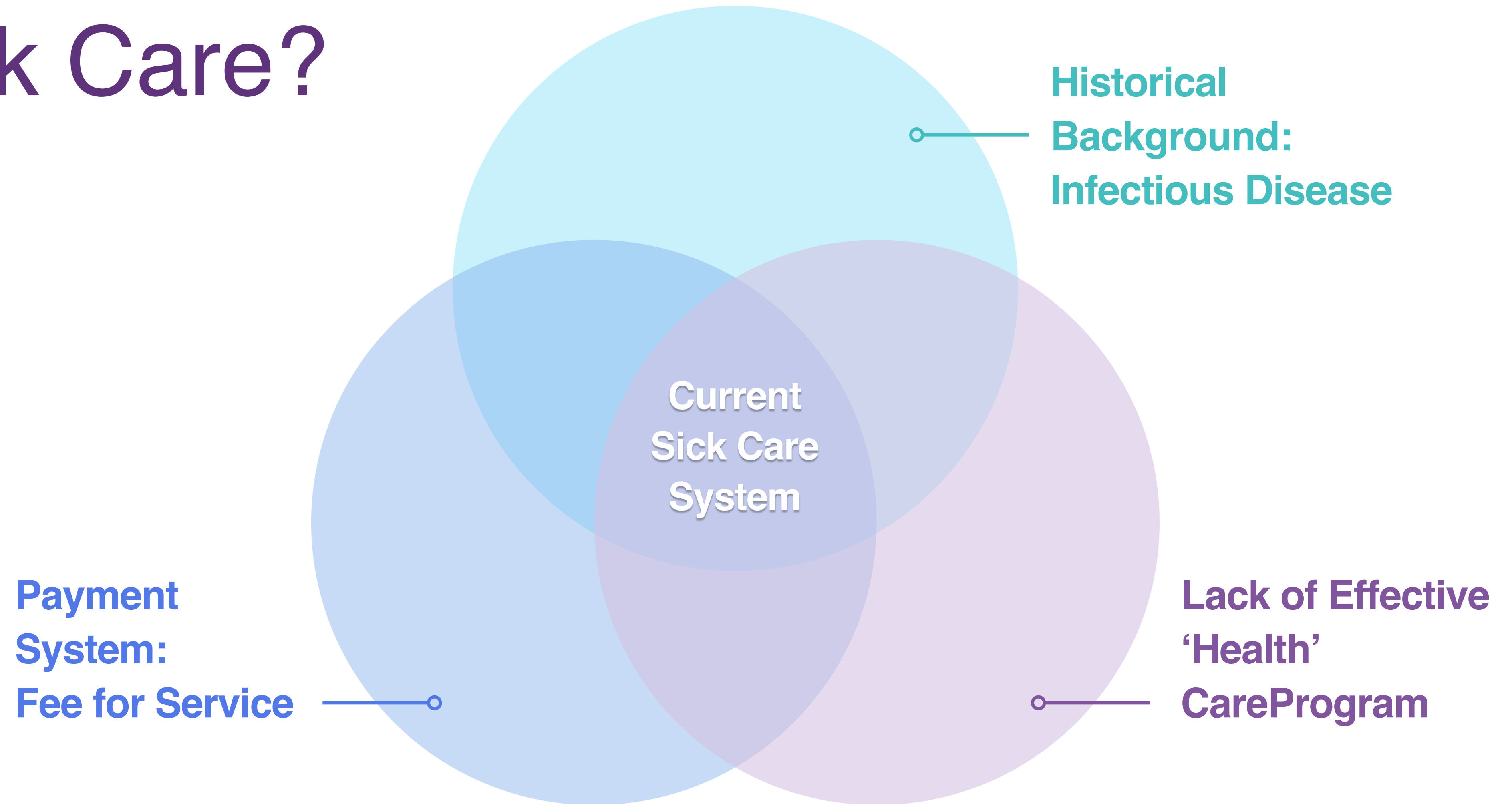


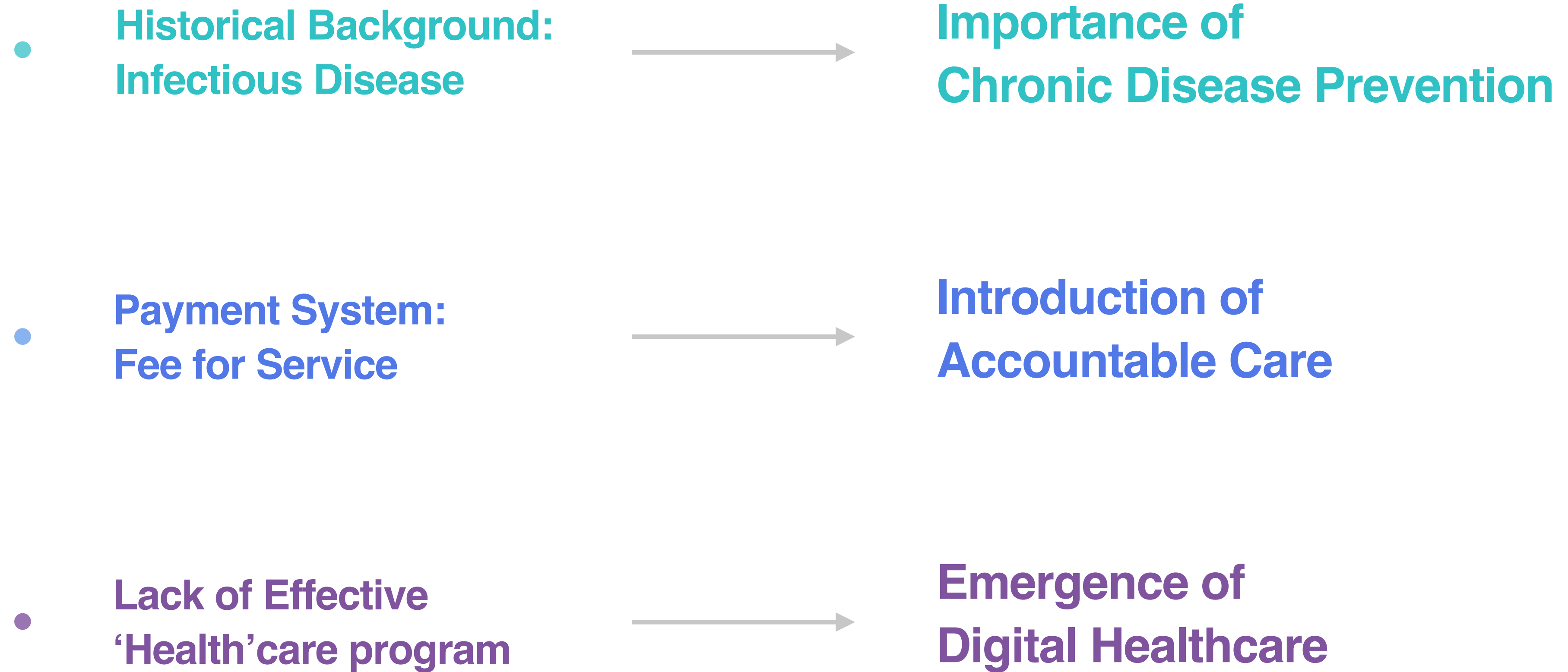
nom

The next generation health coach

Health Care or Sick Care?



Health Care!




Compliance is the next billion- dollar drug

Problem Patients decompensate from pre-chronic to chronic to acute health conditions

Why They ignore doctor's orders

Solution Noom, a scalable coach that helps patients stay healthy

NOOM BEHAVIORAL CHANGE ENGINE

 **Connect**

Drive goal-oriented action every day


 **Guide**

Provide the right reinforcement & interventions at the right time



 **Monitor**

Track what a patient actually does over time

 **Analyze**

Uncover patterns [positive and/or negative]

