

# Noom Overview

**NOOM**

| EVERYDAY WELLBEING





via: istudio.studio.com/625224



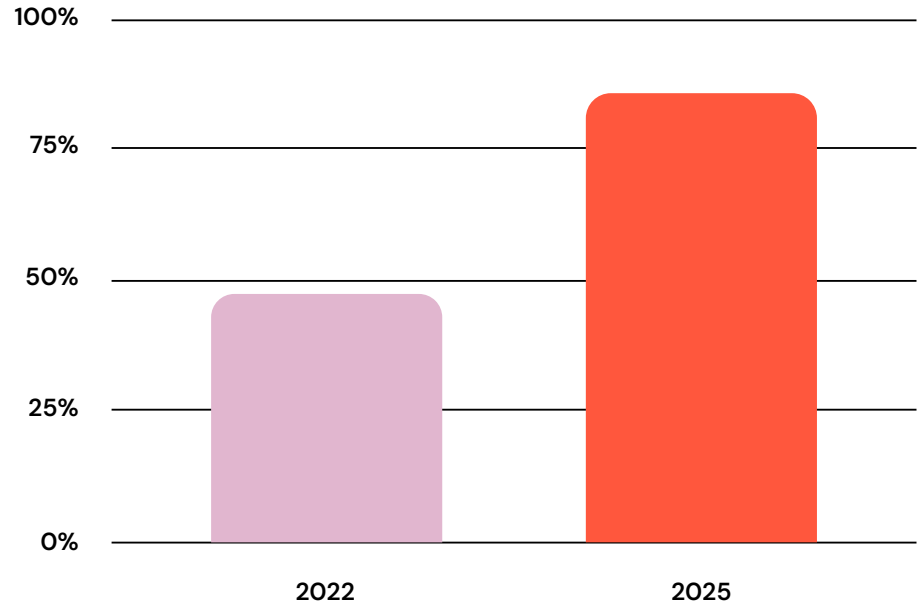
Noom is the leading behavior change company, empowering everyone, everywhere to live better longer—*every day*. We are building the future of preventive care.

**NOOM**

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



Percent of US Consumers Who Say  
Wellness Is a “Top” or “Important” Priority



Noom has built a **vertically integrated stack** with **engagement** at its core.

