

WITHINGS

Withings UK & North American Media Contact:

Ian Twinn / Tandem Marketing Communications

iantwinn@tandemcomms.com | (917) 306-7270

EMBARGOED UNTIL 1 September 2022, AT 12 PM (UTC/ GMT -4)

WITHINGS BRINGS HOME HEALTH OPTIMIZATION TO A NEW LEVEL WITH THE LAUNCH OF BODY COMP AND HEALTH+, ITS MOST PRECISE AND COMPLETE SMART SCALE AND ITS FIRST ADVANCED SERVICES OFFER

Withings redefines body assessment with breakthrough health metrics vascular age and nerve health score combined with an integrated health improvement service*

IFA, Berlin – September 1, 2022 – Withings, a pioneer of the connected health movement, is reimagining the use of smart scales and home health optimization with the introduction of **Body Comp**, a complete body assessment scale measuring multiple biomarkers typically only assessed in a professional clinical setting, and **Health+** an enhanced service providing detailed health analysis and tools to help people improve their health by building a health routine. Bundled together, Body Comp and 12-month access to Health+ will be available from October 4, 2022, priced at \$209.95.

“Knowledge is power, and to affect meaningful change, people need an in-depth understanding of health data, why it matters and how it changes. We have worked with a team of behavior change, fitness, medical and nutritional experts for over 12 months to help interpret market-leading data from Withings devices. Today we are thrilled to unveil Health+ along with Body Comp, the first device to benefit from its advanced health metric assessments and habit building modules on 4 key pillars —sleep, nutrition, activity and stress management,” said Mathieu Letombe, CEO of Withings. “Providing services is an important strategic step for Withings and with Body Comp and Health+, we have developed a bundled product that can provide ongoing body health improvement.”

Redefining body assessment with breakthrough metrics and precision

Body Comp brings new levels of precision with novel sensors, exclusive algorithms and patented electronics, to improve both the accuracy of weight and of body composition, with new multi-frequency BIA capabilities. It offers complete home health body assessments via embedded sensors that can monitor multiple biomarkers associated with general and chronic health risks, including:

- Full body composition (weight, muscle mass, fat mass, water %, bone mass, BMI, and for the first time, visceral fat)
- Cardiovascular assessment (Standing Heart Rate, Vascular Age)
- Nerve health assessment (Nerve Health Score* computed from Electrochemical Skin Conductance)

It is the first scale to measure body fat, visceral fat (the fat hidden around the organs in your belly), vascular age (the pliability of your blood vessels), and nerve health* (the function of the nerves in your feet) in one consumer device.

Its advanced and proprietary health metrics go beyond weight management to bring cardiovascular and nerve health* risk assessment into the home.

Developed by leading cardiologists, Vascular Age is based on Pulse Wave Velocity (PWV), a measurement of arterial stiffness that is a key indicator of cardiac health. It provides an easy-to-understand assessment of arterial health to indicate whether someone is optimum, normal, or not optimum for their chronological age.

*pending regulatory clearances

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Body Comp also provides an assessment of nerve activity* via its Nerve Health Score* which is determined by monitoring the sweat glands in the feet. A low Nerve Health Score* is a sign of reduced sweat gland innervation, which is linked to a degeneration of small nerve fibers. Together, these measurements can help users to better understand their risk of cardiovascular and metabolic diseases such as heart attack, stroke, and diabetes.

Body Comp is the first Withings device compatible with Health+ that makes actionable use of this data.

Health+ Improving Health by Changing Behavior

Health+ is a health service unlocking additional features in the Health Mate app, designed to help people understand and take better ownership of their health data while providing the tools, actionable insights, and motivations to change behavior and outcomes. Based on proven scientific principles, Health+ is designed to work in tandem with data from Withings devices, beginning with Body Comp.

An addition to the current Withings Health Mate App, Health+ unlocks new details and metrics that deliver a more complete picture of health to each user. Six-week habit building modules empower users to achieve their health goals while seeing their progress through their measurements. The result is sustained behavior change with visible results.

Creating Continuous Motivational Loops: Measure. Act. Improve. Repeat

Measure: Health+ delivers the ability to truly understand the various Body Comp measurements and how they change with healthier behaviors. It unlocks exclusive deep analysis and contextualizes data with the ability to log food, mood, and sleep. Users can note circumstances around each measurement to reveal what has an impact on their health metrics.

Act: Users get daily plans of what to do, along with suggested recipes and workouts to help them reach their chosen goals. They can access a library of 6-week habit building modules designed to improve activity, sleep, stress management, and nutrition that are based on the latest clinical evidence. They provide instructional workout videos, exercise plans, nutritional advice, recipes, and exclusive educational content written and curated by doctors.

Improve: Health+ allows people to correlate data to see how and when a key metric evolves, so they know where to place their efforts. It provides weekly interactive reports providing detailed analysis of a user's progress and monthly measurement reports that they can share with their doctors.

Repeat: To provide ongoing motivation, every milestone is celebrated. From rewarding a steady measurement routine, to slowly increased activity to achieving nutrition goals, Health+ continually engages users with reminders and rewards in the form of exclusive collectible badges.

"Many people know what to do to improve their health. But it's hard to fit healthy behaviors into your life, and to know if they are actually improving your health. Health+ helps people understand how their behaviors impact their health, with bite-sized daily tasks that guide them to better results over the short, medium, and long term," said Dr. Shikha Anand, Chief Medical Officer at Withings. "While changes in fat/muscle mass or nerve activity* may take months to evolve, other metrics such as weight, resting heart rate, or vascular age can change within weeks. Body Comp and Health+ show how these metrics improve with healthy behaviors, empowering people to take charge of their health every day."

*pending regulatory clearances

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Availability

Body Comp with Health+ will be available at www.withings.com from October 4, 2022, priced at \$209.95 for the scale and a 12-month subscription.

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About Withings

Established in 2008, [Withings](http://www.withings.com) is a world leader in connected health technology. Its team of engineers, data scientists, and healthcare professionals have enthused every day, elegant lifestyle objects with medical and wellness capabilities to efficiently track health vitals. Its range of in-home devices can monitor more than 20 health parameters and are used daily by millions of people worldwide. Its portfolio of devices includes connected scales, hybrid watches, smart thermometers, blood pressure monitors, and sleep trackers to empower individuals to take back control of their health and track medical and wellness data.