Press Release

Zurich, October 7th, 2014

dacadoo launches its new product "The Team Challenge World Cup".

Zurich, Switzerland – dacadoo, the Swiss mobile health company, launches its new product "The Team Challenge World Cup", a 6-month fitness activity tracking competition that will start January 1st, 2015 and where company teams of 5 employees each will compete against other teams around the world. The winning team will get a check of USD 5,000 which will be donated to a charitable institution in the name of the winning team.

dacadoo offers a comprehensive mobile health promotion and lifestyle navigation solution that enables people to track, manage and benchmark their health & well-being in an easy and fun way. Corporate wellness solutions such as the one from dacadoo are gaining traction among companies in the USA and in Europe who offer wellness solutions to their employees as part of their corporate health management initiatives.

In addition to its full-featured mobile health engagement solution, dacadoo now launches a new product to target the competition-affine within the corporate wellness segment with dacadoo's "The Team Challenge World Cup". In this 6 months fitness activity tracking competition, 5 colleagues from work will compete in a team against other company teams from around the world for fun, honor and recognition, while engage in their own fitness and wellness at the same time. The winning team of the Team Challenge World Cup will receive a check of USD 5,000 which will be donated to a charitable institution in the name of the winning team. There will be various other prizes for the winners in the different side contests of this fun team challenge.

Peter Ohnemus, founder and CEO of dacadoo, explains the main value proposition of this product to employers: "It's a great way to engage employees in their fitness and wellness with their colleagues from work, boost their team and competitive spirit, engage and progress together, and become more aware of their own fitness and wellness along the way. While the focus of the competition is on the Team Challenge World Cup, employees will also profit and experience from all other features of the award-winning dacadoo wellness platform, which allows you to measure, track and manage your overall health & well-being in an easy and fun way."

More information on competition: https://www.dacadoo.com/team_challenge?lc=enGB

About dacadoo

The dacadoo mobile health engagement solution enables consumers to track, manage and benchmark their health and well-being in an easy and fun way on their smartphones. Based on the principle of "what you can measure, you can manage", dacadoo visualizes the current health and well-being of an individual with a personal Health Score, a scientifically calculated number from 1 (low) to 1,000 (high). The score works as an indicator and moves up or down in real-time, depending on how the body values, emotional wellbeing, and activities (exercise, nutrition, stress and sleep) change. To be active and help individuals remain engaged, dacadoo applies motivation techniques from behavioral science and gaming, uses social dynamics from groups and social networks, and provides personalized feedback through its Health Navigator analytics engine. dacadoo works as a mobile health & lifestyle navigator in your pocket, motivates to stay active and keep going, rewards for success and helps to achieve goals. The award-winning company is working with strategic partners from the insurance, mobile telecommunications, health & wellness, and media industry sectors to bring this solution to the global mobile health market. dacadoo has offices in Zurich, Switzerland and in the Silicon Valley, USA.

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

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