



# OURA | FOR BUSINESS








Blend Associates

November 2024











# Built for accuracy. Trusted by over 1 million members.



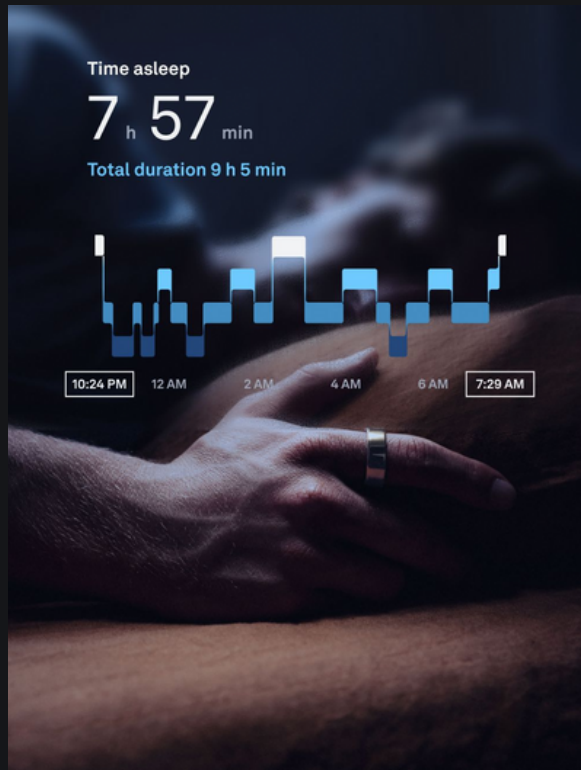
Oura measures 30+ biometrics, including:

-  Blood oxygen sensing
-  Respiratory rate
-  Sleep timing and quality
-  Resting heart rate
-  Daytime heart rate
-  Heart rate variability (HRV)
-  Body temperature trends

Collected data provides insights on:

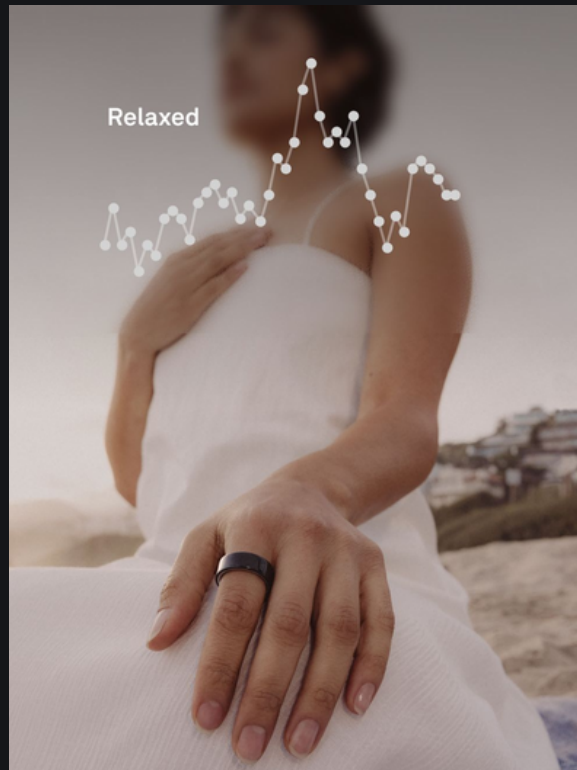
-  Activity levels
-  Step tracking
-  HRV balance
-  Calorie burn
-  Cycle Tracking and Period Prediction
-  Inactive times, naps
-  Automatic activity detection
-  Light, deep, and REM sleep
-  Nighttime movement
-  Stress and Resilience

# Oura helps you finally hear what your body is saying



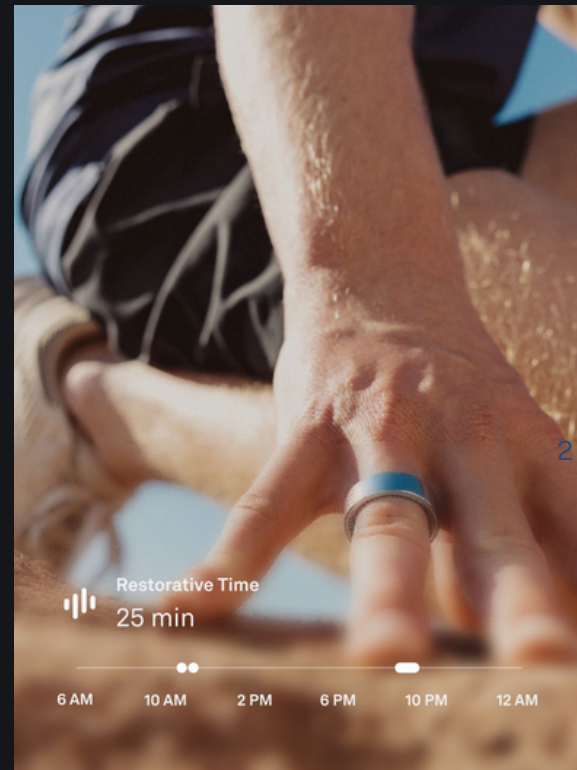
## Sleep

Improves sleep by accurately tracking quantity and quality of rest, including sleep stages, schedule, and nightly heart rate.



## Daytime Stress

Tracks your stress and recovery in real-time. Find out what stresses you out and what helps you recover — so you can learn how to bounce back faster.



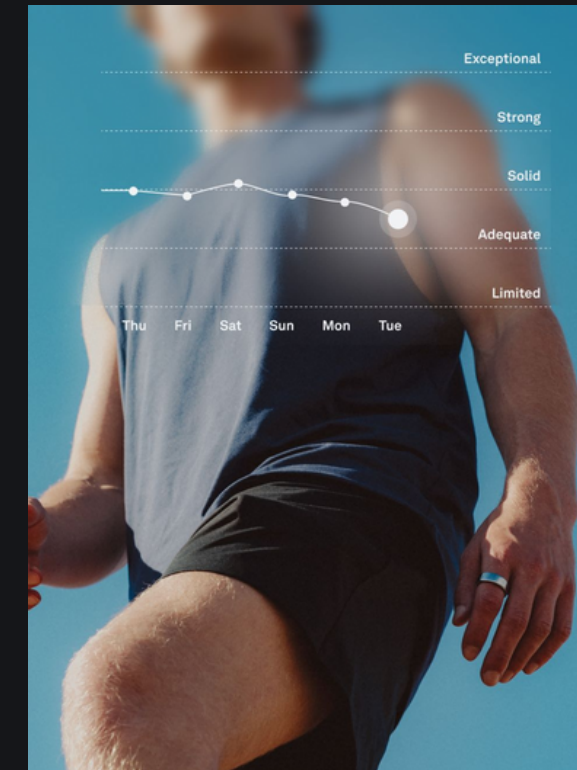
## Activity

Elevates performance by finding the right balance between activity and recovery, analyzing calorie burn, heart rate, inactivity, and recovery time.



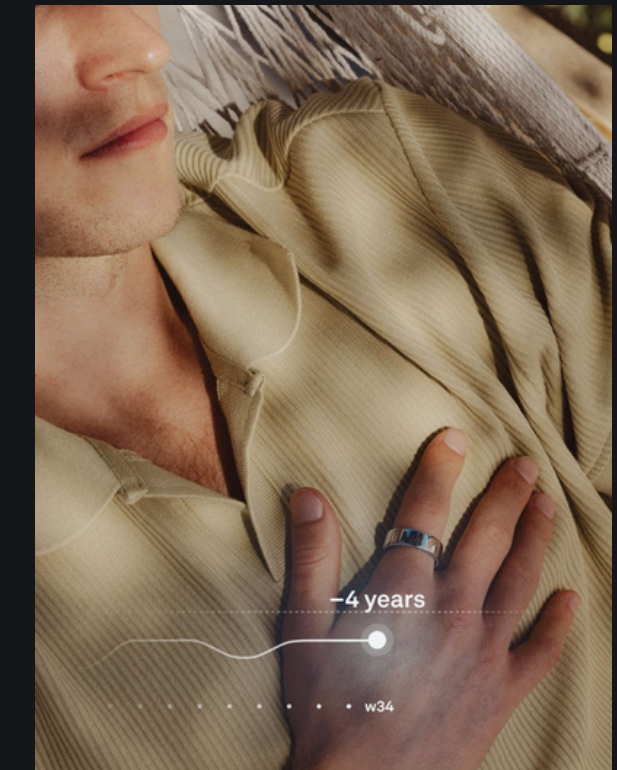
## Readiness

Know when to push it and when to take it easy. Takes into consideration over 20 different body signals — including temp, heart rate, HRV, and sleep — to tell you how ready you are for the day ahead.



## Resilience

Visualize how well your body withstands stress over time and build resilience to get through life's challenges.



