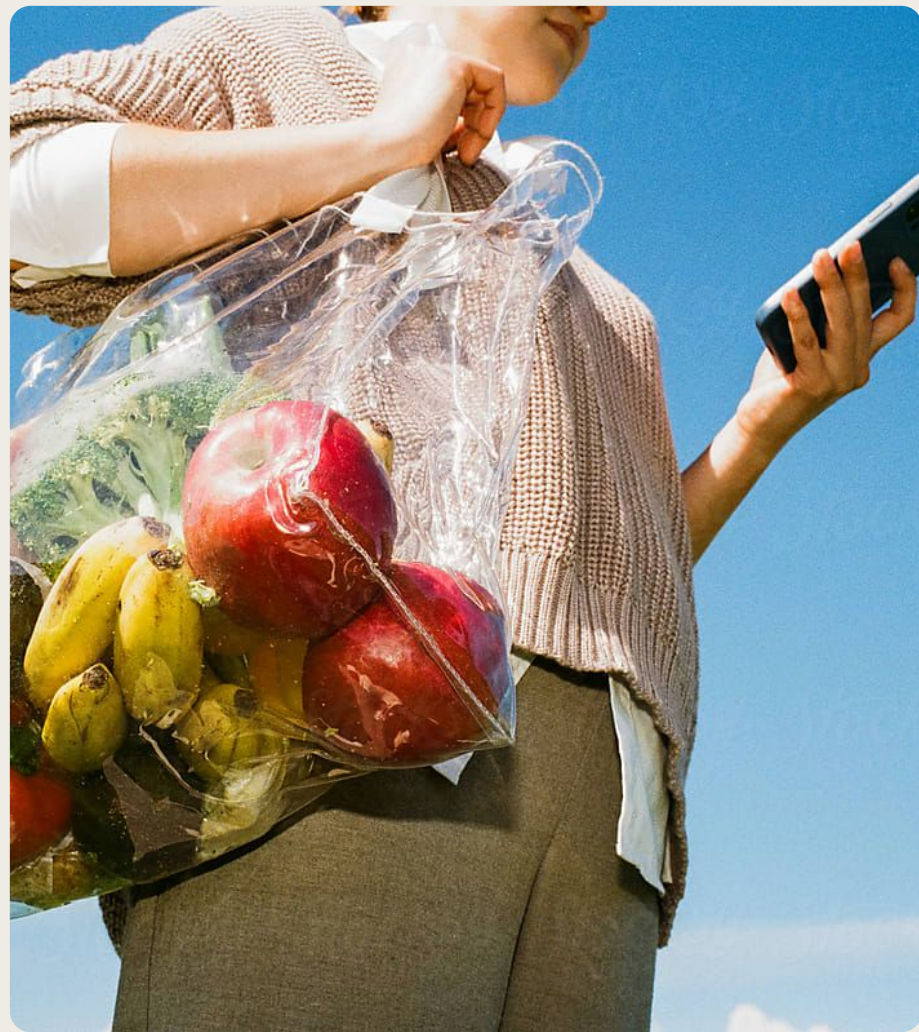
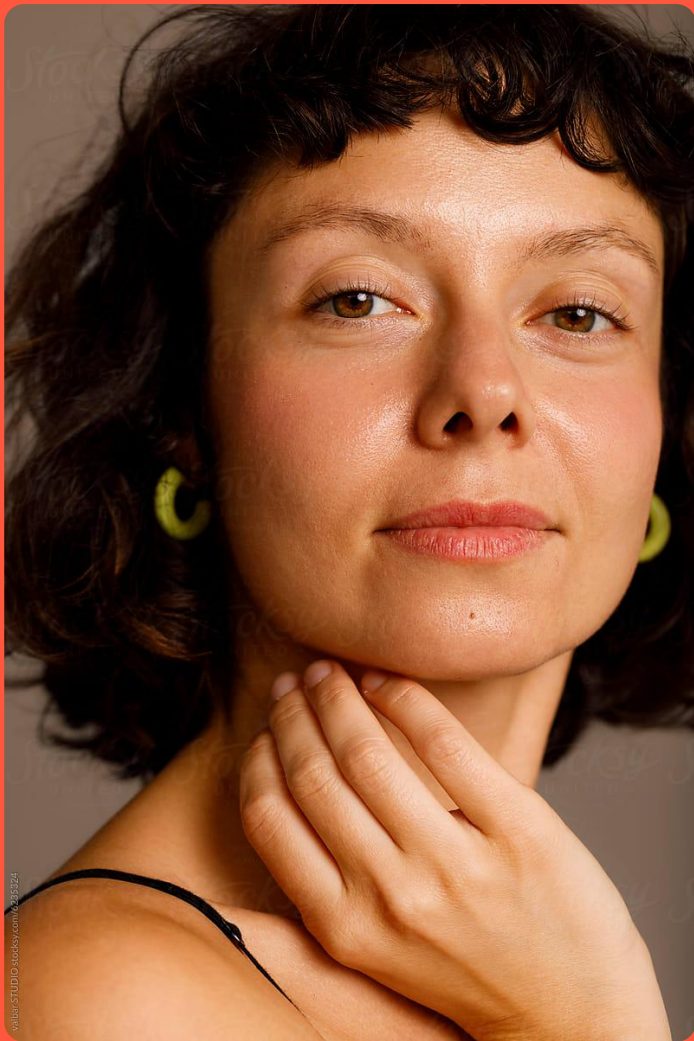


