Noom Overview



NOOM | EVERYDAY WELLBEING



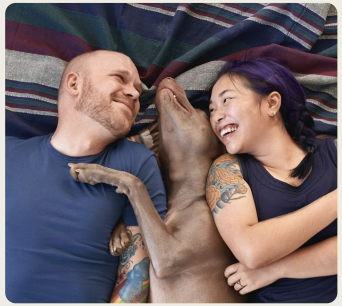
TIME 100 COMPANIES INDUSTRY LEADER 2026 WELLNESS

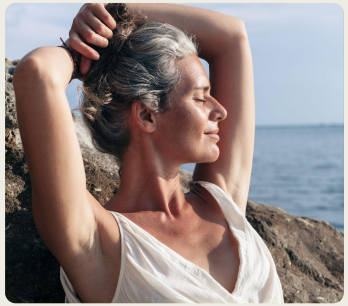
MOST TRUSTED BRANDS U.S. 2026 BrandSpark MOST TRUSTED By American Shoppers Newsweek

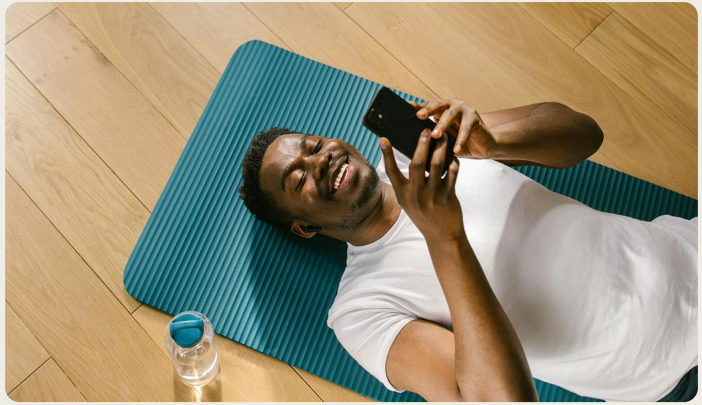
Noom is the leading behavior change company, empowering everyone, everywhere to live better longer—*every day*. We are building the future of preventive care.

