



## **Sleep Cycle included in Samsung Boost U.K.**

Offering 6 months free Sleep Cycle premium  
to eligible Samsung customers

*27 August, 2021, Gothenburg, Sweden* - Sleep Cycle, the world's most popular sleep tracking application is to be included in the Samsung Boost initiative and will join the likes of Google and Youtube and a raft of other partners offering access to their services to eligible Samsung customers. Sleep Cycle will offer six months free premium use of Sleep Cycle to flagship device users, including Samsung Galaxy Series, featuring the brand new Samsung Galaxy Z Flip3, Z Fold3 and Samsung Galaxy TabS7 Series. Powered by machine learning, Sleep Cycle helps users fall asleep more easily, understand personal sleep patterns, wake up feeling rested, and improve sleep patterns with tailored insights and statistics.

“Being included in Samsung Boost as one of the big go-to Android applications of the world is an amazing honour for Sleep Cycle” said Carl Johan Hederoth, CEO, Sleep Cycle. “We hope the inclusion will help raise awareness of the importance of good sleep for better health, as well as give more users the opportunity to try our premium offering with the extended services included, such as guided sleep aid, snore tracking, and valuable sleep insights.”

Samsung boost is a newly launched proposition that brings increased value through a host of exclusive premium services to new and existing customers of the flagship Samsung Series, including Samsung Galaxy Series, featuring the brand new Samsung Galaxy Z Flip3, Z Fold3, and Samsung Galaxy TabS7 Series. With Boost, Samsung has brought together a selection premium partner experiences worth over £250, enabling customers to try out a selection of epic apps and services that can supercharge their Samsung experience, at no extra cost to them.

“At Samsung, our customers are at the heart of everything we do and we challenge ourselves to deliver to them the best services and technologies that enable the very best experience with us. It is from listening to our customers that Samsung Boost was born,” said Teg Dosanjh, Director of Connected Services and Technology, Samsung UK and Ireland.

### **About Sleep Cycle**

With millions of active users and over 400 million nights analysed 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, and is regularly featured in bigger 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. The head office is located in Gothenburg, Sweden and the company has 37 employees.

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