# Noom Overview

**NOOM**

EVERYDAY WELLBEING





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

**NOOM**



Lasting change needs more than a prescription.

Noom pairs behavior change with catalysts to make **lasting change feel easy.**

GLP-1s can never be the whole solution, not while 11 out of 12 people separate from the med by year 3, not while removal of the medication, absent lifestyle change, means the weight comes back.

For Noom, GLP-1 therapy is a catalyst, temporarily altering appetite and food noise, opening a window to build durable skills and routines that support whole-person health.

Our superpowers are our extraordinary engagement, powerful brand, and durable outcomes.

**The future of preventive care is Noom:** We are leading the convergence of **diagnostics, wearable-monitored behavior change, pharmacy, and clinical care**, as one integrated AI-enhanced system that drives individual outcomes.

At-Home Diagnostics

Wearable-Monitored  
Behavior Change

Integrated Pharmacy

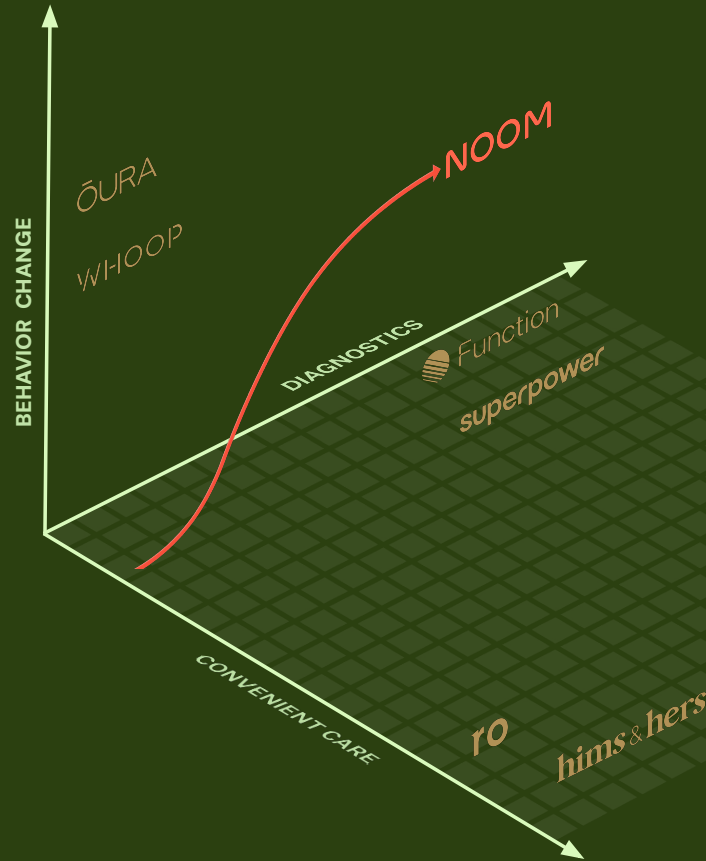
Convenient Care

AI

NOOM



Noom's superpowers are its highly engaging, outcomes-producing behavior change engine and its trusted brand.



