



Sleep Cycle Launches 'Auto Sleep Tracker' for Apple Watch

GOTHENBURG, Sweden – March 3, 2022 – Sleep Cycle, the world's most popular sleep tracking application, today announced the launch of 'Auto Sleep Tracker' – a highly anticipated feature catering to a growing segment of health and tech-focused Sleep Cycle users, longing for a more seamless Apple Watch integration.

The new feature will minimize inconsistencies and gaps in users' sleep data, enabling everyday sleep tracking with minimal disruption. Sleep Cycle's 'Auto Sleep Tracker' automatically draws information from Apple Health gathered via the Apple Watch to provide the user with detailed sleep analysis and automated consistency of personal sleep data.

This new functionality is a response to the global trend of increasing wearables usage. It will enable more comprehensive health tracking through a closer integration with the Apple Watch's core functionalities, and allow for even more insightful sleep tracking.

"As part of our strategy to be available on all dominant platforms, 'Auto Sleep' marks yet another milestone for Sleep Cycle and for our many Apple Watch users" said Carl Johan Hederoth, Chief Executive Officer at Sleep Cycle. "Owing to our vast user base and comprehensive sleep database, Sleep Cycle has been able to swiftly launch a significantly improved experience for this segment in terms of analysis and comprehensive sleep data. We see an increased commitment among our early testers and expect this segment to grow. The launch is an important step for Sleep Cycle as the platform enables deeper analysis and insights that enrich our users' experience."

Sleep Cycle has the world's largest repository of sleep data and by leveraging existing Machine Learning models, grounded in years of research and development, Sleep Cycle provides the user with accurate and meaningful sleep analysis.

To learn more about Sleep Cycle and its capabilities, visit www.sleepcycle.com.

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About Sleep Cycle

With millions of active users and over 400 million nights analyzed in more than 150 countries, Sleep Cycle is the leading sleep tracker 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 sleeping habits and improve their sleep. Sleep Cycle is one of the world's most comprehensive sources for statistics, frequently contributing to sleep research by collaborating with renowned universities and research facilities worldwide. Sleep Cycle is regularly featured in notable media outlets covering the product and the company's released Sleep reports. Sleep Cycle (<https://www.sleepcycle.com>) is listed on Nasdaq Stockholm under the ticker SLEEP.