

ŌURA Expands Metabolic Health Expertise with Acquisition of Veri

2024-09-11

Veri team to join ŌURA, bringing extensive metabolic health experience

SAN FRANCISCO--(BUSINESS WIRE)-- ŌURA, maker of Oura Ring, the smart ring that delivers personalized health data, insights, and daily guidance, announced that it's entered into an agreement to acquire **Veri**, a Finnish personalized metabolic health company and Oura **partner** that guides users to the right foods and habits for their bodies through an app enabled by continuous glucose monitors (CGM). A significant portion of Veri's team, including its three founders, will join ŌURA as employees.

"Metabolic health is the natural next dimension of the Oura Ring holistic health experience, and one that our customers have told us they want," said Tom Hale, ŌURA CEO. "ŌURA started in sleep and has always had a vision of expanding to support all aspects of health. Over time, we've built out our offerings across key behaviors like activity and added new health pillars like cardiovascular health, stress & resilience, and women's health. Metabolic health is an important next horizon and the team at Veri brings deep experience in that space. We look forward to integrating their expertise as we explore and develop new offerings that add value to our members' lives as we build the best holistic health companion."

Metabolic health is a key area of interest for Oura Members, with 97% of members expressing interest in understanding how the food they eat impacts their health. In a survey of Oura Members, 13% indicated that they have worn a CGM, and 53% are interested in wearing a CGM in the next 12 months."

"When most people think about metabolic health, they think of weight loss and diabetes, but, like ŌURA, we've always had a vision centered around helping people understand their health more deeply," said Anttoni

Aniebonam, Veri CEO and co-founder. “By bringing our experience in metabolic health to ÕURA, a like-minded Finnish brand, we have the opportunity to influence meaningful change in even more people’s lives at a faster rate than we’d be able to on our own. Together, we’ll explore how metabolic awareness can create a more complete picture of your overall health and provide guidance to help Oura Members achieve their personal goals, whatever they may be.”

“Today, Oura Ring is a standalone product, but we see a world where the product experience includes other health data inputs and sensors, such as CGMs, factoring into the data and insights presented within the Oura App,” said Hale. “The expertise of Veri’s team will help accelerate this vision, strengthening our product and opening up new avenues for metabolic health offerings.”

As a first step in integrating metabolic health into the ÕURA experience, this fall, ÕURA will introduce a new feature called Meals, which will help members track meal timing and map it to their chronotype to understand how and when we eat can impact health metrics like sleep, stress, and recovery. Meals will be available in Oura Labs, an opt-in innovation hub within the Oura App that allows members to test features in development and provide feedback.

The acquisition of Veri follows a period of marked growth for ÕURA, recently surpassing **2.5 million rings sold** and more than doubling its member base over the past year. This year, ÕURA expanded its retail presence globally with new retail partnerships, including **Amazon** , **Target** , **Elkjop** , and **John Lewis** , and grew its commercial business with expanded military partnerships, including institutions like the Naval Health Research Center (NHRC), the Air Force, and Defense Innovation Unit, and **GOVX** , to offer Oura Ring to a community of first responders, nurses, military professionals, and other eligible government workers.

Existing Veri customers will be supported until the end of 2024. The transaction is subject to customary closing conditions.

About ÕURA:

ÕURA is the company behind Oura Ring—the smart ring that delivers personalized health data, insights, and daily guidance. With sleep as its foundation, Oura Membership fosters healthy habits to make wellness and recovery a mindful, daily practice. Validated against medical gold standards and driven by continuous monitoring of individual biometrics, the lightweight and comfortable Oura Ring is one of the most accurate wearables available. For organizations, Oura For Business connects individual well-being with collective outcomes by making performance measurable, actionable, and attainable. Founded in Finland in 2013, Oura has offices in Oulu, Helsinki, San Francisco, and San Diego. For more information, please visit <http://ouraring.com/> .

Oura Ring is not a medical device and is not intended to diagnose, treat, cure, monitor, or prevent medical

conditions/illnesses.

Media

Ali Deasy, ŌURA

alison.deasy@ouraring.com

press@ouraring.com

Source: ŌURA