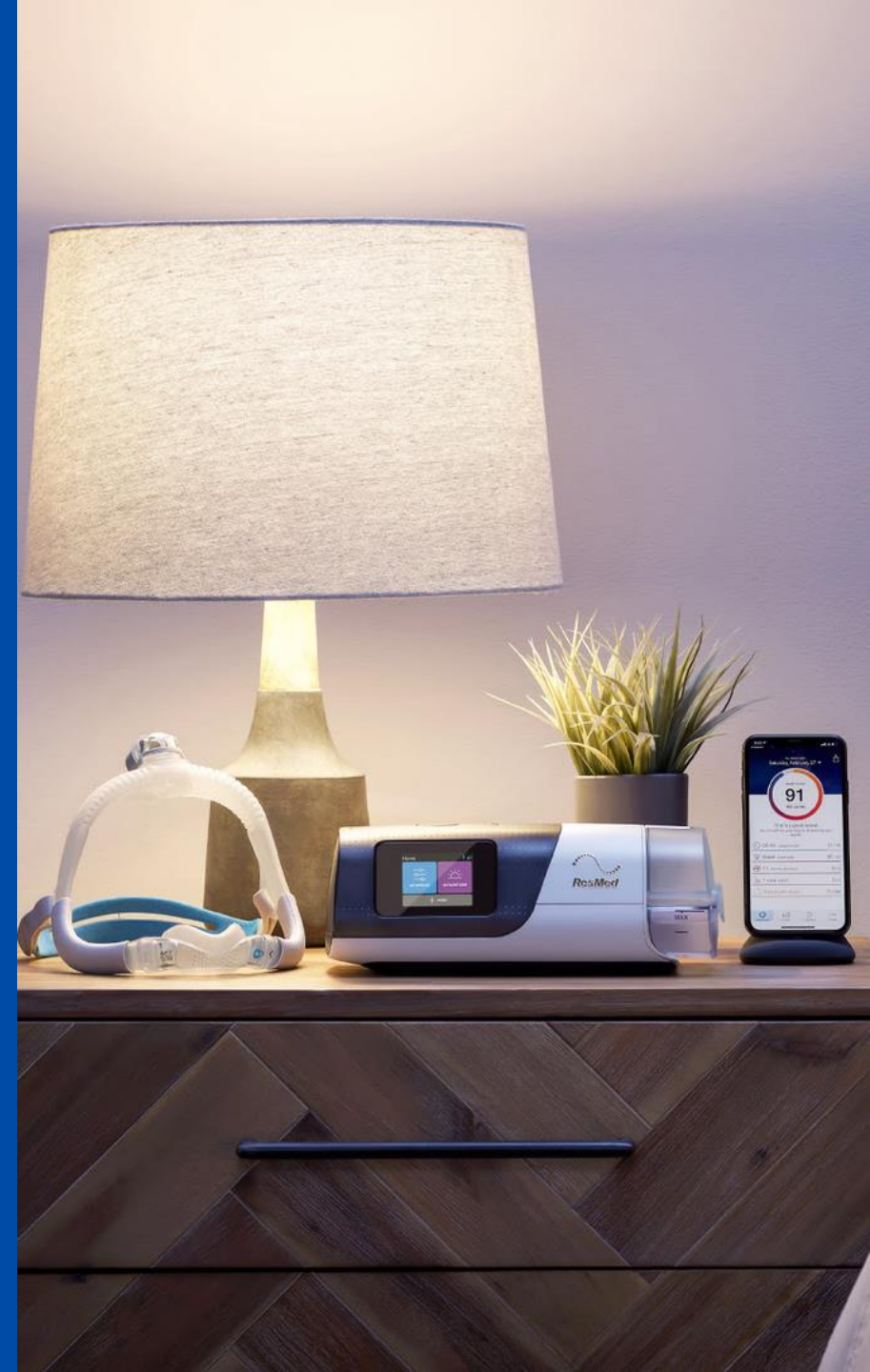




Sleep Smart with Resmed

FY25Q4 promotion

RAD overview brief
19 May 2025





myAir: for patient success on CPAP therapy

FY25Q4 Sleep Smart with Resmed promotion

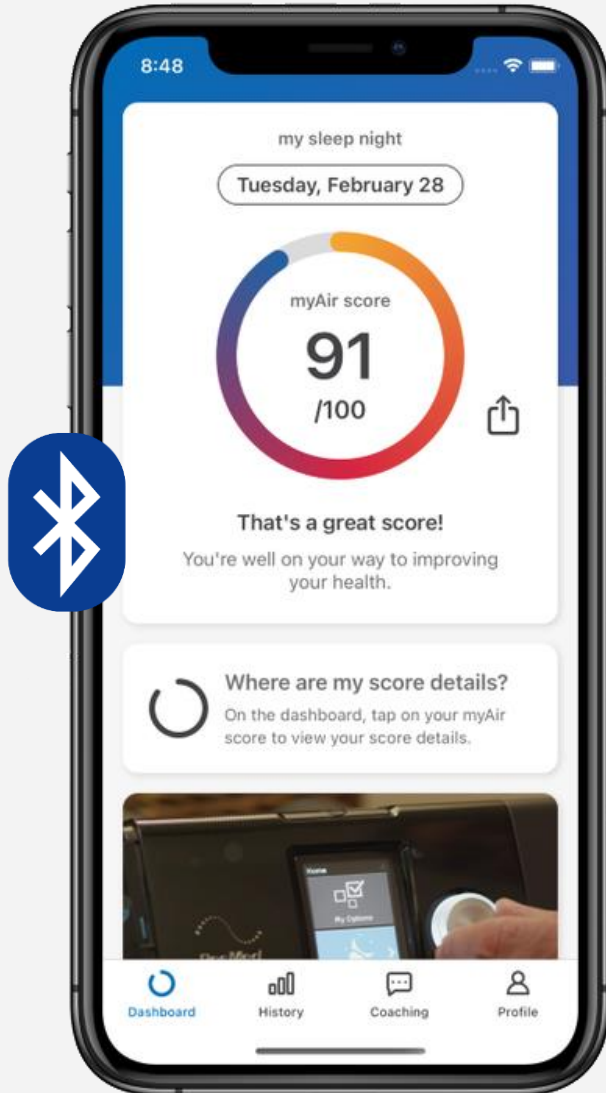
Features that all make sense in the AirSense 11



AirSense 11 combines our most proven algorithms and features with the best **digital technologies** we have available, to help our patients start therapy smoothly and stick with it long term.

One of the biggest enhancement is how well it **integrates with myAir** to provide patients the guidance and **personalised support** they need.