Best-in-class results

10 lbs lost average

Doubled retention: **35% → 64%**

Google Fit and HealthKit

#1 top grossing for last 3 years

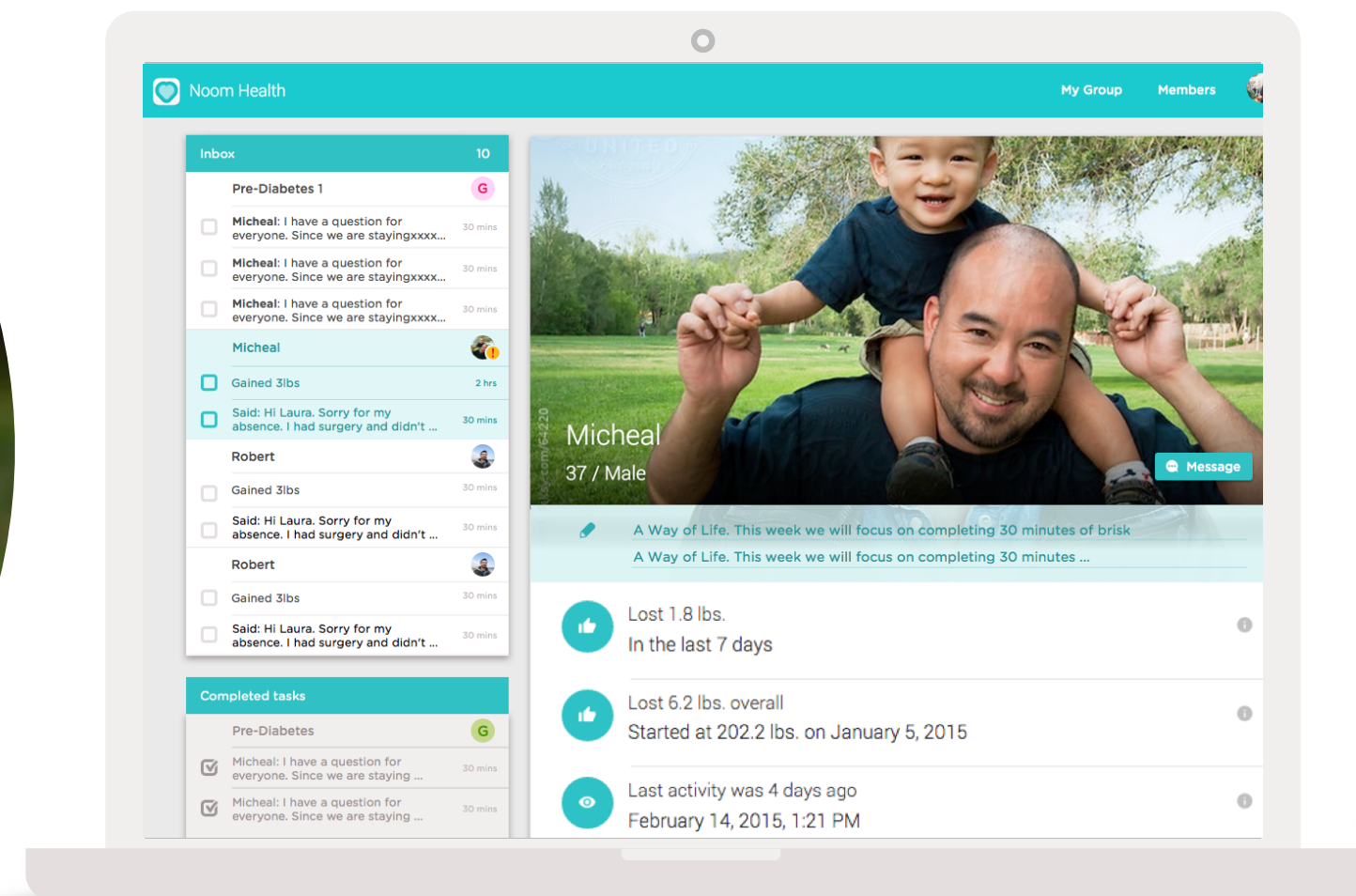
35M downloads



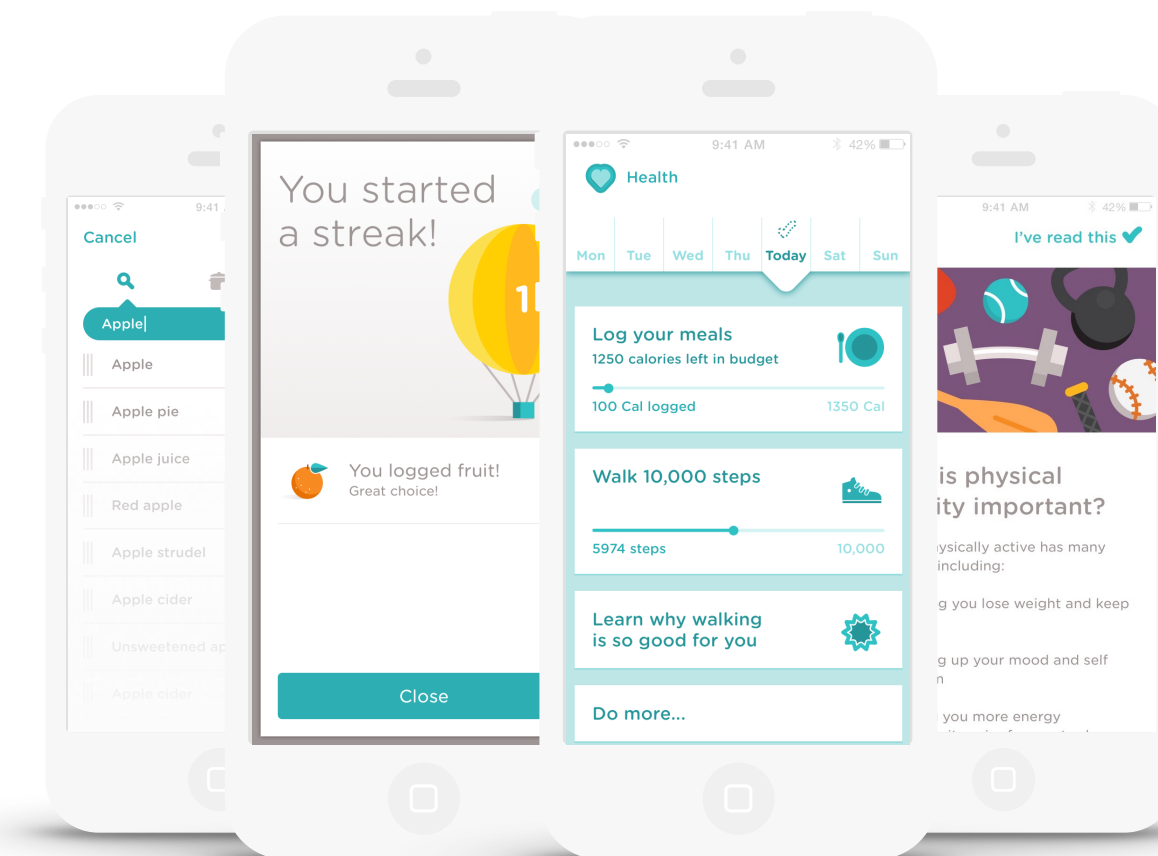
Protocol-compliance platform



Coach army

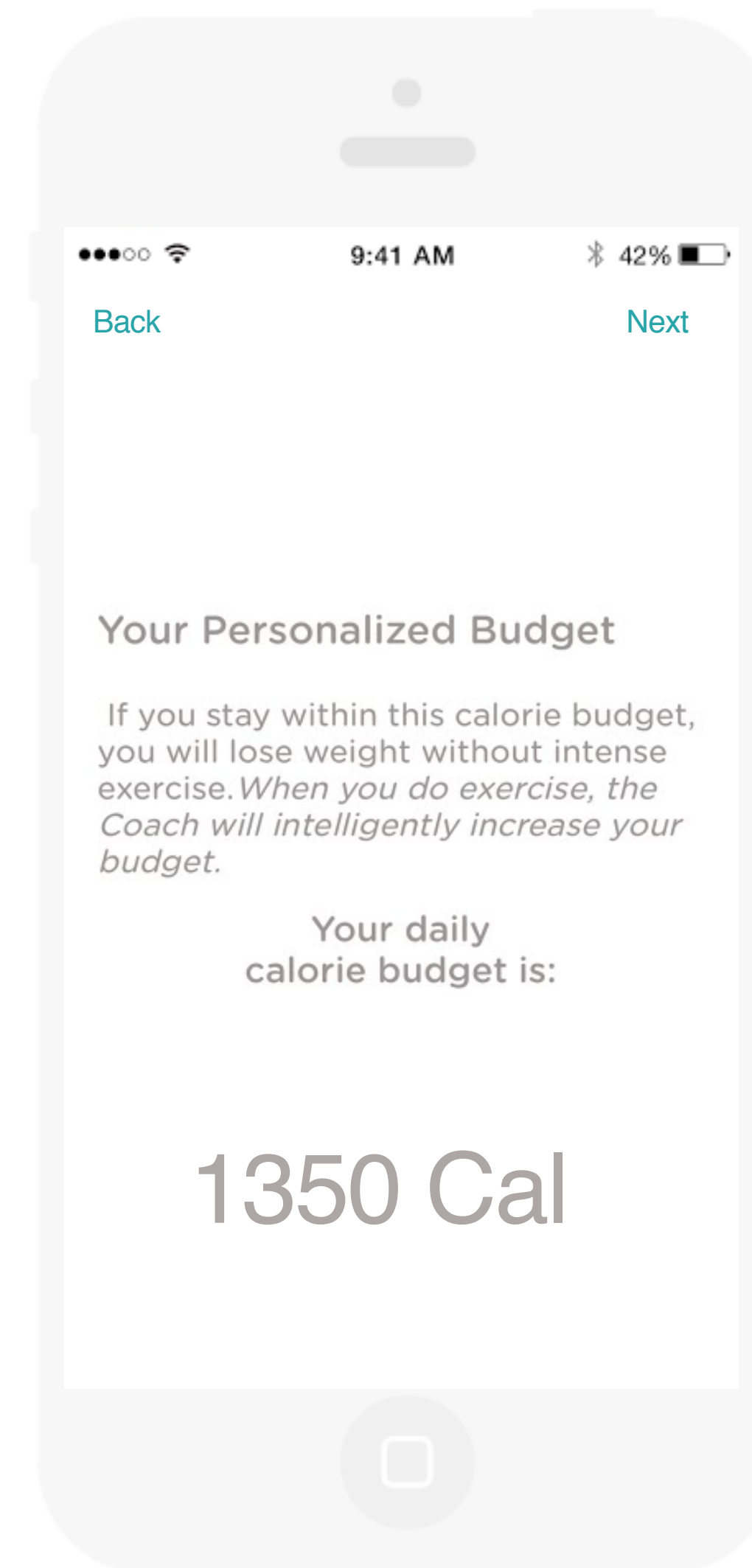
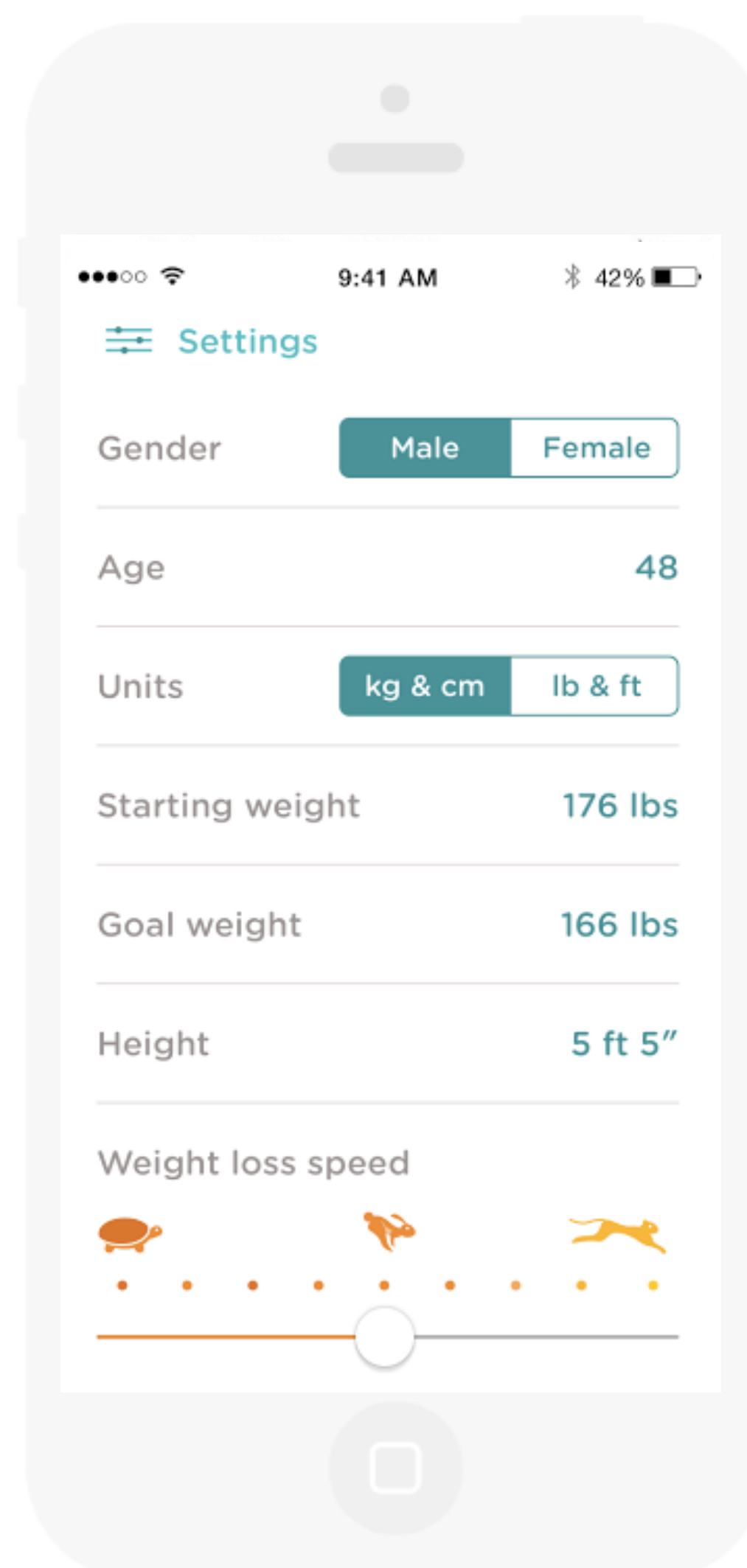
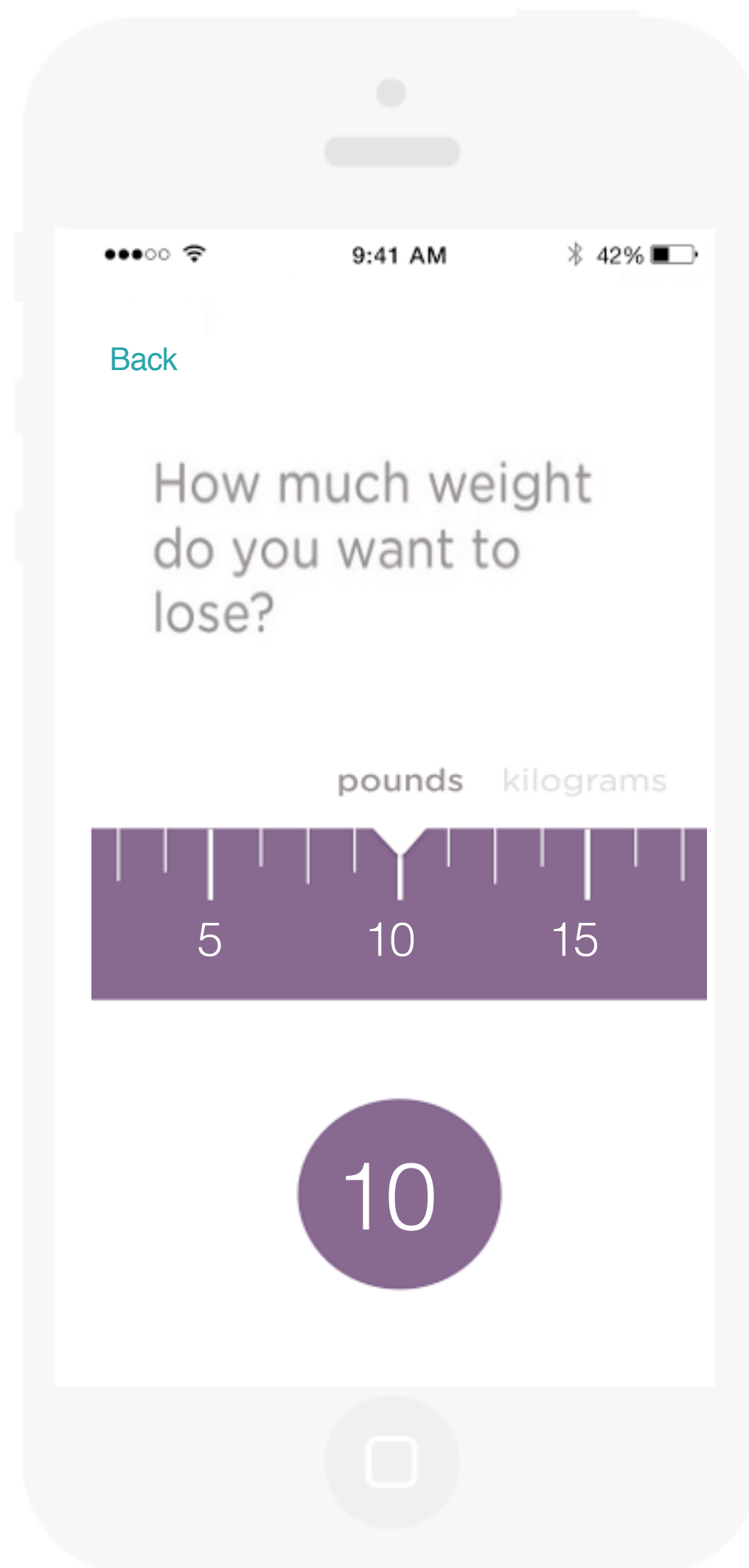


