



What does it mean to be powered by SleepScore?

Strengthening health & wellness offerings through better sleep



Service Offering: Overview



R&D Innovation

Develop science-backed sleep products with us



PLATFORM INTEGRATION & CO-BRANDING

Offer your customers a dynamic and personalized sleep improvement and sleep measurement system



CONTENT

Deliver data-driven sleep content to your consumers in your brand's voice



EVIDENCE-BACKED PRODUCTS

Wholesale Sleep Improvement products to increase your revenues, repeat purchase, customer satisfaction, and loyalty.



VALIDATION STUDIES

Strengthen marketing claims for your sleep product through sleep studies



DATA SERVICES

Harnessing over 90 million hours of highly accurate and contextual sleep data through our family of apps

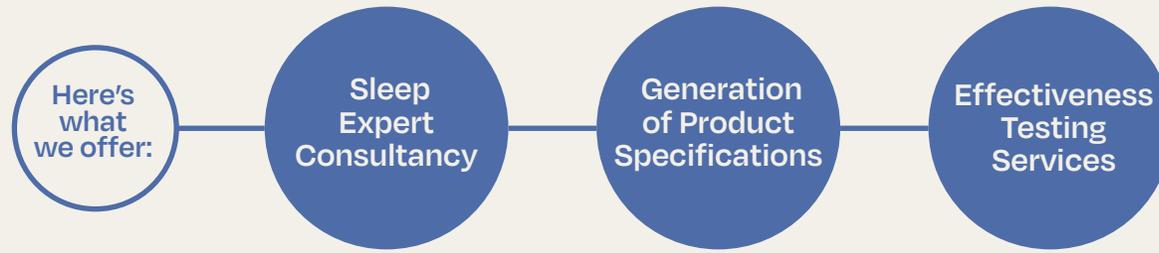


CORPORATE WELLNESS

Deliver engaging employee programs to promote sleep health

Service Offering: R&D Innovation

Our Innovation services team brings a full range of tools to any company developing new sleep products: sleep expert consultancy, generating product specifications, and supporting effectiveness testing during product development. We are in the unique position of being able to deploy our non-contact sleep measurement technology in both a lab setting or at-home testing, yielding results with high ecological validity.



"This partnership marks a strategic decision by IFF to extend our leadership in the "beyond sensorial" market. Together we will build on IFF's Consumer and Sensory Science knowledge and SleepScore's best-in-class data capture and analysis capability to deliver validated scent-based sleep solutions for consumers."

- Nicolas Mirzayantz,
IFF Divisional CEO, Scent

Strategic Partnership in Action:

IFF (INTERNATIONAL FLAVORS AND FRAGRANCES)

A leading innovator of taste, scent, nutrition and ingredients has been collaborating with SleepScore Labs since early 2018 to create and validate products designed to support healthier lives through improved sleep.

How We Work Together:

- Collaborated on a procedure to select the most promising fragrances and ingredients shown to have a beneficial effect on measured sleep
- Using SleepScore's expertise and non-contact sleep measurement platform validated candidates against the clinical standard of sleep measurement
- First results were presented during CES 2020 and published in the Journal of Sleep Research



Service Offering: Validation Studies

In a sea of sleep products, how do you or your customers know which ones really work? Products validated by SleepScore are backed by science to improve sleep through in-home studies. Sleep data is collected using ResMed's unmatched non-contact sleep tracking technology, resulting in evidence-backed product claims that help your product stand out.



VALIDATED PARTNERS INCLUDE:



VALIDATION STUDY HIGHLIGHT: EYEJUST

GOAL: Validate EyeJust's product claim that their blue light blocking screen protectors actually improve sleep.

OUTCOME:

- 850 nights of data showed that using these blue light blocking products after sunset improved sleep
- Study results provides EyeJust with science-backed claims for product packaging and other marketing communications



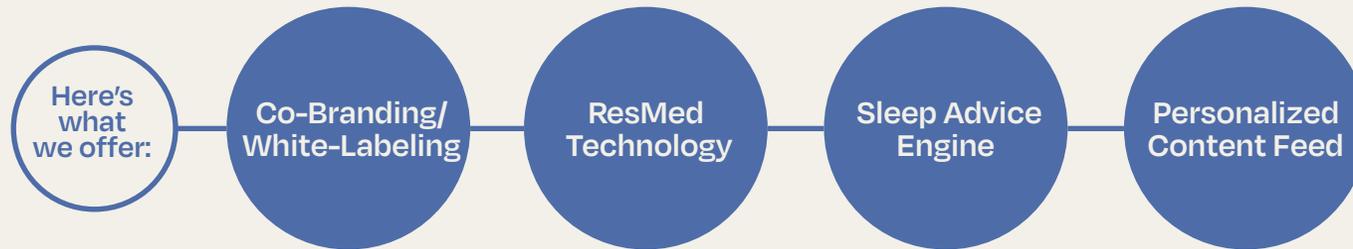
"Having the product validated was important to investors."

