

Noom Company Overview

Everyday wellbeing.



Jan 2026

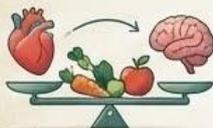


Noom is the leading behavior change company,
empowering everyone, everywhere to live better
longer—*every day.*

Company Highlights



Strong revenue growth; positive EBITDA and FCF; strong GMs



Beloved brand for whole-person wellbeing, particularly powerful among women; known for healthy eating, mindset, and habits



Engaging app with vast majority of new members engaging every week. GLP-1 Companion engagement correlated with +2.2x persistence and +17% weight loss



Significant and growing enterprise business with 5 of the top 20 health plans in the country and hundreds of employer clients



Strong balance sheet with substantial cash balance and no debt

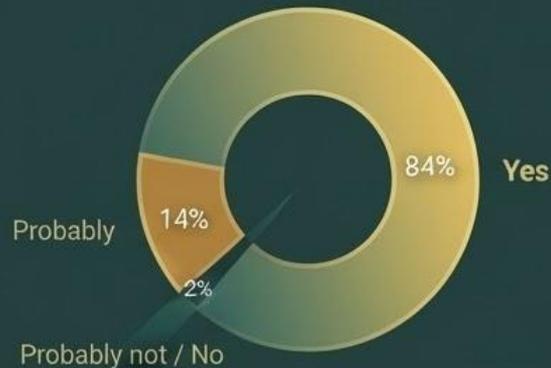
People Come to Noom for These Five Goals



More than Meds
Patients want to be healthy,
not just take meds. That's
why they choose Noom.

The 7 Ms of Noom Enable Members to Achieve Their Goals

NOOM
WOULD YOU LIKE TO **BUILD HEALTHIER HABITS**
ALONGSIDE WEIGHT LOSS MEDICATION?



Audience: US adults considering weight loss medication
(N = 1,505)