Scalable coaching tools



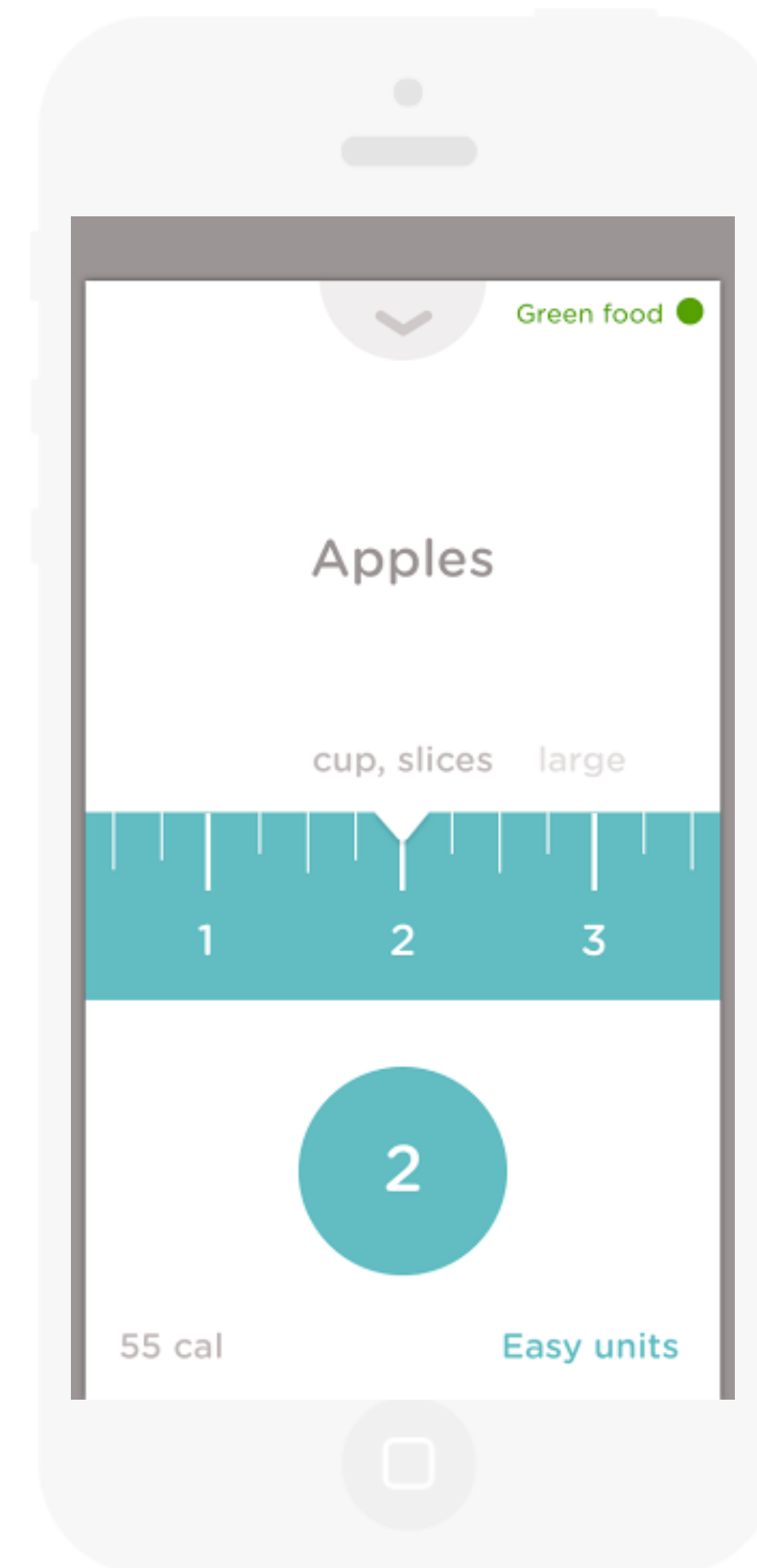
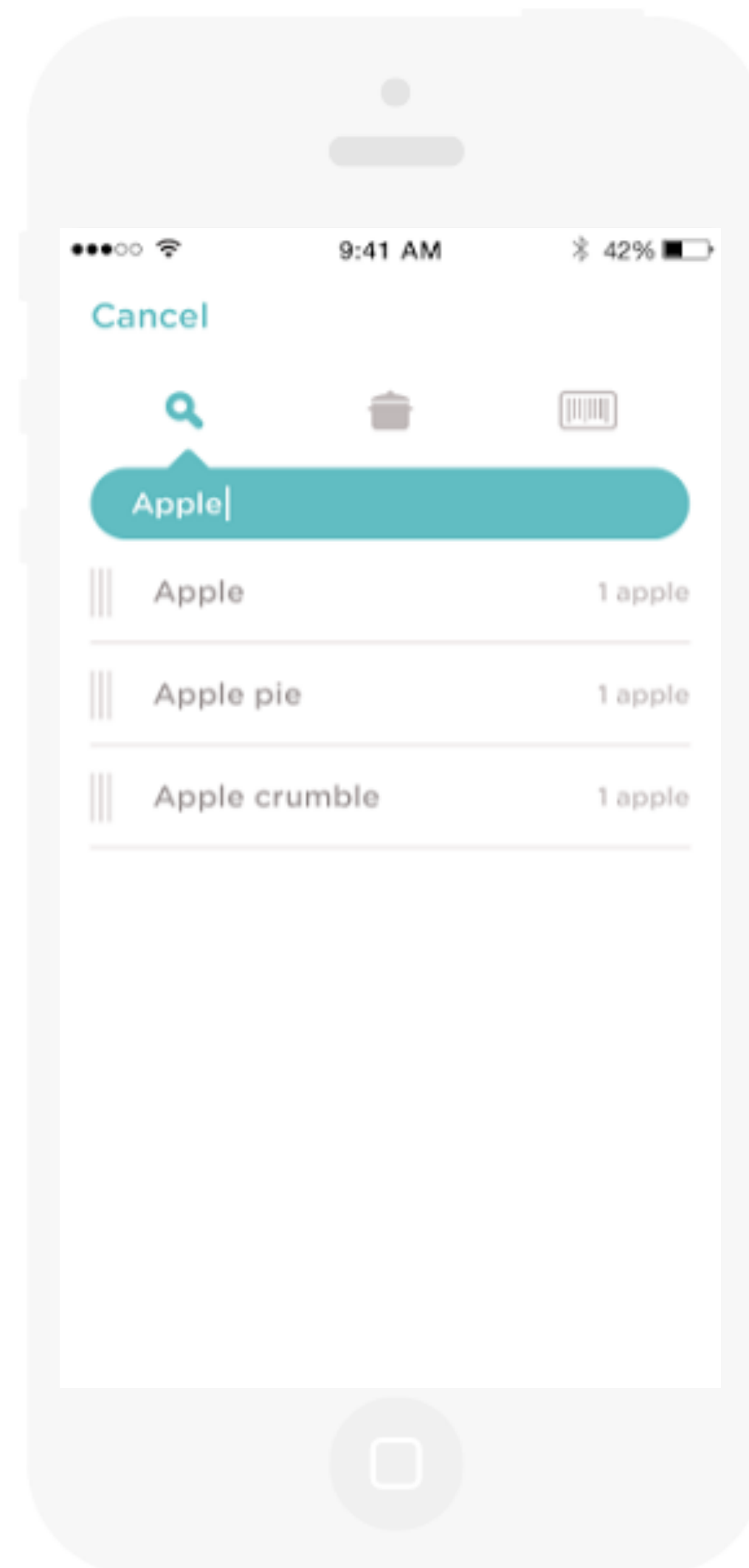
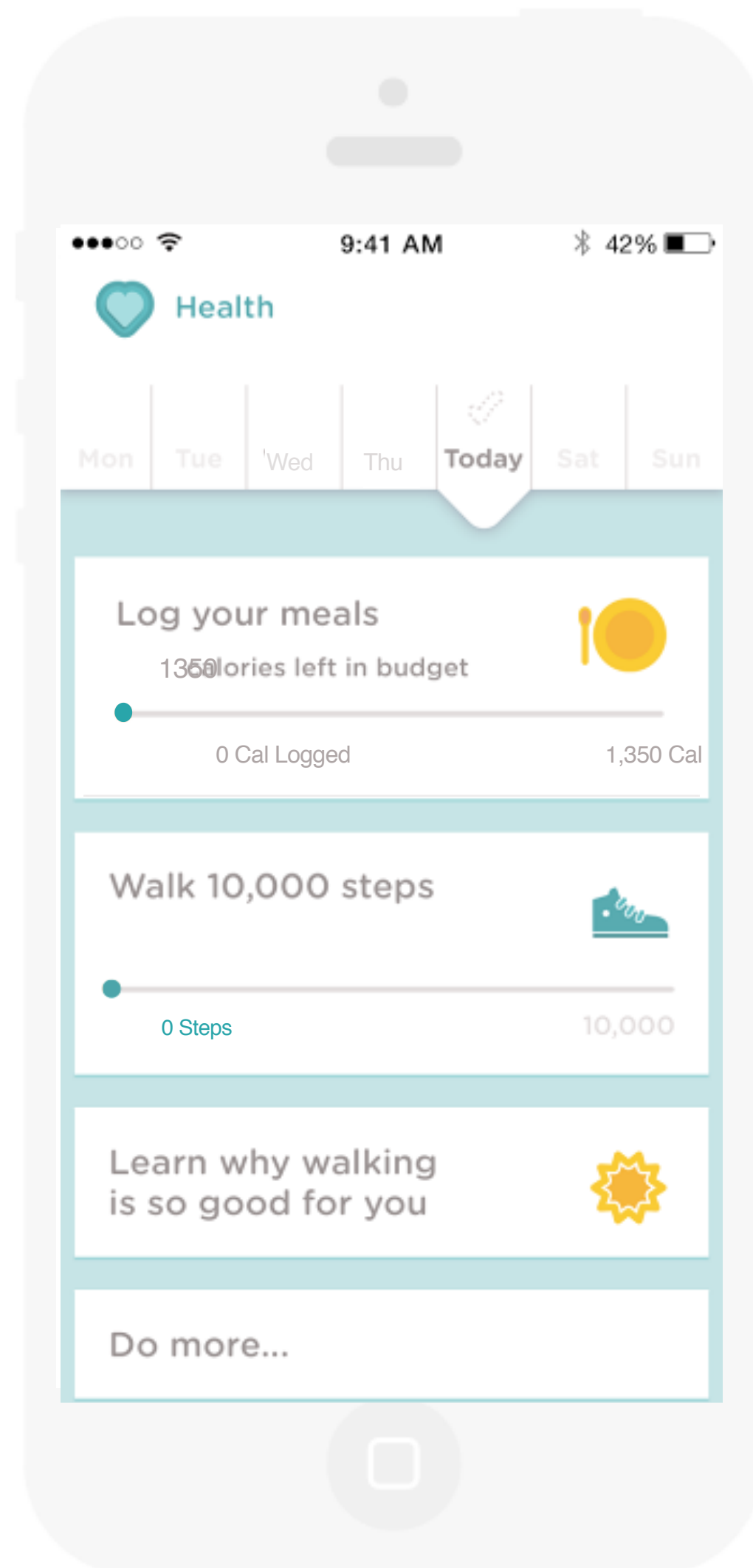
Mobile tracking & Protocol-delivery

Getting Started with Noom Health Sign Up Experience



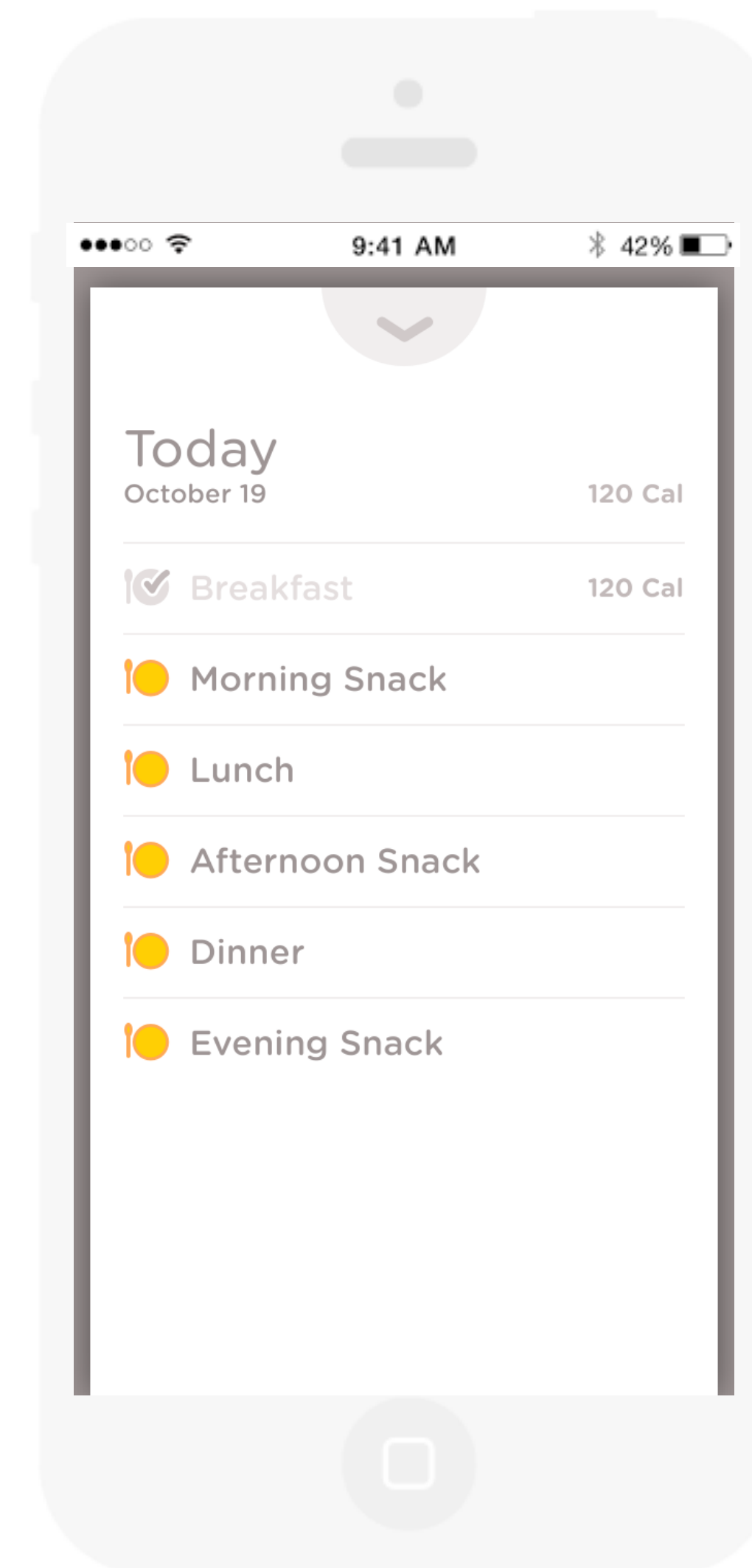
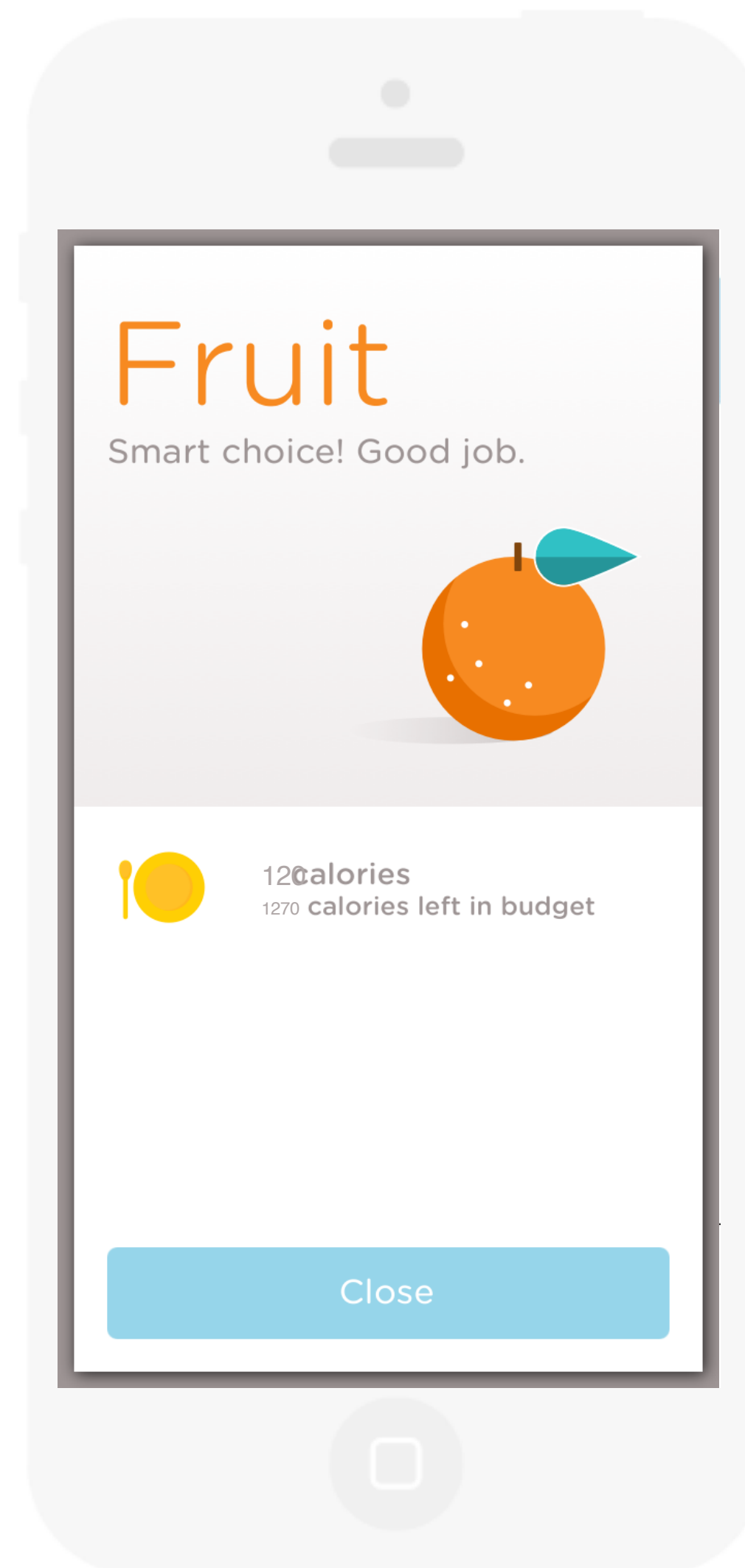
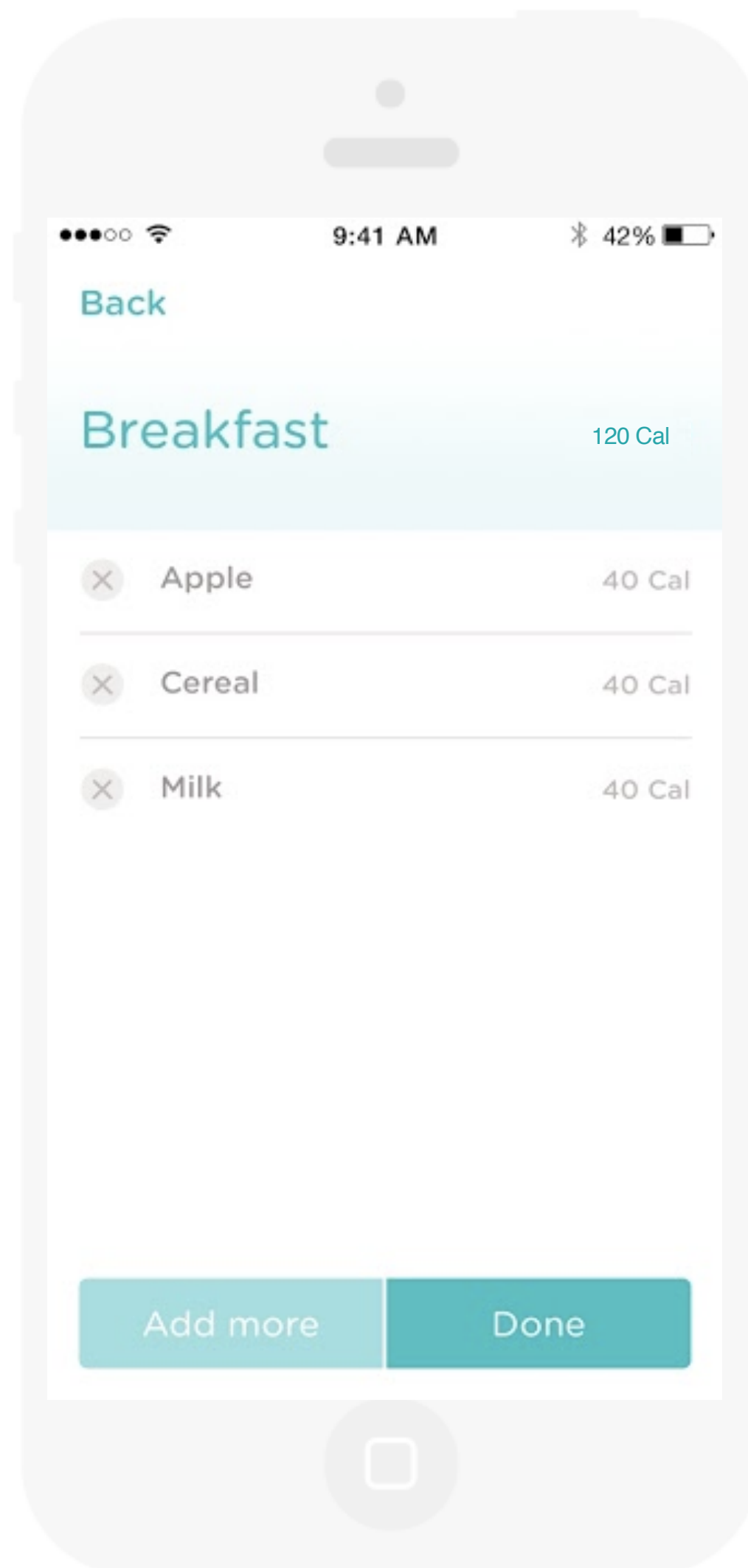
Getting Started with Noom Health