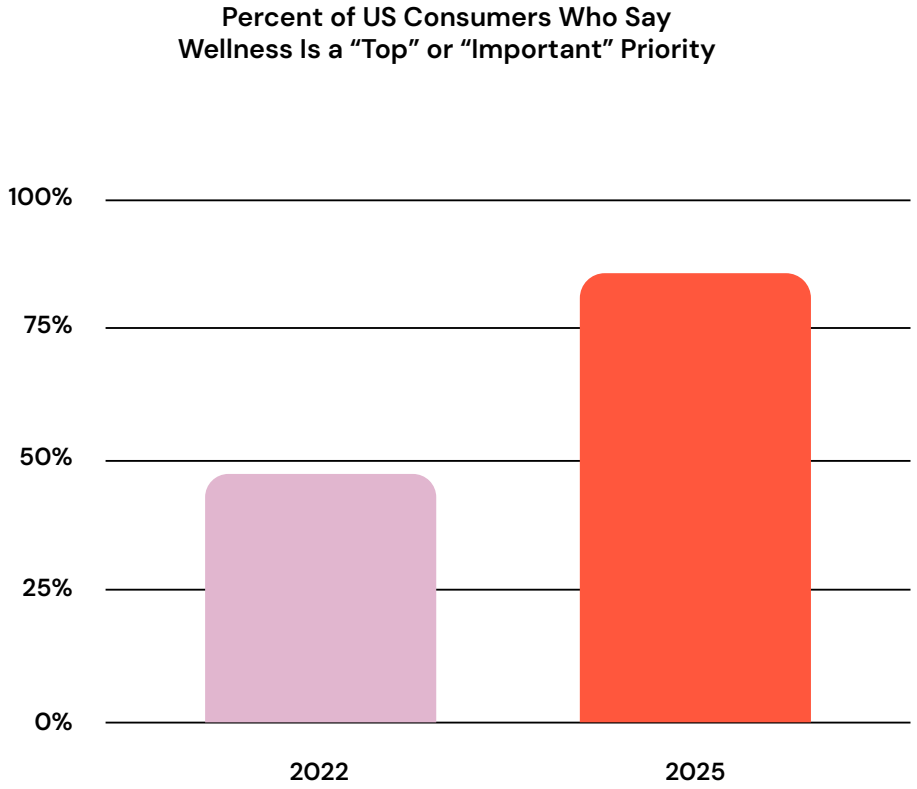
NOOM

Noom is built on the foundational truth that *people want to be healthy*

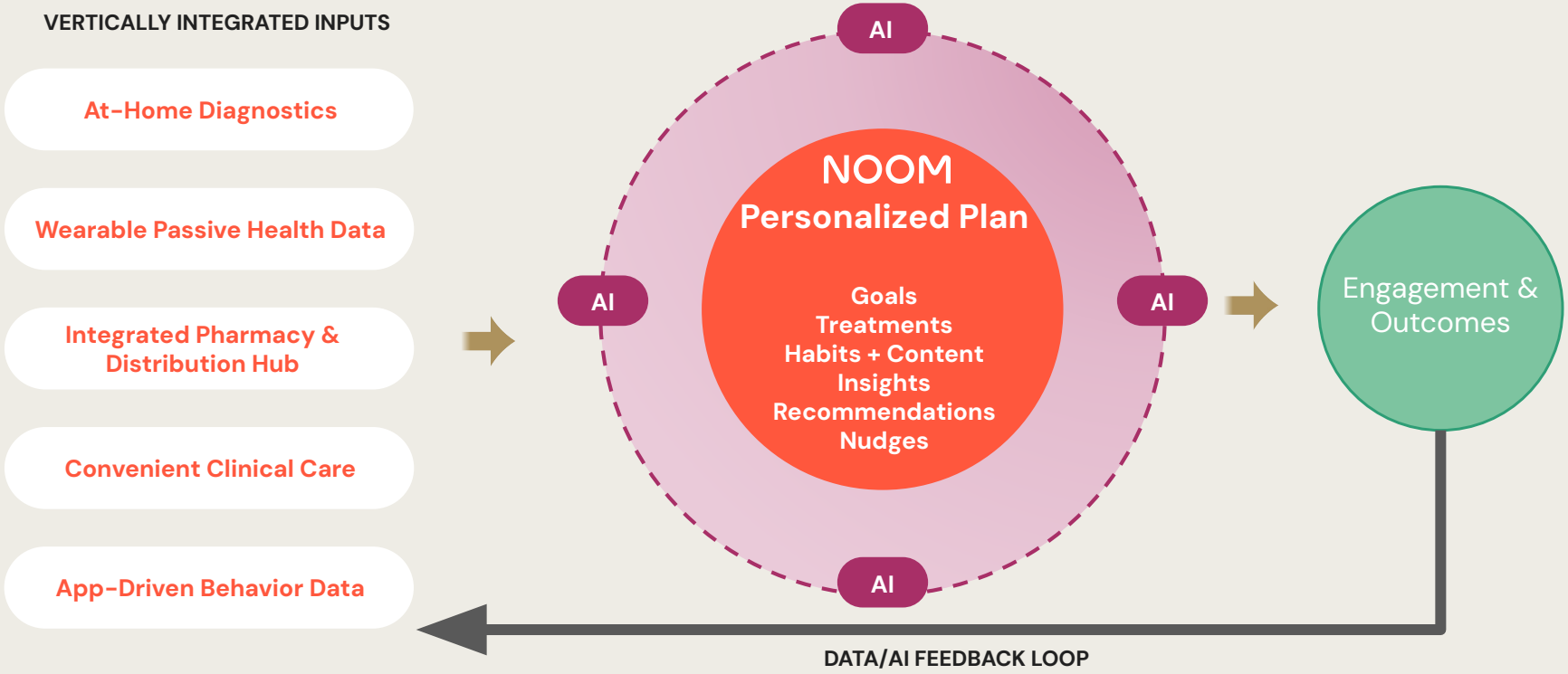






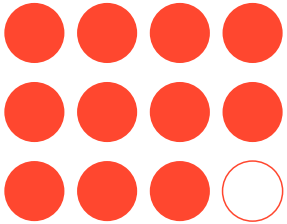


Noom's trusted brand drives activation and our proven lifestyle platform drives high-engagement, enabling superior outcomes that compound over time.



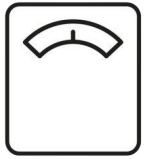
The problem with GLP-1s: Most people stop and regain the weight.

The real opportunity isn't the medication. It's the window it creates to build healthy habits.



11 in 12

stop
within 3 years[1]



18 months after stopping GLP-1s, most regain the weight[2]

We surveyed ~5,000 current and former GLP-1 users to understand what's really happening beyond the prescription.

[1] https://www.noom.com/psychosocial-glp1-report/

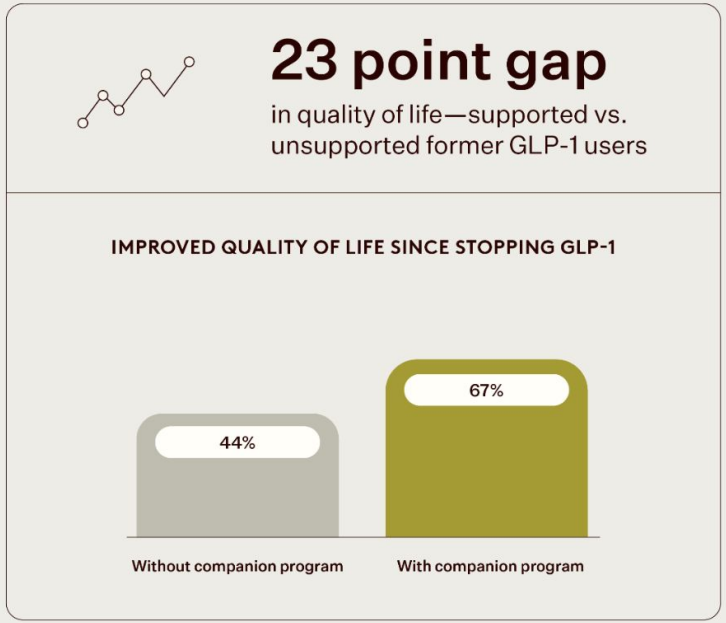
Source: [2] https://www.bmj.com/content/392/bmj-2025-085304?srsltid=AfmBOoohLooDTDe3FeIwLeKnL4[…]_7EGFFrIzcHAj509o&blog_tag=no-excerpt&blog_category=In+the+news

What Noom's data shows:
GLP-1s open the door, habits help people walk through.

25% **more weight loss:** highest vs. lowest app engagement quartile

78% noticed **improved bloodwork** (A1C reduction most cited)

95% said medication **helped them adopt new healthy habits**



Source: Noom Proprietary data, GLP-1 Keystone Habits Survey , n=2,000 current and former GLP-1 users & GLP-1 Keystone Habit Survey 2, n=2775 current and former GLP-1 users with Noom membership

Why GLP-1s specifically demand integrated behavior change.

ADHERENCE

Side Effects & Discontinuation

GI adverse events affect 40–70% of users, driving early dropout. SmartDose titrates dosing based on weight-loss speed and side-effect profile to find the "lowest dose that works."

EFFICACY

Weight Loss Outcomes

More weight is lost when healthy eating and exercise habits accompany medication. Higher weight loss drives better patient outcomes across every measured dimension.

BODY COMPOSITION

Muscle Mass Retention

Rapid weight loss degrades lean mass. Protein intake and resistance training are essential—dose titration prevents excessively fast loss that accelerates muscle breakdown.