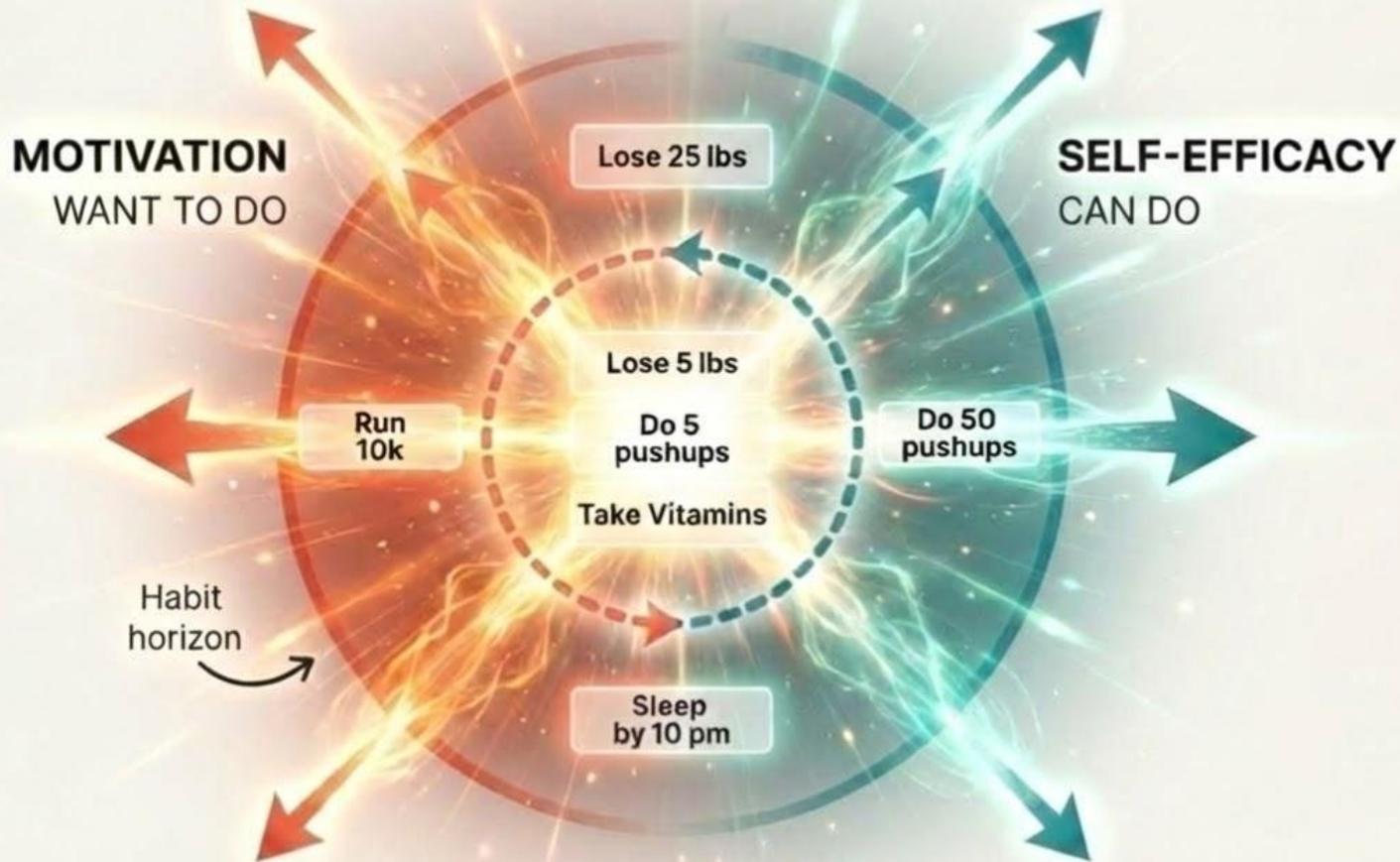


Read our CEO's statement: [The 7Ms of Wellbeing](#)

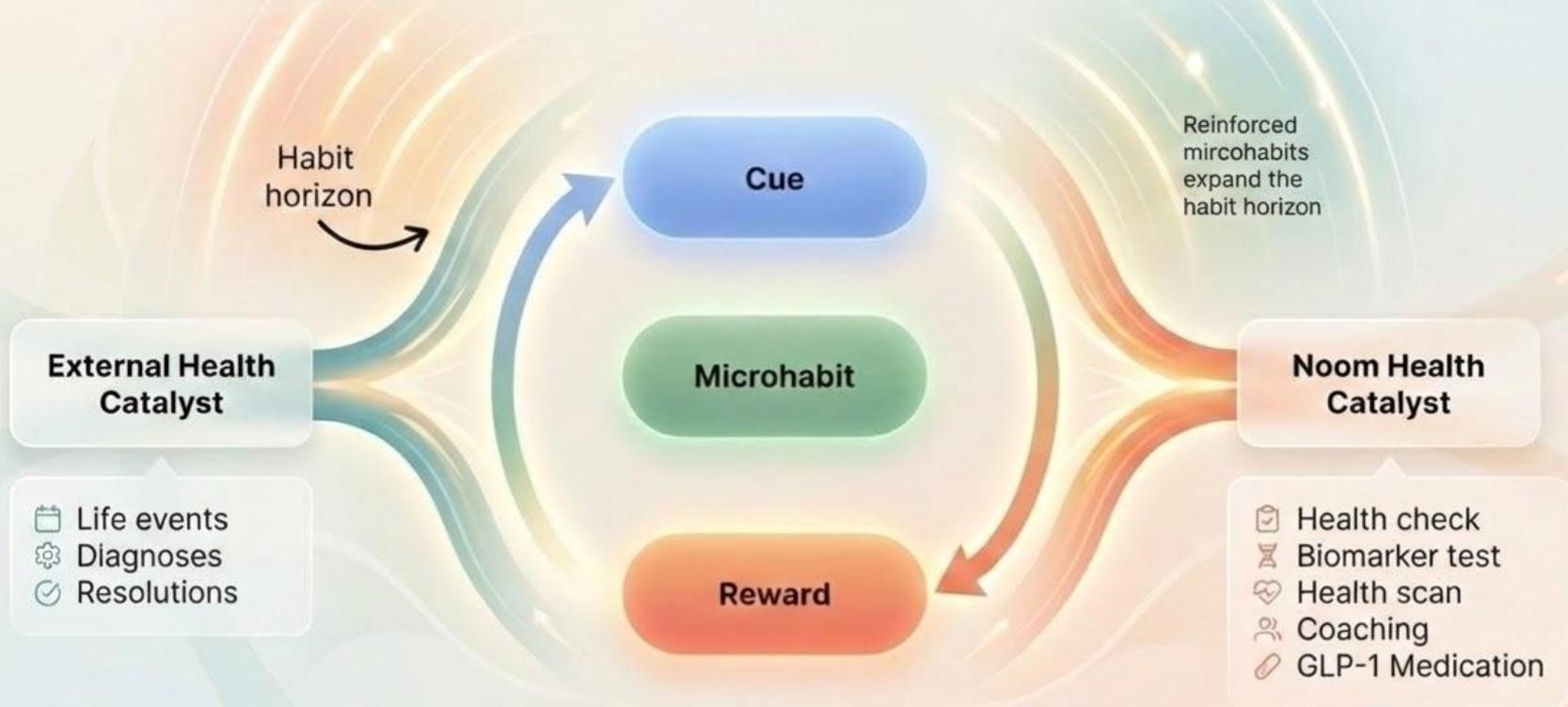
Habits can only form when you want to do something that you believe you can do



