



# The AI-Powered SuperApp

for Women's Lifelong Health  
& Well-being



# Market position



## #1 Health & Fitness app

Since founding in 2015, Flo has achieved global status as the go-to online women's health resource.

# #1

App in Health&Fitness category iOS WW  
by installs\*

# #4

App in Health&Fitness category iOS WW  
by revenue\*

\*Source App Annie, period - December 2020

\*\*Cash based, VAT exclusive, December 2020

\*\*\*MAU in total female population, US age 15-45 (source www.statista.com)



## >160M

Total installs

## 66%

Organic installs

## 11%\*\*\*

Of women  
in the US use Flo

## 38M

Monthly Active  
Users (MAU)

## 58\$M\*\*

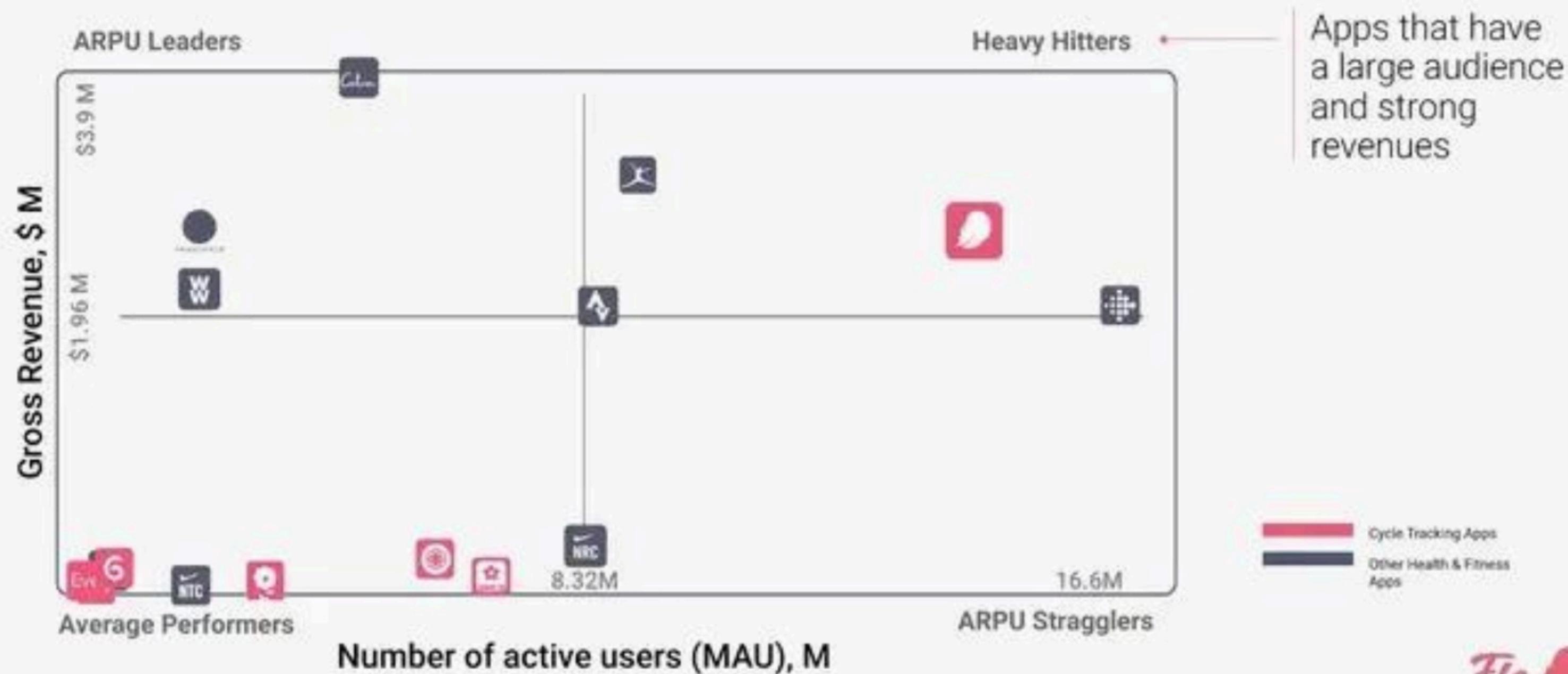
ARR (+120% YoY)