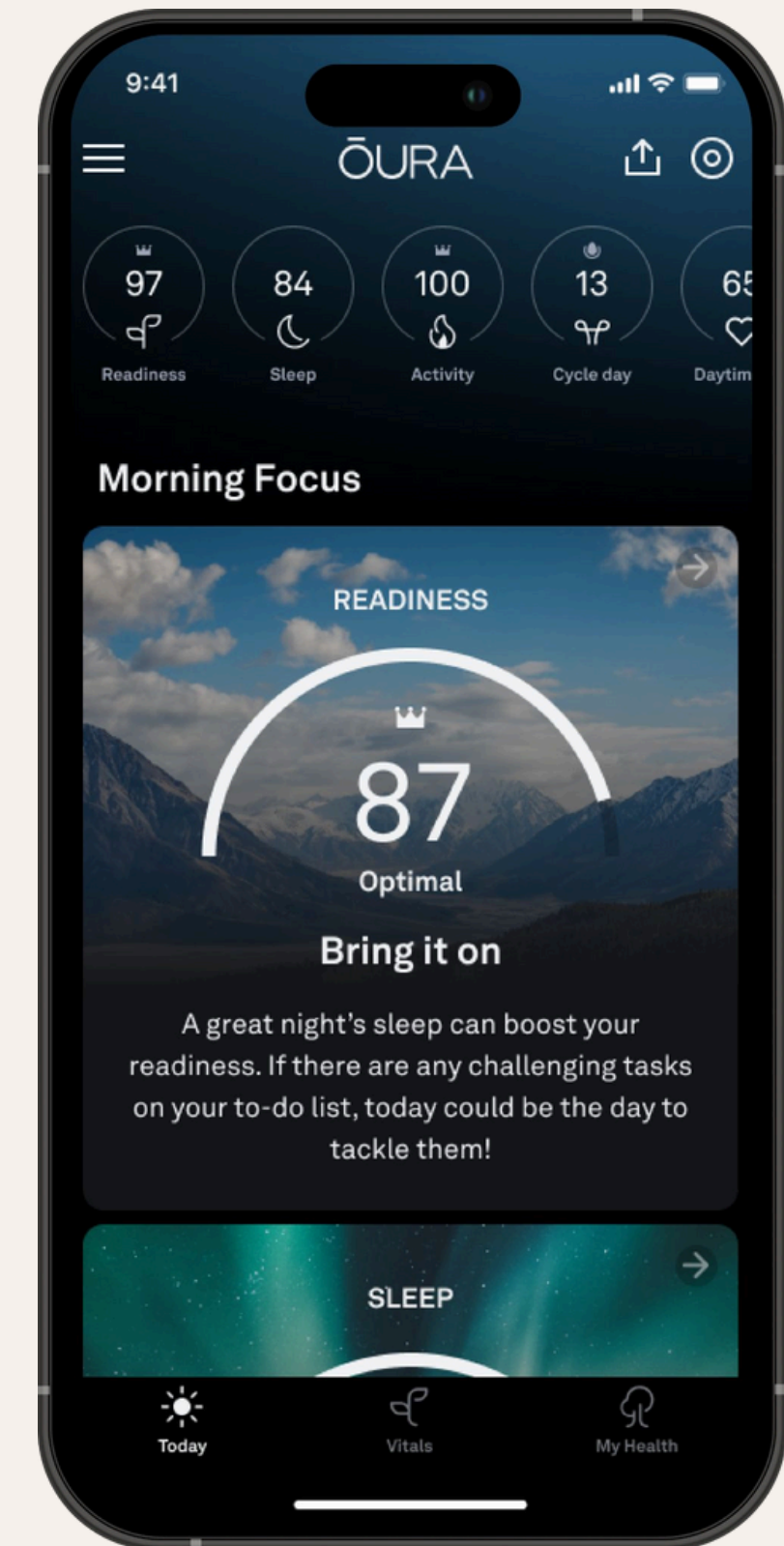
## Cardiovascular Age

Provides a quick, easy-to-digest look at how your entire vascular system is aging compared to your actual age.

# A new app design focused on holistic health.

The Oura Experience now goes beyond just Sleep, Activity and Readiness tracking. With new health categories and expanded biometric tracking comes a new app design to make finding the health information you care about simpler and easier than ever before.

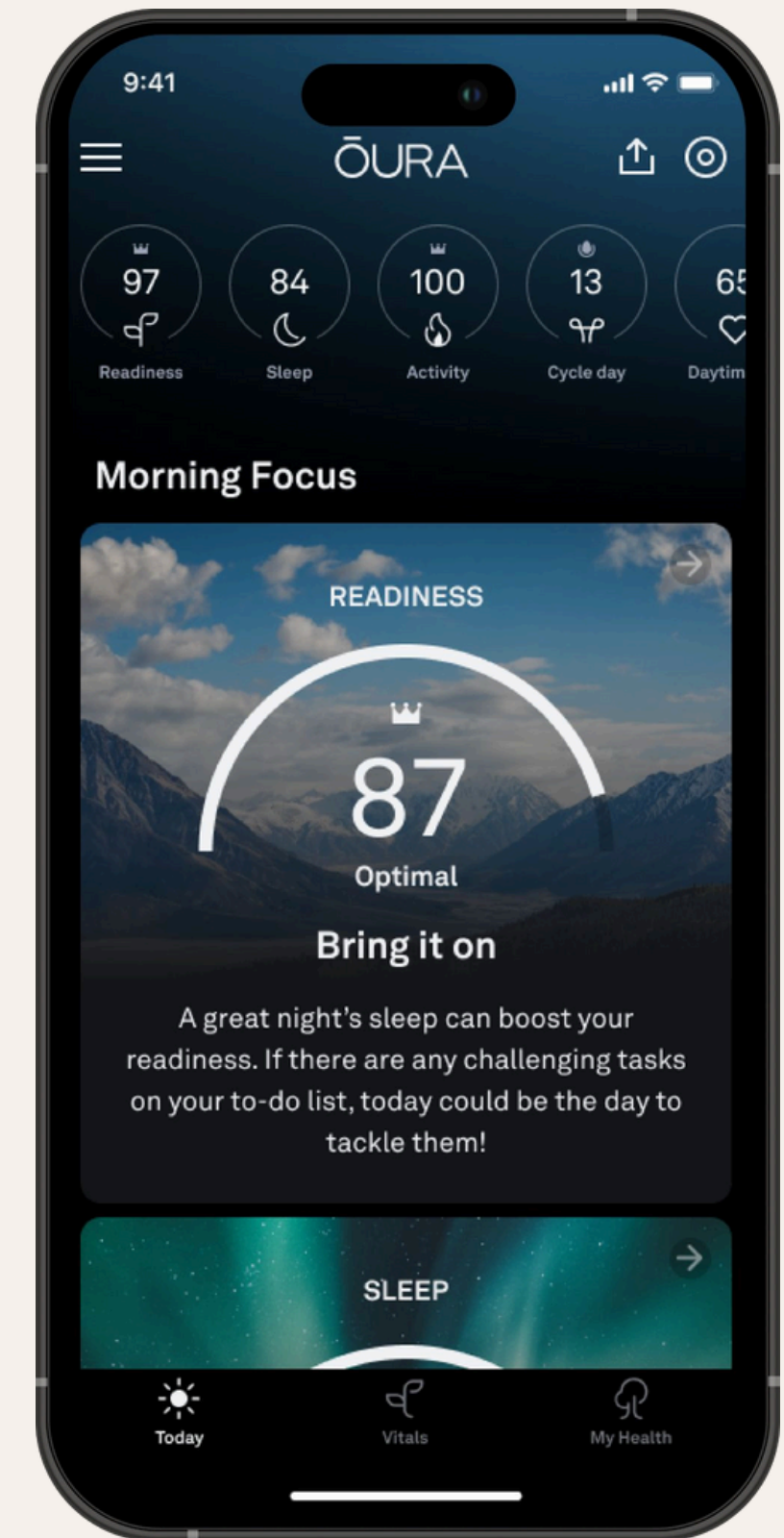
Available to all members, the Oura App will be organized into three new sections: Today, Vitals, and My Health.



