

NEWS RELEASE

## Sleep Cycle and MyFitnessPal Partner to Empower Users to be Fit, Fueled, and Fully Rested

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The leading wellness apps combine sleep, nutrition, and fitness for a holistic health experience

GOTHENBURG, Sweden - September 11, 2024 - Sleep Cycle, a global leader in AI-driven sleep analysis, announces a new partnership with MyFitnessPal, the no. 1 global food and nutrition tracking app. MyFitnessPal members worldwide will receive an exclusive offer for a premium membership to Sleep Cycle, creating a comprehensive wellness experience by integrating sleep insights with nutrition and fitness goals. This opportunity emphasizes the critical role of sleep health in all aspects of our lives and underscores the need for a holistic approach to wellness.

Erik Jivmark, CEO of Sleep Cycle, expressed his enthusiasm for the partnership, stating, "Good sleep is essential for living life to the fullest and achieving your health goals. Partnering with MyFitnessPal is a natural step for Sleep Cycle, and we are very happy to provide our insights to help users enhance their overall wellbeing. This partnership is in line with our strategic focus on expanding our partnership offerings and engaging with adjacent sectors where we can deliver substantial value through integration with other lifestyle apps, providing a more comprehensive view of users' health."

The partnership is based on Apple's new Contingent pricing model and a part of Sleep Cycle's strategy to partner with adjacent health segments. Given MyFitnessPal's extensive size and reach, Sleep Cycle is confident in the opportunities for subscriber and revenue growth that this collaboration could unlock.

"We are thrilled to partner with Sleep Cycle to offer our members a more comprehensive approach to health and wellness," said Mike Fisher, CEO of MyFitnessPal. "By incorporating Sleep Cycle's advanced sleep tracking and

analysis, we can help our members make connections between their food intake and sleep habits, ultimately supporting their nutrition and fitness goals, while also improving their sleep habits. This partnership allows us to deliver even greater value to our members by addressing a critical component of their well-being."

By partnering with MyFitnessPal, Sleep Cycle can extend its reach and impact, helping more people understand the vital connection between sleep and nutrition. The goal is to empower users to make informed decisions about the foods they eat, leading to better sleep, improved fitness, and enhanced overall quality of life.

### **About Sleep Cycle**

With millions of daily active users and over two billion nights analyzed in more than 150 countries, Sleep Cycle is the leading sleep tracking application and one of the most widely used solutions worldwide to improve sleep health. Sleep Cycle's mission is to improve global health by empowering people to sleep better. Since its launch in 2009, Sleep Cycle has helped millions of people understand their sleep habits and improve their sleep. The mobile application helps users fall asleep more easily, tracks and analyses sleep during the night, wakes the user in a light sleep phase and provides insight into how sleep quality is best improved. Sleep Cycle is one of the world's most comprehensive sources for statistics on sleep and contributes to research and reporting on sleep worldwide. Sleep Cycle is listed on Nasdaq Stockholm under the ticker SLEEP. The head office is located in Gothenburg, Sweden.

### **About MyFitnessPal**

MyFitnessPal is the #1 global nutrition and food tracking app founded in 2005 with a mission to help people around the world reach their health goals through better food choices by providing knowledge, motivation, and a sense of progress. Supporting nearly 1 million people in reaching their nutrition and fitness goals every year, and with a community of over 250 million users in 120 countries, MyFitnessPal offers members one of the world's most comprehensive nutrition and food tracking platforms, allowing them to track their food, record exercise activity, and log their weight. With one of the largest food databases in the world comprising over 19 million foods, access to over 2,000 recipes, more than 40 workout routines, and over 40 connected fitness partners, MyFitnessPal provides members with the tools for positive healthy change.

### **For more information, please contact:**

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