



Sleep Cycle announces new Board of Directors, including a new Chairman of the Board

GOTHENBURG, SWEDEN — DEC 3, 2020 — At [Sleep Cycle's](#) Annual General Meeting on November 13, 2020 - three new members were elected to join the company's Board of Directors, including a new Chairman.

Sleep Cycle is one of the worlds most downloaded health applications, and market leading in the field of sleep monitoring, on both iOS and Android. Using patented sound analysis technology, Sleep Cycle monitors sleep patterns throughout the night, in order to analyze and correlate its findings with everyday activities and factors affecting sleep quality, with the aim of improving users' sleep across the globe. Founded in 2009, the company has 22 employees with its head office located in Gothenburg, Sweden. With more than 48 million downloads in more than 150 countries, Sleep Cycle announces three new Board of Directors including a new Chairman, as a next step in the company's development.

Lars M. Berg, Chairman

Lars Berg (1947), MSc in Economics at Gothenburg School of Business, Economics, and Law, holds a prominent background as CEO of Telia 1994–1998. Prior during 1970-1994, Lars was working for the Ericsson Group, for which during the last ten years he was a member of the Group Management, in charge of a variety of Business areas within the Ericsson Group. 1999-2000, Lars was managing the Telecom business at German Mannesmann Group. In addition, he has also acted as independent advisor, Chairman and Board member in a long list of listed companies, including Telefonica Mobile, Netinsight, Ratos, Schibsted, Tele2, and Norma Group.

Additional current Board assignments: Greater Than AB (Chairman).

Olof Nilsson, Board member

Olof Nilsson (1969), Master's Degree in Physics at Stockholm KTH Royal Institute of Technology, has more than 25 years of experience in Venture Capital Industries, start-ups, consulting services, and business development. Prior to most recent assignments, Olof was the Manager of early investments in the Swedish State Pension Fund, AP6. Prior, he worked at the start-up business incubator IQube, in Stockholm. Joining the Board of Sleep Cycle, Olof brings extensive experience from a number of roles as VC Investor, entrepreneur, Board member, and Chairman.

Rasmus Järborg, Board member

Rasmus Järborg (1976), MSc in Economics at Stockholm School of Economics, is the Chief Product Officer at Nordnet, since 2018. Prior to his current position at Nordnet, Rasmus held a number of senior positions within SEB, including Chief Strategy Officer and Head of the bank's digitization and digital channels. Rasmus has previously worked at the Global Investment Bank UBS, in London, UK.

Additional current Board assignments: Chairman of Board at Shareville AB, and active within the Group.

Sleep Cycle Board members

Lars Berg (Chairman)
Rasmus Järborg (Board member)
Olof Nilsson (Board member)

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About Sleep Cycle

Sleep Cycle is one of the worlds most popular sleep applications, and tool for tracking and analyzing sleep habits. Using patented sound analysis technology, Sleep Cycle tracks sleep patterns, in order to analyze and correlate its findings with everyday activities and factors affecting sleep quality, presented in easy-to-read graphs and insights. Sleep Cycle offers its users help to fall asleep more easily with a large sound library of relaxing music, meditations and stories, and wakes its users in light sleep phase, which simulates the feeling of waking up naturally without an alarm clock. Sleep Cycle's mission is to guide everyone to good health through good sleep. With millions of daily active users and 48 million downloads in more than 150 countries worldwide, Sleep Cycle is one of the world's most comprehensive repositories of sleep data.