# Today

What members do here:

- See a “Spotlight” with key health info that changes dynamically throughout the day
- See a Timeline of their day and recent activities they can edit.
- See interesting Discoveries OURA pulls out for them.
- See what’s new in their OURA, like a new feature.
- Recap their day and how it went with an “Evening Update”



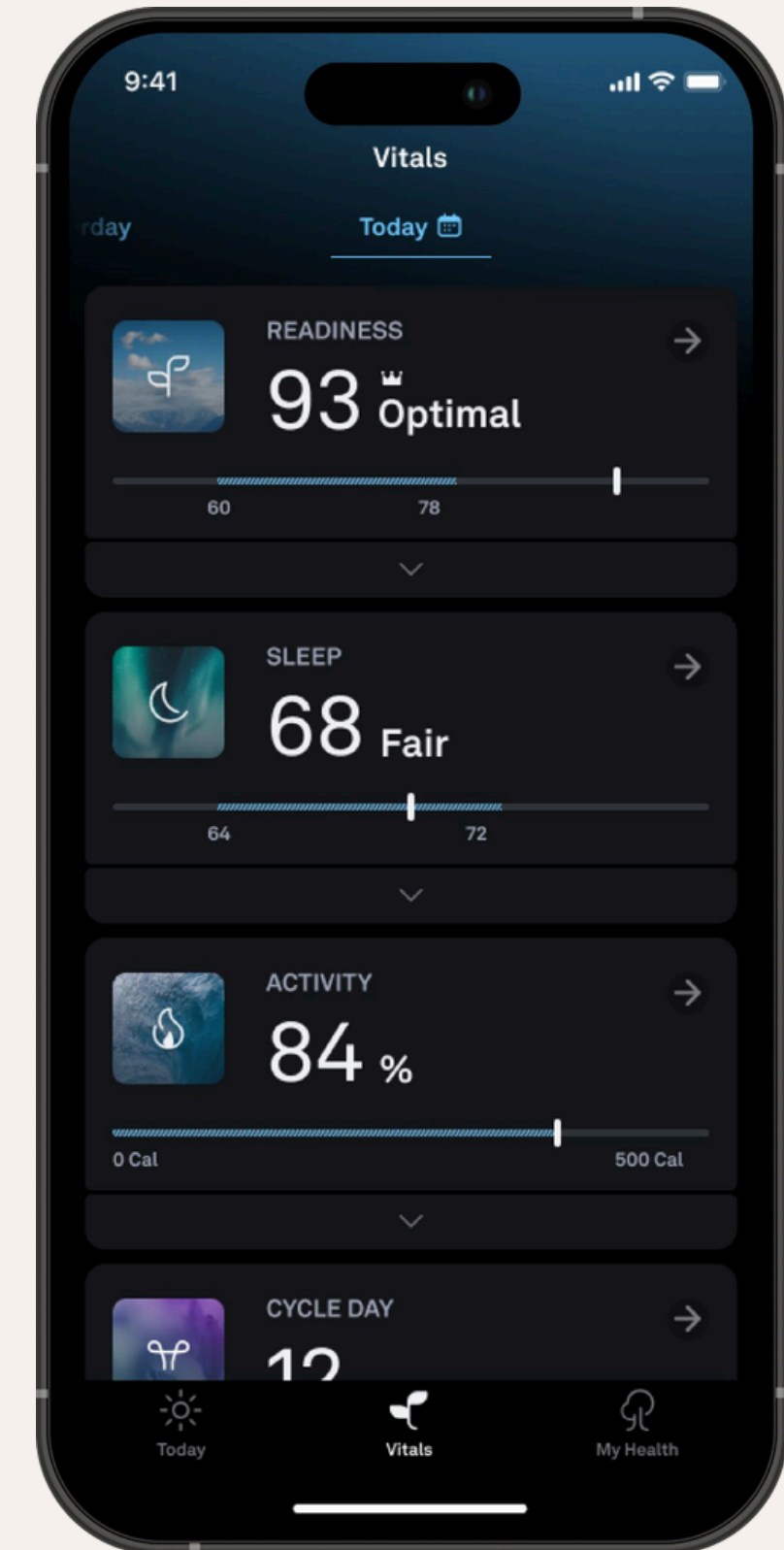
# Vitals

What members do here:

- Get an at-a-glance view of their health metrics and states
- See a baseline range by metric to understand their “typical” scores, so they can dig deeper if something is off
- Click through to see more of the biometric measurements and health quality states.

What they don't do here:

- Get deep insights, health education, or meaningful long-term trends and the “what it all means” view.



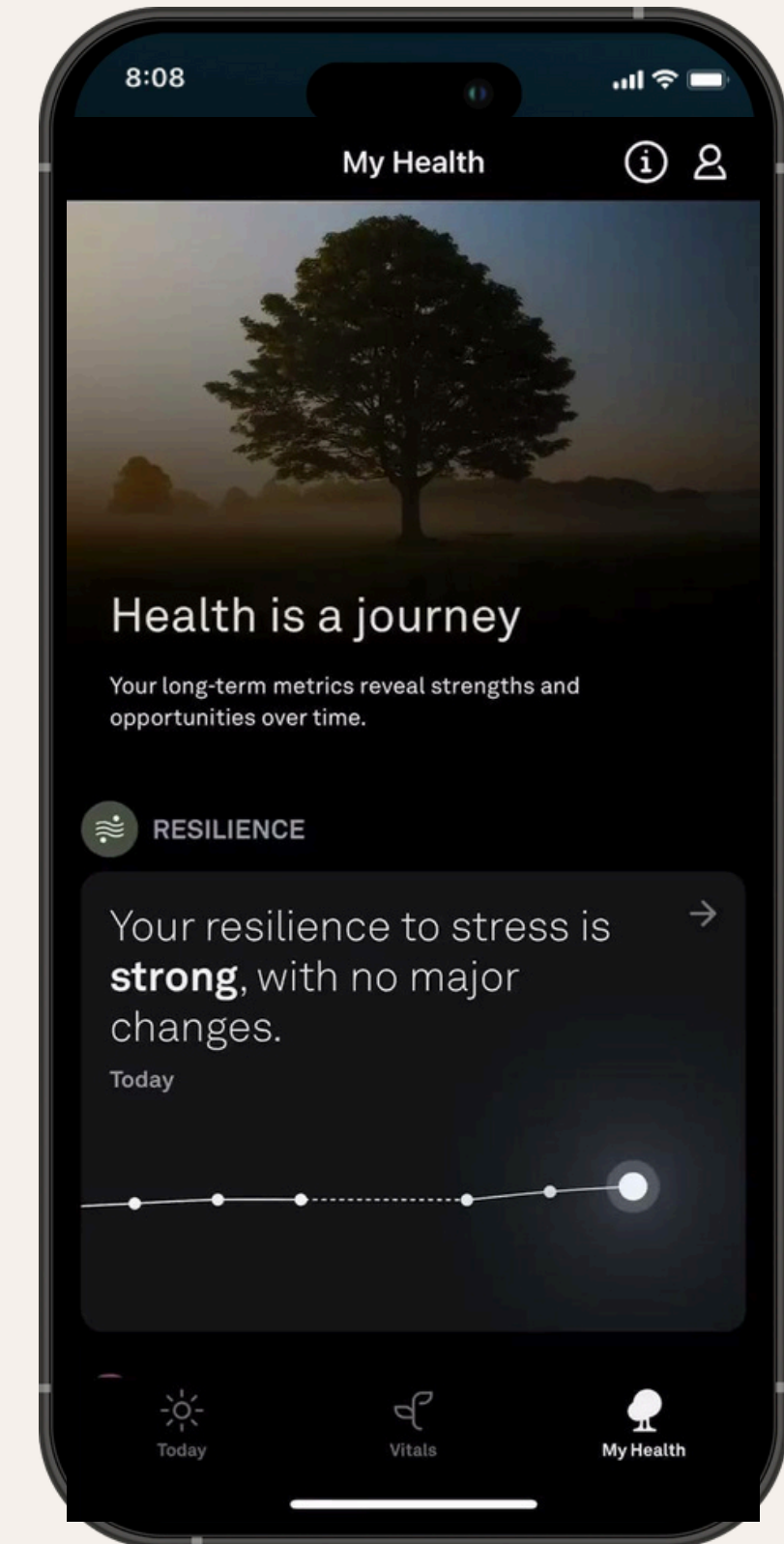
# My Health

"Consumers need more than just daily scores; they need a personal health companion. Our members want to understand their overall well-being today, but more importantly, what it means for their future, their longevity."

– Tom Hale, ŌURA CEO

## What members do here:

- My Health is the hub for slower-moving metrics that answer the “so what?” of longer-term health
- My Health shows members a clearer version of their current goals and focus areas, with strengths and opportunities
- See highlights that provide insight into slower-moving metrics, like Cardiovascular Age, Stress Resilience, and Sleep Trends
- See Long-Term Trends visualized in graph formats, with metrics over time.