## 3+M

Ratings with 4.8/5

# Flo owns a unique monetization spot in the Health & Fitness category

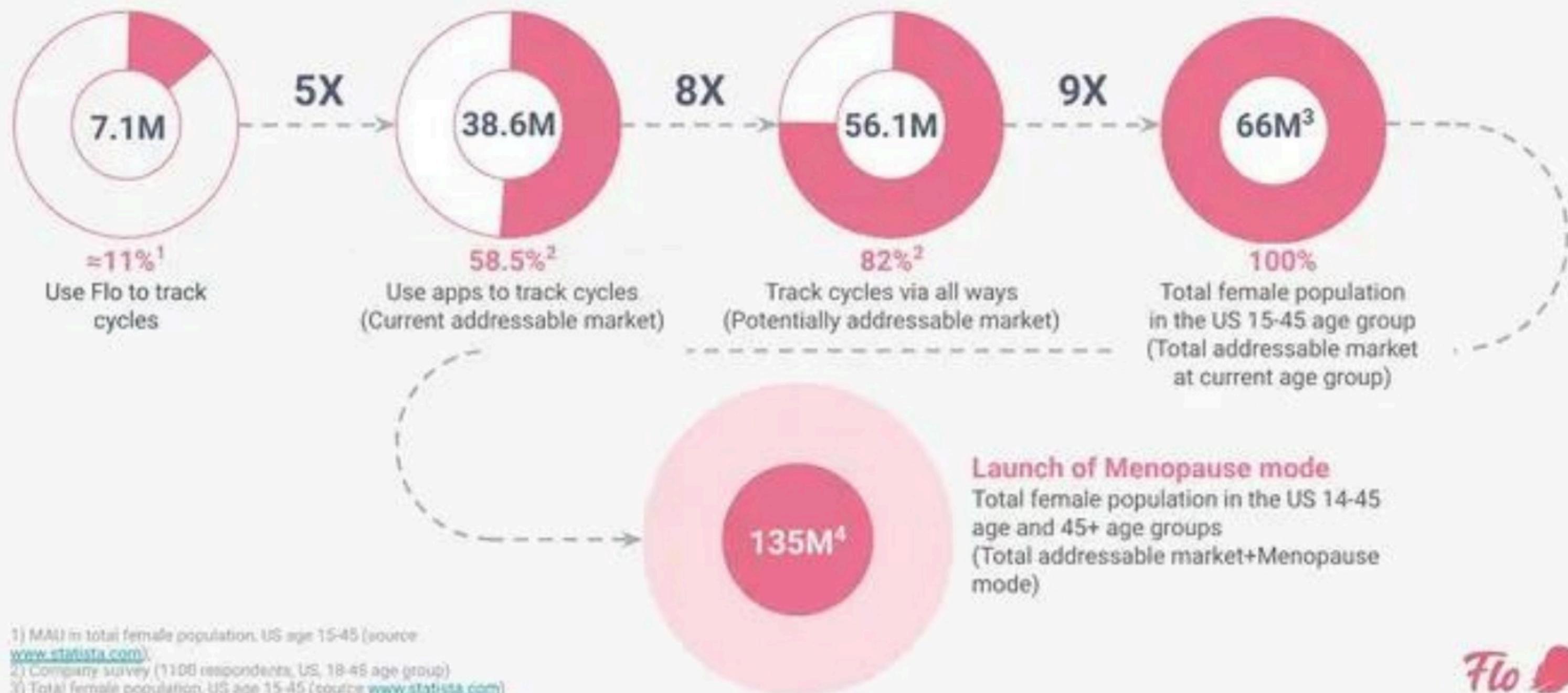
With large and growing active audience as well as a strong monetization potential





# Flo leads at a promising market: 100M+ prospective users in the US alone

Despite an already strong position in the US, additional growth potential with more than 100M prospective users remains.