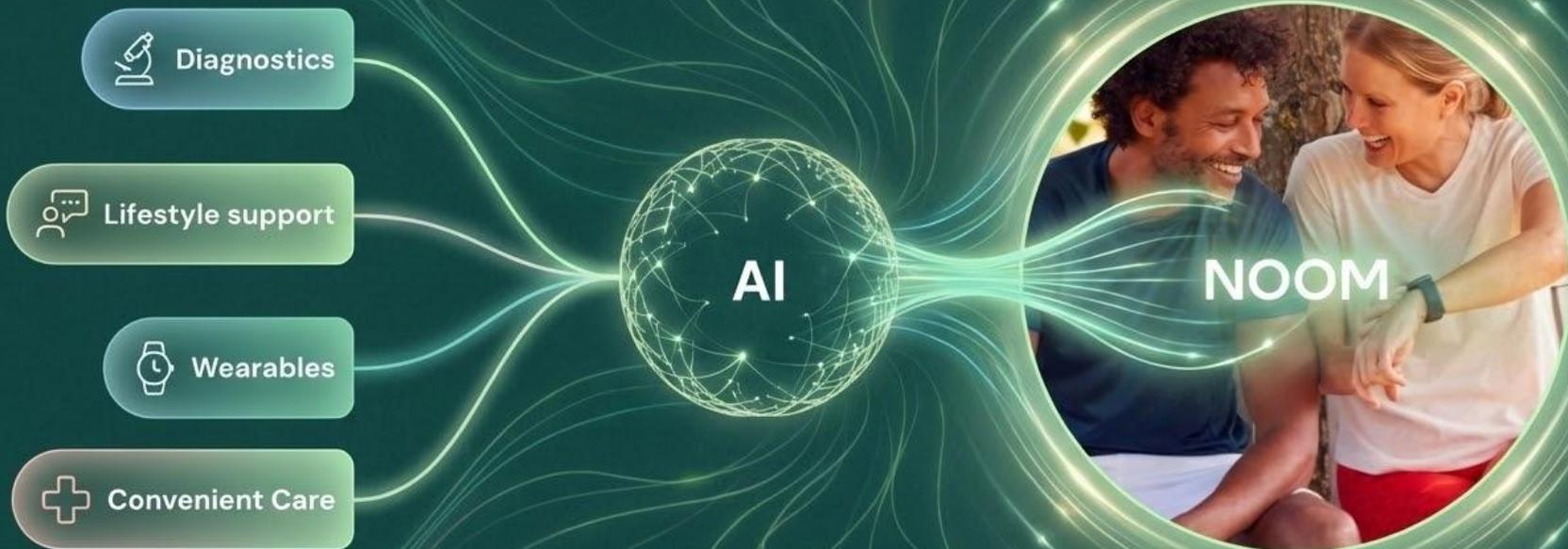
The Expanding Habit Universe: GLP-1 Catalyzes the Big Bang of Behavior Change



Noom Combines Catalysts With Habit Science to Make Healthy Change Easier



We're leading the convergence of diagnostics, devices, and digital behavior change to transform preventive care.