# Taking the guesswork out of trying to conceive

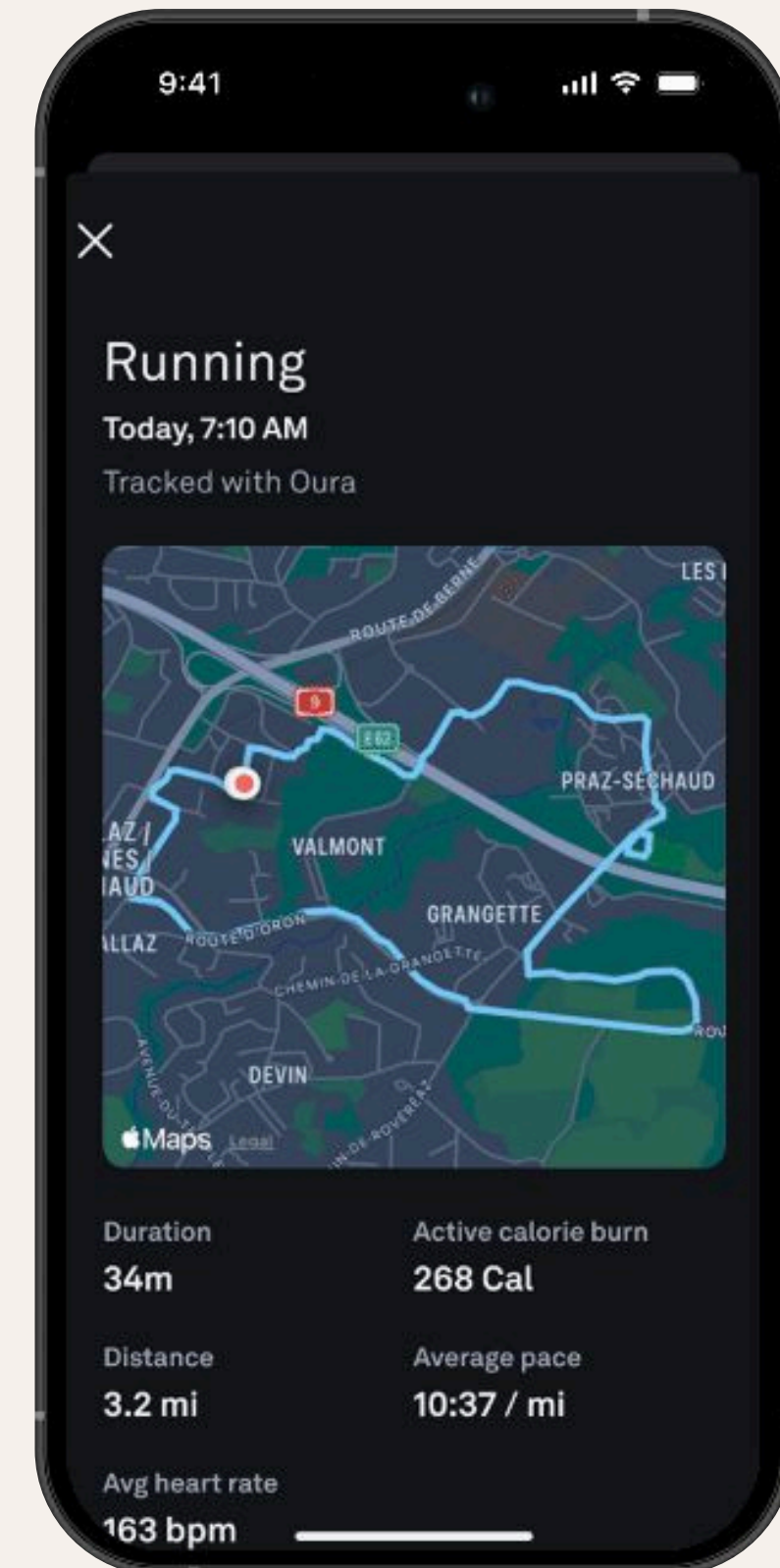
Whether you are trying to get pregnant or just looking to learn more about your cycle, Cycle Insights now includes Fertile Window to provide more information on your chances of getting pregnant throughout your cycle. Cycle Insights will now have a view of your Fertile Window including estimated fertile days, chance of conception, and will mark after ovulation has been detected.





# Better Activity Detection means all Movement counts.

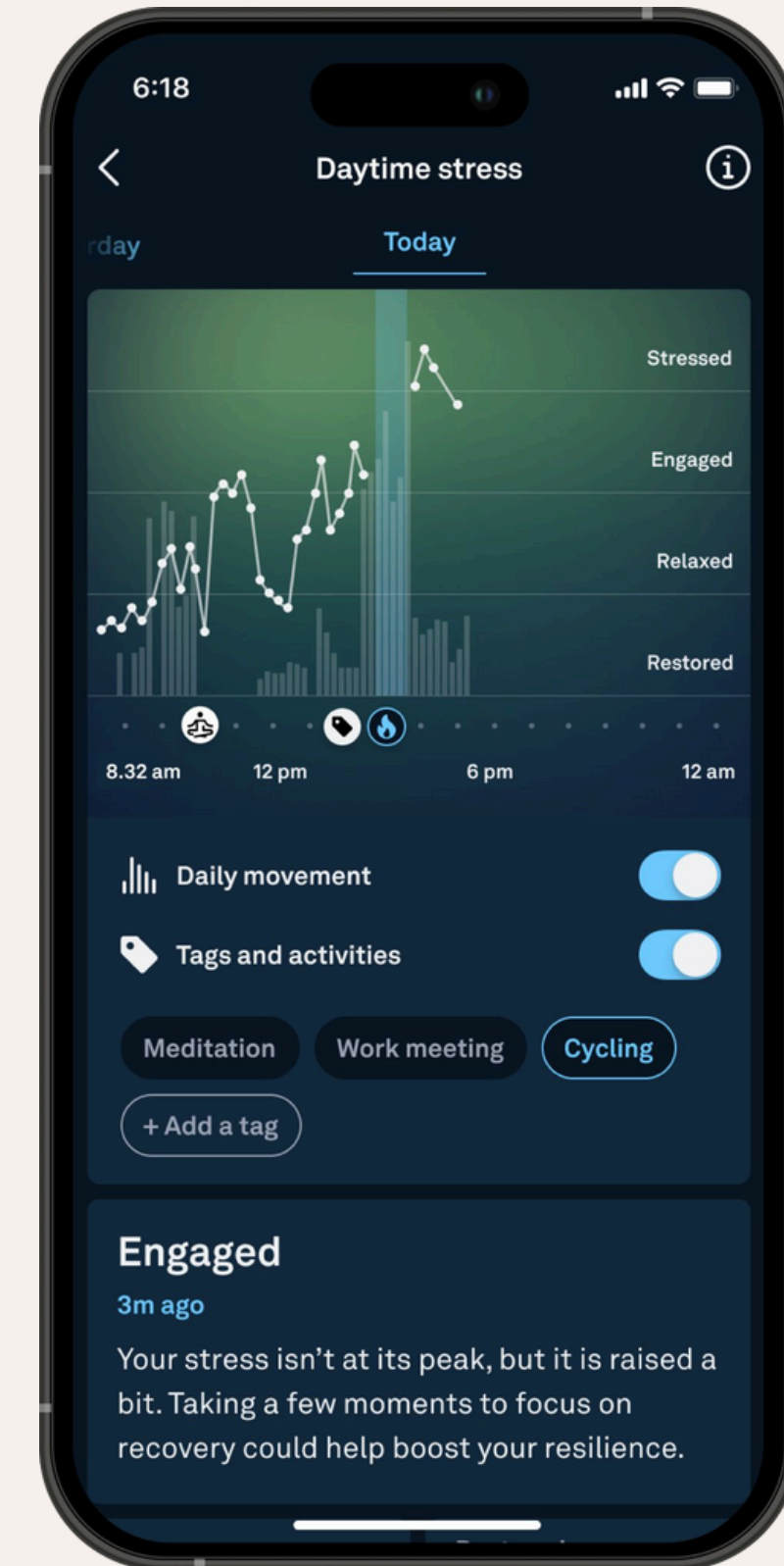
Automatic Activity Detection is getting an update that gives you a more comprehensive view of their activity throughout the day — without lifting a finger. Now most activities that Oura detects will include more information about your heart rate, allowing you to see your heart rate from over 30 different activities and understand the impact it has on your overall health.



# Contextualize your Daytime Stress

Daytime Stress introduced the idea of physiological stress throughout your day, now adding a layer to contextualize what is driving those changes.

With the latest updates to Daytime Stress, you can see daily movement graph, activities, and tags overlaid so you map how different actions throughout the day change your Daytime Stress levels.





# Appendix

# Sleep

Wearing Oura Ring is like having a sleep lab right on your finger. Wake up to in-depth analysis of your sleep patterns, and personalized tips to feel more energized everyday.



## Sleep Score

Your Oura Sleep Score (1-100) tells you how well you sleep every night. Your score is based on how long you spent in each sleep stage and body signals. Understand if a specific activity, like a late coffee, can affect the quality of your rest.

## Sleep Stages

You'll see if you're getting enough deep sleep, REM sleep, and light sleep every night, and you'll know how to improve it.