DURABILITY

Durable Weight Loss

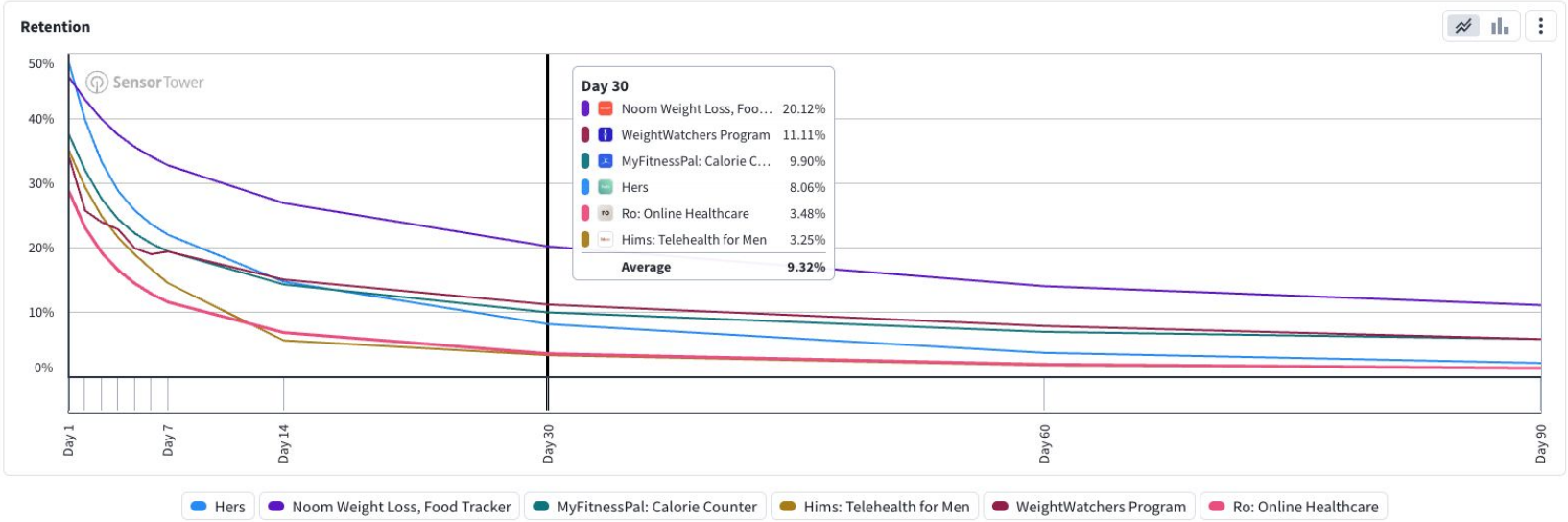
Without behavioral intervention, weight returns within 18 months of stopping GLP-1s. Durable response is critical to payer and consumer confidence alike.

WELLBEING

Beyond-the-Scale Impact

GLP-1s + behavior change produce dramatic improvements in overall wellbeing and health-related quality of life—well beyond food and nutrition alone.

Noom's superpower is engagement:
3x the retention of HIMS/HERS and 5x the retention of Ro

