



Press Release

Zurich, 22 April 2013

Dacadoo, the innovative personal wellness and lifestyle management company, launches a comprehensive nutrition tool on its platform.

Zurich, Switzerland – The innovative dacadoo health platform (www.dacadoo.com) now allows users to manage their nutrition, in addition to physical activity. Individuals can track and monitor their personal progress and improvement from a nutritional perspective in real-time. The dacadoo health score, with values between 1 (poor) to 1,000 (excellent) indicates an individual's optimization potential for health and well-being. It is based on leading-edge clinical and scientific knowledge about what constitutes a healthy lifestyle. The addition of a nutrition component offers an even more detailed and comprehensive view of an individual's current health status and their progress over time.

Dacadoo is at the very heart of the Quantified Self movement which originated in the USA. This movement aims to understand and improve personal behavior through personal wellness management and has evolved steadily over the past few years with a growing following in the United States and Europe. Dacadoo, headquartered in Zurich, Switzerland, launched its online wellness and lifestyle platform in 2011. The platform allows an individual to track and monitor their personal health behavior with a view to comparing and improving it over time. Peter Ohnemus, founder and CEO of the company, came up with the idea to measure his fitness using the latest technology during a ski trip. Central to this idea is the concept of a health score that quantifies wellness and health in real-time.

A balanced diet is one of the important determinants of health, in addition to sporty workouts and relaxation. The current trend in hectic professional lives and other commitments make it increasingly difficult for many people to eat healthy. Even the "products-jungle" and misinformation on foods makes the decision about how to eat healthy more difficult and complicated. Furthermore, neither unhealthy eating habits nor workout habits, sleep problems and stress are reasons to this often leads to obesity. Thus, the risk of disease decreases as quality of life improves. The dacadoo nutrition tool is built on the Mediterranean diet concept. The focus is on plenty of fresh fruit and vegetables, nuts, olive oil, fish, etc. There is no other form of nutritional diet where the health benefits have been so clearly scientifically proven. Studies also show that people who eat a Mediterranean style diet can also lose weight healthily and sustainably. Here, the benefit does not remain on the track. The module proposes an increasingly



targeted and personalized set of questions on dietary habits of users and compares them to the traditional Mediterranean diet. Successful nutrition management, however, is not only what and how much we eat, it's also a question of when, why and how we eat that is just as important. To capture this, the questions asked by dacadoo's nutrition tool are designed to focus on eating behavior the tool also suggests personal goals, giving users practical tips on how they can improve. The nutrition module learns the user's habits and proposes improvement goals which are adjusted automatically after a certain time. The more accurate the information gathered, the more accurate the tool can be adapted to the user. In the development of the tool, dacadoo realized that the sustainability of lifestyle changes would be of central importance. In this respect, the nutrition module manages and motivates users until such time as the newly acquired knowledge develops into a positive personal habit - like brushing your teeth.

"The nutrition module contains over 30 different goals and more than 1,300 hints," said Peter Ohnemus, founder and CEO of dacadoo.com proudly. The nutrition module is available in German, French, English and Czech and available on www.dacadoo.com."

About dacadoo ag

dacadoo has developed an online health and lifestyle platform that provides a user in a simple, safe and fun way to measure its personal health and fitness in real time. The platform calculates your personal dacadoo health score which is a number between 1 (bad) - 1,000 (perfect). The dacadoo health score is a good indicator of your current health and fitness. The integration of mobile phones, social networks and principles of the gaming industry, motivate users in a simple way to track its personal health, fitness and active lifestyle and compare and improve actively. The dacadoo health score was developed by dacadoo in collaboration with a professor and former scientists from MIT in Boston. The dacadoo health score is based on estimated 72 million man-years of clinical data and therefore takes into account many of the known cardiovascular studies, and quality of life questionnaires. The company is working with strategic partners in the mobile telecommunications, health, science, fitness / wellness, media and insurance sectors to operate business and private customers. dacadoo has offices in Zurich, Switzerland and San Francisco, USA.

More information can be found on: www.dacadoo.com

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