

EVERYTHING IS AT STAKE.



# Your vote will determine the future of Masimo.

Masimo has consistently delivered value to its stockholders while simultaneously making a positive impact on millions of patients worldwide. The Company's director nominees, Joe Kiani and Christopher Chavez, are qualified, trustworthy, and above all – ready to best serve the interests of the Company and its stockholders.

## Masimo continues to drive strong financial and operational results.

Masimo is making **meaningful progress in executing on our value creation strategy** under the leadership of your Board of Directors and management team.

Masimo has doubled its non-GAAP earnings since 2017 and beat consensus earnings estimates 29 of the last 30 quarters. The Company recently recorded **excellent 2Q24 earnings** and raised its full-year guidance.

*This is who you want protecting your investment.*

## Masimo is at the forefront of cutting-edge technological innovation.

Under Joe Kiani's leadership, Masimo has filed **over 4,000 patents**.

Masimo continues to create **state-of-the-art medical technology products** and life-saving technologies **that impact millions of patients worldwide**.

*This is who you want protecting your investment.*

## Joe Kiani wants to see Masimo thrive – it's his entire life's work.

He is an exceptional leader who has been **"solving the unsolvable"** for years.

Joe Kiani is Masimo's largest individual stockholder. **No one's interests are more aligned with stockholders', and no one will work harder to ensure Masimo's success.**

*This is who you want protecting your investment.*

## Christopher Chavez's values, industry expertise and leadership experience will propel the Board to continue executing on its vision.

His **30 years of leadership** experience in the MedTech industry has given him exposure to **complex strategic matters unique to the healthcare space** that will provide unique insight into Masimo's business.

*This is who you want protecting your investment.*

## Masimo acts in stockholders' best interests.

Masimo has committed to actively evaluating the **optimal structure for a potential separation of its consumer business**, supported by its outside financial advisor, Morgan Stanley.

Joe Kiani has stated that Masimo's IP will not be licensed to another party **without the unanimous approval of the Board**.

*This is who you want protecting your investment.*

## Masimo is well-positioned to continue delivering value for its stockholders for years to come, driven by Joe Kiani's vision and the support of the right Board members.

Masimo has the right vision, expertise and people to **build on our momentum** and continue creating value for all stakeholders long into the future.

*This is who you want protecting your investment.*

## THE CHOICE IS CLEAR TO PROTECT MASIMO'S FUTURE

Joe Kiani and Christopher Chavez are ready and able to drive value creation for all stockholders

WE URGE YOU TO VOTE **"FOR"** MASIMO'S DIRECTOR NOMINEES, **JOE KIANI AND CHRISTOPHER CHAVEZ**, ON THE UPDATED **GOLD** PROXY CARD TO PROTECT THE COMPANY'S FUTURE AND YOUR INVESTMENT.

## **Forward-Looking Statements**

This communication includes forward-looking statements as defined in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, in connection with the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, among others, statements regarding the 2024 Annual Meeting of Stockholders (the "2024 Annual Meeting") of Masimo and the potential stockholder approval of the Board's nominees; Masimo's earnings per share estimates and targets; and the proposed separation of Masimo's consumer business. These forward-looking statements are based on current expectations about future events affecting Masimo and are subject to risks and uncertainties, all of which are difficult to predict and many of which are beyond Masimo's control and could cause its actual results to differ materially and adversely from those expressed in its forward-looking statements as a result of various risk factors, including, but not limited to (i) uncertainties regarding future actions that may be taken by Politan in furtherance of its nomination of director candidates for election at the 2024 Annual Meeting, (ii) the potential cost and management distraction attendant to Politan's nomination of director nominees at the 2024 Annual Meeting and (iii) factors discussed in the "Risk Factors" section of Masimo's most recent periodic reports filed with the Securities and Exchange Commission ("SEC"), which may be obtained for free at the SEC's website at [www.sec.gov](http://www.sec.gov). Although Masimo believes that the expectations reflected in its forward-looking statements are reasonable, the Company does not know whether its expectations will prove correct. All forward-looking statements included in this communication are expressly qualified in their entirety by the foregoing cautionary statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of today's date. Masimo does not undertake any obligation to update, amend or clarify these statements or the "Risk Factors" contained in the Company's most recent reports filed with the SEC, whether as a result of new information, future events or otherwise, except as may be required under the applicable securities laws.

## **Additional Information Regarding the 2024 Annual Meeting of Stockholders and Where to Find It**

On August 15, 2024, the Company filed a revised version of its 2024 proxy statement (the "Revised Proxy Statement") and has mailed the Revised Proxy Statement to its stockholders of record as of the new August 12, 2024 record date for the 2024 Annual Meeting. Any votes submitted by Masimo stockholders in connection with the 2024 Annual Meeting on the prior to the filing of the Revised Proxy Statement will not be counted and previous proxies submitted will be disregarded, and therefore, all stockholders will need to resubmit their votes, even if they have previously voted. The Company filed a revised version of the Revised Proxy Statement with the SEC on August 22, 2024, which amended, superseded and replaced in its entirety the Revised Proxy Statement (the "Amended Revised Proxy Statement"). THE COMPANY'S STOCKHOLDERS ARE STRONGLY ENCOURAGED TO READ THE AMENDED REVISED PROXY STATEMENT (AND ANY AMENDMENTS AND SUPPLEMENTS THERETO) AND ACCOMPANYING UPDATED GOLD PROXY CARD AS THEY CONTAIN IMPORTANT INFORMATION. Stockholders may obtain the Amended Revised Proxy Statement and any amendments or supplements thereto and other documents as and when filed by the Company with the SEC without charge from the SEC's website at [www.sec.gov](http://www.sec.gov).

## **Certain Information Regarding Participants**

The Company, its directors and certain of its executive officers and employees may be deemed to be participants in connection with the solicitation of proxies from the Company's stockholders in connection with the matters to be considered at the 2024 Annual Meeting. Information regarding the direct and indirect interests, by security holdings or otherwise, of the Company's directors and executive officers in the Company is included in the Amended Revised Proxy Statement, which can be found through the SEC's website at <https://www.sec.gov/ix?doc=/Archives/edgar/data/937556/000121390024071554/ea0206756-07.htm>, and any changes thereto may be found in any amendments or supplements to the Amended Revised Proxy Statement and other documents as and when filed by the Company with the SEC, which can be found through the SEC's website at [www.sec.gov](http://www.sec.gov).