## Health 3.0

**HEALTH CARE**  
Longevity Focused,  
Preventive,  
AI-Enabled,  
Personalized,  
Convenient,  
Affordable,  
Patient-Led

## Health 2.0

**TELEHEALTH  
SICK CARE**  
EHR Silos,  
Connectivity  
Increasing,  
Doctor-led

## Health 1.0

**SICK CARE**  
Episodic, Brick  
and mortar, Paper  
records

GLP-1s lead people to want food less and **to like it** more, opening a window to change.

“ GLP-1 medication decreases anticipatory food reward (wanting) and increases consummatory food reward (liking). ”

JOURNAL ARTICLE: DIABETES, OBESITY AND METABOLISM.  
A JOURNAL OF PHARMACOLOGY AND THERAPEUTICS...

ORIGINAL ARTICLE

**Brain reward-system activation in response to anticipation and consumption of palatable food is altered by glucagon-like peptide-1 receptor activation in humans**

[L. van Bloomendaal](#) [D. I. Veltman](#) [J. S. ten Kulve](#) [P. F. C. Groot](#) [H. G. Ruhé](#) [F. Barkhof](#) [J. H. Sloan](#),  
[M. Diamant](#) [R. G. IJzerman](#)

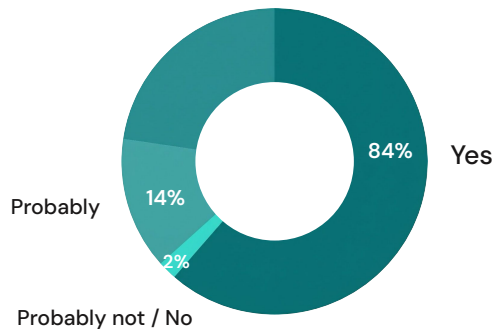
First published: 12 June 2015 | <https://doi.org/10.1111/dom.12506> | [VIEW METRICS](#)



Noom is an engine for change. We drive change with a program addressing *whole-person health*.

## NOOM

Would you like to **build healthier habits** alongside weight loss medication?



Audience: US Adults (18+) considering taking weight loss medication to help manage weight (n=1,503)

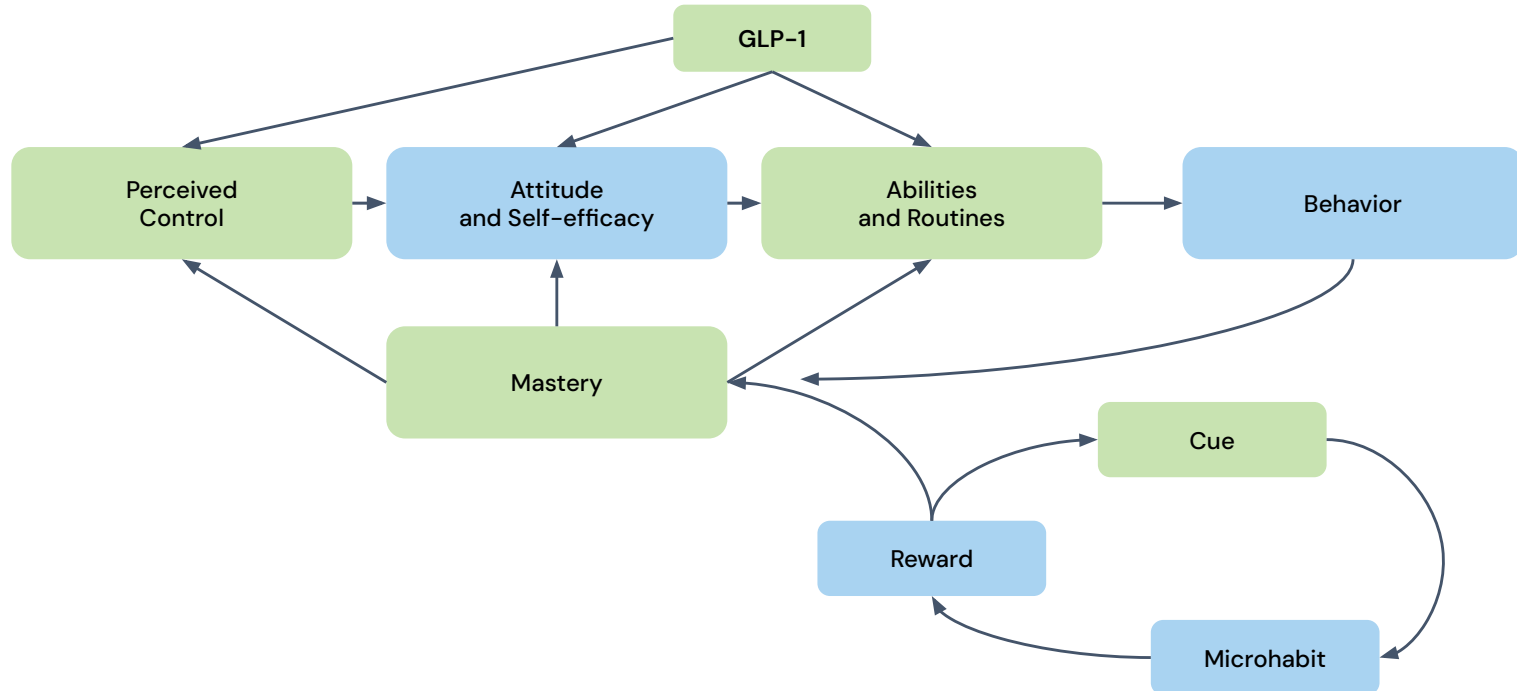
## Noom's Blueprint for Everyday Wellbeing: The 7 Ms