myAir features unique to AirSense 11

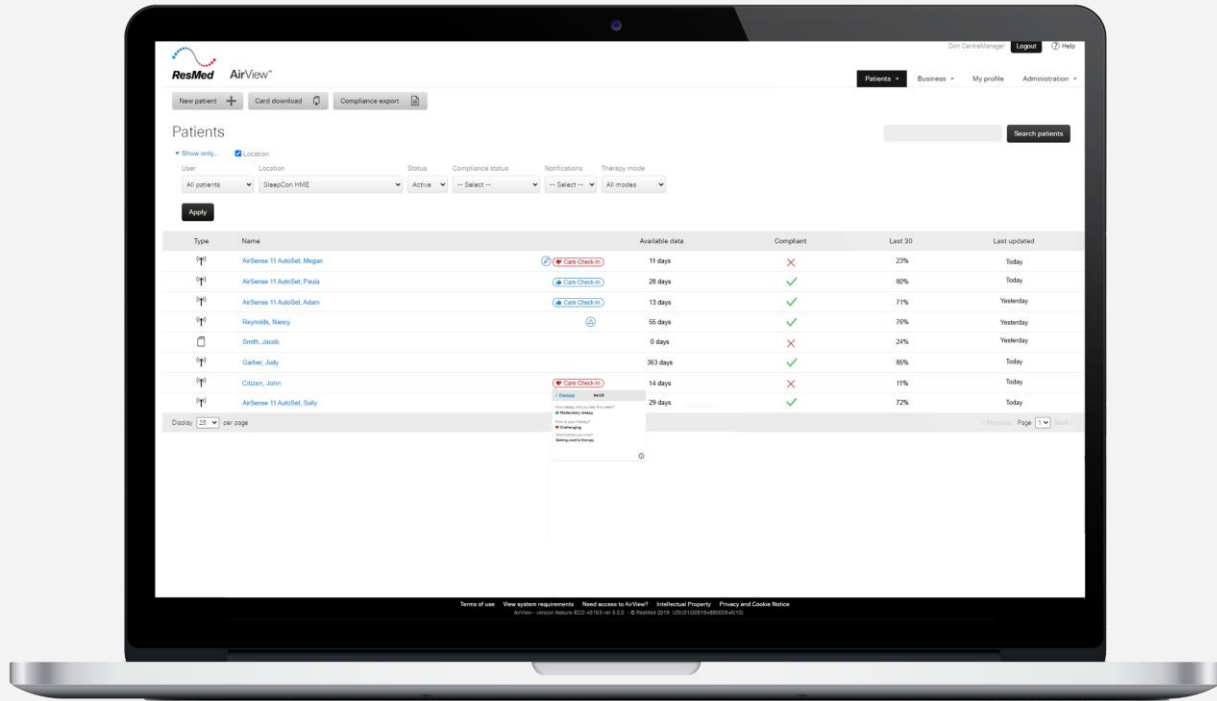


Personal Therapy Assistant (PTA) provides voice-guided videos to support patients when they're setting up their equipment.

Test Drive is an interactive tool to help patients acclimatise to the device and ease into therapy with confidence.

Care Check-In is a simple coaching programme designed to help patients feel supported

Reduce therapy drop-off with Care Check In + AirView



Care Check-In prompts patients to self-report their therapy progress on a regular basis for the first 28 days.

Responses will deliver **tailored coaching advice** and support in myAir, encouraging patients to stay on therapy and troubleshoot common issues.

If consent is provided, Care Check-In responses will be available in **AirView**, providing a more **complete picture of the patients' progress**.

“We know that digital wearables and other innovative technologies like AI can help consumers better understand their sleep habits and create a personalized pathway to better rest.

Regular sleep tracking can offer crucial insights that empower people to make informed decisions about improving their sleep quality now and in the future.”

Carlos M. Nunez, M.D.
Chief Medical Officer at ResMed.

<https://investor.resmed.com/news-events/press-releases/detail/384/resmed-unveils-new-collection-of-digital-and-personalized-solutions-designed-to-improve-sleep-health>



New patient engagement features in myAir



Health trends and sleep staging



Digital wearables give sleep apnea patients instant access to their **sleep and other health data**.

With **health trends and sleep staging**, patients can now integrate 3rd party health data from Apple Health and Android Health connect into the myAir app.

This aims to increase the awareness about the **connection between sleep, therapy use and activity** to facilitate conversations with healthcare providers and encourage a holistic approach to health management.

New patient engagement features in myAir



Smartwatch app



 **WATCH**

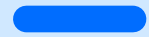


SAMSUNG
Galaxy Watch



myAir **smartwatch app** is designed to enhance Resmed's digital presence and improve user engagement with **easy access to their sleep therapy data** on their **Apple Watch, Samsung Galaxy smartwatch**, and other WearOS supported smartwatches.

