

## Frost & Sullivan Lauds dacadoo's Wellness Analytics Solution for its Integrated Overview of User Health Based on the Metrics of Body, Lifestyle, and Emotions

*dacadoo employs a single score to assess users' wellbeing and delivers device-agnostic engagement tools to reduce healthcare costs for employers.*

Mountain View, California — May 17<sup>th</sup>, 2016 — Based on recent analysis of the wellness analytics market, Frost & Sullivan recognizes dacadoo as the recipient of the 2016 Global Visionary Innovation Leadership award. 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 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 score is based on more than 100 million person-years of clinical data and forms the basis of dacadoo's wellness platform.

The body metric is calculated using values such as age, height, weight, and gender, while the emotional well-being score is arrived at by evaluating the user's quality of life. As for the lifestyle metric, the platform studies the user's exercise regimen, nutrition, sleep, frequency of smoking, and coffee and alcohol consumption to score his/her health.

"The dacadoo model qualifies 115 outdoor and indoor activities as exercise, and automatically tracks the activities using the dacadoo smartphone app or other fitness tracking apps that easily integrate into the dacadoo system," said Frost & Sullivan Research Analyst Siddharth Shah. "Furthermore, dacadoo features a nutrition coach that is based on a behavioral model as opposed to a logging model, and it is backed by an artificial intelligence engine that guides and motivates users to follow healthier diets."

Being device- and app-agnostic, the dacadoo platform makes it easy for users to switch devices. The company's platform ensures user compliance through various engagement channels such as challenges and rewards. For instance, the platform challenges colleagues, family members, or friends to compete in a single event, while its goal-based programs are targeted at individuals who are then rewarded with points, icons, and notifications. All activities and achievements are posted on the dacadoo social network newsfeed and can be posted on external social networks such as Facebook and Twitter.

In addition, the platform has a virtual coach designed on the principles of behavioral science, online gaming, and social networking to enhance user engagement and motivation. The coach offers lifestyle feedback that is relevant, easy, and fun and in the form of reminders, tips, and personalized advice.

"Having established a leading market presence across Europe, dacadoo is gradually making its presence felt in the United States as well," noted Siddharth. "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."

Each year, Frost & Sullivan presents this award to the company that best employs analytics for wellness solutions and demonstrates 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.

Frost & Sullivan's Best Practices awards recognize companies in a variety of regional and global markets for outstanding achievement in areas such as leadership, technological innovation, customer service, and product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research.

### 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, which is 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 well-being, 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 to bring the patented Health Score solution to the global health and well-being market. dacadoo is headquartered in Zurich, Switzerland.

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