Logging Meals



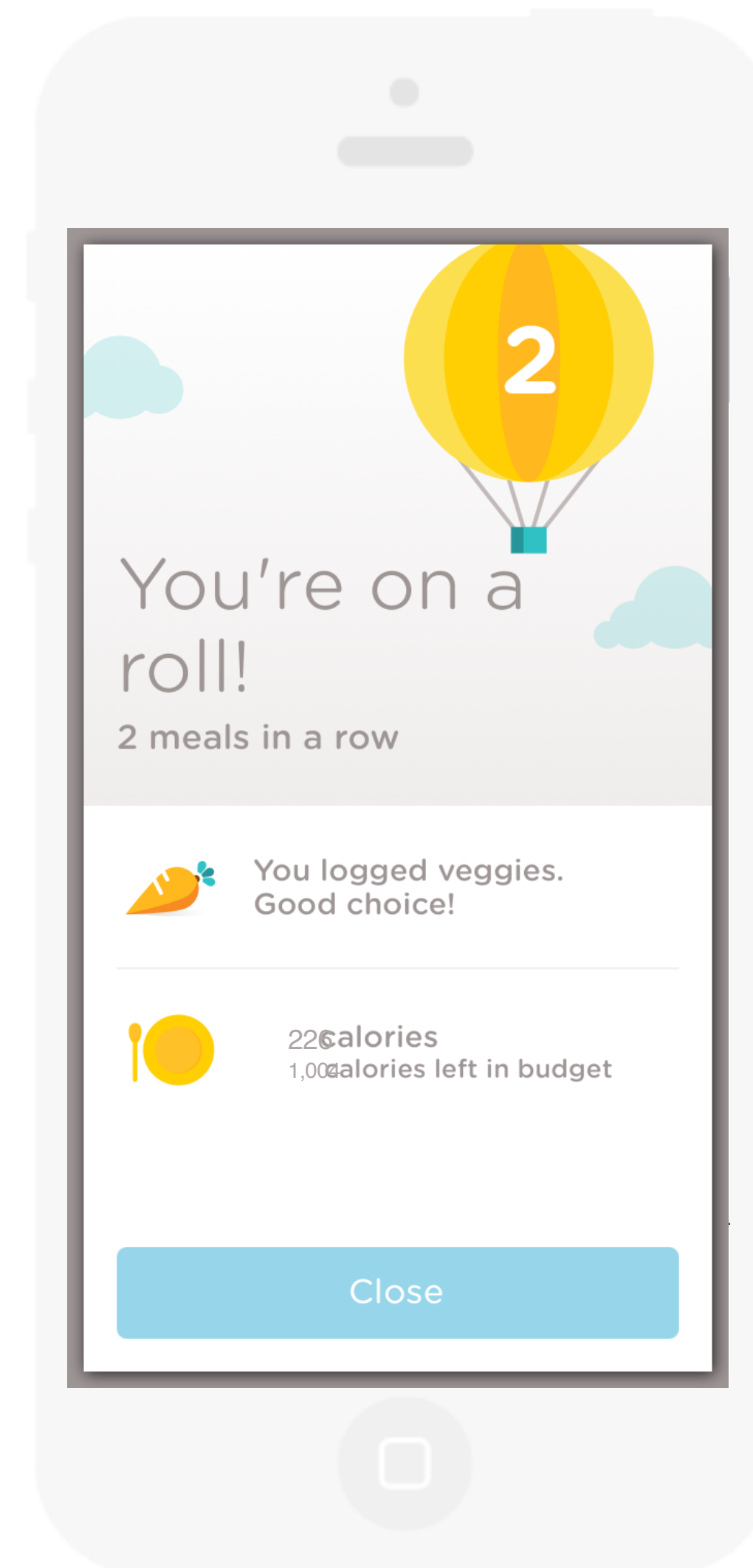
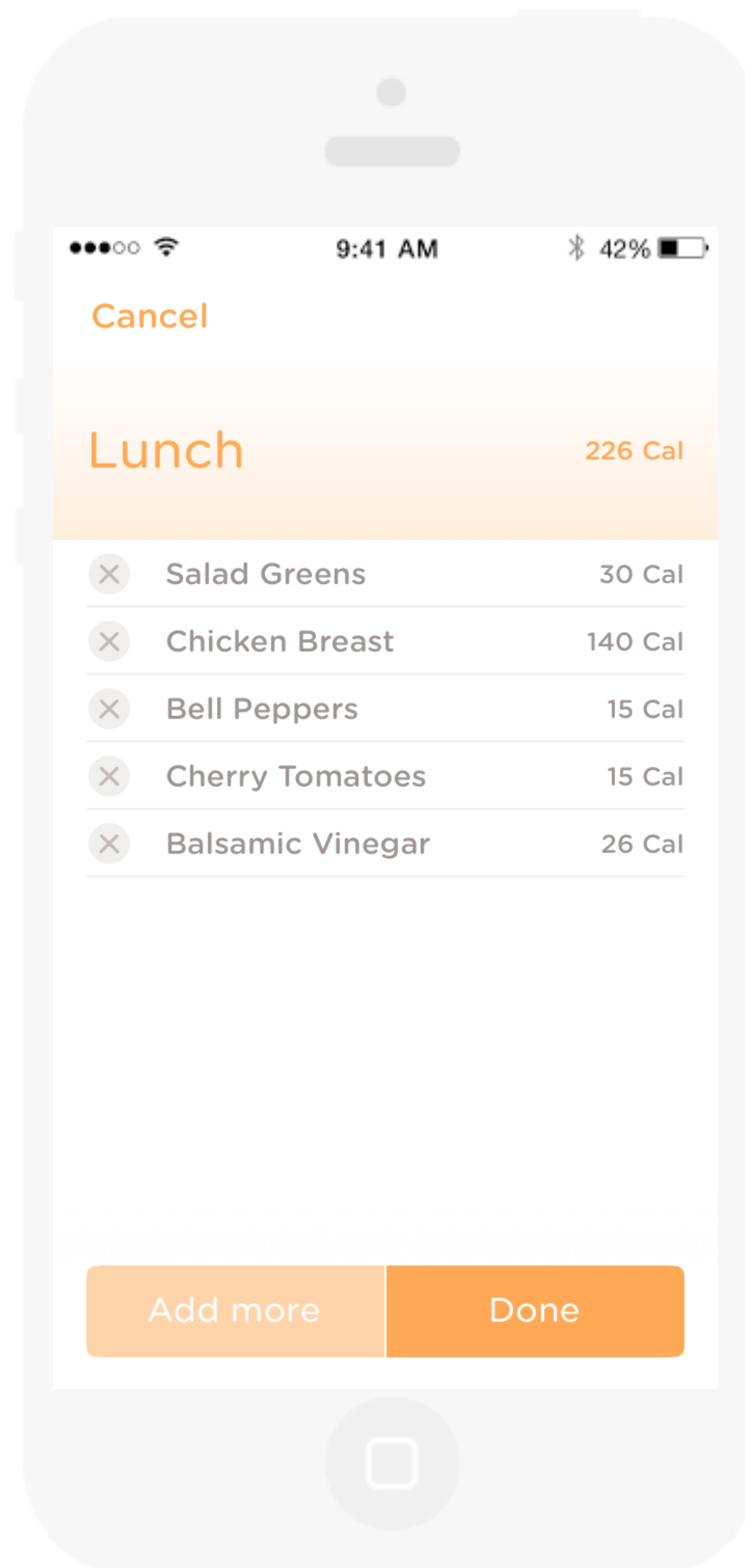
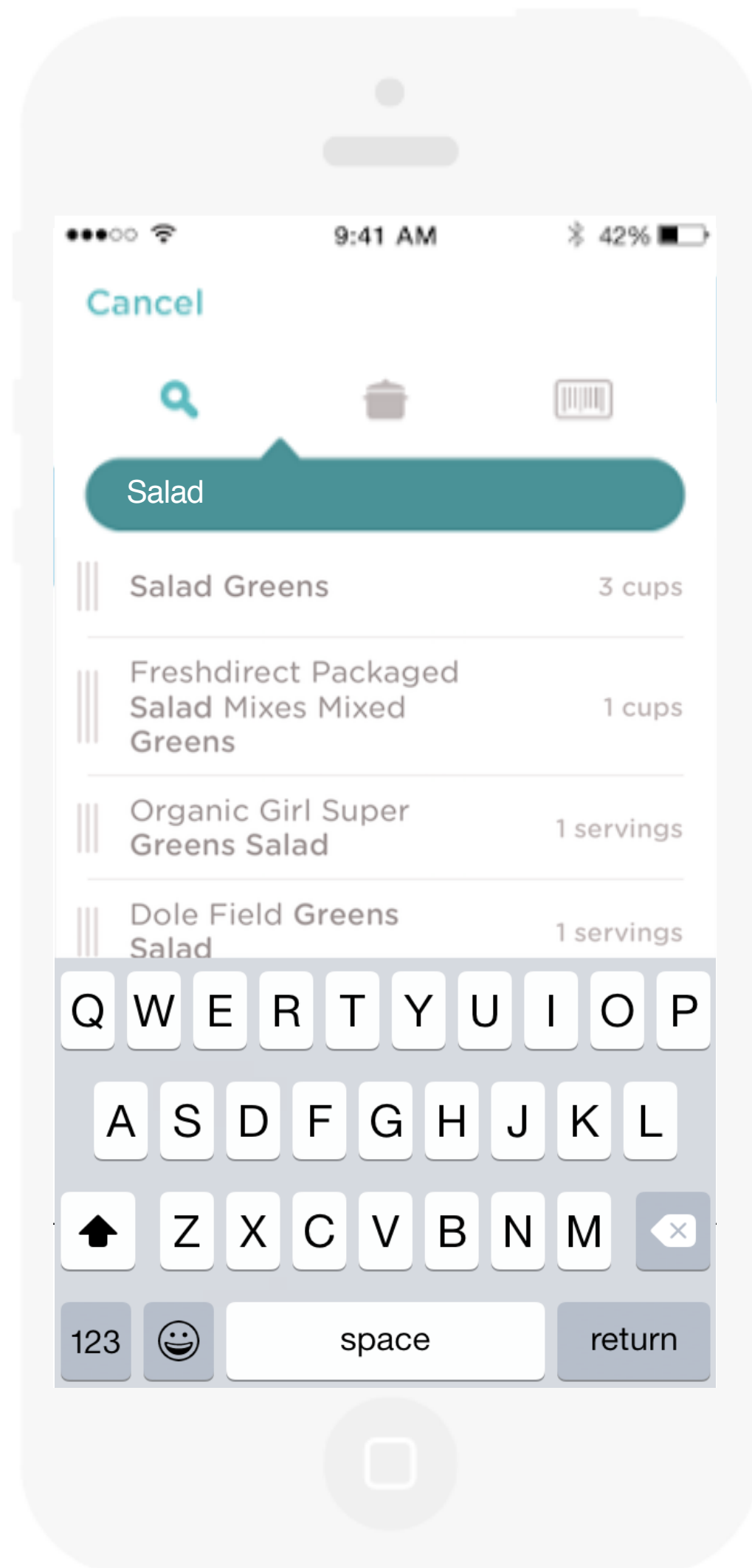
Getting Started with Noom Health

