

## Media Release

For Immediate Release

### **Australian start-up goes global to address sleep disorders.**

**Zurich, Switzerland and Sydney, Australia – dacadoo, a global leader in digital health engagement and Sleepfit, an Australian digital health company focusing on sleep and fatigue, have partnered to integrate sleep goals designed by Sleepfit on global healthcare platform, dacadoo.**

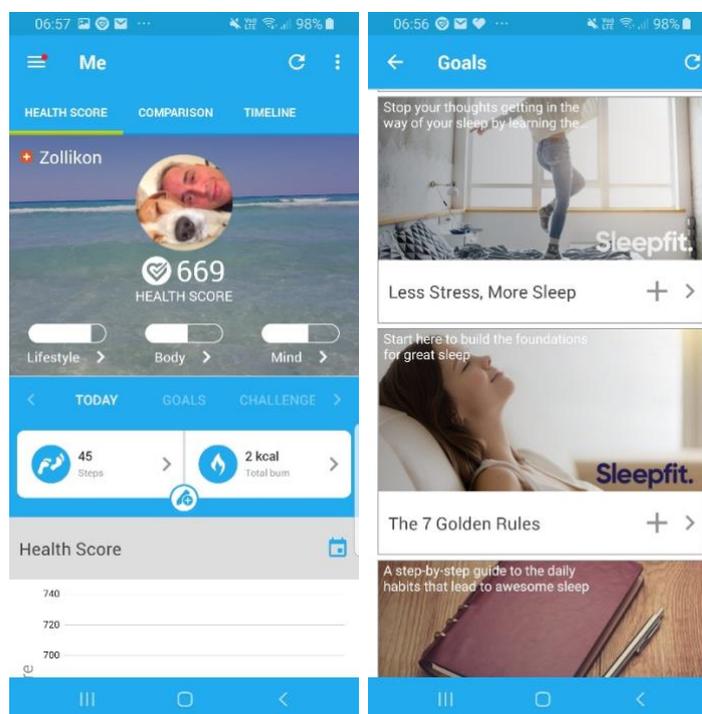
According to recent studies about 45% of the global population suffers from sleep problems that affect their health and wellbeing. Based on research from Deloitte, almost 40% of Australians experience some form of inadequate sleep that may contribute to serious health issues such as heart disease, diabetes, obesity, stroke, anxiety or depression. Besides the health implications, the economic costs of insufficient sleep are enormous. Deloitte Access Economics estimates that the impact of insufficient sleep on Australia's workforce and its performance costs the country's employers more than US\$12.3 billion annually. The situation will be similar in other advanced markets worldwide.

Sleepfit fuses technology with evidence based medical expertise to improve the health and wellbeing of its users. Sleepfit screens, educates and triages people with sleep issues and disorders into personalised pathways to improve their sleep. This may include help with poor sleep habits driven by lifestyle and behavior choices, or it may identify and assist individuals with a sleep disorder such as insomnia, obstructive sleep apnoea, or restless legs syndrome.

dacadoo supports its users by improving their overall health and wellbeing. The majority of its users feature high on dacadoo's patented Health Score. However, some users show signs of a sleep disorder or want to improve their quality of sleep. For these individuals, Sleepfit will provide content to dacadoo's platform, using sleep goals focusing on how to improve the user's quantity and quality of sleep within a timeframe of up to four weeks. If users continue to exhibit serious symptoms of a sleep disorder, dacadoo will refer them to Sleepfit to initiate a focused program that may last for a longer period of time.

Peter Ohnemus, founder and CEO of dacadoo, said: "This collaboration with Sleepfit is another milestone for dacadoo to address specific health issues of our users and to support them with helpful advice. Our partner program with Sleepfit expands our user base and provides them with additional services that strengthen their health and wellbeing. Going forward, we intend to add further collaborations that will help us to expand into areas of mental

wellbeing and developing preventive measures to address diseases such as dementia or Alzheimer”.



*Sleepfit goals on dacadoo*

Melisa Webster, founder and CEO of Sleepfit, said: “Working with dacadoo provides Sleepfit the opportunity for global reach in our quest to reduce barriers to help for people suffering from poor sleep. dacadoo identifies sleep challenges at scale and offers improvement with Sleepfit’s coaching goals. If more serious symptoms are identified, dacadoo can refer people to Sleepfit’s high risk strategies and programs. Many Australian’s experiencing poor sleep will be suffering from undiagnosed sleep disorders such as Obstructive Sleep Apnoea (OSA) or Insomnia. Most of these disorders are treatable, so awareness is critical.

## **About dacadoo**

dacadoo is a global technology company and innovative business partner that is driving the digital transformation in healthcare. Based in Zurich, Switzerland, dacadoo develops and operates a mobile-first digital health engagement platform that helps people live healthier, more active lives through a combination of motivational techniques from behavioral science, online gaming and social networks, as well as artificial intelligence and automated coaching. Based on over 300 million person-years of clinical data, its patented, real-time Health Score makes health individually measurable, which provides users with a unique engagement experience, while also offering dacadoo's enterprise customers an effective way to measure the true health impact of wellness programs. Available in over 13 languages, dacadoo's technology is provided as a fully branded, white-label solution or it can be integrated into customer products through its API. dacadoo's customers include health and life insurance companies, health & wellness service organizations as well as large and mid-sized employers for health promotion in the workplace.

For more information please visit [www.dacadoo.com](http://www.dacadoo.com).

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## **About Sleepfit**

Sleepfit is a digital health company dedicated to changing and saving lives the world over through the power of sleep. Based in Sydney Australia, Sleepfit develops technology that makes it easier than ever before for people to access quality, evidence-based sleep and fatigue solutions created by sleep experts. Sleepfit works with large organisations and insurers to educate, screen and triage their employees and members into sleep programs, personalised to their needs. Sleepfit is also working with Australia's leading child sleep and settling experts, Tresillian, to bring scalable help to exhausted parents globally.

For more information please visit [www.sleepfit.io](http://www.sleepfit.io)

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