## Overnight Avg SpO2

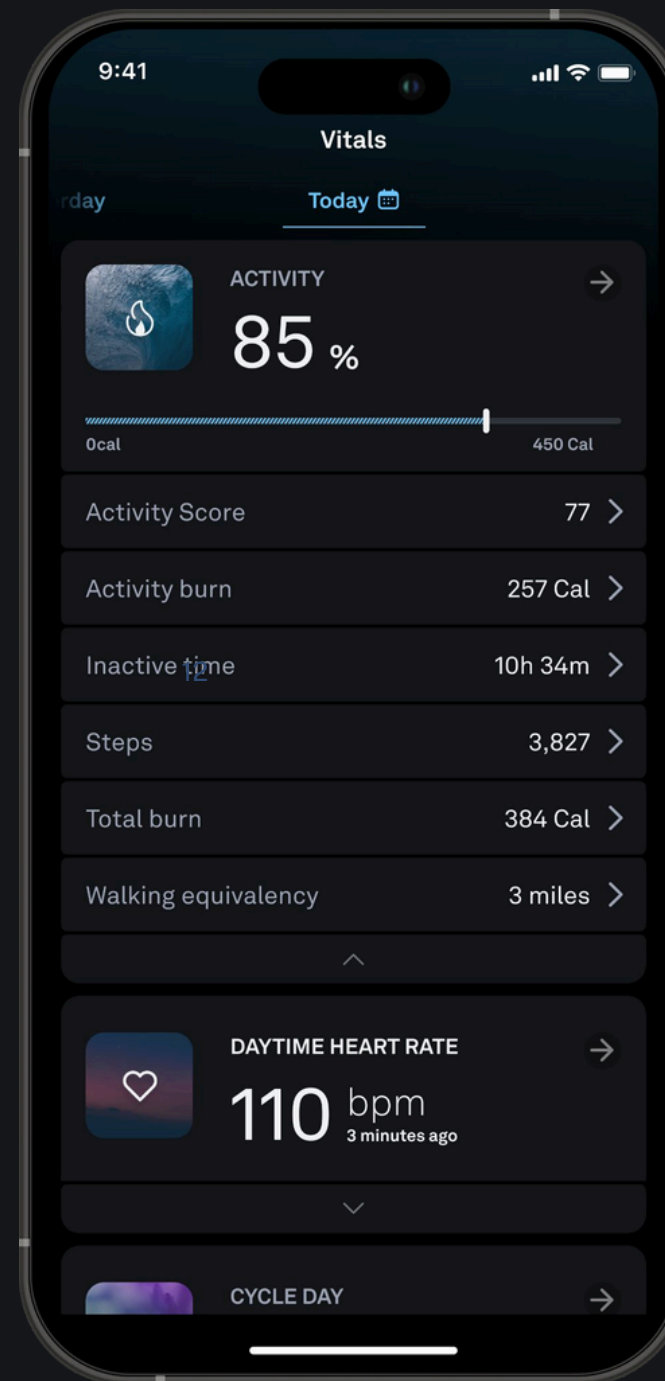
Oura can tell when you might be experiencing breathing disturbances which could impact your sleep or your health.

## Sleep Guidance

Oura learns about your individual sleep patterns and shares personalized guidance on when to start winding down to improve your sleep quality.

# Activity

Stay motivated with personalized daily activity goals. Oura tracks your heart rate, activity levels, and training frequency to tell if you're hitting your goals and to make sure you're giving your body enough recovery time.



## Activity Score

Oura measures your daily activity including step count, training frequency, training volume, and more to create your Activity Score. Your Activity Score ranges from 1-100 and helps you strike a balance between activity and recovery.

## Automatic Activity Detection

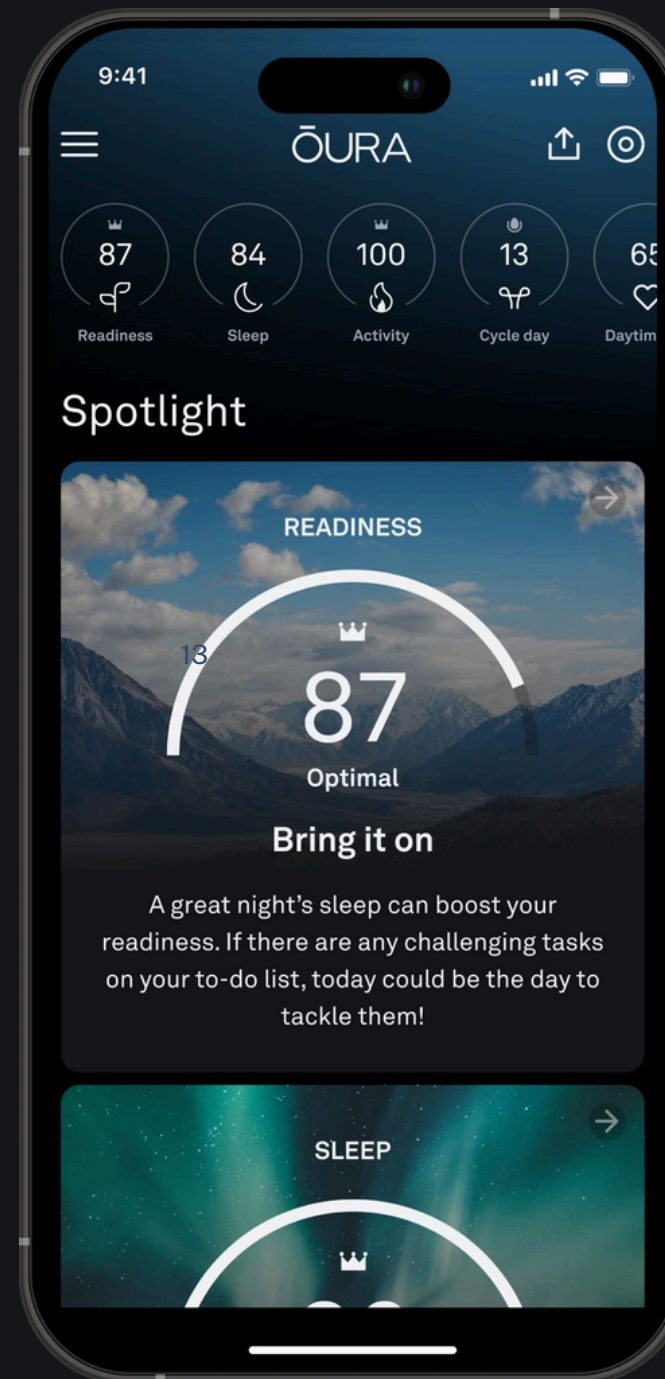
Just like it sounds, Automatic Activity Detection makes sure you get the credit you deserve for all your daily movement. It detects up to 40 different activities ranging from housework and walking the dog to more intense workouts. To better understand the impact of your activities, your heart rate zone updates based on your movement.

## Personalized Activity Goals

Every day, Oura creates a Personalized Activity Goal based on your Readiness Score. It takes many factors into account like who you are, how you move, your age, weight, height, gender, and sleep. Depending on what's most important to you, you can see each day's activity goal or calorie burning goal.

# Readiness

Your Readiness Score ranges from 0-100 and tells you, at a glance, if you are ready to face greater challenges or if you need some recovery and rest.



## A holistic picture of health.

While many wearables focus on today or last night, Oura believes that health is a journey for long-term balance and places a unique emphasis on how your health is trending over time.

