



Press Release

Zurich, June 24th, 2014

dacadoo obtains U.S. patent for its Health Score and launches new website

Zurich, Switzerland – The online and mobile dacadoo health engagement solution obtains the U.S. patent for its Health Score and launches a completely new website to consumers, employees and business partners.

dacadoo offers a comprehensive health engagement and lifestyle navigation solution that enables individuals to track, manage and benchmark their health and well-being in an easy and fun way. Applying the principle of what you can measure you can manage, dacadoo visualizes the current health and well-being of an individual with a personal Health Score, a scientifically calculated number from 1 (low) to 1,000 (high). The score works as an indicator and moves up or down in real-time, depending on how the body values, emotional wellbeing, and activities (exercise, nutrition, stress and sleep) change.

In an active strategy around intellectual property, dacadoo has submitted several patents globally around its Health Score in the past years, and is therefore very pleased to obtain its first U.S. patent for its core intellectual property around the Health Score.

Peter Ohnemus, founder and CEO of dacadoo proudly states: “Health Scoring provides a real-time indicator of your current health and well-being which everyone understands and is a key enabler to allow individuals to benchmark themselves and take on more responsibility in their own health maintenance. This first US patent is a very important milestone to confirm our leadership and innovation in this field”.

dacadoo also launched today a completely new website – www.dacadoo.com - explaining the value of Health Score and its dacadoo Health Engagement solution much better to consumers, to employees for corporate health promotion activities and to other business partners. “This is a completely new industry and it’s moving fast, so it needs to be explained in an easy, fun and clear way. Our new website provides clear value propositions to our key targets” confirms Peter Ohnemus.



About dacadoo

The dacadoo Health Engagement solution enables individuals to track, manage and benchmark their health and well-being in an easy and fun way. Based on the principle of “what you can measure, you can manage”, dacadoo visualizes the current health and well-being of an individual with a personal Health Score, a scientifically calculated number from 1 (low) to 1,000 (high). The score works as an indicator and moves up or down in real-time, depending on how the body values, emotional wellbeing, and activities (exercise, nutrition, stress and sleep) change. To be active and help individuals remain engaged, dacadoo applies motivation techniques from behavioral science and gaming, uses social dynamics from groups and social networks, and provides personalized feedback through its Health Navigator analytics engine. dacadoo works as health & lifestyle navigator in the pocket, motivates to stay active and keep going, rewards for success and helps to achieve goals. The award-winning company is working with strategic partners from the insurance, mobile telecommunications, health & wellness, and media industry sectors to bring this solution to market. dacadoo has offices in Zurich, Switzerland and in the Silicon Valley, USA.

More information can be found on: www.dacadoo.com

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