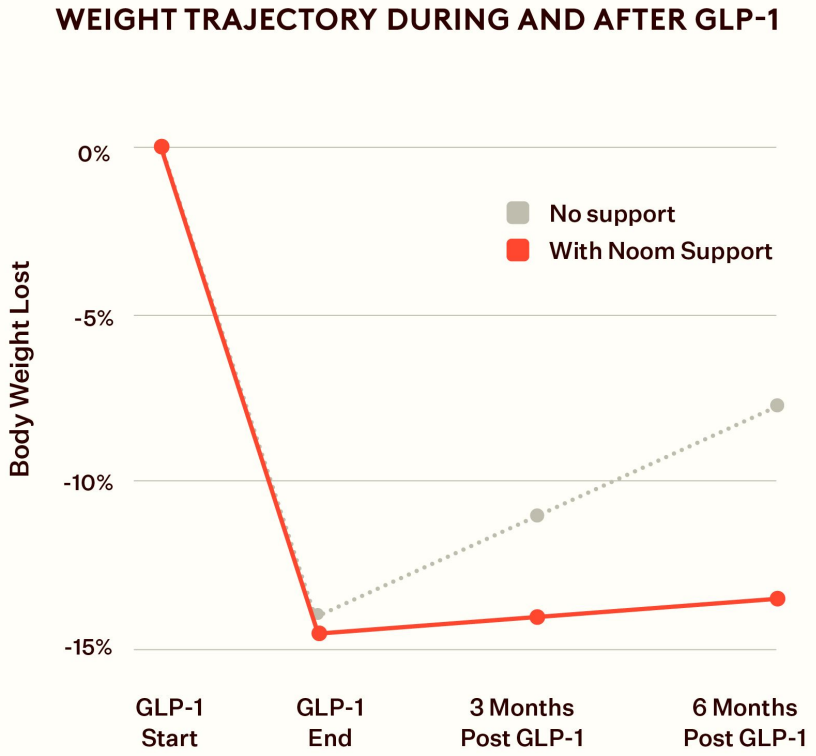


Source: SensorTower, 7/1/26-9/30/26

Engagement drives results that last.

>3x

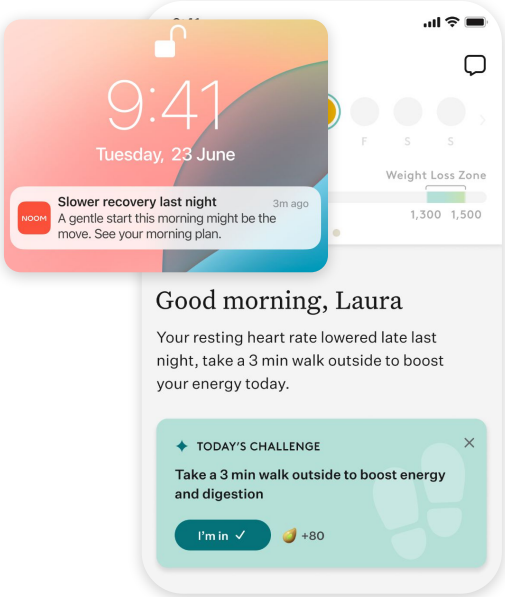
better weight maintenance at 6 months for the average Noom GLP-1 Rx Program member vs. typical GLP-1 users



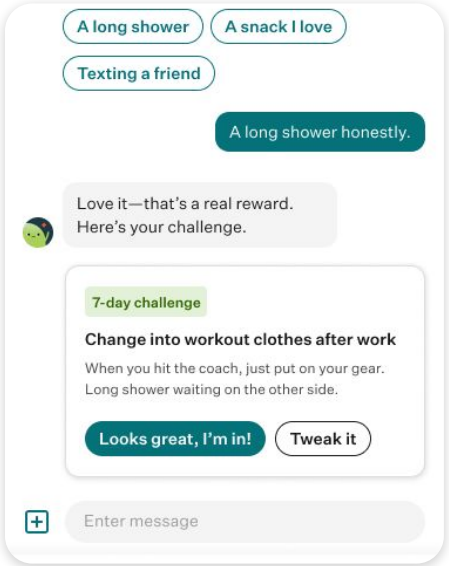
Different populations; comparison shown for context, not as a head-to-head clinical study.

AI-first experiences transform Noom into a personalized health OS.