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

# GLP-1s and microhabits **both catalyze behavior change**

New healthy habits and routines persist post med discontinuation



# In the GLP-1 era, durability carries new - **more urgent** - stakes.

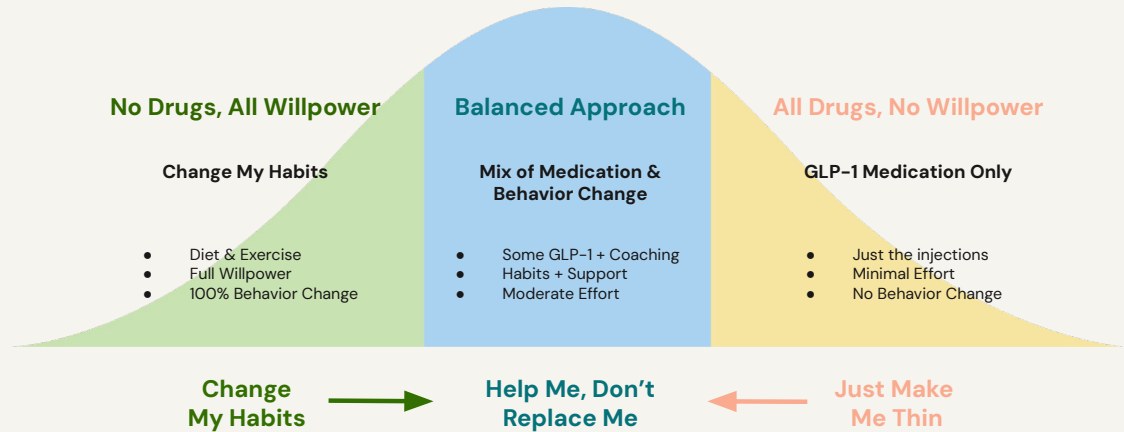
Millions of people will cycle on and off GLP-1s -  
what persists will determine how healthy people can actually get.