Logging Meals



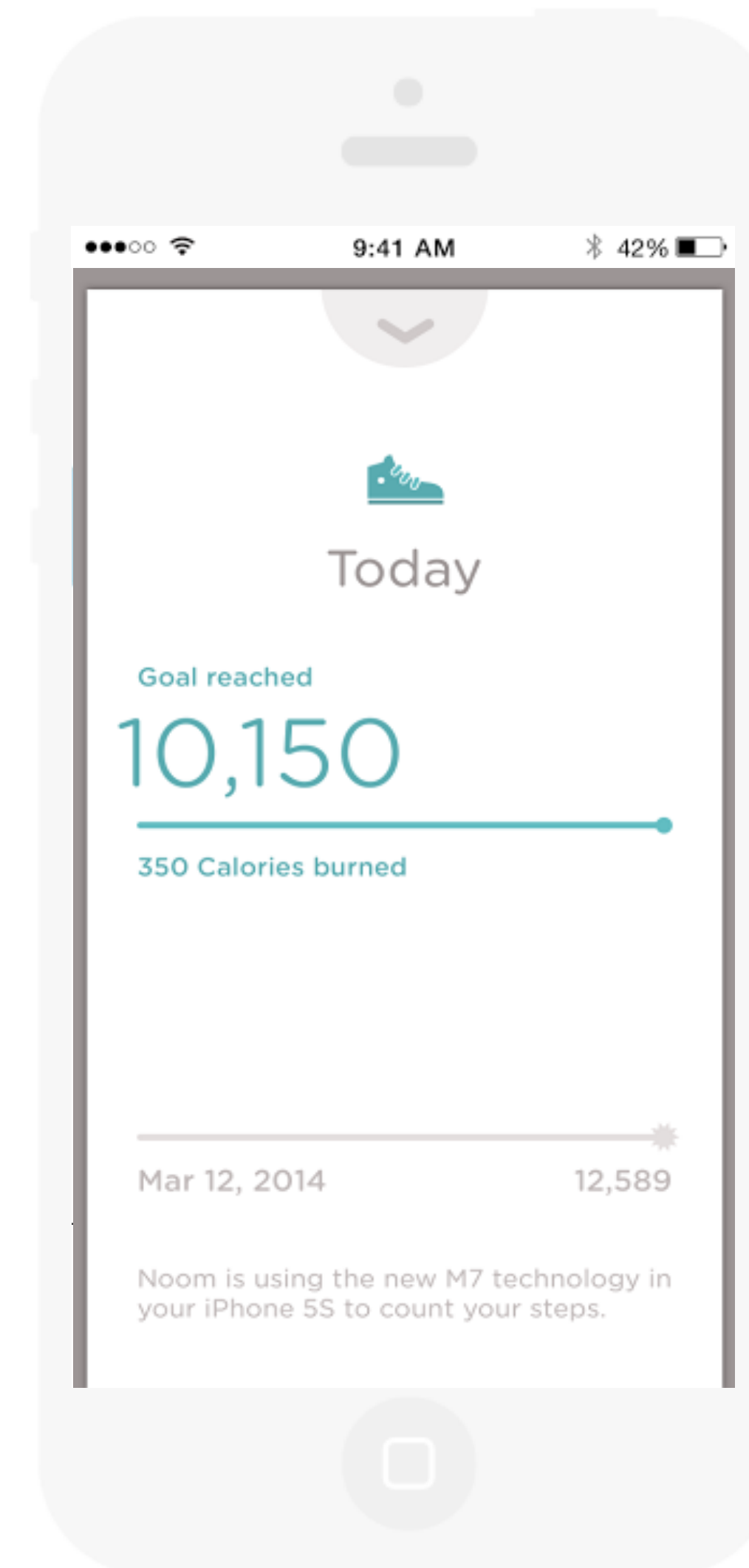
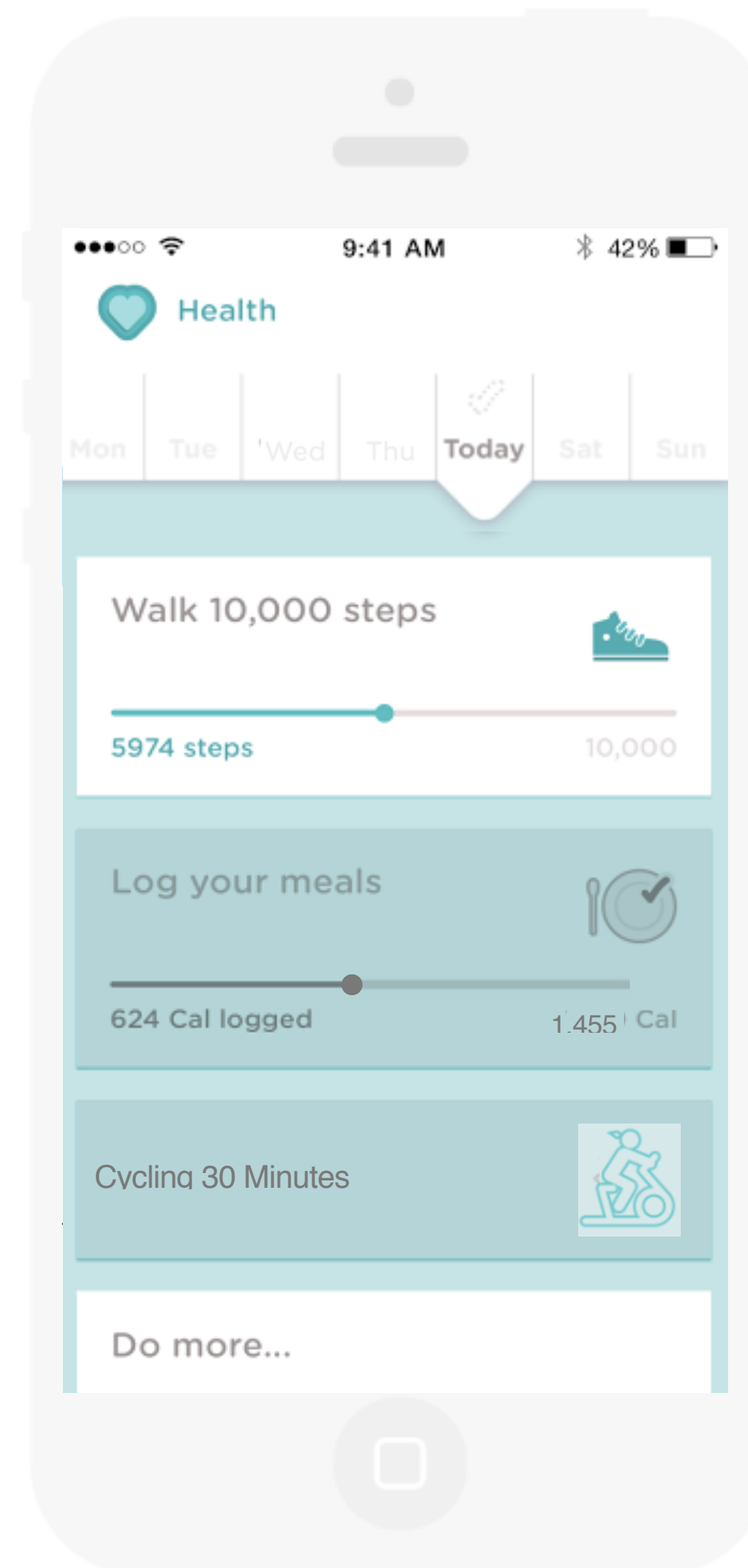
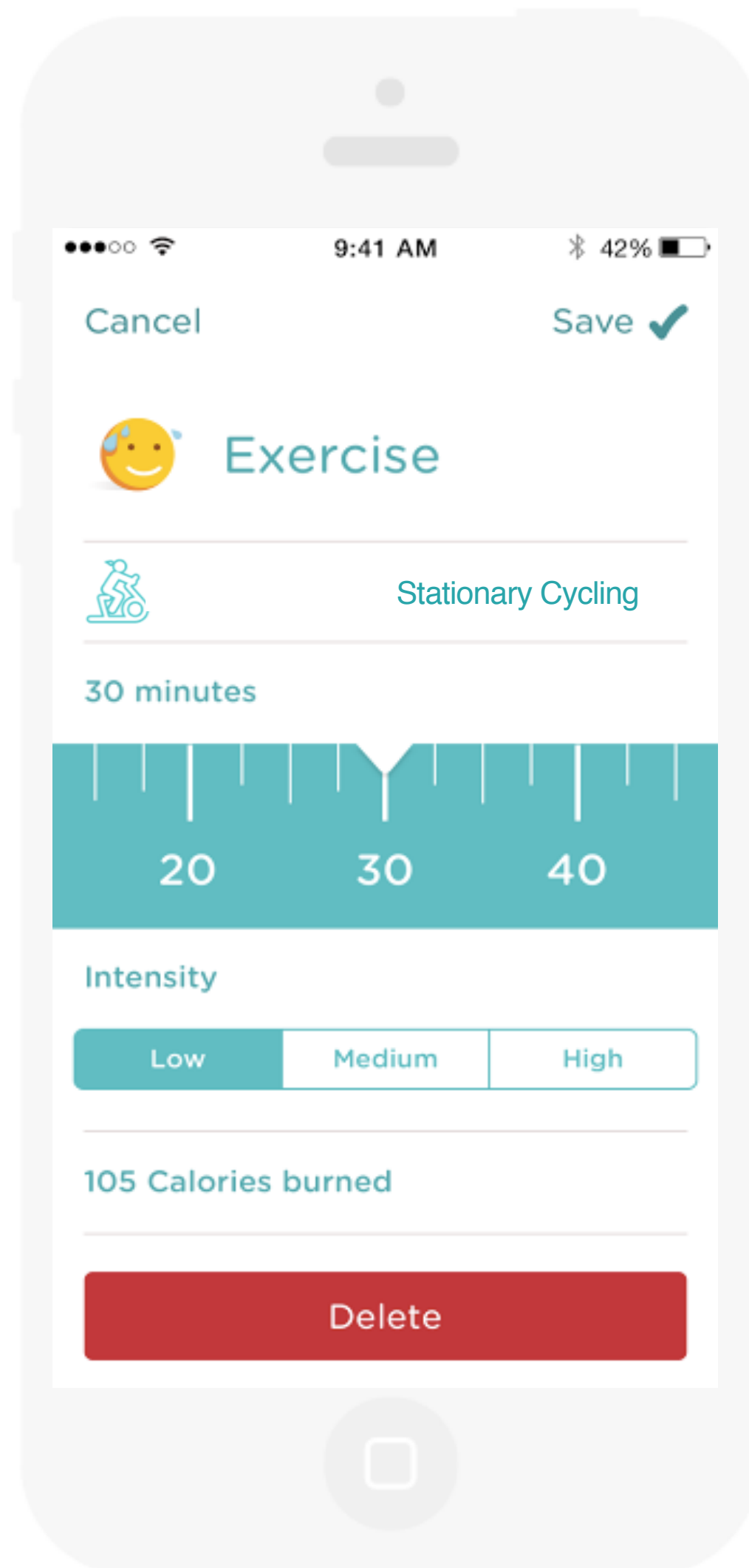
Getting Started with Noom Health

Logging Meals

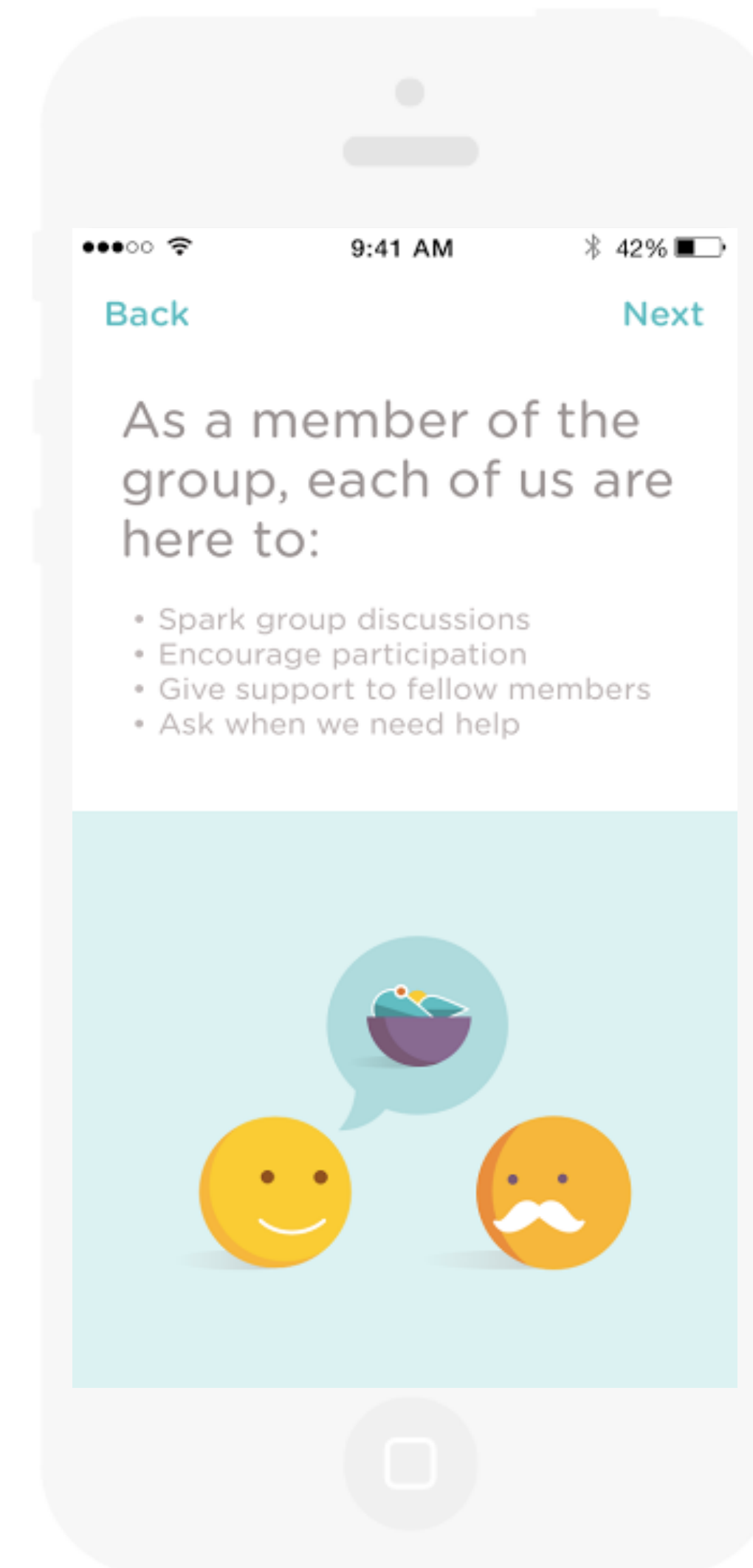
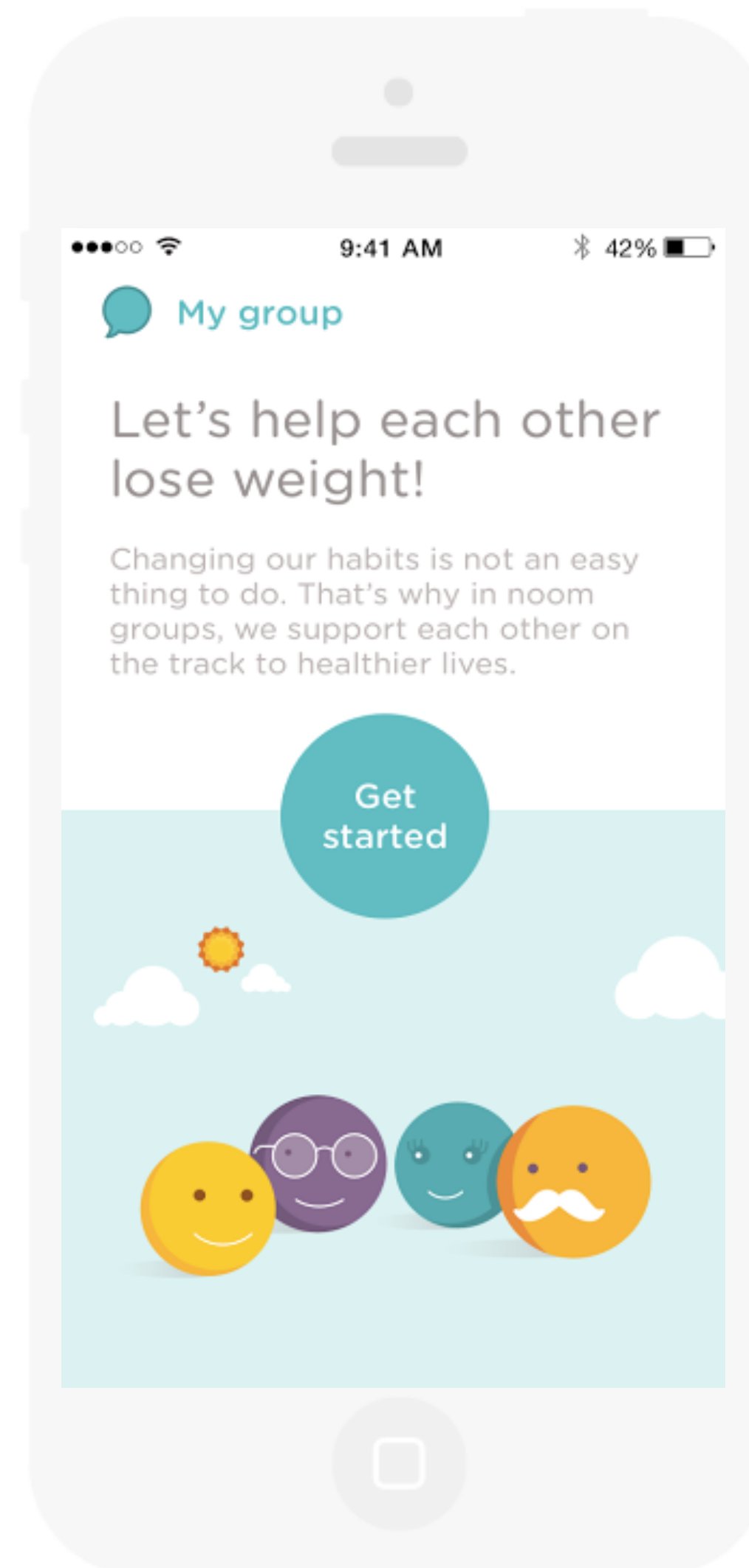
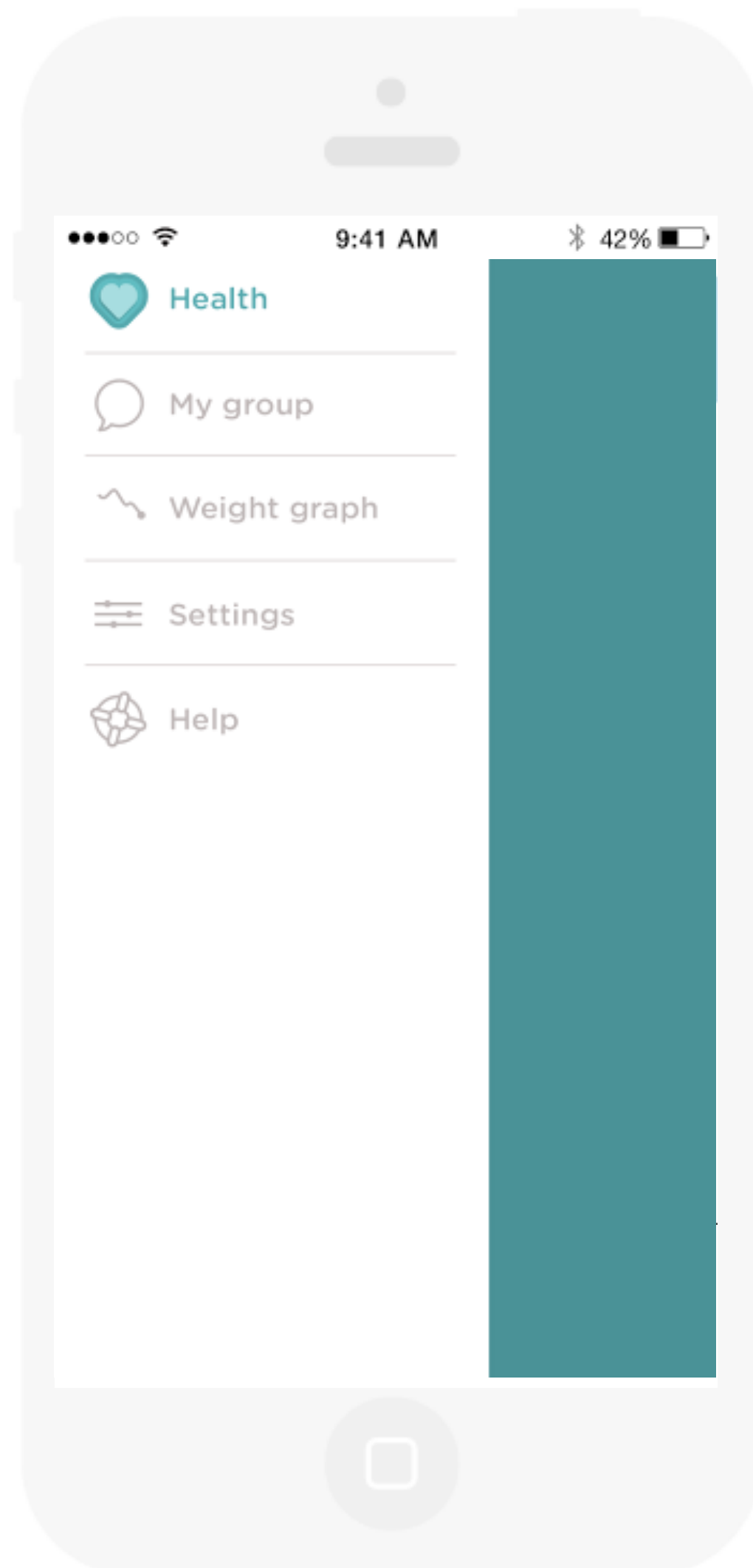


