Sleep Cycle Wins Google Play's 2021 Best for Wear

December 10, 2021, Gothenburg - Sleep Cycle, the world's most popular sleep tracking application, has been named <u>Google Play's 2021 Best for Wear</u>.

Google Play's Best of 2021 celebrates apps and games that made positive contributions to culture this year. To encourage innovation across Google Play, the award was expanded to apps and games on tablets, and apps on Wear OS and Google TV. This year's app winners focused on personal growth, offering creative ways to help users get to know themselves on a deeper level - in this case, how they sleep and what impacts their sleep patterns.

CEO Carl Johan Hederoth comments:

"We are thrilled about being named "Best for Wear" by Google Play in great company with industry giants Calm and MyFitnessPal. This year's WearOS winners confirms the high interest for health and well-being products for wearables. Our ambition is to be the preferred choice for sleep and sleep improvement on health platforms and WearOS is certainly one of the most important."

In August 2021, <u>Sleep Cycle announced</u> the launch of their app for Wear OS™ for Samsung, which uses Wear OS Health Services API to automatically detect when a user has fallen asleep and initiates the alarm and tracking. As recently released to Galaxy Watch4 and Galaxy Watch4 Classic, this innovation provides greater efficiency and higher accuracy of users' sleep data.

Link to Google winners https://blog.google/products/google-play/google-plays-best-of-2021/

For further information about Sleep Cycle, go to: **http://www.sleepcycle.com**.

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About Sleep Cycle
With millions of active users and over 400 million nights analyzed in more than 150 countries, Sleep Cycle is the leading sleep tracker application and one of the most widely used solutions worldwide to improve sleep health. Sleep Cycle's mission is to improve global health by empowering people to sleep better. Since its launch in 2009, Sleep Cycle has helped millions

of people understand their sleeping habits and improve their sleep. Sleep Cycle is one of the world's most comprehensive sources for statistics, frequently contributing to sleep research by collaborating with renowned universities and research facilities worldwide. Sleep Cycle is regularly featured in notable media outlets covering the product and the company's released Sleep reports. Sleep Cycle (https://www.sleepcycle.com) is listed on Nasdaq Stockholm under the ticker SLEEP. The head office is located in Gothenburg, Sweden and the company has 40 employees.