**% of people coming through Noom buyflows who have taken a GLP-1 before (last 6 mos)**

Buyflow	% previously be on a GLP-1
GLP-1Rx	32%
Microdose	30%
Wegovy Pill	37%
Noom Weight	19%

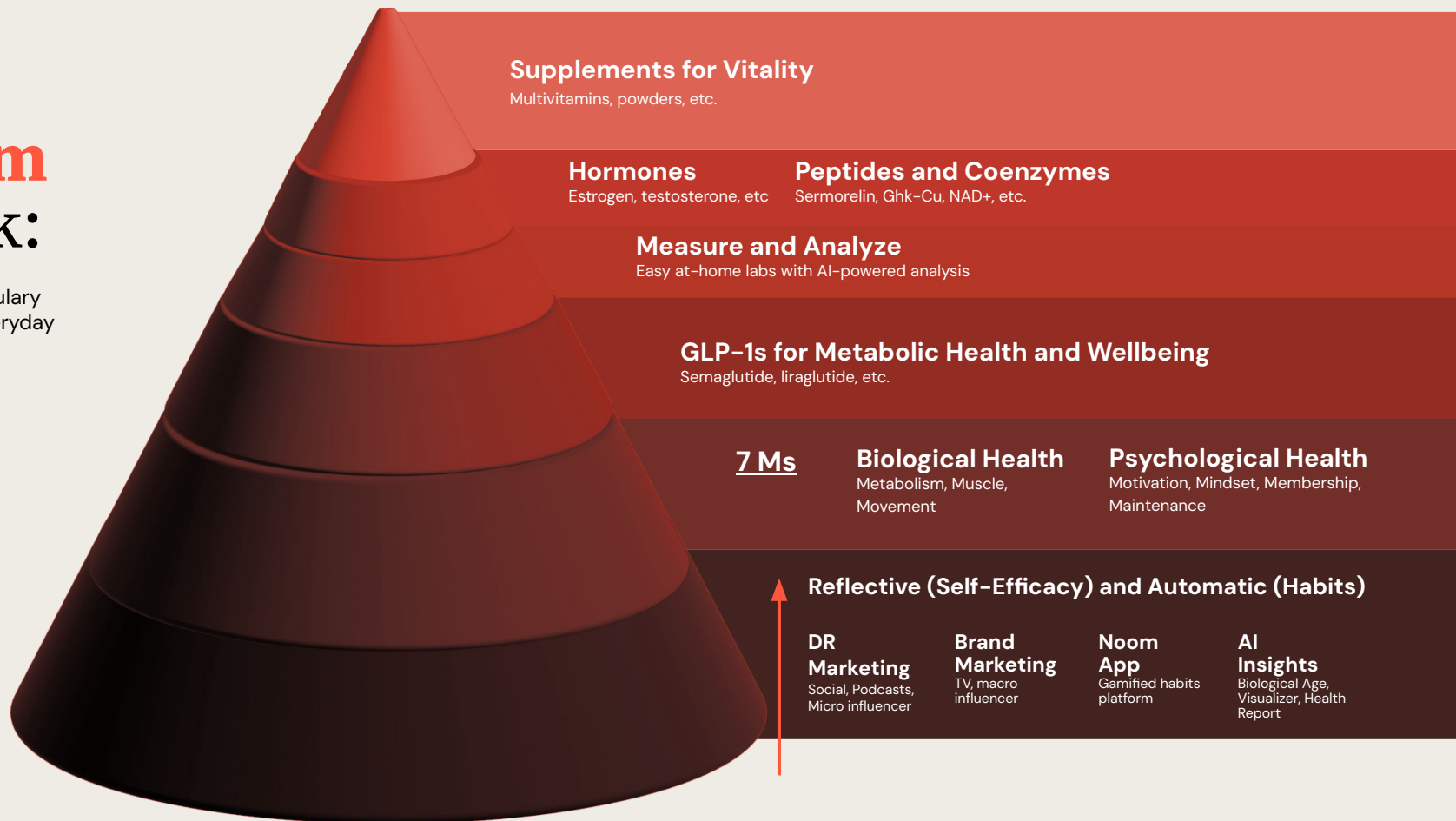
As the market matures,  
Noom is built for the  
growing middle -  
medication plus behavior  
change.

Shifting view of how people want to lose weight



# The Noom Stack:

Focused formulary  
empowers everyday  
wellbeing.