Getting Started with Noom Health

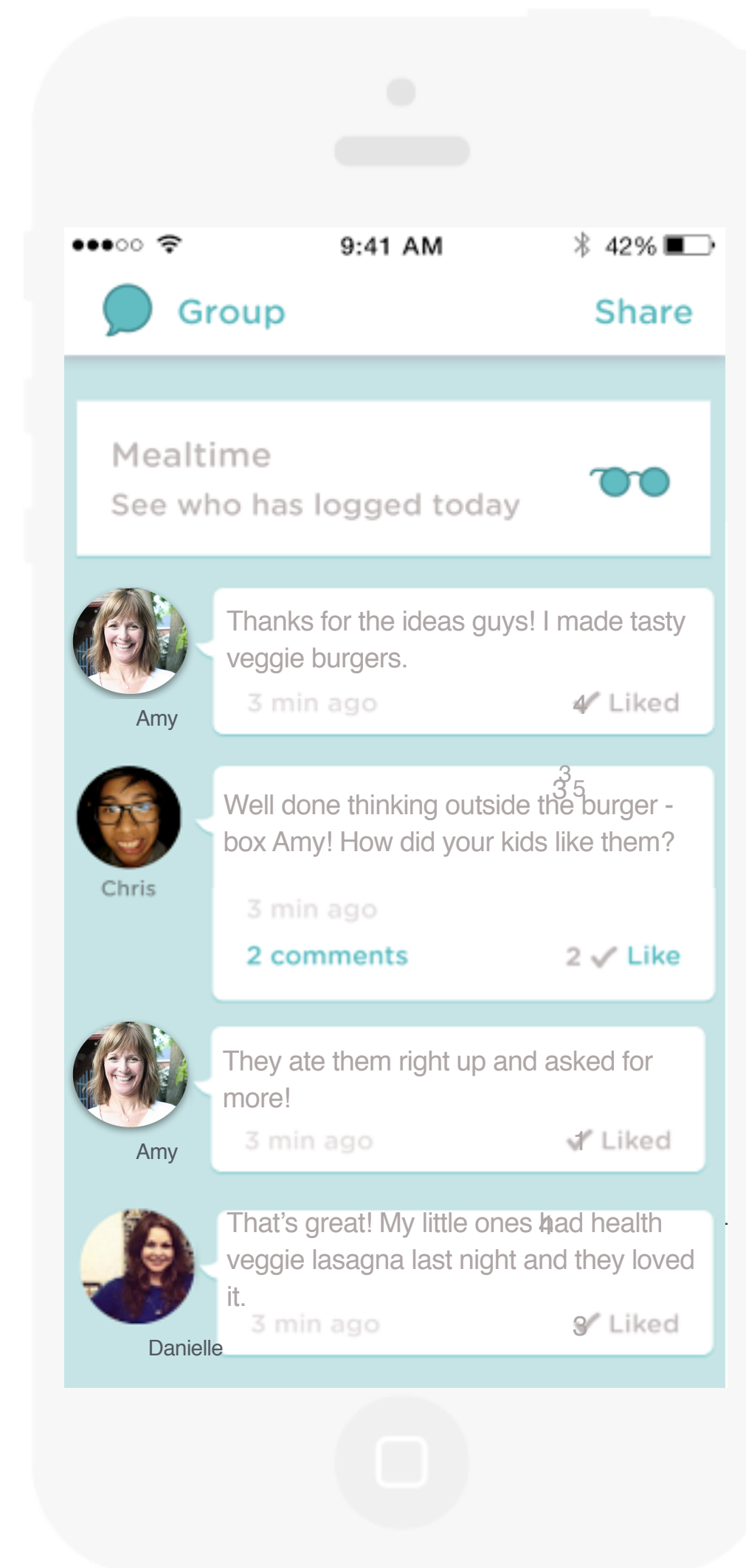
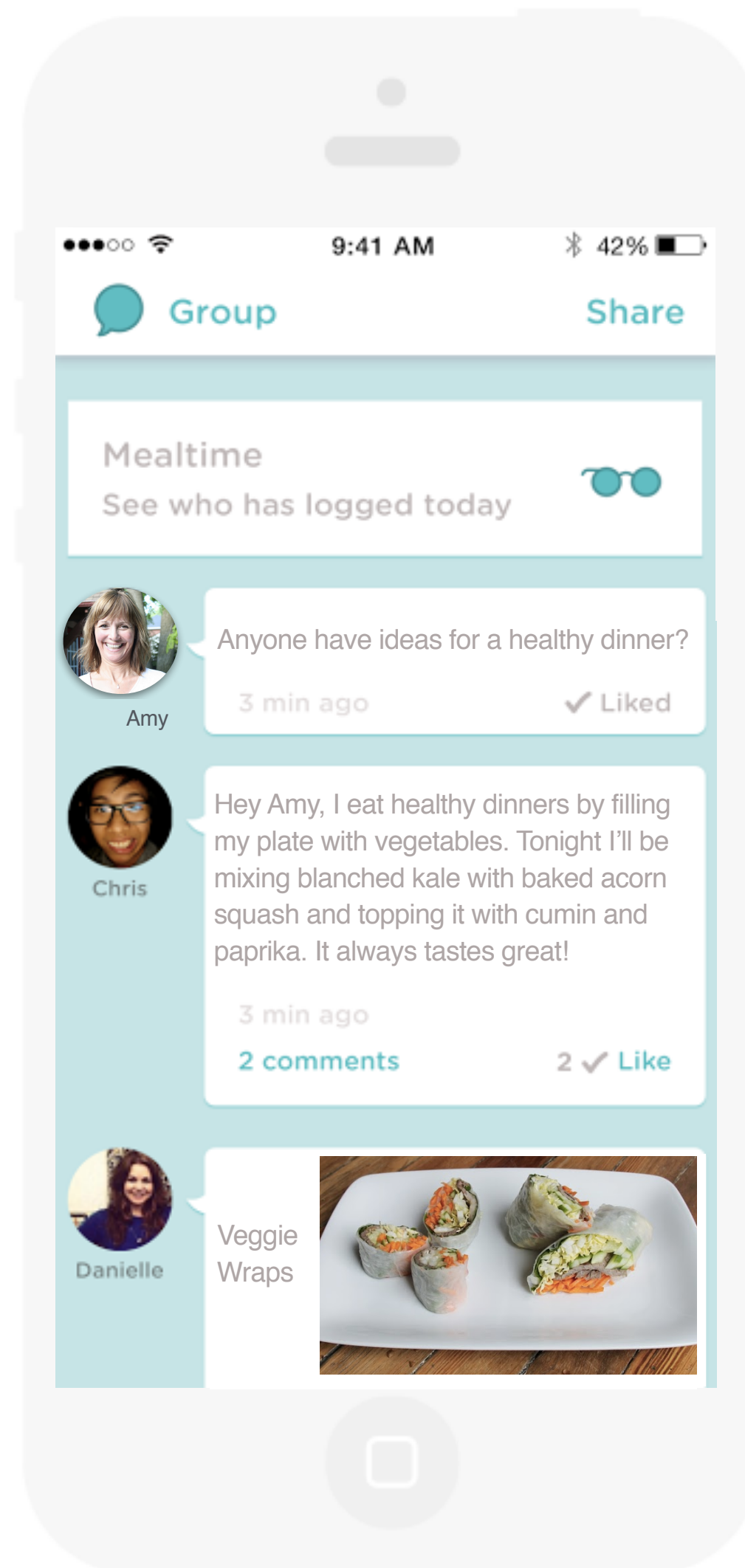
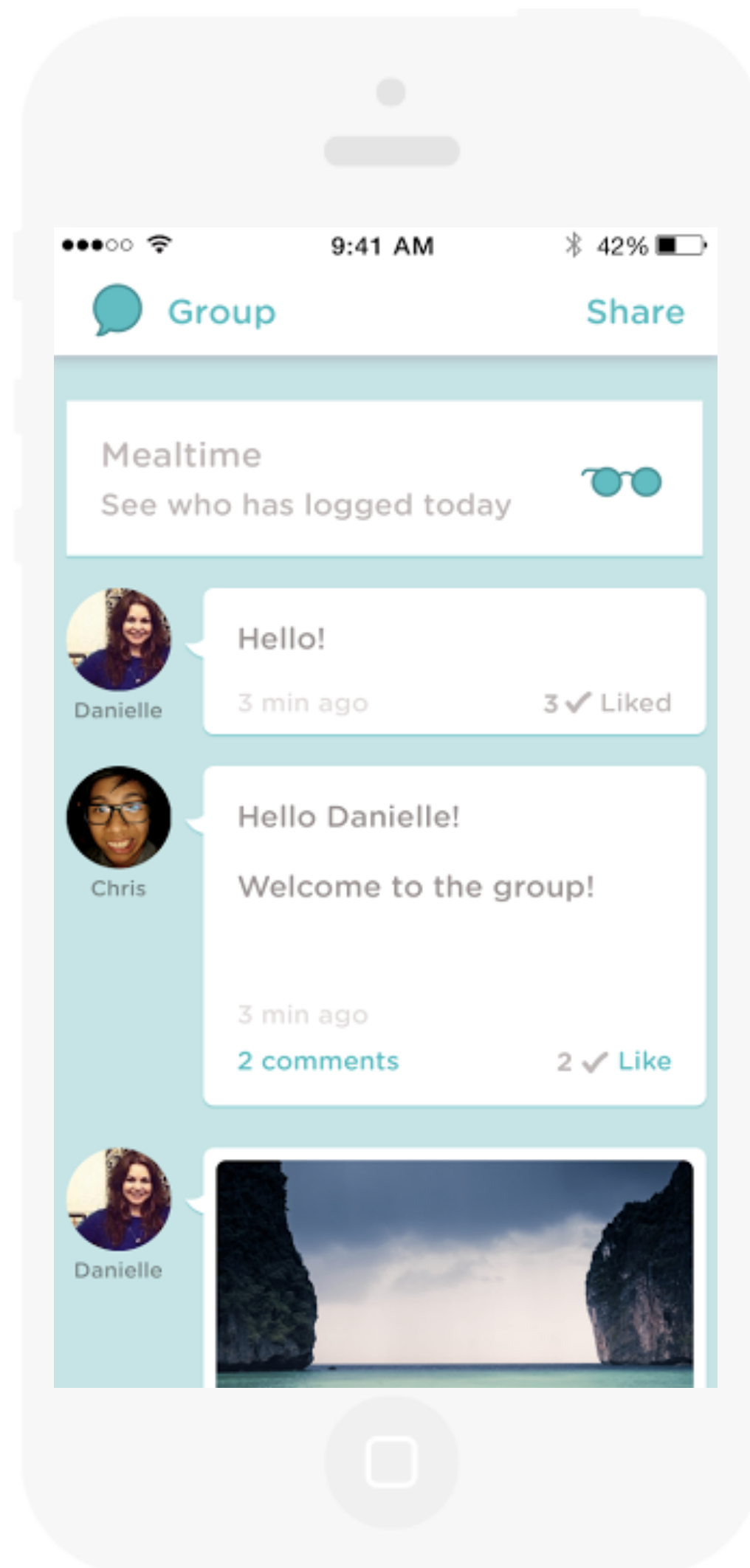
Tracking Exercise



Getting Started with Noom Health Group Sign Up



Getting Started with Noom Health Group Experience



Getting Started with Noom Health Provider Dashboard

Chris Noom

My groups
EmberHealth

Group	Created	Need help	% active	Total lbs change
Pilot 1	2 weeks ago	1 of 10	40%	-2
Pilot 2	3 weeks ago	0 of 12	100%	-5
Post core 1	This week	3 of 9	75%	-7
Post core 2	2 months ago	1 of 12	90%	-14

Getting Started with Noom Health Provider Dashboard

The screenshot shows a provider dashboard for a group named "Group 1" (EmberHealth Pilot #1). The dashboard is divided into two main sections: a left sidebar and a right main content area.