1) MAU in total female population, US age 15-45 (source: [www.statista.com](http://www.statista.com))

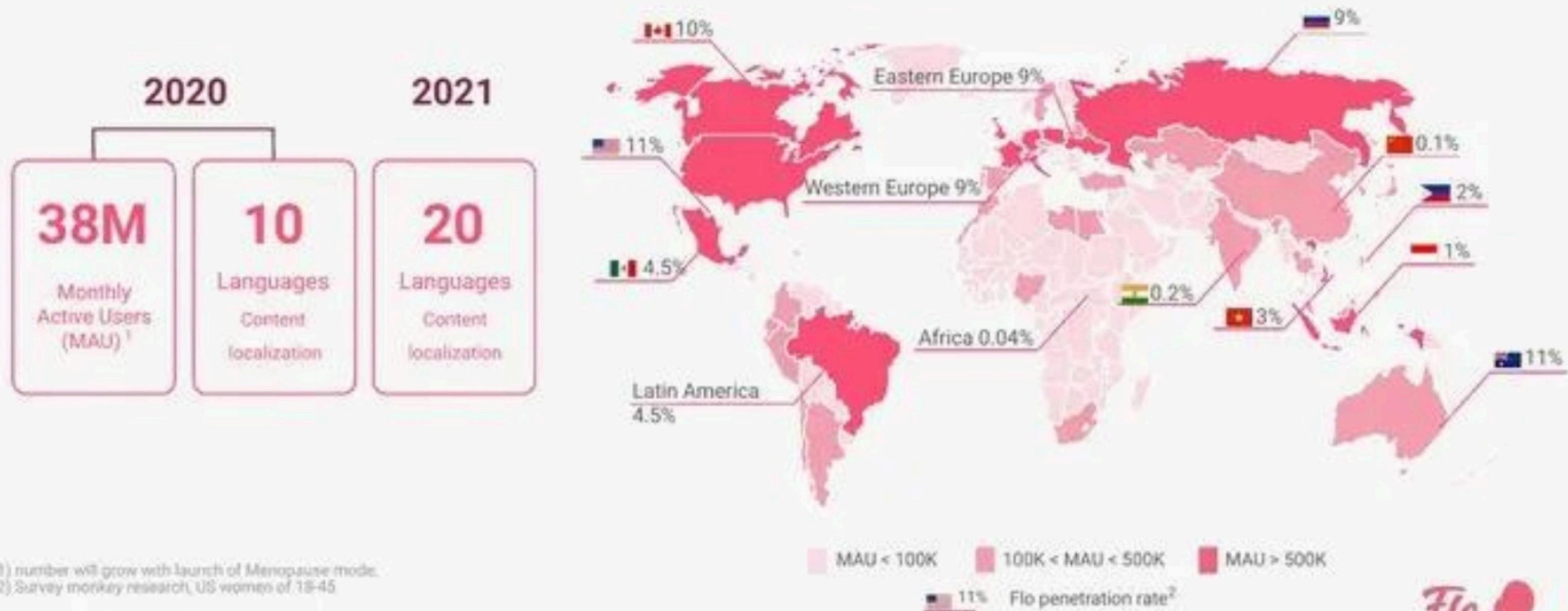
2) Company survey (1100 respondents, US, 18-45 age group)

3) Total female population, US age 15-45 (source: [www.statista.com](http://www.statista.com))

4) Total female population in US 14+ age group, source: World Bank

## And 1.7B prospective users around the world

The penetration of FLO reached 11% in the US; other countries are following the same path. With localization planned into 10 additional locales over the next 3 years, FLO will consolidate its global footprint.