VERTICALLY INTEGRATED INPUTS

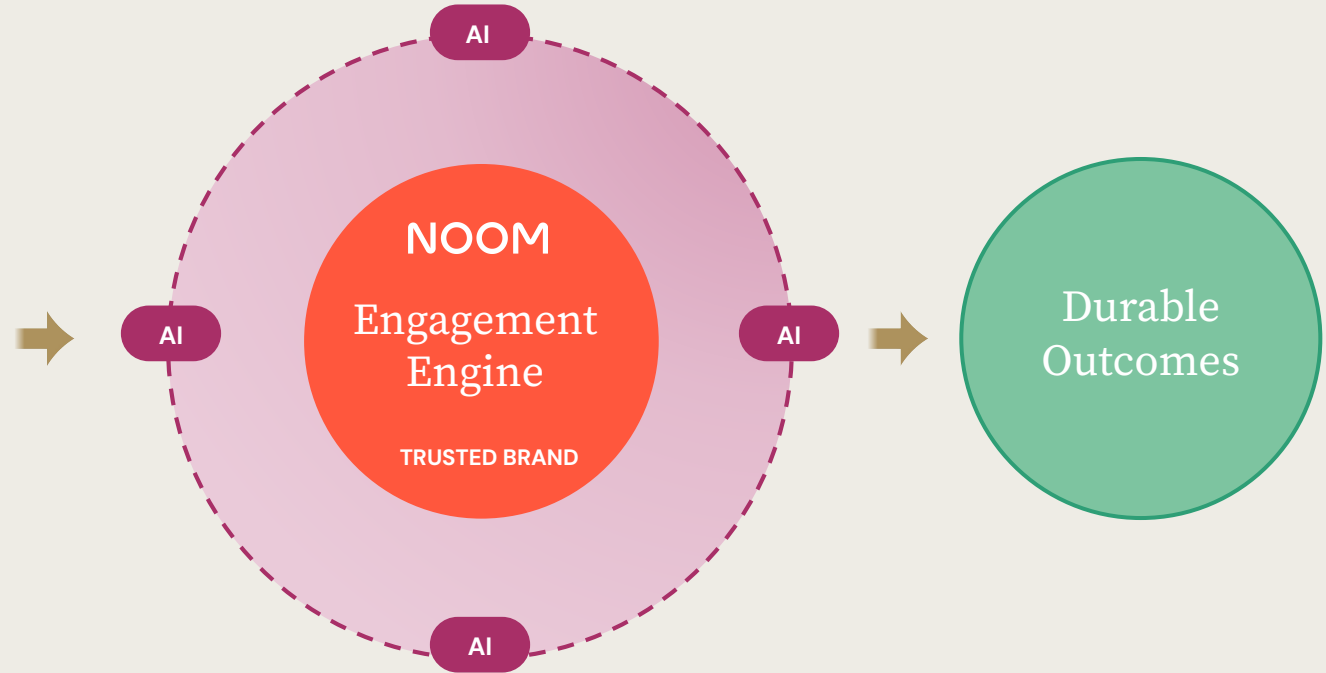
At-Home Diagnostics

Wearable Passive Health Data

Integrated Pharmacy

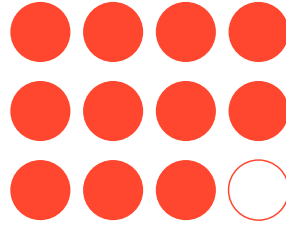
Convenient Clinical Care

App-Driven Behavior Data

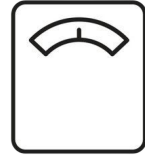


The problem with  
GLP-1s: Most people  
stop and regain the  
weight.

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



**11 in 12**  
stop  
within 3 years<sup>1</sup>



**18 months after  
stopping GLP-1s,**  
most regain the  
weight<sup>2</sup>

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

<https://www.noom.com/psychosocial-glp1-report/>

# 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%**

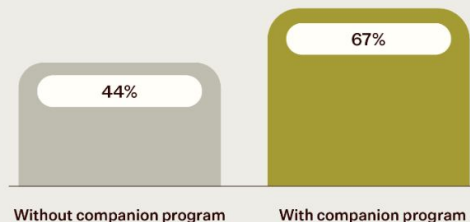
said medication **helped them adopt new healthy habits**



**23 point gap**

in quality of life—supported vs. unsupported former GLP-1 users

IMPROVED QUALITY OF LIFE SINCE STOPPING GLP-1



# 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

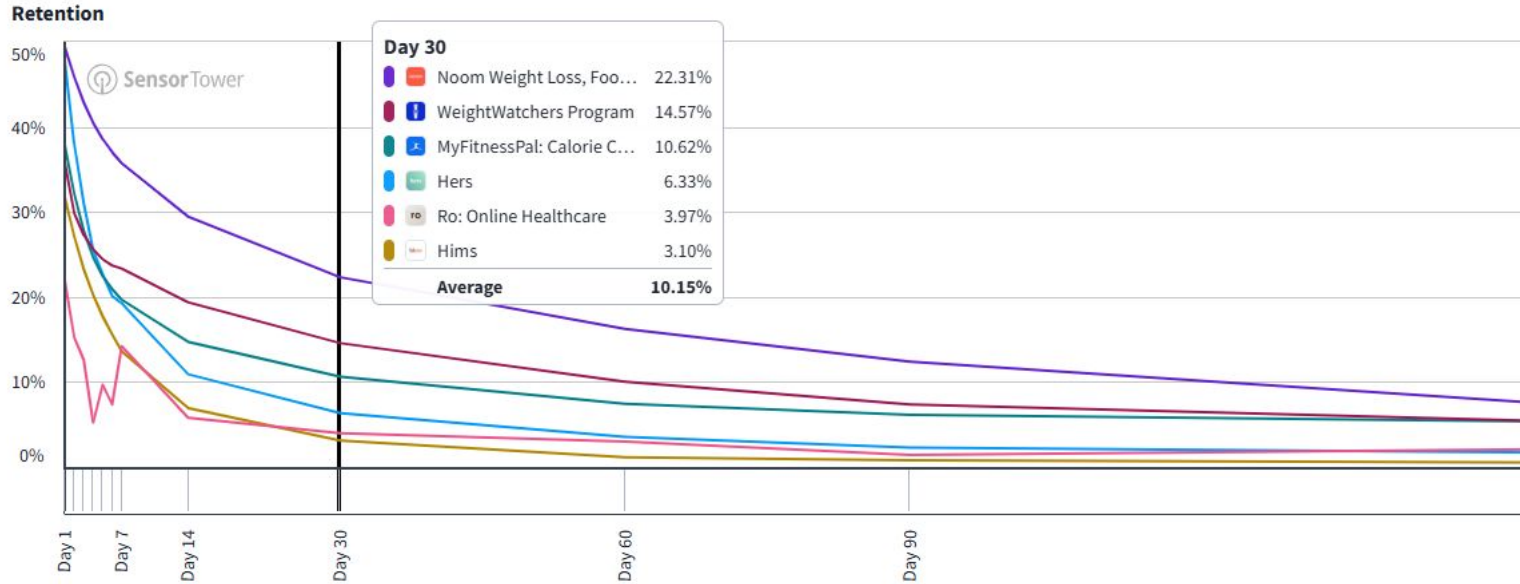
Without behavioral intervention, weight returns within 18 months of stopping GLP-1s. Durable response is critical to payer and consumer confidence alike.