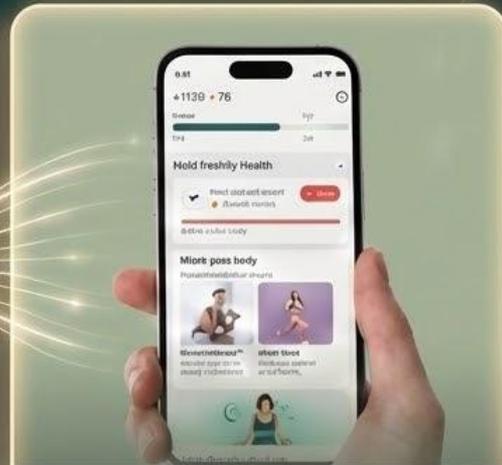
What Noom does best is help people actually do the healthy thing they want to do.



Microdose GLP-1s



At-Home Biomarker Testing

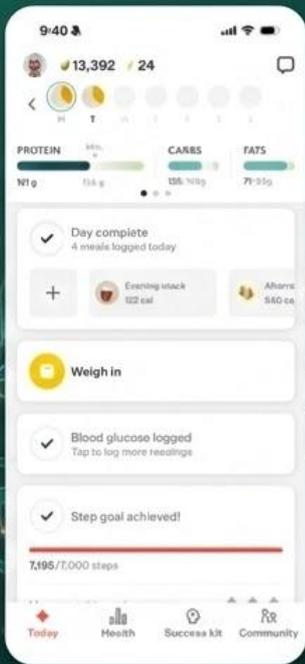
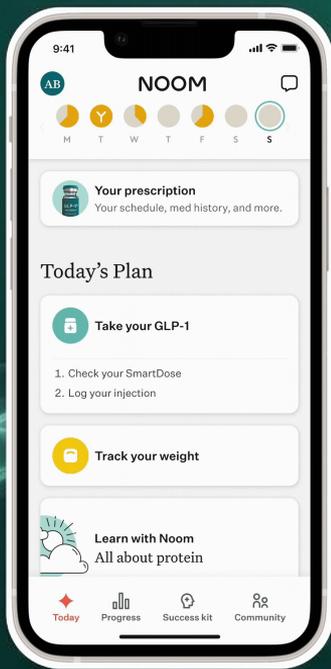


Microhabits for Health

“Noom Med allowed me to begin altering my habits in a meaningful way that I have not realized in three years.”

- Member

Noom is the industry's most advanced GLP-1 companion



Med tracking with SmartDose guidance, injection instructions, and reminders help with adherence

GLP-1 program nutrition goals focus on protein vs. calories

Track body composition to preserve lean mass

Success Kit with side-effect support

Noom GLP-1 Companion is highly engaging, and high engagement with Noom is correlated with **17% more weight loss at week 40**

Weight loss outcomes by engagement quartile



Top 25th percentile of days engaged in Noom's companion app is linked to:

- 80% more weight loss at 4 weeks
- 45% more weight loss at 8 weeks
- 31% more weight loss at 16 weeks
- 17% more weight loss at 40 weeks¹



Survival bias is controlled by looking *only* at users who logged weight in each specified program measurement week (4, 8, 16, 40)