1) number will grow with launch of Menopause mode.  
2) Survey monkey research, US women of 18-45

Source: World Bank, company data

# Product highlights and strategy



# Flo is by a woman's side for more than 40 years of her life

Flo includes different modes tailored to women's needs depending on her life stage. Women can switch modes at any time.



# Flo unlocks the power of personalization

Supported by the power of AI this data helps FLO create personal Health profile for each user

## Endless Data Points

Symptoms, Fitness, Social, Search, Content Interests, Surveys, Health Assistants, Age, Behaviour, Weight, Pregnancies, Contraception, Events, Wearables

FLO AI

## Health profile

- Reasons of cycle abnormalities
- Aims and goals
- Contraception Detection
- Willingness to Pay
- Cycle Prediction
- Content Interests
- Hormones Predictions
- Symptom Predictions
- Disease Signals



## Flo SuperApp Satellite products add even greater value beyond cycle tracking

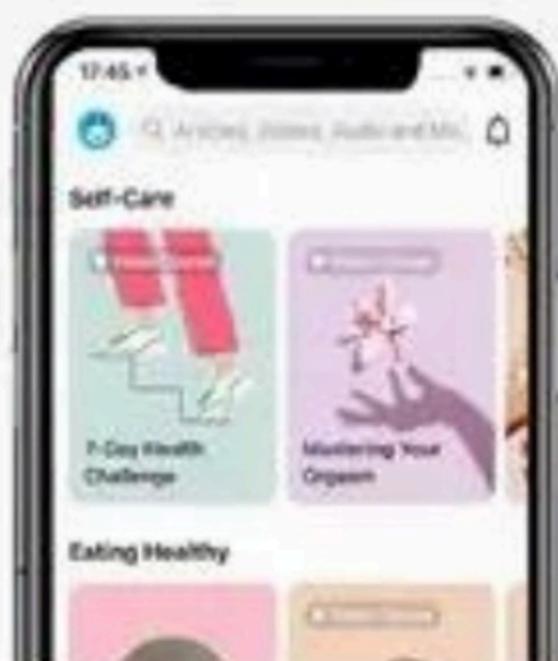
Multiple tools within Flo allow communication in various forms, adapted to the type of content and user need.

With content-based tools, Flo provides information beyond cycle tracking, that helps users to understand their bodies better and manage their health and wellbeing. This creates value users are willing to pay for.

