



Sleep Cycle launches on Huawei in China, reaching over 100 million new users

December 8, 2022, Gothenburg - Sleep Cycle, the market-leading sleep tracker, today announced that it is now available on Huawei in China, adding over 100 million new users to its reach. Expanding to new platforms and becoming accessible on new devices is part of Sleep Cycles strategy to grow number of users and subscriptions.

Sleep Cycle has been available to Apples users in the region since before but is now also available on Huawei and in AppGallery. By launching on Huawei in China, Sleep Cycle reaches several new potential users on a large and growing market.

Sleep Cycles CEO Carl Johan Hederoth comments:

“By being present on Huawei in China we increase our reach considerably. There is a great interest for health applications in this region and Sleep Cycle is already an appreciated product with high engagement among our users. Huawei is one of the largest phone manufacturers in China and launching Sleep Cycle on this platform is just right. I am convinced new user acquisition will be positively impacted going forward”.

For more information, please visit www.sleepcycle.com or contact:

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About Sleep Cycle

With millions of daily active users and over two billion nights analyzed in more than 150 countries, Sleep Cycle is the leading sleep tracking 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 sleep habits and improve their sleep. The mobile application helps users fall asleep more easily, tracks and analyses sleep during the night, wakes the user in a light sleep phase, and provides insight into how sleep quality is best improved. Sleep Cycle is one of the world’s most

comprehensive sources for statistics on sleep and contributes to research and reporting on sleep worldwide. Sleep Cycle is listed on Nasdaq Stockholm under the ticker SLEEP. The head office is located in Gothenburg, Sweden.