

NOOM **WEIGHT**

# Changing how the world thinks about weight loss.

Noom uses the latest in psychology and behavioral science to empower people with the knowledge and skills they need to lose weight. We help people better understand their relationship with food and how to be more mindful of their habits so they can make changes that last.

## Why millions have found success with Noom:

### POWERED BY PSYCHOLOGY

We use evidence-based behavior change techniques, including cognitive behavioral therapy (CBT), to teach people the *why* behind their habits and how to change them.

### PERSONALIZED PROGRAM

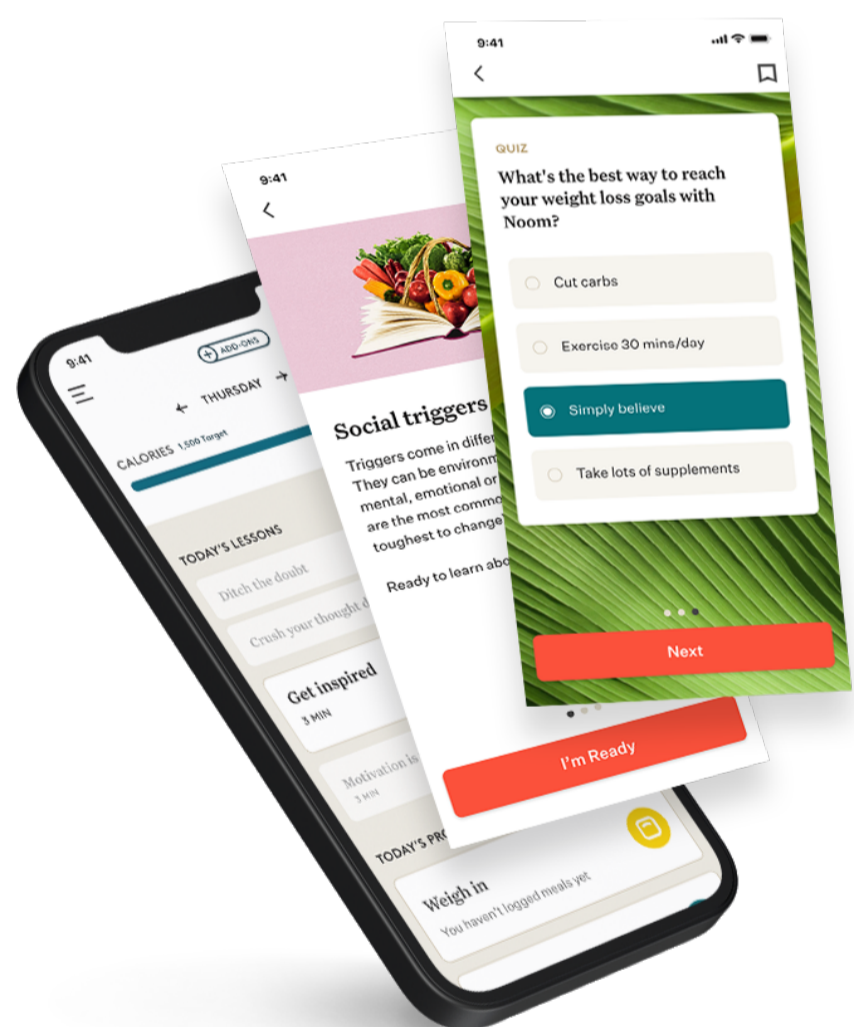
Our daily lessons are tailored to each individual's personal goals and gives them the knowledge and tools to build long-lasting behaviors.

### ONE-ON-ONE COACHING & PEER SUPPORT

Users have access to a personal coach who supports them throughout their experience. They can also join peer support groups based on common attributes to help improve their outcomes.

### GOES BEYOND WEIGHT LOSS

Noom has been cited in 42 clinical studies as helping users better manage their diabetes, hypertension, cholesterol and blood pressure.



**40%**

Of users who use Noom for 4 weeks or more lost 5%+ of body weight

**5.5%**

Average weight loss for users who used Noom for 4 weeks or more

**11+ LBS**

Average weight loss for users who used Noom for 4 weeks or more

**70%**

Of users surveyed report Noom helped with their mental wellness