Cycle Tracker



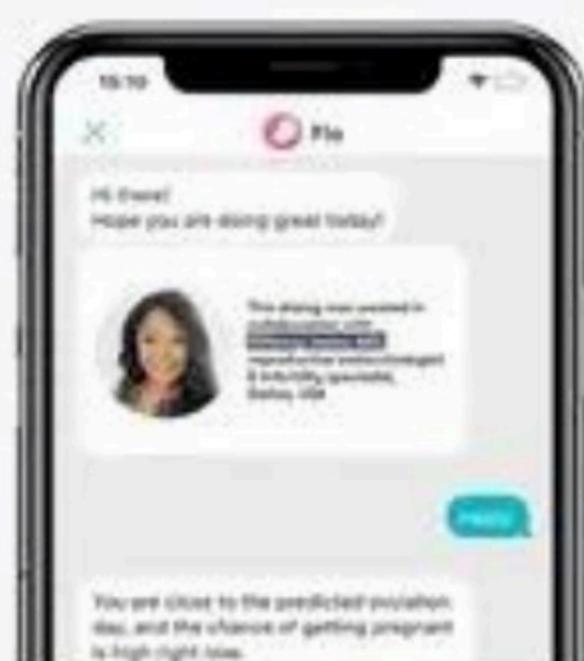
Content Library



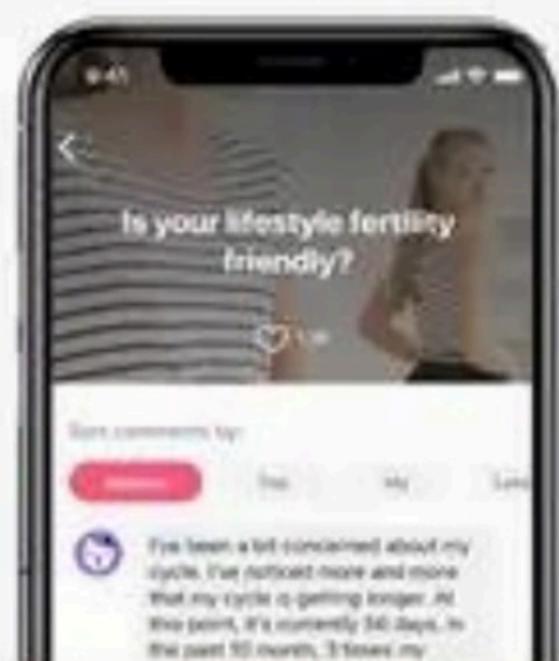
Courses on Health & Wellbeing



Secret Chats



Health Assistant



## | Flo is medically credible

All content is reviewed by the world's top health experts from leading European and North American medical schools.

To elevate women's health, FLO collaborates with leading universities worldwide and jointly conducts academic researches.

80+ Medical Experts

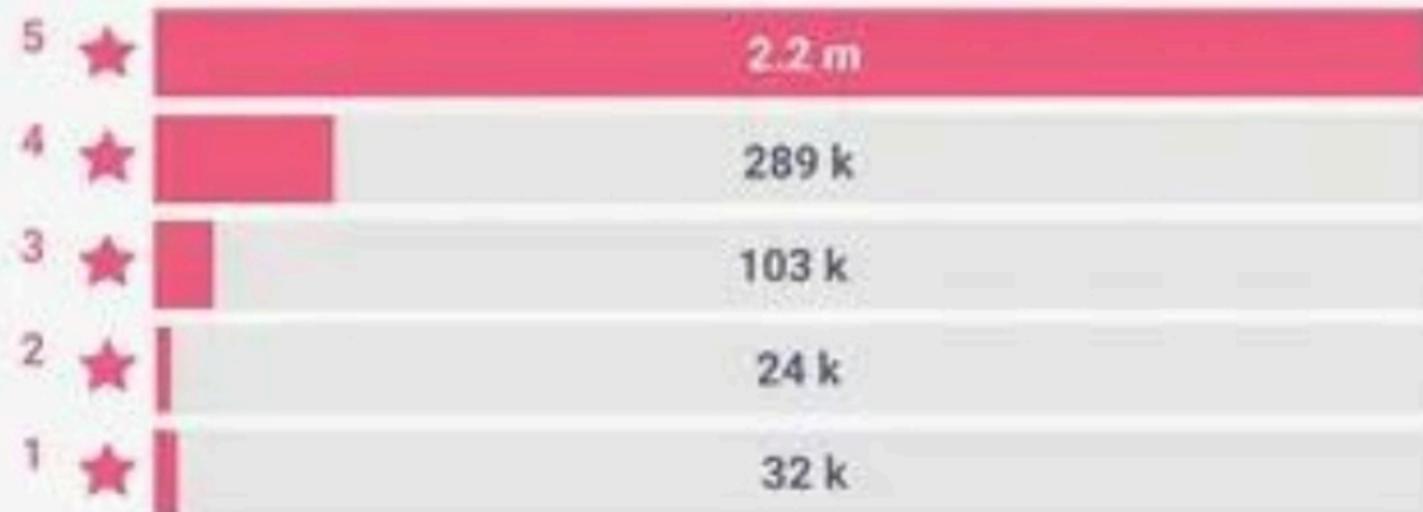
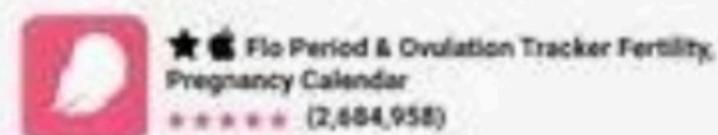
# Flo has evolved into being more than a mere app.