Header: Chris Noom (profile picture and name) is in the top left. The group logo (a heart with a pulse line) and "Group 1" are below it, with "EmberHealth Pilot #1" underneath.

Members List (Left Sidebar):

- Marija Smart:** 7 days inactive (marked with a red exclamation mark icon).
- Tom Joynt:** Active.
- Liz Reimer:** Active.
- Amanda Potvin:** Active.
- Clark Wendel:** 1 day inactive.
- Flora Harmer:** (no status shown).

Main Content Area (Right):

- Doing great!** (Large teal text)
- 40% Active members:** Represented by a teal pie chart showing 40% of the group is active.
- 2 lbs Total weight loss:** Represented by a teal downward-pointing triangle.
- 1 participant Needs help:** Represented by a red circle with a white exclamation mark.
- Started 3 weeks ago:** August 15th, 2014.
- Generate report:** A teal button at the bottom.

Getting Started with Noom Health Provider Dashboard

The dashboard shows a provider named Chris Noom managing a group of members. The main focus is on a member named Marija Smart, who is 24 years old and female. Key health metrics for Marija include:

- Gained 3 lbs:** Started at 151 lbs.
- Eating too much red:** 52% in the last 7 days. A bar chart shows this is significantly above the 'ideal' level.
- Checked in recently:** Today at 4:30 pm.

A 'Members' list on the left includes:

- Marija Smart (7 days inactive)
- Tom Joynt (Active)
- Liz Reimer (Active)
- Amanda Potvin (Active)
- Clark Wendel (1 day inactive)
- Flora Harmer (Active)

The 'Breakdown' section shows a calorie log for the past 7 days:

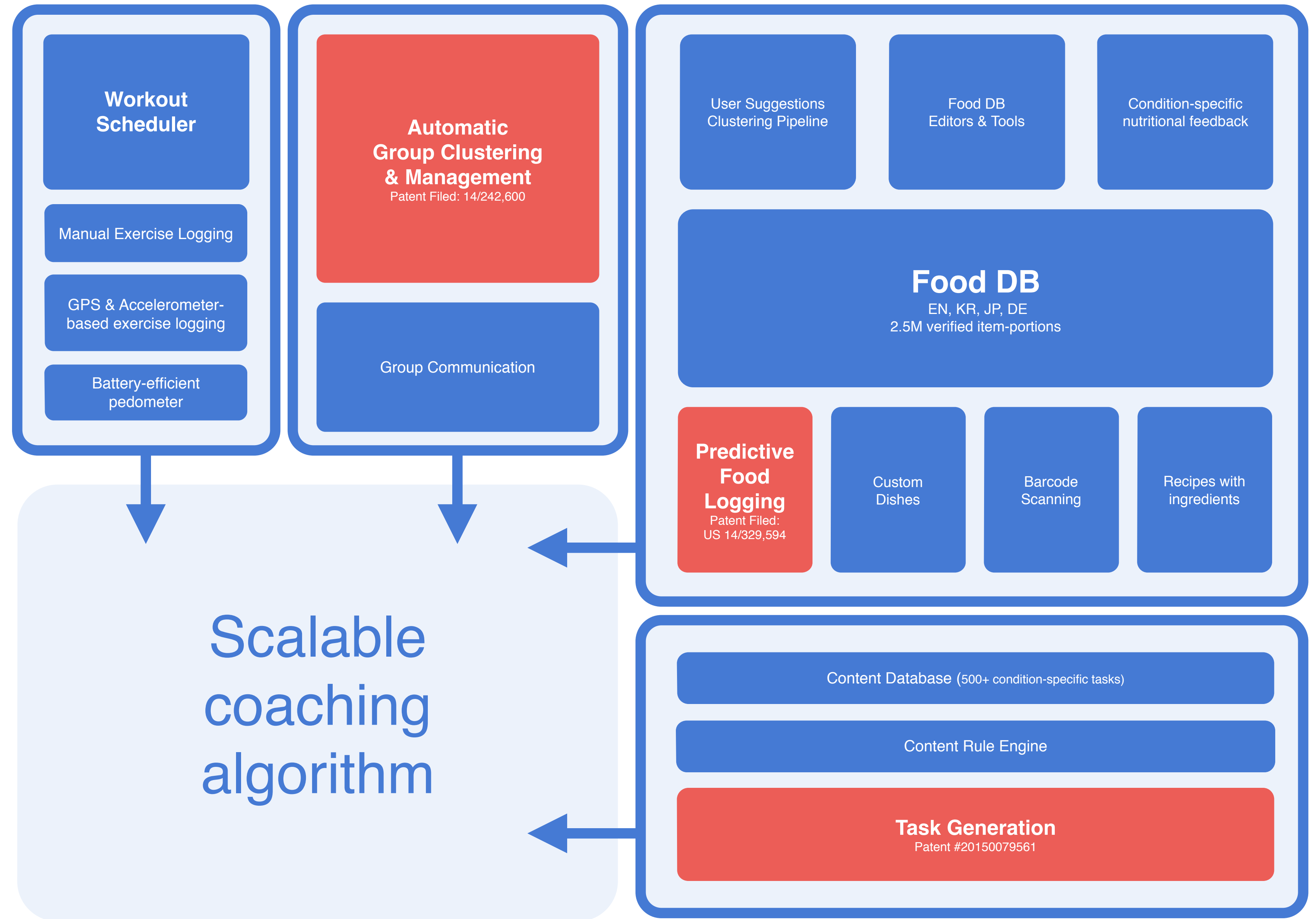
	Sun	Mon	Tue	Wed	Thu	Fri	Today
Breakfast	200	200	200	200	300	200	200
Lunch	650	X	X	X	X	700	200
Dinner	500	700	200	X	X	400	200
Snack	200	X	200	X	X	200	
Total	1550	900	600	200	300	1500	

Legend: ● Over 20% red food

Getting Started with Noom Health Provider Dashboard

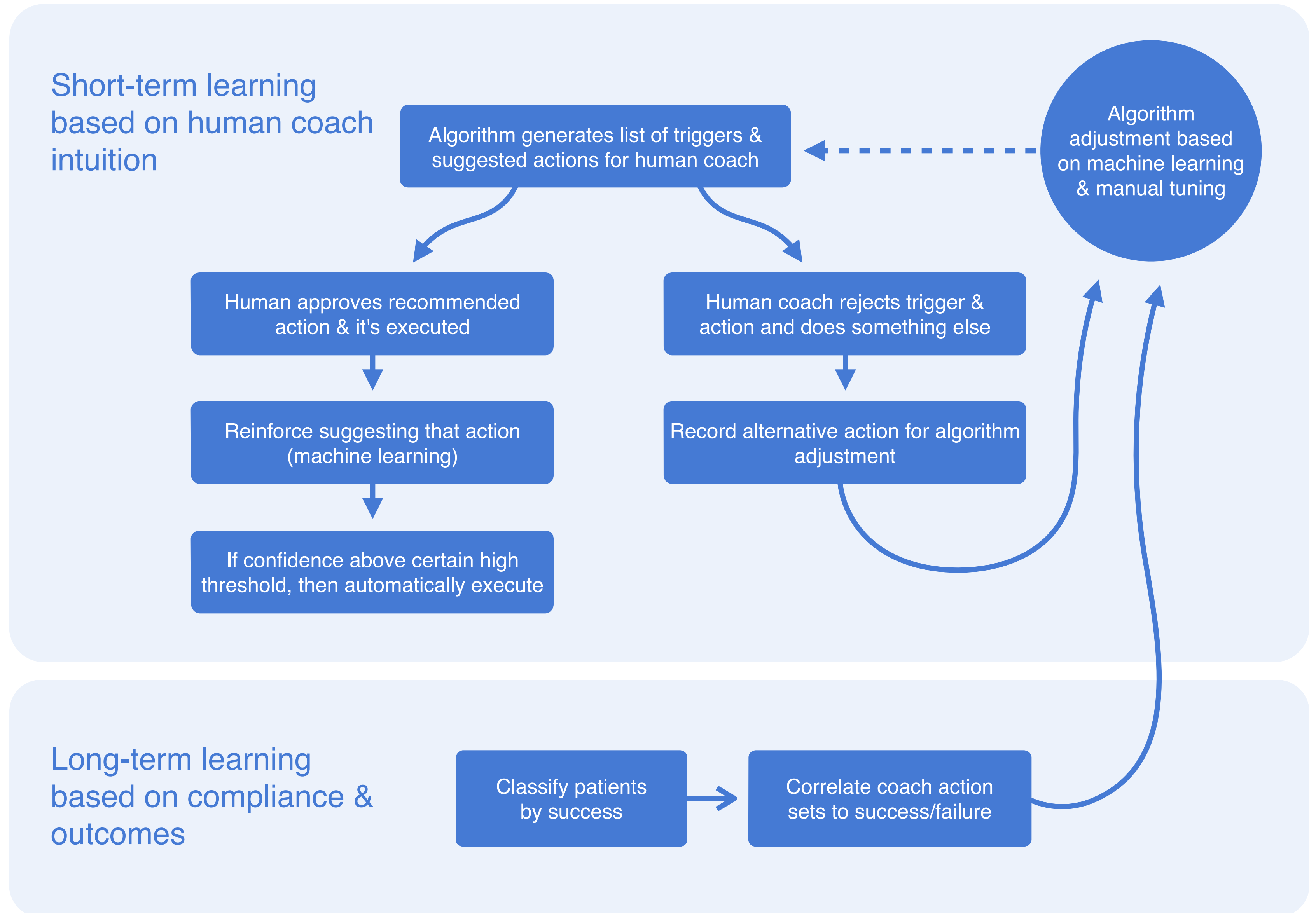
The screenshot displays the Noom Health Provider Dashboard interface. At the top left, the provider's profile is shown as 'Chris Noom'. Below it is the group icon, a heart with a white outline, and the group name 'Group 1' with the subtitle 'EmberHealth Pilot #1'. On the left side, a 'Members' list includes: Marija Smart (7 days inactive, marked with a red exclamation point), Tom Joynt (Active), Liz Reimer (Active), Amanda Potvin (Active), Clark Wendel (2 days inactive), and Flora Harmer. The main area shows a chat window for Marija Smart, with a header image of her wearing glasses. The chat history includes: a message from Marija Smart 2 days ago saying 'Cool, thanks!'; a message from Chris Noom at 11:03 pm saying 'Hi, Marija! I wanted to check in with you and see how you're doing.'; and a message from Marija Smart at 11:43 pm saying 'Hey Chris — I've been on vacation this past week and have not been very good at following my program. :('. Below the messages is a text input field and a teal 'Send' button.

