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dacadoo named as one of Europe's 100 digital pioneers

Zurich, Switzerland – The Swiss digital health innovator dacadoo has been recognized by the Financial Times, Google and leading European policy makers as one of 100 digital pioneers in Europe.

dacadoo develops and operates its comprehensive digital Health Engagement Platform to motivate users to achieve and maintain healthy lifestyle habits. The digital user journey is optimized to engage clients of Health Insurers, Life Insurers and vendors of Corporate Health programs, and it is delivered through mobile apps (iPhone & Android) and a web app built in responsive design. It combines motivational techniques derived from behavioral science, with functions from online gaming and social networks that involve users in their holistic health – Body, Mind and Lifestyle. By combining the patented dacadoo Health Score with personalized health coaching by the rule- and AI-based automated coach, dacadoo customers can achieve high levels of long-term user engagement and produce positive outcomes. The white-label option provides customers with full branding and content customization.

The company announced today that it has been named as one of Europe's 100 digital pioneers by the Financial Times, Google and leading European policy makers. dacadoo has been included in a special report from the Financial Times called Europe's Road to Growth ft.com/europe-growth. The company was selected for their technological innovation and use of digital skills. The achievement was celebrated at an event at Google's Digital Atelier in Brussels, where EU Commissioner Mariya Gabriel congratulated all the winners, alongside Matt Brittin, President of Business & Operations for Google Europe, Middle East, & Africa.

Peter Ohnemus, President and CEO of dacadoo, has been invited to the winner celebration in Brussels and commented proudly: "We are so proud to be part of Europe's Top 100 digital pioneers list as selected by the highly respected Financial Times, Google and leading European policy holders. It is a great recognition for all the hard work our team has invested in our dacadoo, which is slowly but surely getting the recognition it deserves."

Notes to editors: The full list of digital pioneers can be found at [ft.com/europe-growth](https://www.ft.com/europe-growth)

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.

For more information visit www.dacadoo.com. Media Contact: Manuel Heuer, manuel.heuer@dacadoo.com

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— Peter Ohnemus, founder and CEO of dacadoo



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dacadoo

It's all about you.



SPOKESPEOPLE



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ABOUT DACADOO

Live healthy! Track and benchmark your health and fitness. Get your dacadoo [Health Score](#), share activities with friends, win challenges!

dacadoo has developed an easy-to-use, wireless, secure and fun way to manage your personal health & fitness from a lifestyle, wellness and chronic disease perspective called the dacadoo health platform.

The platform calculates your personal dacadoo Health Score, a number from 1 (poor) to 1'000 (excellent). It is a directional relative indicator of your current health and fitness status in real-time. By integrating gaming and social networking principles, dacadoo motivates you to be active in an easy way by automatically tracking and comparing your personal health, fitness and lifestyle.

The dacadoo health platform enables the tracking of over 100 fitness activities (outdoor and indoor sports) either over the mobile dacadoo tracker app or via manual entry. The dacadoo energy models are based on MET (metabolic equivalent of Task) which measures the intensity of a physical activity. *Compendium of Physical Activity, Stanford University*

Download the free dacadoo [smartphone](#) tracker app for [iPhone](#), [Android](#) and [BlackBerry](#) to track your fitness activities automatically.

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