It's a global community of empowered women, and is deeply appreciated and loved

4+ million ratings, with an average 4.8/5 ★★★★★

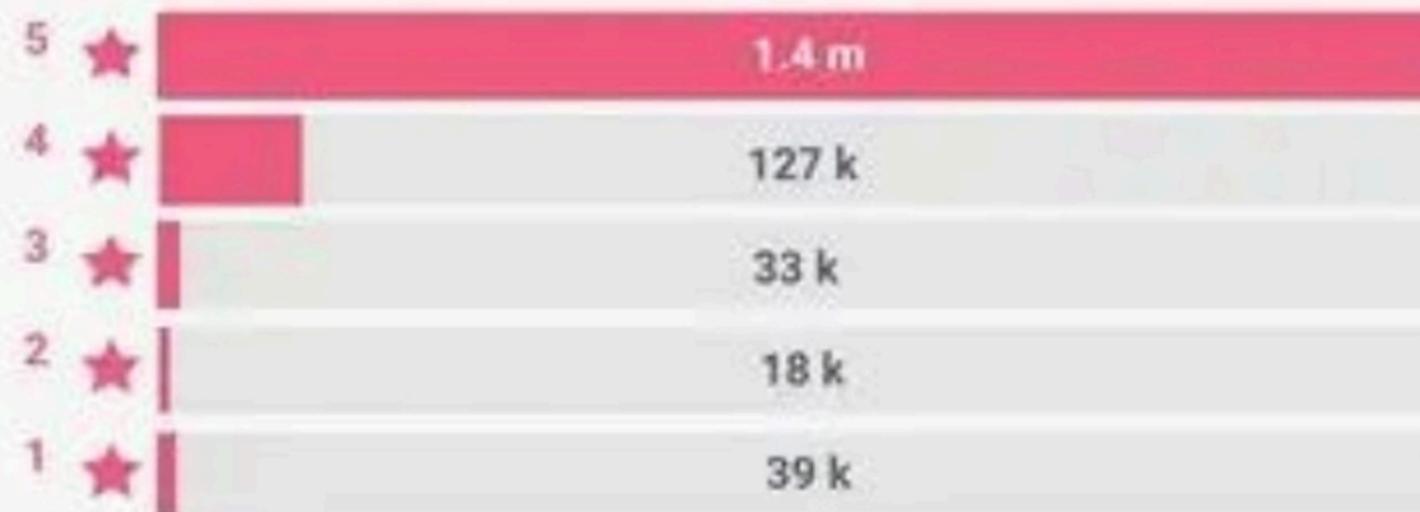
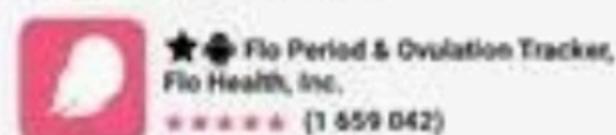
AppStore Worldwide

Ratings & Reviews



GooglePlay Worldwide

Ratings & Reviews



## Flo's highest priority is protecting our users' data

We take every step to ensure that individual user data and privacy rights are protected, and are transparent about our data practices while adhering to all applicable regulations



Regular penetration and vulnerability tests of Flo security measures by external auditors and an active bug bounty program. Regular policies and procedures reviews



Flo has dedicated Privacy and security offices, headed by DPO (Data Privacy Officer) and CISO (Chief Information Security Officer) in the UK. In process of ISO 27001 and 27701 preparation



Flo maintains a robust privacy program to ensure best privacy practices are embedded, monitored and audited through all business operations

**2021 Roadmap  
at a glance**