Nearly 80% (77%) of users stay engaged in the Noom app for 4 or more weeks²



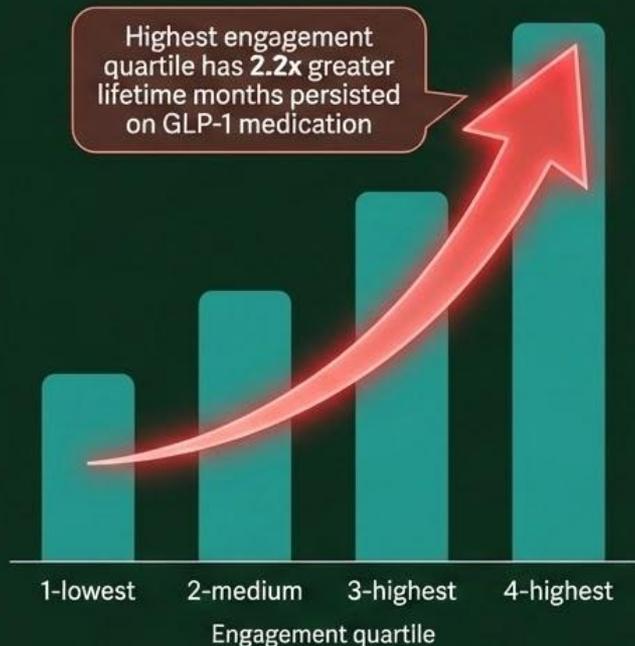
>40% D30 engagement: GLP-1 members who engage in the Noom app on their 30th day²

¹ Based on a January 2026 analysis of 14,210 Noom GLP-1Rx program members who joined between Dec 2024 and Feb 2025 and who weighed in during a measurement week (4, 8, 16, 40 weeks)

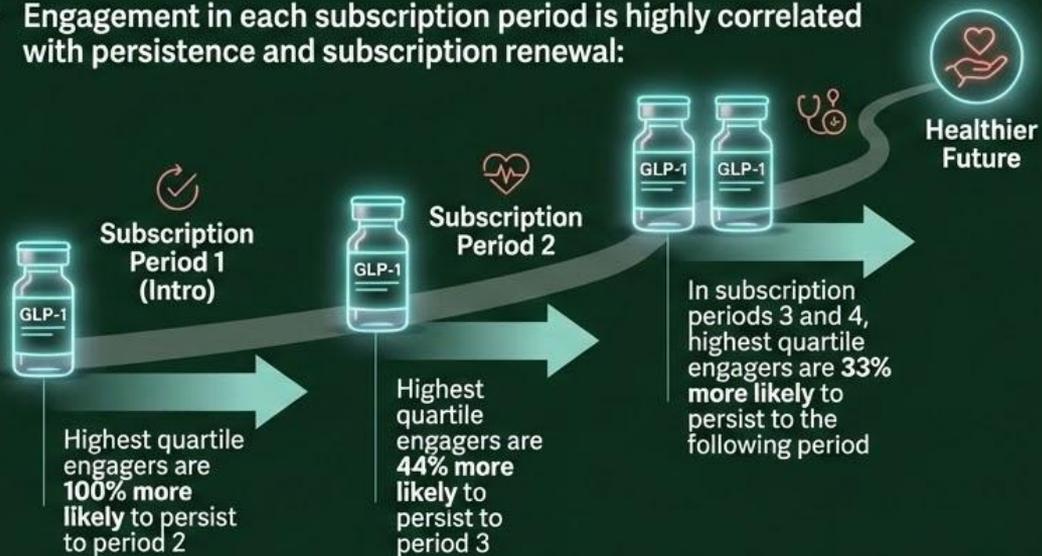
² From Noom app engagement data for October 2025 Noom Microdose GLP-1^{rx} Program sign-ups

Noom GLP-1 Companion is highly engaging, and high engagement is correlated with 2.2x increased persistence

Total months persisted by Engagement quartile



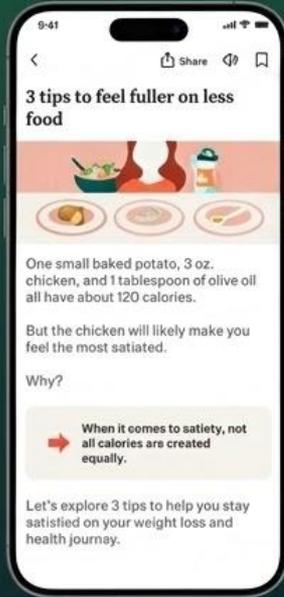
- Top 25th percentile of days engaged is linked to 2.2x increased months persisted on medication within the first 12 months, for cash-pay GLP-1 medication offerings¹
- Engagement in each subscription period is highly correlated with persistence and subscription renewal:



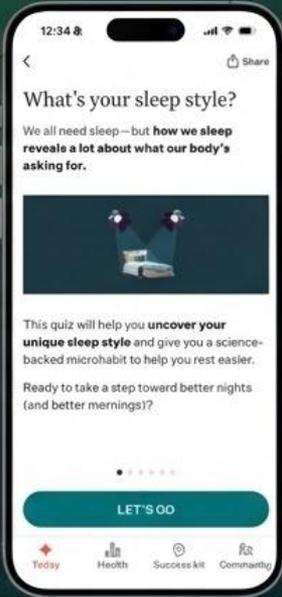
¹ Based on a January 2026 analysis of 30,239 Noom program members who joined between Dec 2024 and Feb 2025

Beyond GLP-1, Noom is the daily health companion.