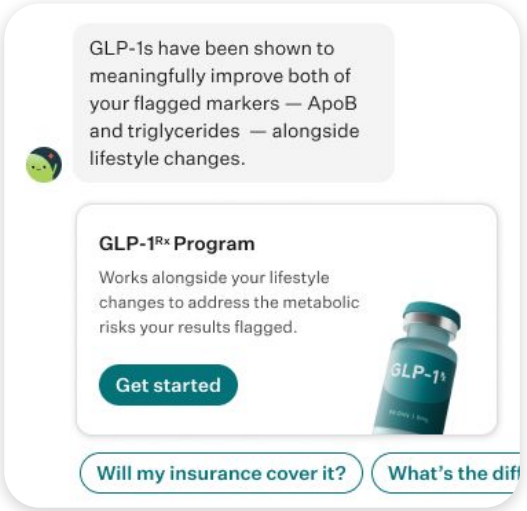
Wearable data surfaces real-time nudges, pairing personalized daily insights with the right daily habits to drive action



AI builds personalized Challenges and behavior plans in chat — configuring programs around specific member goals and preferences



AI helps members understand their biomarkers and what treatments and habits will help them improve – **personalizing cross-sell at scale**



Behavior Drives Savings:

With over 6.5 Million lives covered, Noom is saving employers and health plans thousands of dollars per member.

$1,219 average savings per member at 2 years for Healthy Weight

$5,342 average savings per member at 2 years for DPP

4.1x projected ROI over 3 years for Noom Med

Noom partners with **5 of the top 20 health plans in the country** and hundreds of enterprise clients with an **average size of 13,000+ employees**.

Mount Sinai

CareFirst

U.S. Venture

Gwinnett

Houston Methodist
Leading Medicine

BWH Hotels

In a market full of prescribers, Noom's trusted brand drives an engagement flywheel.



Beyond Weight: To drive everyday wellbeing, Noom addresses non-acute, high-salience, large-market conditions that improve with an integrated program of behavior change and medication.

	Cardiometabolic	Healthy Aging
2026	Weight Loss Prediabetes Diabetes	Energy Muscle Health Stress, Mindset, Mood Gut Health
2027	Cardiovascular Disease (ASCVD)[1] MASH	Women's Hormonal Health Skin Health Sleep & Recovery
2028	Sleep Apnea PCOS/PMOS	Men's Hormonal Health Inflammation

[1] *Includes dyslipidemia, hypertension, elevated Lp(a)*

One proven patient engagement engine. Multiple markets.

Weight Loss	Healthy Aging*	Cardiovascular	Diabetes	Hormonal Health	Sleep
MARKET	MARKET	MARKET	MARKET	MARKET	MARKET
$90B[1]	$70B[2]	$60B[3]	$30B[4]	$10B[5]	$2B[6]
NOW	PIPELINE	PIPELINE	ACTIVE	PIPELINE	PIPELINE

Same platform. Proven behavior engine. Six large markets.

* Includes Gut Health, Muscle Health, Skin Health, Energy, Mood-Mindset-Stress, Inflammation

[1] https://www.marketdataenterprises.com/u-s-weight-loss-market-now-worth-90-billion-obesity-drug-sales-soar/

[2] https://www.grandviewresearch.com/industry-analysis/us-digestive-health-products-market-report, https://www.grandviewresearch.com/industry-analysis/us-sports-nutrition-market-report, https://www.grandviewresearch.com/industry-analysis/us-anti-aging-products-market-report, https://www.mordorintelligence.com/industry-reports/energy-supplements-market, https://www.strategicmarketresearch.com/market-report/stress-relief-supplements-market

[3] https://www.gminsights.com/industry-analysis/cardiovascular-drugs-market, https://www.grandviewresearch.com/industry-analysis/us-cardiovascular-health-supplements-market-report