## 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



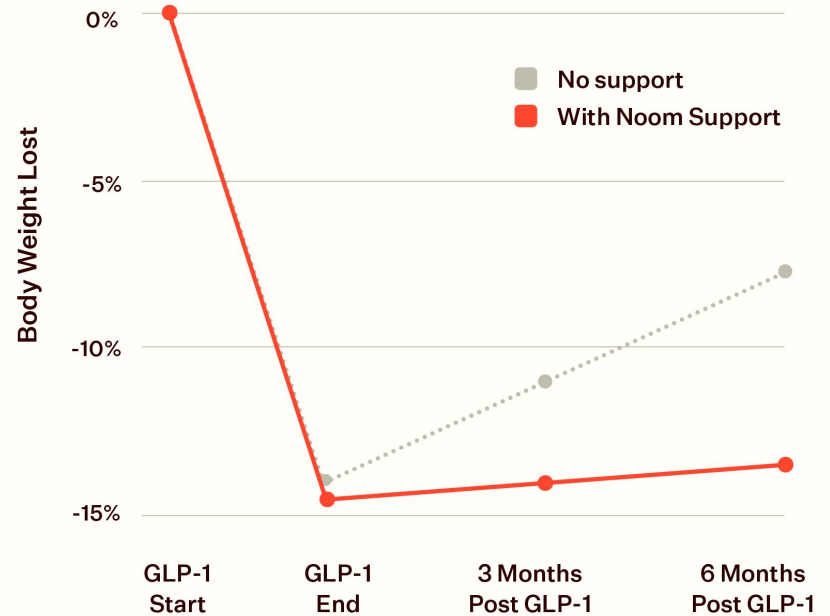
# Engagement drives results that last.

> 3x

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

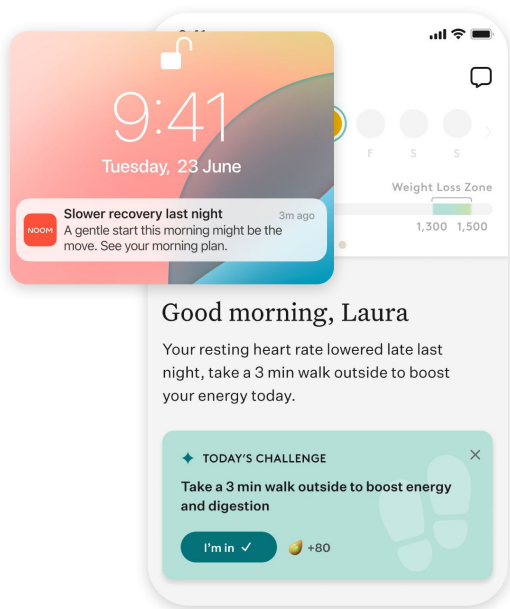
*Different populations; comparison shown for context, not as a head-to-head clinical study.*

## WEIGHT TRAJECTORY DURING AND AFTER GLP-1

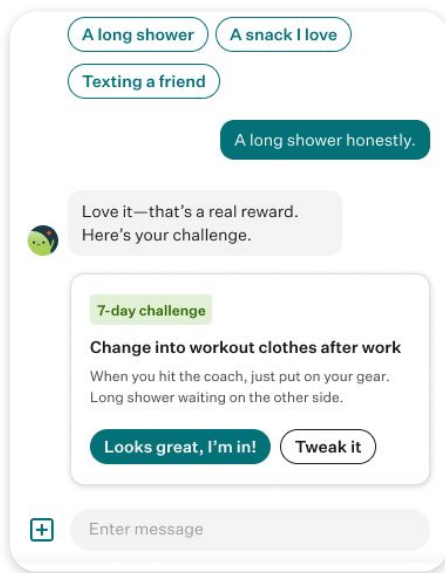


# AI-first experiences transform Noom into a **personalized health OS**.

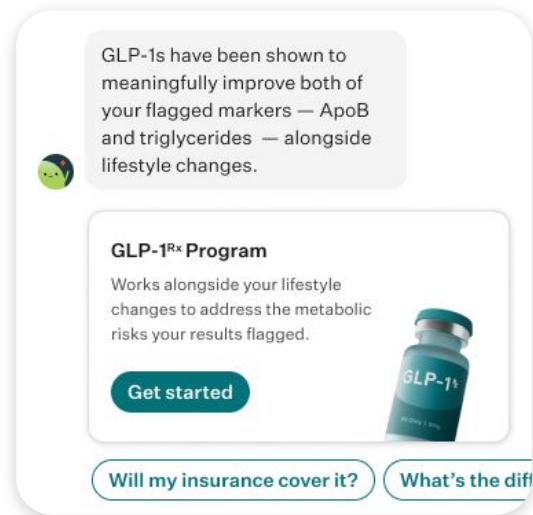
**Wearable data surfaces real-time nudges**, pairing personalized daily insights with the right daily habits to drive action