"Being the first brand validated helped us greatly with new retail partnerships."



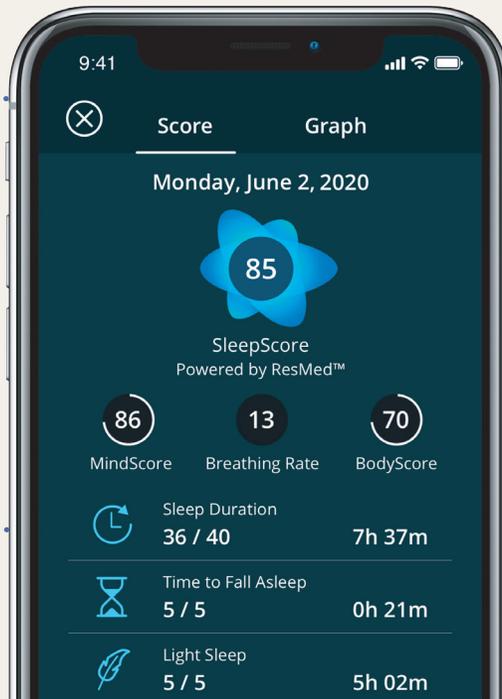
Service Offering: Platform Integration & Co-Branding

The SleepScore app, available for co-branding or white-labeling, features patented, non-contact, ResMed sonar technology that turns a mobile phone into a PSG-validated, highly accurate sleep measurement device. Increase engagement with your customers by bringing them a personalized sleep improvement journey based on objective sleep data, demographics, and lifestyle.



"This is the most intuitive & convenient app we tested and the only one that gives detailed recommendations for improving sleep"

— **Wirecutter**
A New York Times Company
(best sleep-tracking app 2020)



Sleep improvement features include:

Sleep tracker, personalized sleep advice, doctor's report, sleep history and more...

2021 KEY METRICS

- 90 million hours tracked and growing
- Over 65% user retention after 30 days
- 62% of users improved sleep within 90 days
- 95% of app reviews are 4 or 5 star ratings
- 267% increase in 6 month retention
- 150% increase in Subscription Revenue
- 6X increase in lead generation to sleep products and services outside the app



Service Offering: Data Services

Harnessing over 90 million hours of accurate and contextual sleep data through our family of apps, SleepScore's large and unique data set can deliver powerful insights that fuel the development of breakthrough sleep products and services. In addition, our data can also help companies better understand demographics and behaviors of their customer segments.



90,000,000+

HOURS OF ACCURATE, LONGITUDINAL, AND ECOLOGICALLY-VALID DATA



SLEEP

Sleep Onset
Light
Deep
REM
Time Asleep
Time Awake
of Awakenin
Sleep Score
Body Score
Mind Score



DEMOGRAPHIC, ENVIRONMENT & LIFESTYLE

Light
Temperature
Noise
Exercise
Stress
Caffeine
Alcohol
Exercise
Other Behaviors