[4] https://www.precedenceresearch.com/diabetes-drug-market

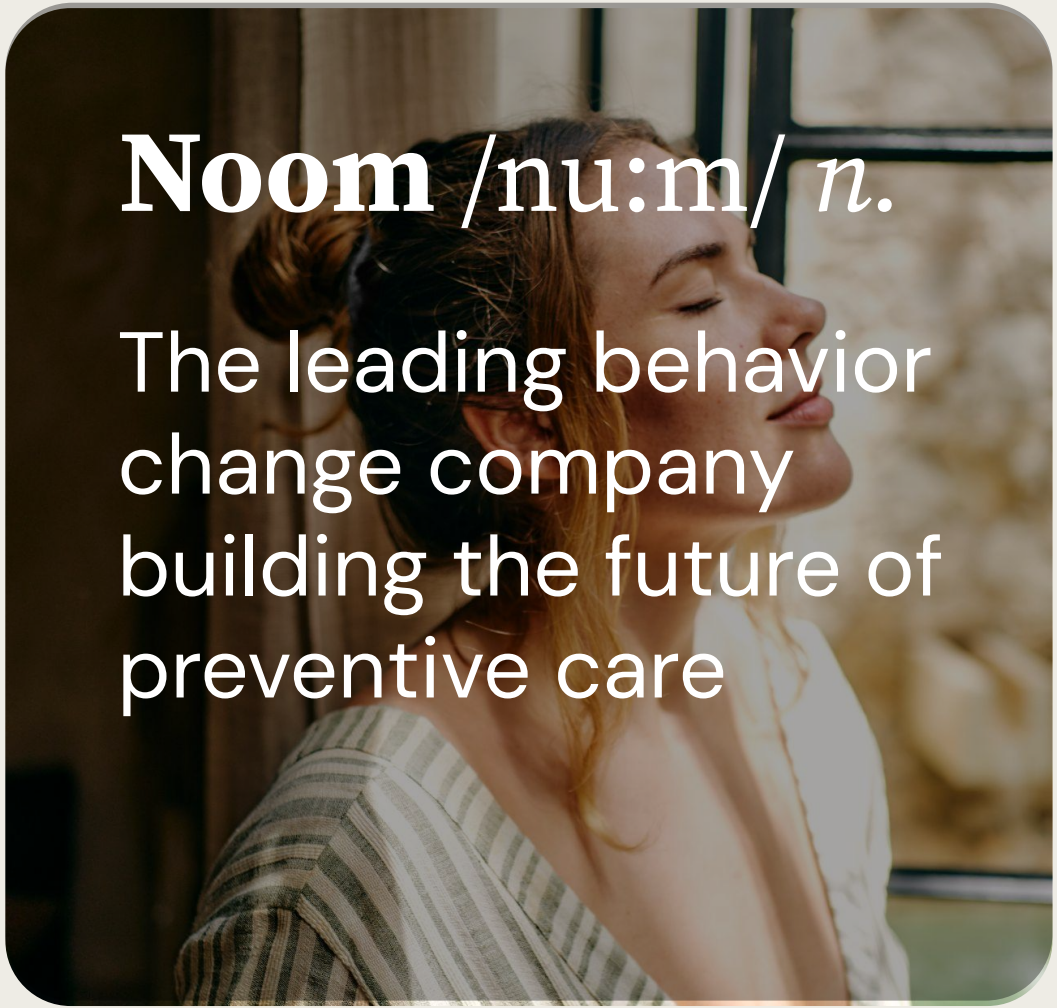
[5] https://www.grandviewresearch.com/industry-analysis/us-hormone-therapy-market-report

[6] https://straitsresearch.com/report/insomnia-supplements-market

Noom is a highly engaging and effective platform with significant scale and growth.

Engagement	Outcomes	Revenue Growth	EBITDA
39%	+25%	50%+ Med: +108% YoY	Positive
D30 retention 10x the average health app[1]. The ratio of monthly users who engage every day with behavior change.	More weight loss - scalable durable outcomes platform	Strong, scaled revenue growth.	Positive EBITDA and FCF, Strong Gross Margins

[1] Microdose GLP-1^{Rx} D30 retention of 38.76% for the past 3-months as of June 22, 2026.
10x typical for health & fitness category based on https://sendbird.com/blog/app-retention-benchmarks-broken-down-by-industry



Thank you!

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