Our Core Tech

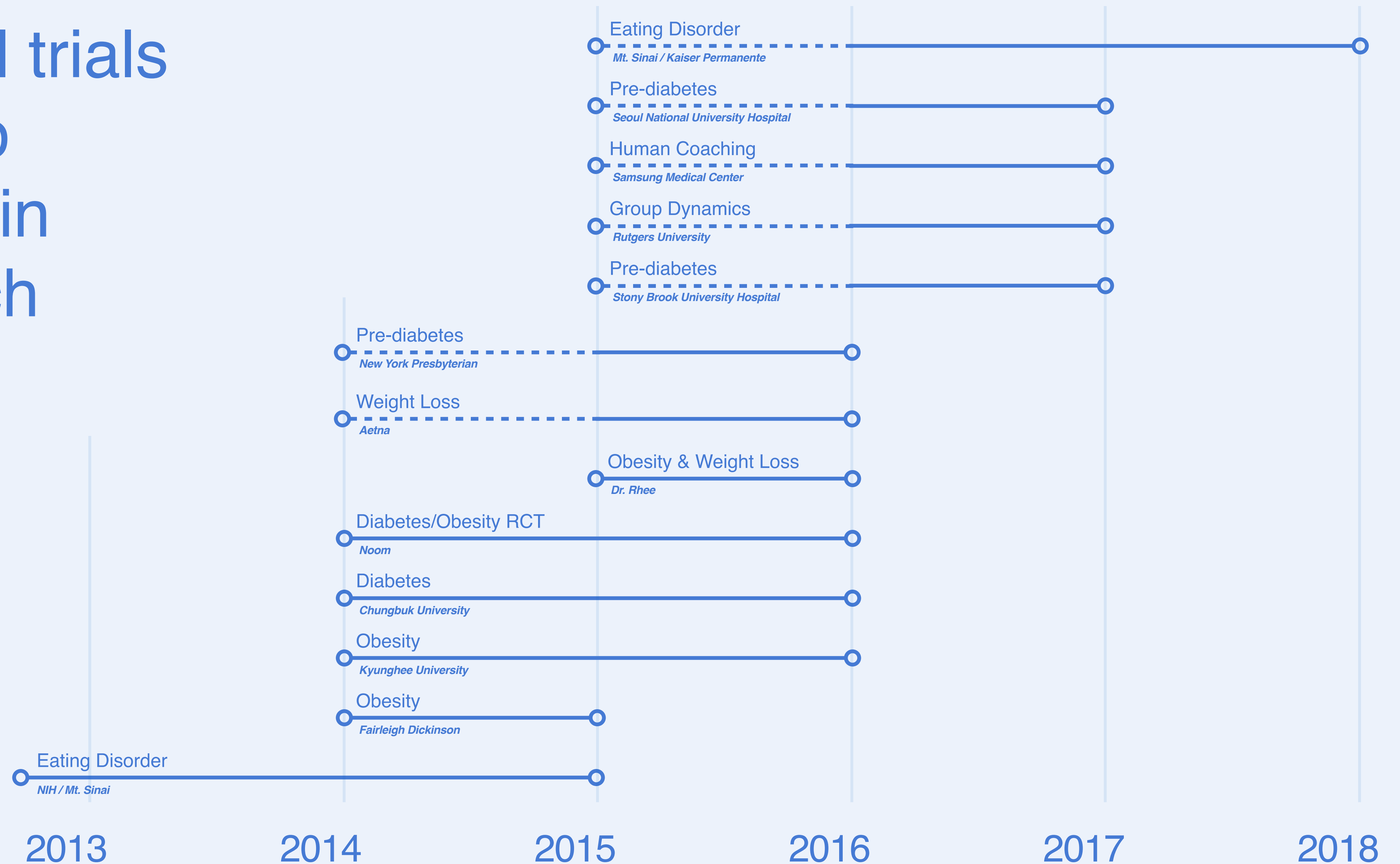


Core scalable coaching algorithm

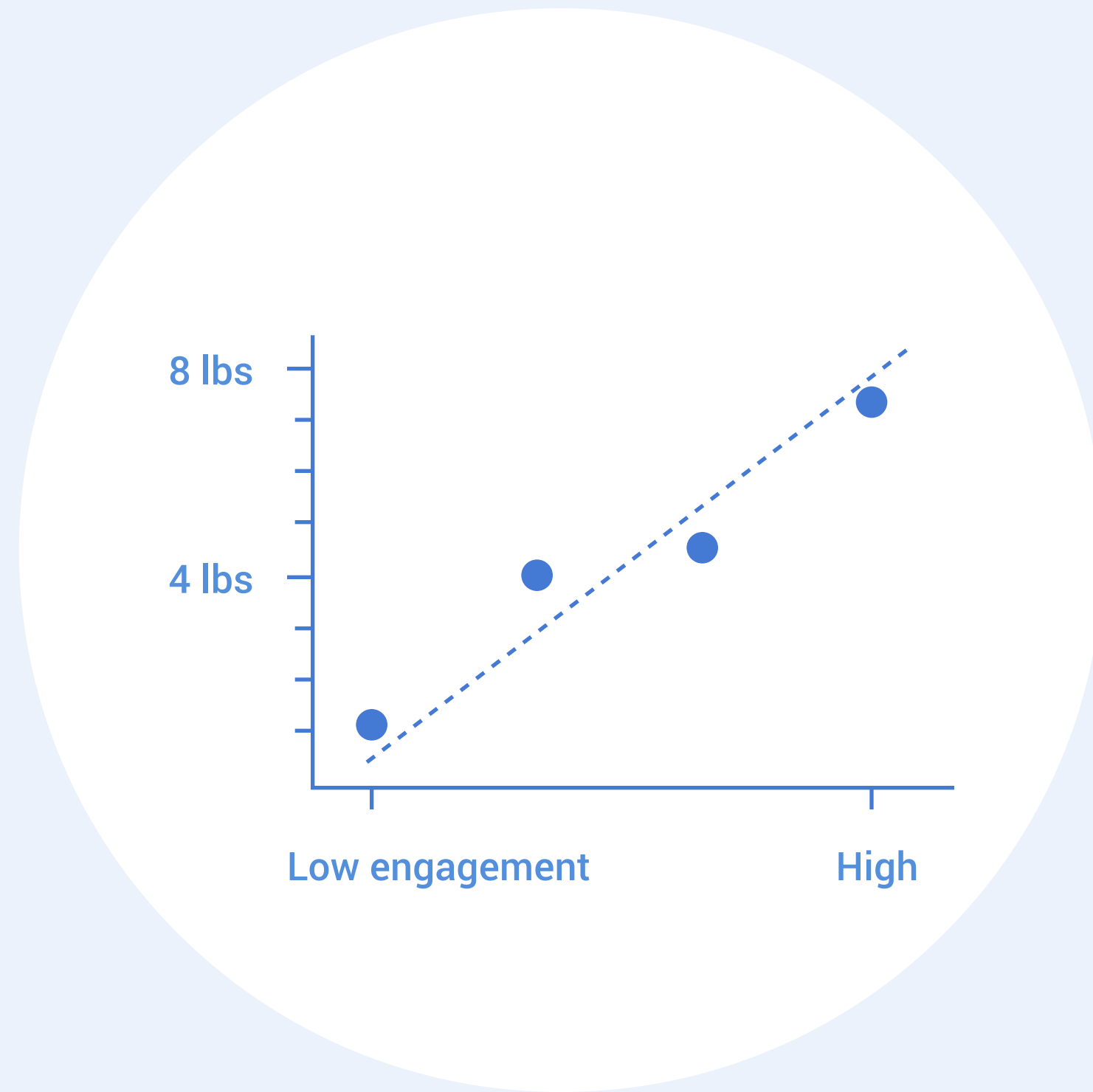
Leveraging the best of human coaching & computer automation



Medical trials with top names in research



Clinically-proven results



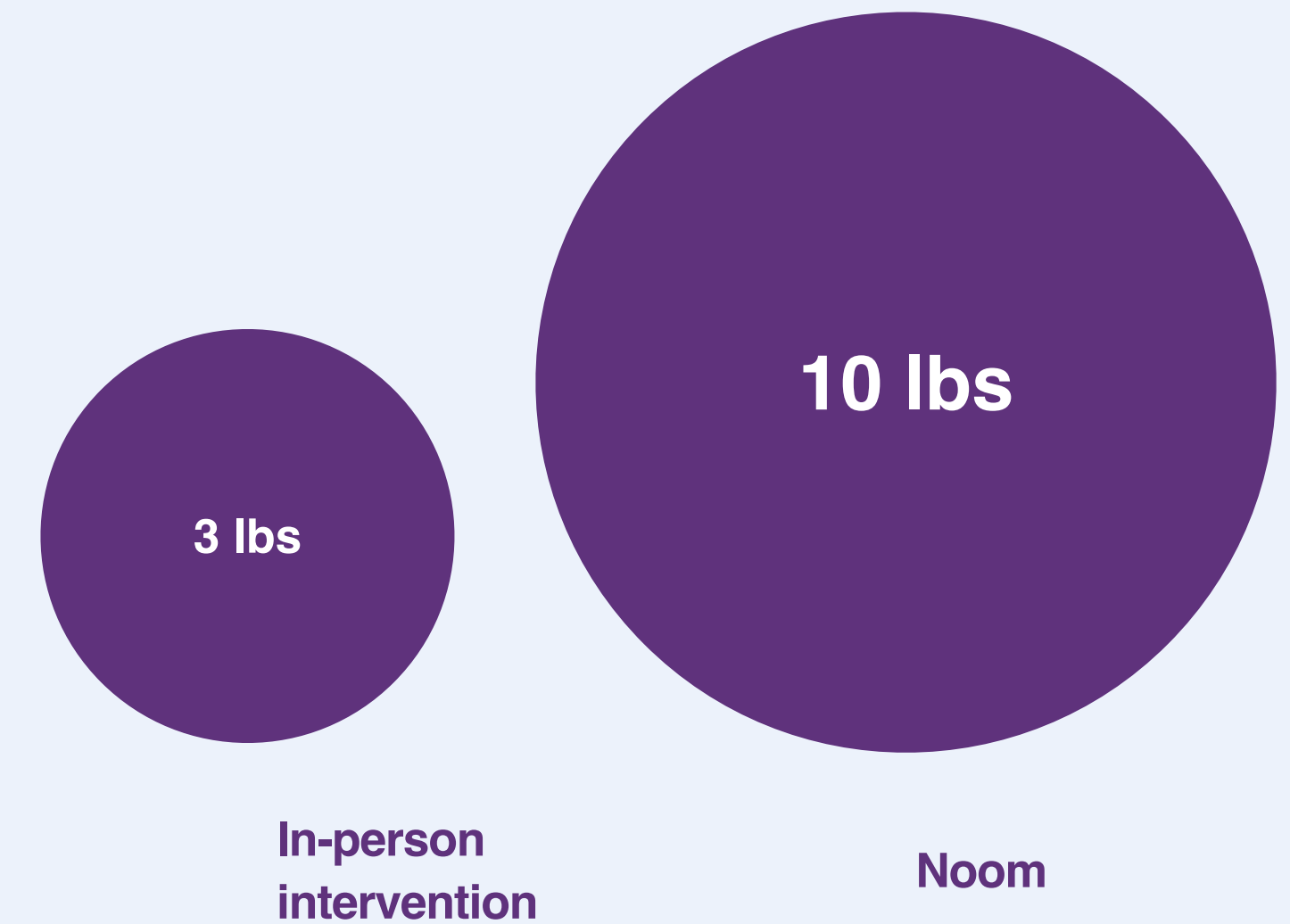
Engagement drives weight loss

2014 Aetna Pilot



Significant weight loss results

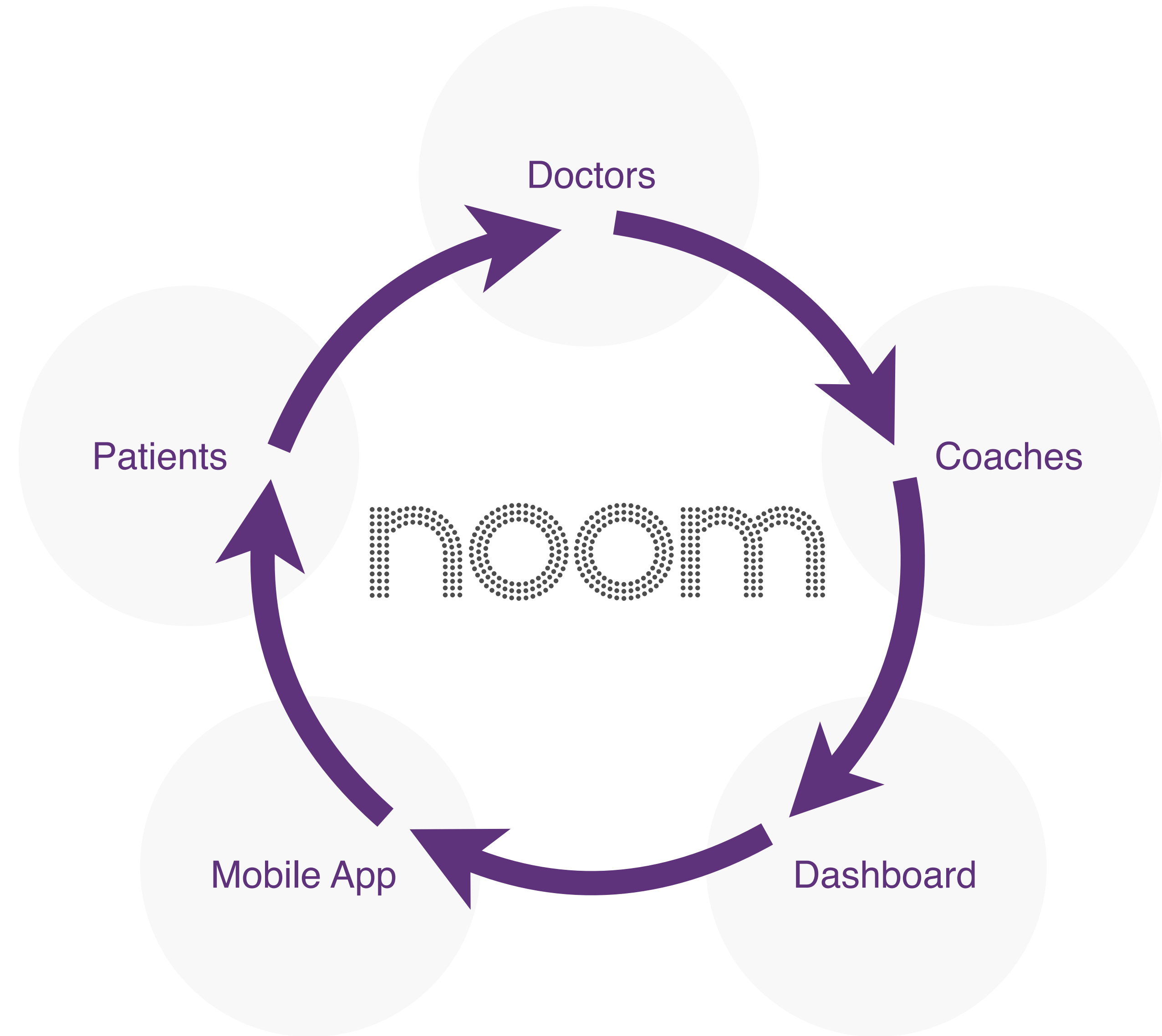
2014 Aetna Pilot



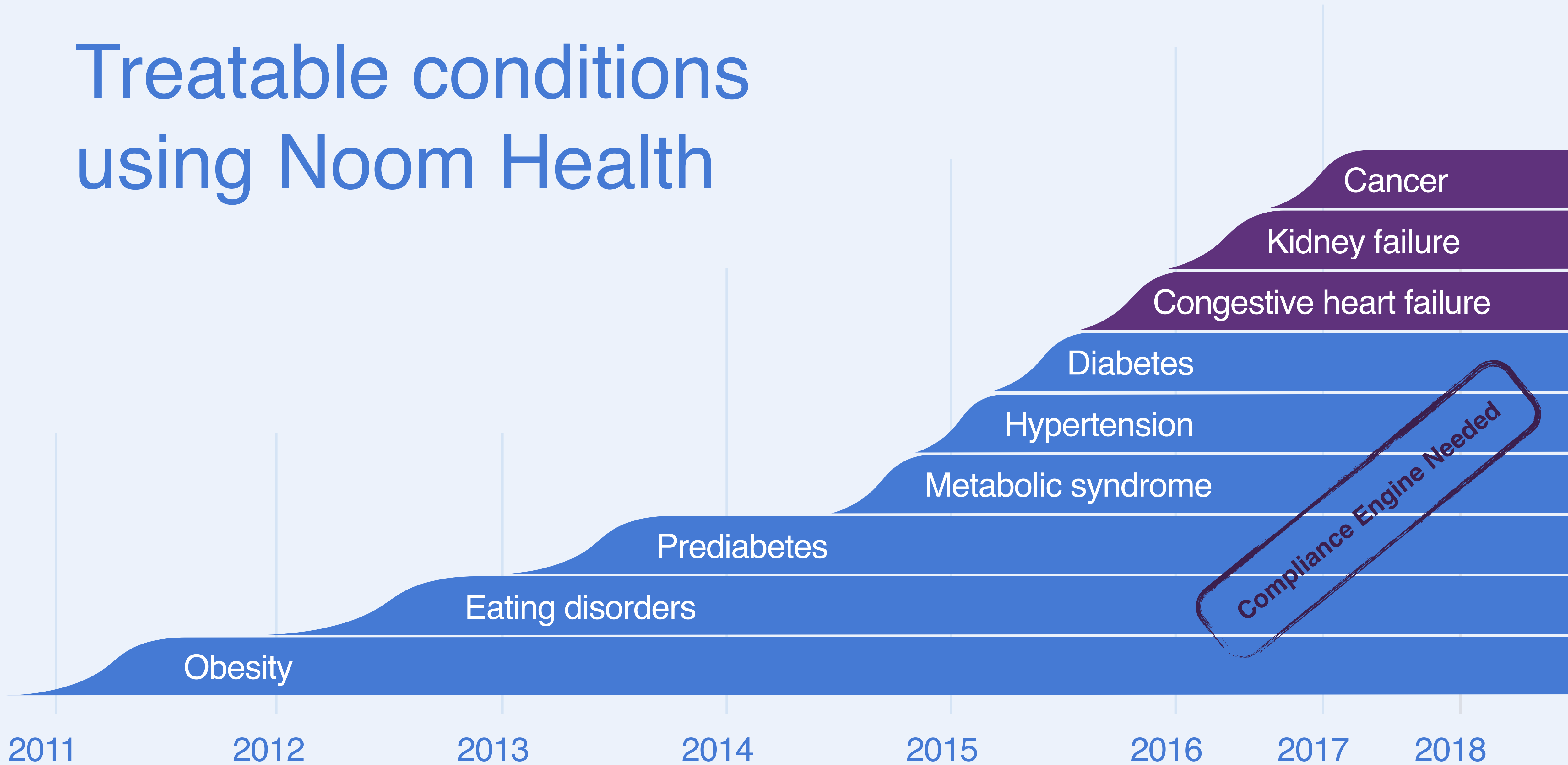
Noom delivers 3x more weight loss

2014 LIF Pilot

Noom's Compliance Engine



Treatable conditions using Noom Health



Our Partners



Noom is the next generation health coach: **A compliance engine** for pre-chronic, chronic and acute conditions.

Regulatory Challenges for Digital Healthcare



Physical data storage at hospitals deters medical data exchange and analysis



Digital tools considered as medical devices are regulated by KFDA even though they inflict no harm to patients



Thank
you

Appendix

Noom is proven to work

Year	Study	Researcher	Result
2014	Mt. Sinai	Dr. Stephanie Jacobs	1.92 BMI points lost in 7633 engaged users
2014	Life Insurance Foundation		4.3kg weight lost, 5.0 % body fat lost in 3 months
2014	Mt. Sinai	Dr. Patrycja Klimek	14.4% lost weight with automatic coaching vs. 9.5% lost weight without coaching
2014	Korean National Institute of Health		-1.8 kg with Noom vs. -0.6 kg in control
2015	Aetna Research Pilot	Dr. Henry Weih	58% of engaged users lost over 5% of body weight
2015	Kyung Hee University School of Medicine, ADA Poster	Dr. Sang Youl Rhee	44.7% of 35,831 engaged Noom users lost weight in 6 months
2015	Noom IRB-approved Research	Dr. Andreas Michaelides	Lost 15 lbs — 12% with Noom vs 4% in control