

## Press Release

Zurich, May 17<sup>th</sup>, 2016

### Frost & Sullivan announces dacadoo as the winner of its 2016 Global Wellness Analytics Visionary Innovation Leadership Award

Zurich, Switzerland and Mountain View, California – The digital health engagement software company dacadoo announced today that Frost & Sullivan recognizes dacadoo as the recipient of the 2016 Global Visionary Innovation Leadership Award for Wellness Analytics.

dacadoo, a leader in digital health solutions, develops and operates its online and mobile dacadoo health engagement platform that enables individuals, groups and entire companies to track and improve their health and well-being in an easy and fun way. The dacadoo platform employs motivation techniques from online games, social features and personalized feedback to engage participants. dacadoo promote a more active and healthy lifestyle.

dacadoo announced today that it received the 2016 Global Visionary Innovation Leadership Award by Frost & Sullivan. Each year, Frost & Sullivan presents this award to the company that best employs analytics for wellness solutions and demonstrates visionary leadership in delivering technology affecting the health and wellness industry. The award recognizes the efficacy of the recipient's innovative process and the impact it has on business and society at large.

According to Frost & Sullivan dacadoo has proved its commitment to tracking health in real time by providing users with a solution to assess their overall well-being and employers with a tool to ensure healthy behavior among employees. As payers and employers have begun to incentivize healthier lifestyles, dacadoo's ability to integrate data from multiple sources to present a holistic view of health metrics and encourage healthy living is a significant value proposition. Instead of simply qualifying a user as healthy or unhealthy, dacadoo sets itself apart by truly quantifying health. The company assigns a Health Score to an individual's health between 1 (poor) and 1,000 (excellent) after analyzing real-time input from body makeup, emotions, and lifestyle. This scientifically based Health Score is based on more than 100 million person-years of clinical data and forms the basis of dacadoo's wellness platform.

"Having established a leading market presence across Europe, dacadoo is gradually making its presence felt in the United States as well," noted Frost & Sullivan. "In less than five years, dacadoo already has clients in the United Kingdom, Germany, Brazil, Japan, South Africa, Norway, Sweden, and Czech Republic as well as in its home base of Switzerland. This is a strong foundation for the accelerated growth of dacadoo's Health Score-based platform in the global market."

Peter Ohnemus, founder and CEO of dacadoo stated proudly: "I am very happy with this global recognition from Frost & Sullivan, which comes at the right time, as we're ramping up our operations and footprint in the US as well."

### About Frost & Sullivan

For more than 50 years, Frost & Sullivan has been developing growth strategies for the global 1,000; emerging businesses; the public sector; and the investment community. As a Growth Partnership company, Frost & Sullivan collaborates with clients to leverage visionary innovation to address global challenges and related growth opportunities that could make or break today's market participants. Frost & Sullivan's Growth Partnership supports clients by addressing these opportunities and incorporating 2 key elements driving visionary innovation: the Integrated Value Proposition and the Partnership Infrastructure.

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### About dacadoo

The dacadoo mobile health engagement solution enables individuals to track, manage and benchmark their health in an easy and fun way on their smartphones. dacadoo calculates 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 body values, emotional wellbeing and lifestyle (exercise, nutrition, stress and sleep) change. To remain active, motivation techniques from behavioral science and online games, social features and personalized feedback are applied. The award-winning company is working with strategic partners from key industries (such as insurers and Fortune 1000 companies) to bring the patented Health Score solution to the global health and well-being market.

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