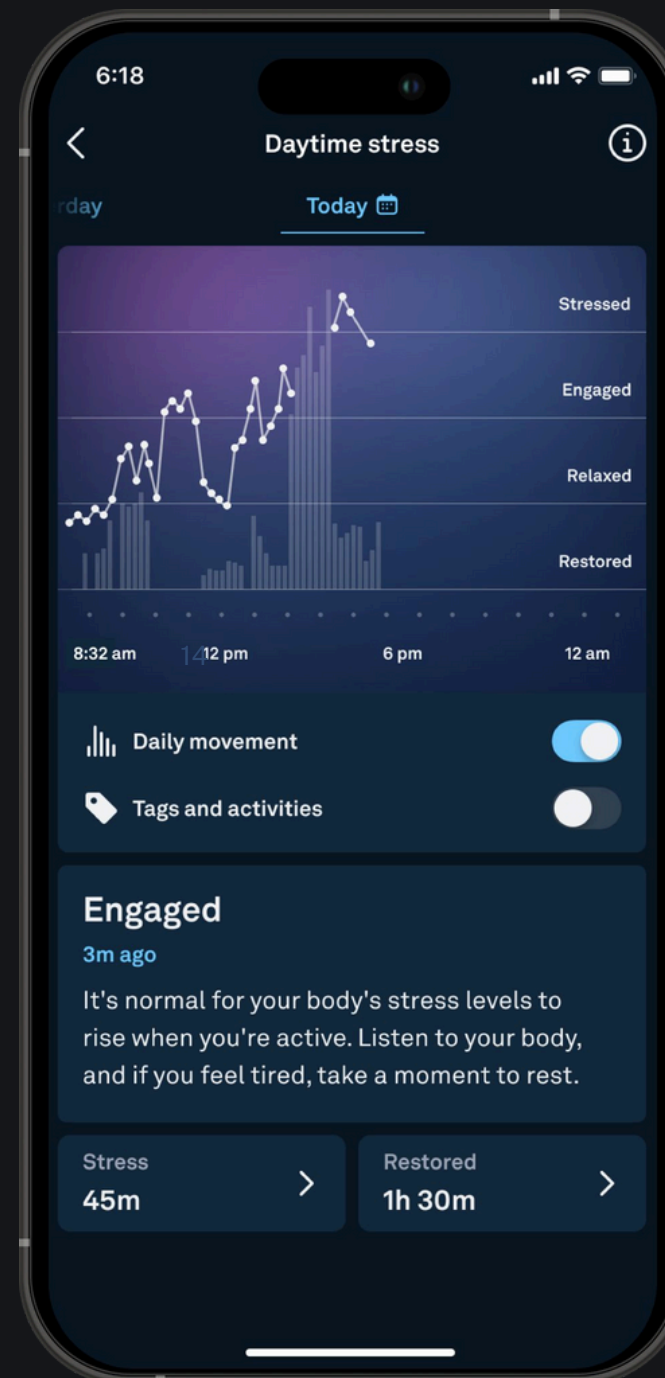
The sum of seven daily contributors make up Readiness Score. The contributors answer deeper questions about how the body is responding in three core pillars – sleep, activity, and body stress.

Your Readiness Score ranges from 0-100 and tells you, at a glance, if you are ready to face greater challenges or if you need some recovery and rest:

- 85 or higher: Optimal, you're ready for action!
- 70-84: Good, you've recovered well enough.
- Under 70: Pay attention, you're not fully recovered.

# Stress and Resilience

Stress happens. You can't avoid it but with Oura you can manage it better and rethink stress in a way that supports your personal growth.



## Daytime Stress

Oura tracks your stress and recovery in real-time using your heart rate, HRV, and temperature trends. Find out what stresses you out and what helps you recover — so you can bounce back faster.

## Stress Resilience

Get in-depth info about your progress and performance. Record your heart rate during workouts and receive post-exercise insights to see how your body reacts and how your workout impacts your sleep and readiness.

## Putting your Daytime Stress in Context

Understand the relationship between your Daytime Stress with your daily movement, tags, and activities understand what causes moments of stress and what helps your recover.

## Heads up that you might be getting sick

Oura helps you identify early changes in your health – sometimes even before you get symptoms – by analyzing changes in your temperature trends, heart rate variability, and other key body signals. Be kind to your body and take precautions just in case.

# Women's Health

The ultimate body literacy tool for women at every stage of their lives, Oura Ring is equipping women to understand and take control of their health.



## Cycle Insights

Understand your cycle and align with physical and mental needs during the different phases. Get a prediction Fertile Window and period estimate to feel more in control of your cycle and your health goals.

## Pregnancy Insights

Weekly insights that help members understand what is normal or what to expect during each stage of a pregnancy, as well as tracking gestational age in the Oura App.

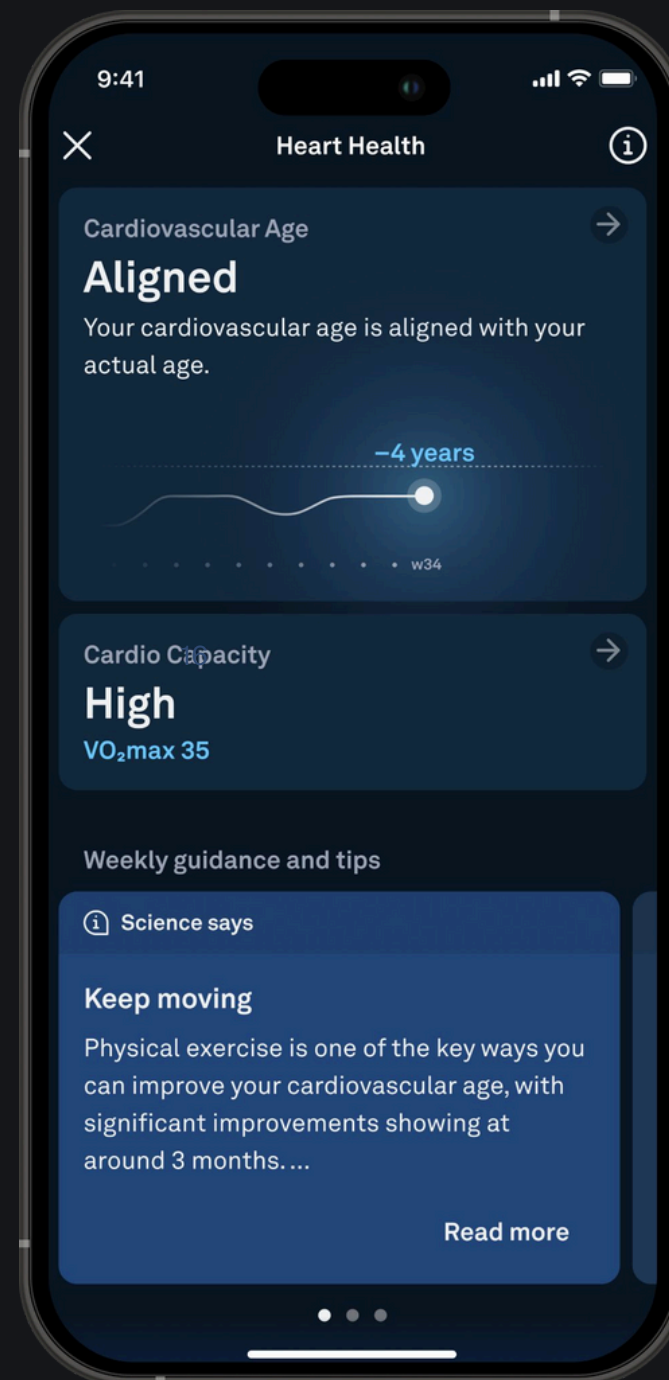
## Partnerships

Oura works with leading companies like Natural Cycles, Flo and Glow to empower women with more complete information from the apps they already use and trust.



# Heart Health

Oura Ring accurately measures the health of your cardiovascular system, empowering you to adopt heart-healthy habits so you can live healthier, longer.



## Cardiovascular Age

A holistic, non-invasive measure of your overall health; your CVA estimates the age of your cardiovascular system compared to your actual age. Oura provides insights into how your cardiovascular age is trending over time, with tips and guidance on how to improve your heart health long-term.

## Cardio Capacity [VO<sub>2</sub> Max]

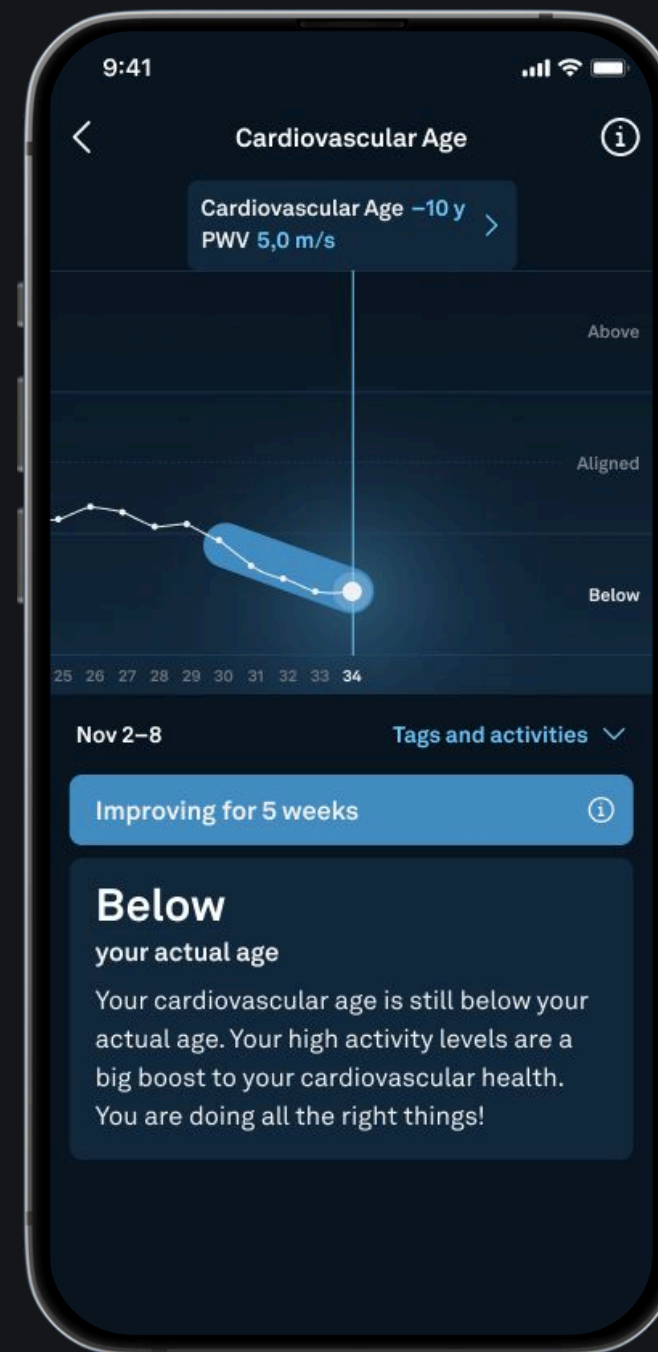
A measure of your aerobic fitness, VO<sub>2</sub> Max tells you how efficiently your body uses oxygen while you're active. The higher your Cardio Capacity, AKA your VO<sub>2</sub> Max range, the better your body is at keeping you going strong. A high Cardio Capacity is correlated with better longevity and quality of life.