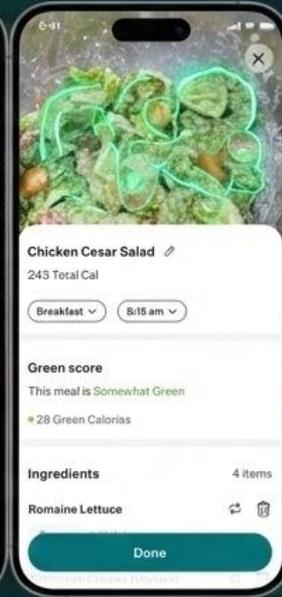
“Noom uses AI-Driven Personalization to help individuals achieve sustainable behavior change” - BCG Longevity Report



Psychology-based content that inspires change



Personalized goals, tracking, & AI-powered insights



Gamification and celebratory moments



Noom's approach extends beyond weight loss to healthy aging, including step goals, accessible workouts, dietitian-curated recipes, and condition-specific support.



Personalized meal plans
and 1000+ healthy recipes



Step goals with rewards
and a workout library with
something for everyone.



Condition-specific journeys
include prediabetes and
diabetes, with blood glucose
insights and education

“
“...I can conclude that **semaglutide** is a
proven longevity medicine.”

– Dr. Lotte Bjerre Knudsen, Chief Scientific Advisor, **Novo Nordisk**, Aug 29, 2025



Habits also are proven longevity medicine

Through the latest habit science and catalysts like GLP-1s, Noom adds years to life and life to years.

29%

rise in coronary heart disease risk for each 0.5 percentage-point increase in A1C above 5.0% (Harvard-led study). **Only 1 in 8 American adults have optimal metabolic measures.**

[Hemoglobin A1c Is Associated With Increased Risk of Incident Coronary Heart Disease Among Apparently Healthy, Nondiabetic Men and Women](#)

19%

drop in mortality risk for every additional 2.2 pounds of muscle. Those with the most muscle had 50% lower risk of death than those with the least.

[Skeletal muscle mass and all-cause mortality: findings from the CRONICAS Cohort Study](#)

50%

drop in mortality risk for people with the highest sense of purpose vs those with the lowest

[Association Between Life Purpose and Mortality Among US Adults Older Than 50 Years | Public Health | JAMA Network Open](#)

50%

drop in mortality risk for participants with stronger social relationships. Loneliness as harmful as smoking **15 cigarettes a day**¹

[Social Relationships and Mortality Risk: a Meta-analytic review](#)

Noom's celebrity ambassador amplifies our MICRO-message

We're going micro: **Microhabits** and **Microdose GLP-1s**



rebelwilson and noom
Original audio



rebelwilson 🌟 How did I get SNATCHED for my wedding? 😍 I did it with @Noom! 🌟🌟 #NoomPartner
Noom's approach to weight loss focuses on real behavior change, which means it's not just about the numbers on the scale, but about developing habits that stick. For anyone out there with big goals like me, whether it's fitting into your dream wedding dress or just feeling like your best healthiest self, Noom's got you! Head to the link in my bio and use code REBEL for 20% off your Noom Weight Plan

1w



Financial impact is clear: 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**.



Noom is building the future of healthcare, uniting diagnostics, convenience, and always-on lifestyle support.

Health 1.0
SICK CARE
Episodic, Brick and mortar, Paper records

Health 2.0
TELEHEALTH SICK CARE
EHR Silos, Connectivity Increasing, Doctor-led



Noom /num/ *n.*

Combines habit science with catalysts to produce everyday wellbeing.

Thank *you!*



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Geoff Cook