Users can view their **Sleep Score** and additional Sleep Score details for their therapy data – **Usage, Mask seal, Mask on/off, Events per hour.**



Promotion details

FY25Q4 Sleep Smart with Resmed promotion

Promotion mechanics

FY25Q4 'Sleep Smart with Resmed'



During 01 June–31 July 2025, each customer who purchases an AirSense11 and mask in one transaction and registers items with sleepvantage will go in a draw to win 1 of 8 Apple Watch Series 10 (cellular) or Samsung Galaxy Watch 7 (LTE).

- 1** Customers purchase an AirSense11 and mask in one transaction from any Resmed Authorised Dealer
PROMO PURCHASE PERIOD: 1st June – 31st July 2025
- 2** Register the AirSense11 and mask with sleepvantage, by 15th August 2025
All fields must be completed, including serial number, date + location of purchase, proof of purchase upload
- 3** Promotion instructions and marketing assets to support promotion available from 19th May 2025
[RAD Launch Pad \(Promotions\)](#) and [Marketing Hub](#)
- 4** All AirSense11 and masks registered to sleepvantage during campaign period will go in a draw in 4th Sept 2025
8 x de-identified and eligible sleepvantage registrations will be selected at random by independant agency (TPAL)
- 5** Winning customers will be contacted via email and phone no later than 8th Sept 2025
to verify choice of smartwatch (brand, size, colour, strap) and confirm delivery address for the prize shipment

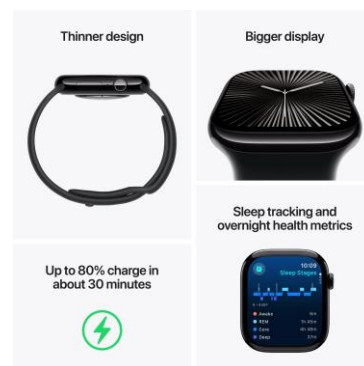
Full Terms and Conditions available: www.sleepvantage.com.au/terms-and-conditions

Customer prizes offer

FY25Q4 'Sleep Smart with Resmed'



During 01 June–31 July 2025, each customer who purchases an AirSense11 and mask in one transaction and registers items with sleepvantage will go in a draw to win 1 of 8 Apple Watch Series 10 (cellular) or Samsung Galaxy Watch 7 (LTE).



OR



Elevate daily exercise with advanced fitness tracking



Apple WATCH

- **MODEL:** Apple Watch - Series 10
- **CONNECTIVITY:** Cellular + GPS
- **OPTIONS:** Winners can choose watch colour, size and band design
- **VALUED AT RRP\$649 EACH**

SAMSUNG Galaxy Watch


- **MODEL:** Samsung Galaxy Watch 7
- **CONNECTIVITY:** LTE (Bluetooth + 4G)
- **OPTIONS:** Winners can choose watch colour, size and band design
- **VALUED AT RRP\$549 EACH**

Marketing assets

FY25Q4 ‘Sleep Smart with Resmed’



Sleep smart with Resmed



Purchase a Resmed AirSense 11™ and a mask in one transaction between 01 June–31 July 2025, register with sleepvantage and go in a lucky draw to win **1 of 8 Apple Watch or Samsung Galaxy Watch prizes***

myAir is now available on Apple Watch® and Samsung Galaxy Watch® devices


The myAir™ app helps you start CPAP therapy, track your progress and stay motivated

Resmed

*Terms and conditions apply. Customers must purchase an AirSense 11™ and mask in one transaction during the promotion period (01 June–31 July 2025) and register the items with sleepvantage by 15th August 2025 to enter the lucky draw. For more information, visit www.sleepvantage.com.au/terms-and-conditions

Flyer
(A5 – packs of 25)

Register your eligible purchases via sleepvantage™ to go in the draw!



- 1 Purchase a Resmed AirSense 11 and mask between 01 June – 31 July and register the products via QR code or visit www.sleepvantage.com.au
- 2 Complete the registration form. To be eligible, follow the instructions and fill in all the details including a valid phone number, email address, purchase location, your shipping details and upload an image of the tax invoice.
- 3 Submit the registration form before 15th August 2025.
- 4 ResMed will contact you via email or phone in early September 2025 to verify your purchase and shipping details if you are selected as one of 8 lucky draw winners.

