Withings
Inspire health

From quantified self to population health

Follow your trends
Reach your ideal weight
Be more active
Achieve your goals
Listen to your heart
Instant result

Improve your sleep quality

December 2014 • OECD Presentation
Our history

- 1st connected scale
- €3M from Ventech
- €23.5M VC funds
- Smart Blood Pressure Monitor
- Smart Baby Monitor
- Smart Kid Scale
- Smart Body Analyzer
- Wireless Scale
- Wireless Blood Pressure Monitor
- Withings Pulse
- Withings Aura
- Withings Activité
From Quantified Self

Products

Application
To smart coaching

- Weekly reports
- Personal coaching
- Product info.
- Smart advice
- Automatic run detection
- Leaderboard update
- Daily tracking
- Badges

To reward behavioral change
What have we learned?
Habits can change
Measures foster results

Weight Evolution by Weighting Frequency & BMI Class
(In Kg, US Users over 20, November 2013)

Note: Weight evolution is obtained by calculation the ratio of the average weight during the first month to the average 12th

You cannot improve what you don’t measure
For sustainable use in time

In the glimpse of an eye, you intuitively know how you are doing (from 0% of activity/sleep goal to 100% based on customized goal)
Peer pressure works

Average number of daily steps according to number of leaderboard friends

No Leaderboard  1 friend on leaderboard  2 to 4 friends on leaderboard  5 friends or more

5408  6520  7327  7801

\( p < 0.001 \)

Positive peer pressure boosts activity
Keeping employees healthy

Company Leaderboard

Support 819 636
Research 718 251
Platform 603 914
Marketing 323 567

Overall Performance

All time - Steps
5 158 529 Steps
Average: 8 312 Steps/user/day
Daily best: October 18, 2014
Amaury Dumoulin
30 193 Steps

All time - Elevation
26 km
Average: 40 m/user/day
Daily best: October 18, 2014

Branded Messages

Congratulations! We walked more than 2 Mn steps together, with a daily average of 7000 steps and 256 calories burnt. That’s one Big Mac every two day per user! If you enjoyed the experience or want to take this one step further, contact us for more at corporatesolutions@withings.com.
Patients are connected
For early detection

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<tr>
<th>Measures</th>
<th>User Data</th>
<th>Applications</th>
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<td><strong>Weight, BMI &amp; Fat</strong></td>
<td><strong>Gender</strong></td>
<td>• Heart Failure</td>
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<tr>
<td><strong>Blood Pressure</strong></td>
<td><strong>Age</strong></td>
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<td><em>(Diastole &amp; Systole)</em></td>
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<td><strong>Heart Rate</strong></td>
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<td><em>(Steps, Elevation, Calories)</em></td>
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<td>• Cardiovascular Risk Detection</td>
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<td><strong>Sleep Phases</strong></td>
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<td>• Dependency Risk</td>
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<tr>
<td><em>(Light, Deep, Awaken)</em></td>
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<td>• Sleeping Apnea</td>
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<td>• Respiratory Diseases</td>
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</tbody>
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They use our devices:

- Hôpitaux de Toulouse
- Stanford School of Medicine
- NST
- Norwegian Centre for Integrated Care and Telemedicine
- Scripps Translational Science Institute

Automated real-time tracking for professionals
Shaping a new paradigm...

From Passive and limited data collection...

...to Active Patient-Centric monitoring & Holistic Health Care Data Storage...
Nature of Care

In medicine

Traditional Players
- Hospitals
- Pharma

New Services & High Tech

Healthcare Players

Source: Horizon 2020, Jalma, Withings

Preventive  Predictive  Personalized  Participative
The ecosystem has grown

Fitness tracking
- RunKeeper
- runtastic
- mapmyfitness
- endomondo

Weight-loss coaching
- Lose It!
- MyNetDiary
- myfitnesspal
- Nutrino

Health record
- HealthVault
- Tactio
- genieMD
- MedHelp

Over 100 applications using our health data
Storage: Data on the «Health» app is stored locally on your iOS device.

Privacy: The User controls which apps can store and which apps can access data.
A new population health tool

Withings Weight Watch Index
(In % of Users over 20 ans with BMI 30, 2014)

24% obeses
54% surpoids & obese

15% obese
47% surpoids & obese
Thank you