



Sleep Cycle integrates snoring detection technology in Samsung Health

GOTHENBURG, SWEDEN – 12th August, 2021 – Sleep Cycle, the popular sleep tracking application, today announces a partnership with Samsung to integrate part of its unique and patented snoring detection technology in Samsung Health. For users who are looking for an all-inclusive experience, there will be the possibility to upgrade to Sleep Cycle's premium subscription package in the Sleep Cycle application.

Sleep Cycle will retain 3,5million SEK in revenue during the third quarter of 2021, through its development of integrated platforms. For new premium subscribers who are generated through Samsung Health there will be a standard model of revenue sharing applied between Sleep Cycle and Samsung.

Sleep Cycle has been working closely with Samsung for evolving Samsung Health. Adding Sleep Cycle's patented snoring detection technology to the sleep tracking feature of Samsung Health will create a further enhanced user experience on Samsung mobile devices. Sleep Cycle's strategy involves expanding its product offer to new platforms and making advanced technology for sleep tracking and analysis readily available on smart phones, wearables, and other connected platforms. For Sleep Cycle, the partnership will enable more consumers to access its patented sleep technology and get new health insight opportunities with the premium subscription.

Carl Johan Hederoth, CEO, Sleep Cycle, says:

"The partnership with Samsung is the first time we integrate our technology with a hardware manufacturer, and it is in line with our strategy. Installing a sample of our technology on Samsung mobile devices, where the user can then upgrade with ease to a premium proposition, is a business model we feel very confident with. This is our first partnership of this kind, and we see enormous potential to grow our user base as well as across the Android platform."

For Further Information: [Visit SleepCycle.com](https://www.sleepcycle.com)

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About Sleep Cycle

With millions of daily active users and over two billion 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. The mobile app helps users fall asleep more easily, tracks and analyses sleep during the night, wakes the user in a light sleep phase and provides insight into how sleep quality is best improved. Sleep Cycle (<https://www.sleepcycle.com>) is one of the world's most comprehensive sources for statistics on sleep and contributes to research and reporting on sleep worldwide. Sleep Cycle is listed on Nasdaq Stockholm under the ticker SLEEP and is headquartered in Gothenburg, Sweden and the company has 37 employees.