## Heart Rate

With Live Heart Rate, you can check in with your body at any time of day. A simple tap will give you immediate feedback on your heart rate in the present moment. Heart Rate can be accessed through the 24-hour heart rate graph.

# Cardiovascular Age

Empower users to take proactive steps toward improving heart health and longevity.



## Measurement

Understand your heart's age relative to your chronological age, measured through PPG signal analysis, estimating arterial stiffness and pulse wave velocity (PWV).

## How it works

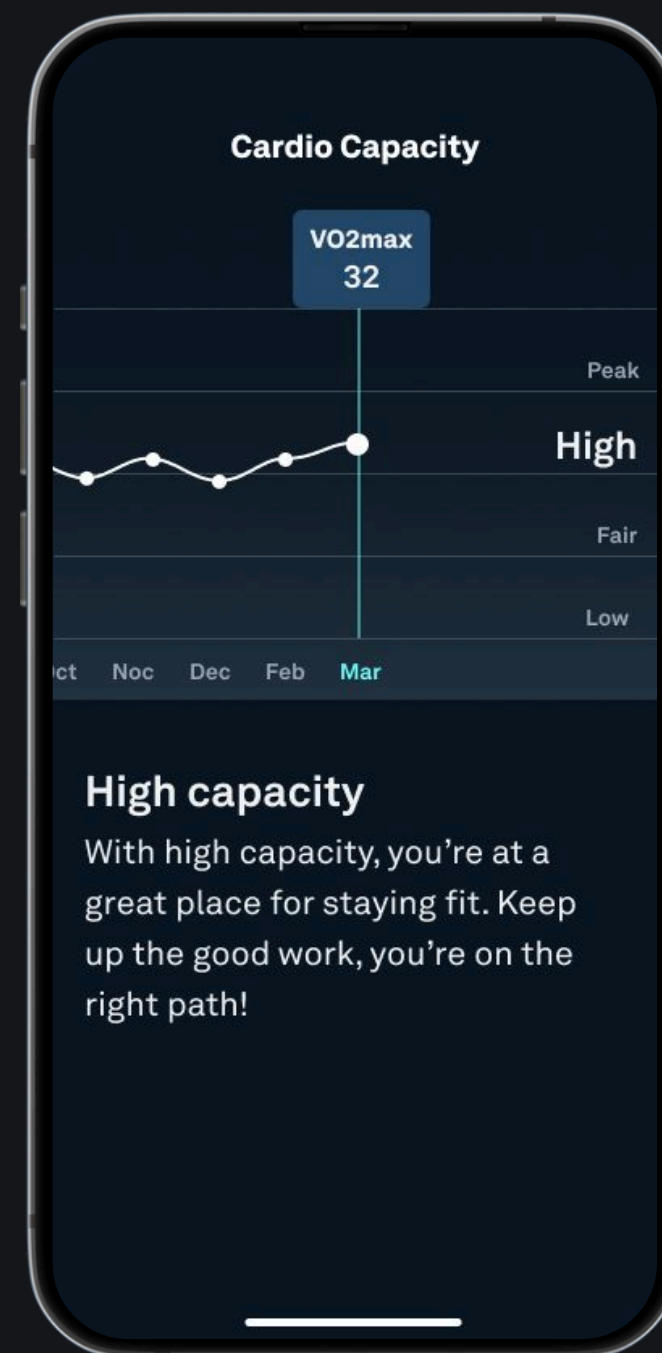
After 14 days of app use, see if your cardiovascular age trends below, above, or aligns with your chronological age (within 5 years).

## Key Benefit

Provides a relatable metric that translates complex cardiovascular data into an easily understood age estimate; helping identify behaviors that can help improve health span.

# Cardio Capacity

Making advanced cardiovascular insights accessible to everyone, not just elite athletes.



## Measurement

Estimates the maximum oxygen use during intense exercise (VO2Max), reflecting cardiovascular and respiratory efficiency.

## How it works

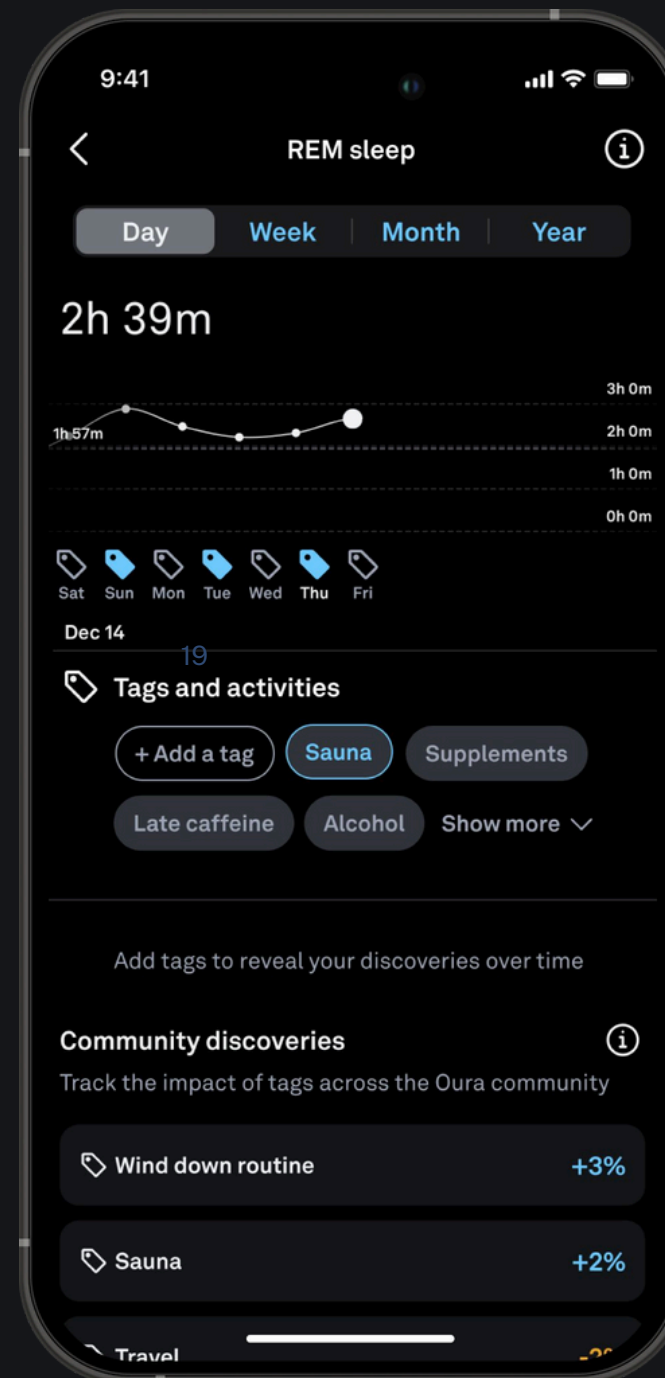
Establish a baseline VO2 Max with a simple walking test, making advanced cardiovascular insights accessible to everyone, not just elite athletes.

## Health Benchmark

Repositions VO2Max from a sports metric to a health span indicator, showing overall cardiovascular system health and longevity.

# Personalization

Every Oura experience is unique, because we are all unique. As your personal health companion, the Oura App will meaningfully guide you towards your specific health goals using predictive technology that understands your health patterns, conditions, and lifestyle choices.