*Offer expires on 31 July 2025. Customers must purchase an AirSense 11 and mask in one transaction during the promotion period and register both items through sleepvantage with a valid phone number, shipping and email address by 15 August 2025 to be eligible to be included in the lucky draw pool. Terms and conditions apply. For more information, visit www.sleepvantage.com.au/terms-and-conditions

ALWAYS READ THE LABEL AND FOLLOW THE DIRECTIONS FOR USE. You should speak to your doctor about your symptoms and if a CPAP device is suitable for you.

Resmed

Web banner

Sleep smart with Resmed

Resmed myAir™ is an app to help you start CPAP therapy, track your progress and stay motivated



myAir is available on Apple Watch® + Samsung Galaxy Watch®

Purchase a Resmed AirSense 11™ and mask, register with sleepvantage, and go in the draw to win **1 of 5 Apple Watch or Samsung Galaxy Watch prize packs***

Resmed

*Terms and conditions apply. For more details, visit www.sleepvantage.com.au/terms-and-conditions

Social media post

Sleep smart with Resmed



Purchase a Resmed AirSense 11™ and mask, register with sleepvantage, and go in the draw to win **1 of 8 Apple Watch or Samsung Galaxy Watch prize packs***

myAir is available on Apple Watch® + Samsung Galaxy Watch®

myAir

Resmed

*Terms and conditions apply. For more details, visit www.sleepvantage.com.au/terms-and-conditions

Sleep smart with Resmed



Purchase a Resmed AirSense 11™ and a mask, register with sleepvantage to go in the draw to win **1 of 8 Apple Watch or Samsung Galaxy Watch prizes***

The Resmed myAir app is now available on Apple Watch® and Samsung Galaxy Watch®



Purchase the items in one transaction between 01 June – 31 July 2025, and register via QR code or visit www.sleepvantage.com.au to enter!

sleepvantage

Resmed

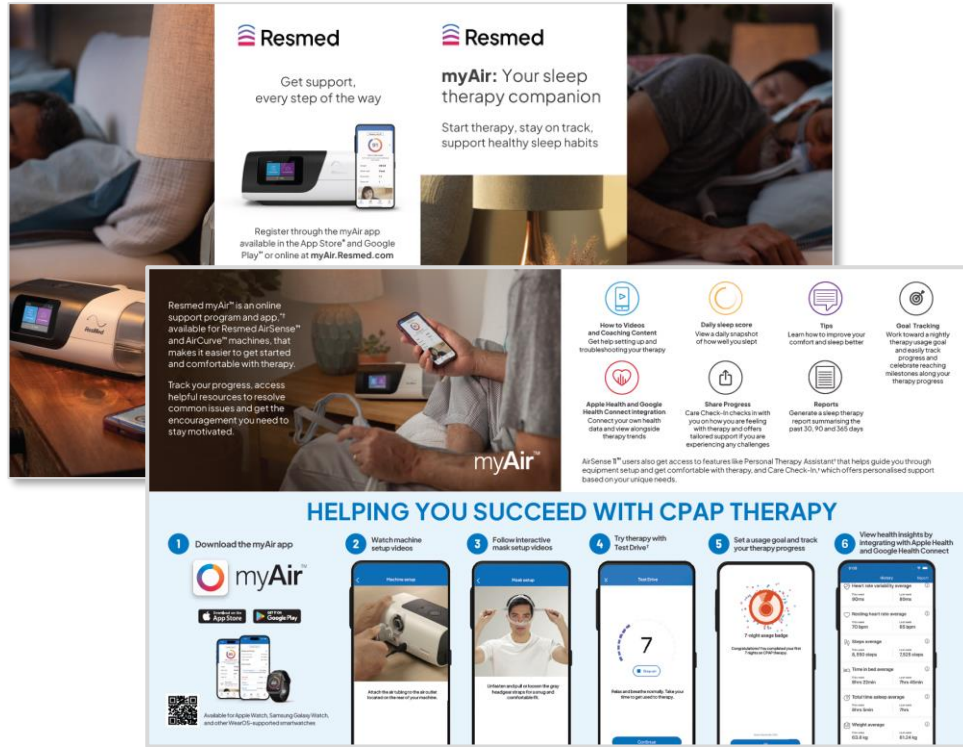
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Poster
(A3 – each)