SLEEP SOLUTIONS

Mattress
Bedding
Bedroom
OTC Medications
Other Solutions



SLEEP RELATED ISSUES

Sleep Disorder Risk (OSA, Insomnia, RLS)
Snoring
Bruxism
Other Issues

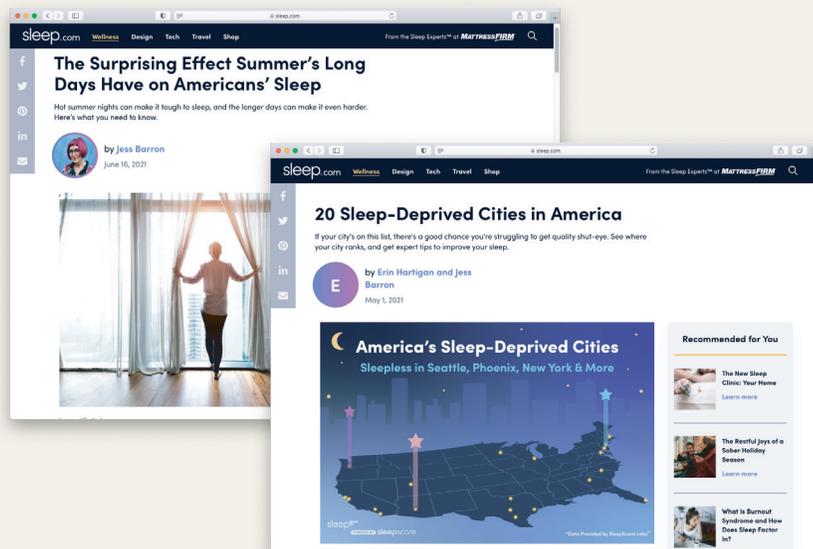
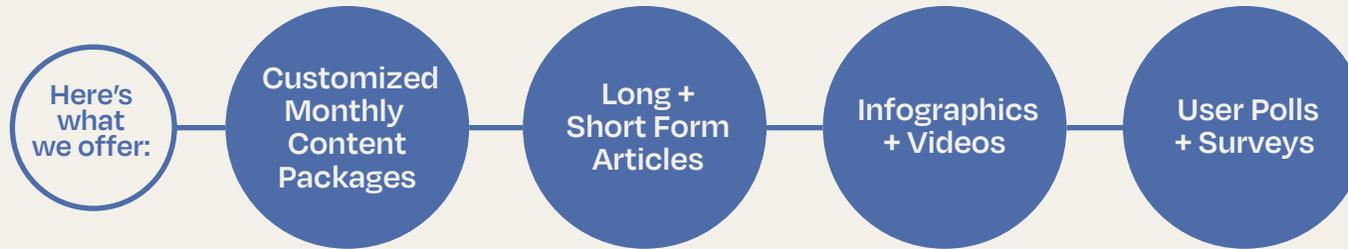
OFFERINGS INCLUDE:

- Access to aggregated results from our database to gain insights and support strategic decisions
- Analysis of data to test hypotheses and assumptions to inform science and business roadmaps.
- Collecting survey data on a specific target set of users to get more information and feedback on products and/or new products and services



Service Offering: Content

SleepScore provides its expertise to organizations looking to launch or expand sleep content with credible underpinnings in science. Working side-by-side to customize content to your customer segments, we can help you shape engaging stories in your brand's voice that elevates your sleep content quality. Our wide array of content types supports blog, social channels, CRM marketing, and other placements to attract new customers and engage existing ones.



CONTENT IN ACTION:

- Developed unique data driven stories for Sleep.com using SleepScore's vast data set and insights to drive reader engagement and promote Sleep.com as a leader in the sleep space



Service Offering: Incentive-Based Sleep Programs for Better Health + Wellness

SleepScore provides customized, step-by-step interactive sleep programs to nurture a healthy and effective workforce or member base.



PARTNERSHIP IN ACTION:

SleepScore partnered with a large national health plan to promote healthier sleep habits.

Engagement:

- 100% of the users who downloaded the app completed registration and onboarding
- 99% of the users engaged with at least 1 feature (Average 27 times per week)
- 75% tracked their sleep (Average 5.1 nights per week)
- 95% read sleep advice (Average 3.8 times per week)

Engagement:

- 73% of the users experienced sleep improvement in 1 or more sleep parameters
- 43% of the frequent trackers experienced statistically significant sleep improvement



Integrated Services: Digital Health + Insurers

SleepScore offers an end-to-end suite of tools to empower businesses in the digital health and insurance space to better support their customers. Research has shown the relation between lack of sleep and health conditions such as type 2 diabetes, obesity, and stroke. SleepScore's highly engaging mobile app offers guided sleep programs for your customers to use as a way to better sleep and better overall health.



GOAL: Throughout the sleep program, members participate in sleep behavior related challenges personalized to their sleep goals and data. Sleep program participants' data are analyzed and summarized for them to share with their healthcare provider.

HOW WE WORK TOGETHER:

- **Sleep measurement:** PSG-validated, non-contact sleep measurement, available as a co-branded or white-labeled app
- **Sleep data:** 90+ million hours of longitudinal, ecologically-valid, and objective sleep data





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