**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**.



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

◆ **2026 Newsweek**  
Most Trusted Brand

◆ **5X** enrollment rate  
For health plans compared to competitors

◆ **4.5/5** TrustScore  
across 66k reviews, TrustPilot

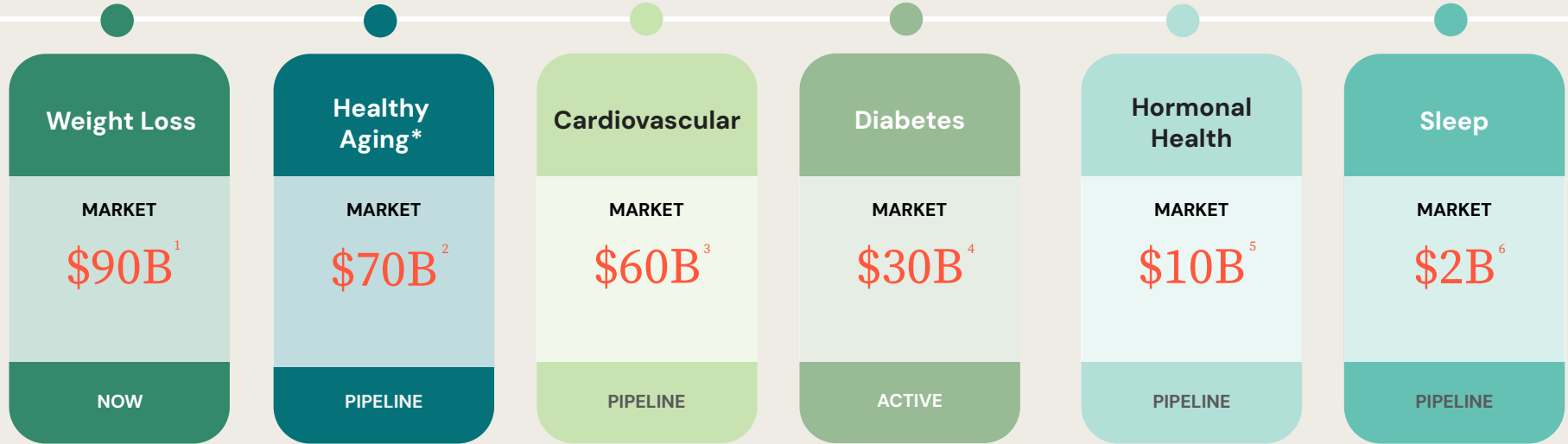


**Beyond Weight:** To drive everyday wellbeing, Noom addresses **non-acute, high-salience, large-market conditions** that improve with an integrated program of behavior change and medication.

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

<sup>1</sup> Includes dyslipidemia, hypertension, elevated Lp(a)

# One proven patient engagement engine. **Multiple markets.**



**Same platform. Proven behavior engine. Six large markets.**

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

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

<sup>2</sup> <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>

<sup>3</sup> <https://www.gminsights.com/industry-analysis/cardiovascular-drugs-market>  
<https://www.grandviewresearch.com/industry-analysis/us-cardiovascular-health-supplements-market-report>

<sup>4</sup> <https://www.precedenceresearch.com/diabetes-drug-market>

<sup>5</sup> <https://www.grandviewresearch.com/industry-analysis/us-hormone-therapy-market-report>

<sup>6</sup> <https://straitsresearch.com/report/insomnia-supplements-market>

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

### Engagement

39%

D30 retention 10x the average health app<sup>1</sup>. The ratio of monthly users who engage every day with behavior change.

### Outcomes

+25%

More weight loss – scalable durable outcomes platform

### Revenue Growth

35%+  
Med: +115% YoY

Strong, scaled revenue growth.

### EBITDA

Positive

Positive EBITDA and FCF,  
Strong Gross Margins

<sup>1</sup> Microdose GLP-1<sup>rx</sup> 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>

**Noom** /nu:m/ *n.*

The leading behavior  
change company  
building the future of  
preventive care

**Thank you!**

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