## Trends and Reports

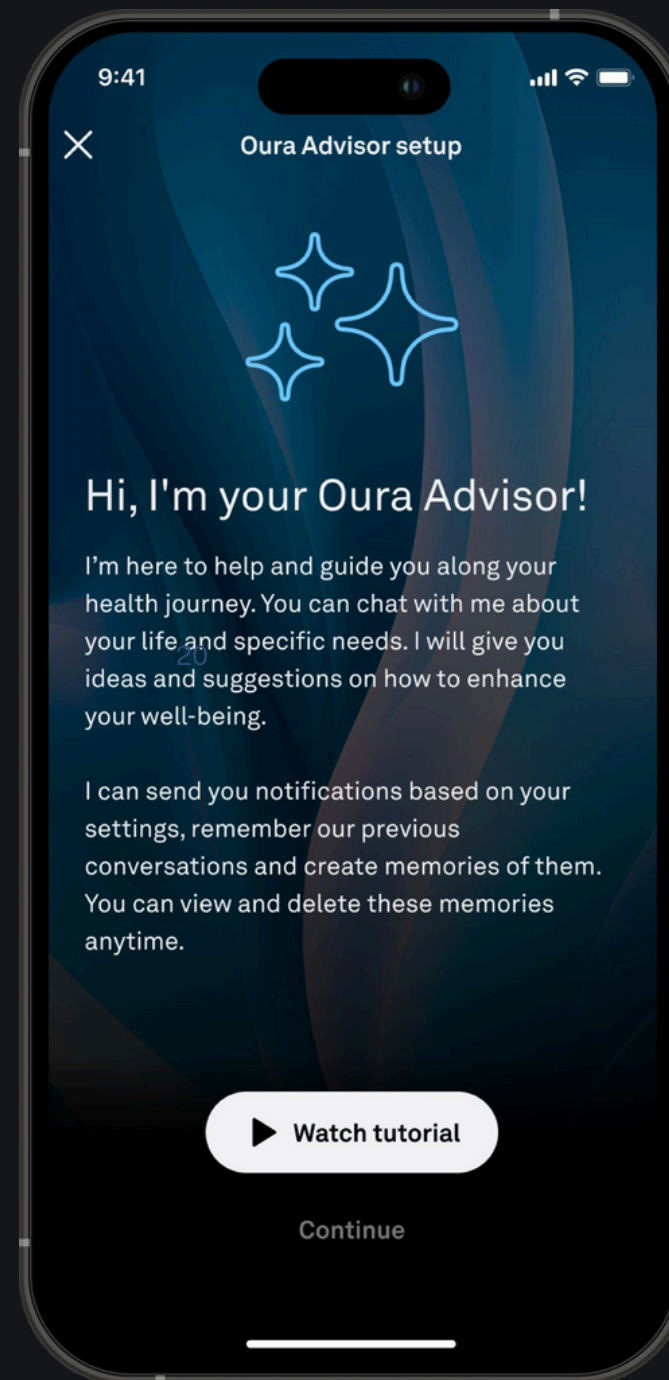
No need to “do the math” yourself - Oura will tell you when there’s a meaningful trend in your health data. Track longer-term changes in your Sleep, Readiness, Activity, and more to see how you’re trending towards your health goals - and what habits may helping or hurting.

## Tags and Discoveries

When Oura finds a health pattern of yours, a new Discovery will surface in the Oura App based on your Tags. Your Tags and Discoveries connect the dots between your health patterns and how you feel everyday.

# AI

Oura's unique approach to AI combines 10 years of expertise in health sensing and science to achieve a greater level of intelligence to solve Member problems better than ever before...



## Oura Advisor (AI-Powered Guidance)

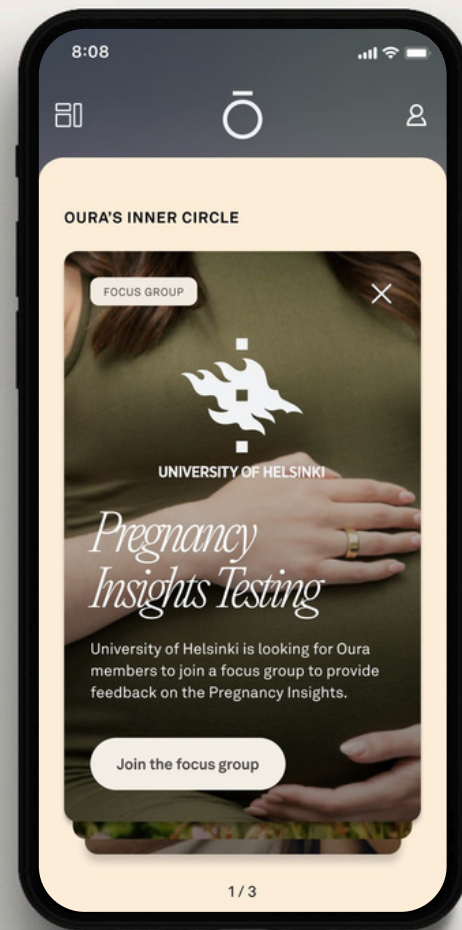
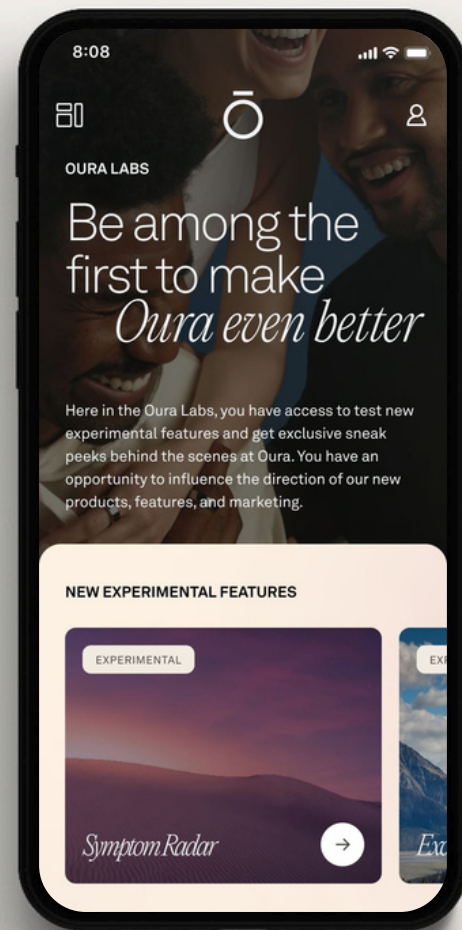
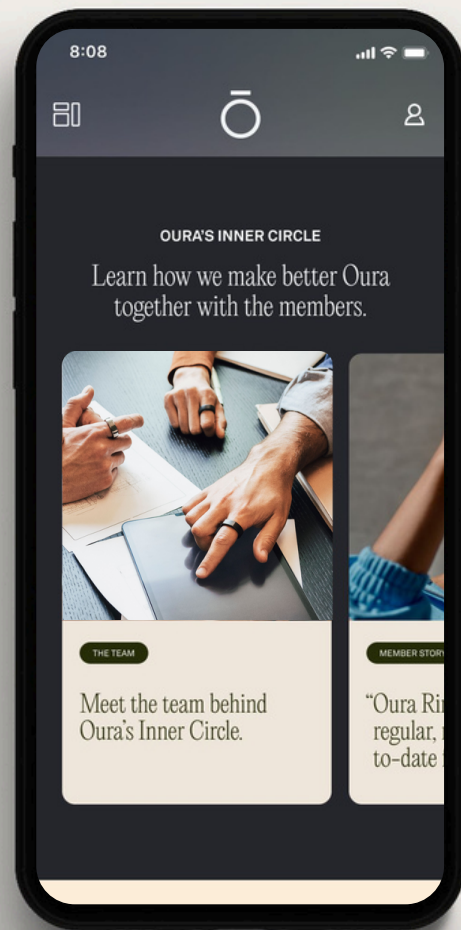
The nature of how Oura learns you and establishes your baselines is rooted in predictive technology: the value of inference is visible every time Oura delivers an insight message or suggests that you might want to consider whether or not you are getting sick. We're excited to continue developing capabilities with AI in mind that can help us reach people at scale and provide even more personalized and contextualized insights

## Speed & Accuracy

Getting accurate, personal insight about your health is critical and delivering them quicker with on device and cloud computing helps our Members understand more about their health everyday. By combining our scientific knowledge with AI and machine learning algorithms, we are able to more accurately predict key health insights like SpO2, period prediction and fertile window, sleep onsite, movement, sleep stages, and so much more.

# OURA LABS

Oura Labs is a community of members and researchers working together to drive innovation that changes the way we think about long-term health.



## Beta Feature Testing

Test out new, experimental features from Oura and give feedback.

## Inner Circle

Join an exclusive group of members who share insights to influence the direction of our product and brand.

## Medical Advisory Board

Trusted, experienced advisors who provide health expertise and who leverage Oura Ring for research.

## Custom Research

Leading organizations work with Oura to track the most accurate biometrics as part of their research.