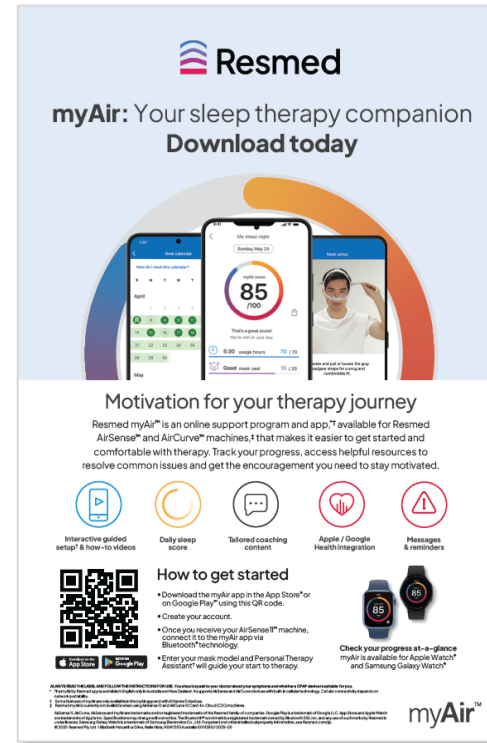
Promotion assets available to order and download from [Marketing Hub](#)

Marketing assets

FY25Q4 'Sleep Smart with Resmed'



myAir patient brochure
(DL – packs of 25)



myAir sign-up poster
(A2 – single)

- Partners to drive promotion through their own channels, using campaign assets provided.
- Promotion print + digital assets include:
 - Flyers (A5)
 - Posters (A3)
 - Social post
 - Web banner
- ***NEW*** myAir consumer assets:
 - Patient brochure (DL)
 - myAir sign-up poster (A3)
- Digital promotion assets can be co-branded on Marketing Hub, with partner's own logo and contact details.

Promotion assets available to order and download from [Marketing Hub](#)

Partner marketing prize

FY25Q4 'Sleep Smart with Resmed'



PARTNER MARKETING PRIZES!

Share your Sleep Smart with Resmed promotion social media posts, customer email outreach and photos of your in-store activations with your Resmed Account Manager, to be in the running to win a Resmed marketing package prize. This is an opportunity for you to work with Resmed's marketing team to develop co-branded custom marketing content to support you in amplifying your company brand to boost your business growth, alongside our Resmed logo to proudly display our partnership!

MAJOR PRIZE: one (1) valued at \$5,000

MINOR PRIZE: one (1) valued at \$2,500

Past winners have used marketing prize funds towards co-branded assets such as: store signs and window decals, video production, team t-shirts, premium bags, car wraps and even a billboard advertising campaign on a major highway!

HOW WILL WE ASSESS PARTNER MARKETING PRIZE WINNERS?

CAMPAIGN ENGAGEMENT

- ☐ # of campaign assets ordered from Marketing Hub (print and digital)
- ☐ # of eligible customer purchases and sleepvantage registrations to the promotion from your location
- ☐ # of lucky draw winning customers from your location

PARTNER x CUSTOMER ENGAGEMENT

- ☐ # of social media posts on your owned channels
- ☐ # co-branded eDM emails sent to your customers
- ☐ # of web banners and digital assets on your website
- ☐ # of displays of promo marketing assets in your store locations and/or websites (bonus points for creativity!)
- ☐ # of sleepvantage registrations from your company during promo period