# Our GLP-1 behavior program entry points serve distinct buyer segments, enabling an optimized funnel and better care.

## GLP-1<sup>Rx</sup> Program



- BMI 25+ *skews higher*
- Lose up to 30 lbs in 90 days
- \$279/month
- Median BMI: 30.0

## Microdose GLP-1<sup>Rx</sup> Program



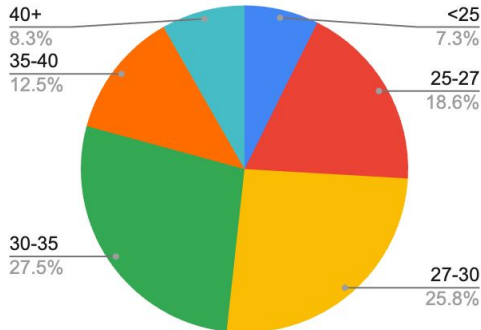
- BMI 25+ *skews lower*
- Lose up to 11 lbs in 30 days
- \$199/month
- Median BMI: 28.3

## Proactive Health Microdose GLP-1<sup>Rx</sup> Program

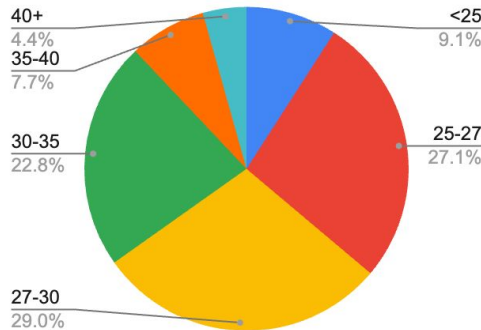


- BMI >21 *skews lowest*
- Support metabolism, inflammation, heart, brain
- \$149/month
- Median BMI: 23.8

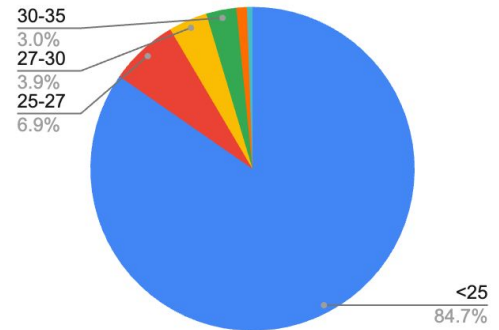
GLP-1<sup>Rx</sup> Sign-up BMI



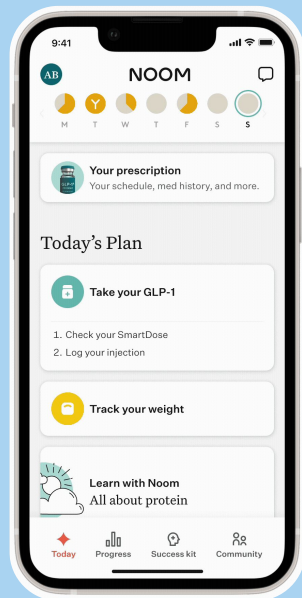
Microdose GLP-1<sup>Rx</sup> Sign-up BMI



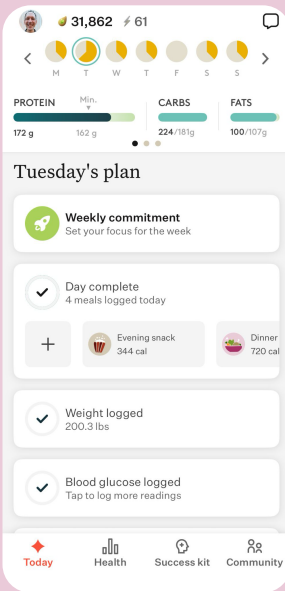
Proactive Health GLP-1<sup>Rx</sup> Sign-up BMI



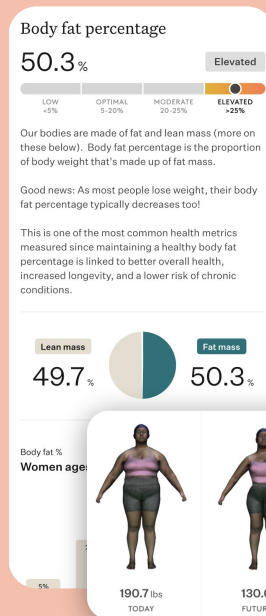
**Our engagement is our superpower.** Noom's GLP-1 companion engagement of 40% DAU:MAU is 10x average health app. Meanwhile, our brand enables extraordinary activation, with 5-10x higher activation in employer populations vs. competitor



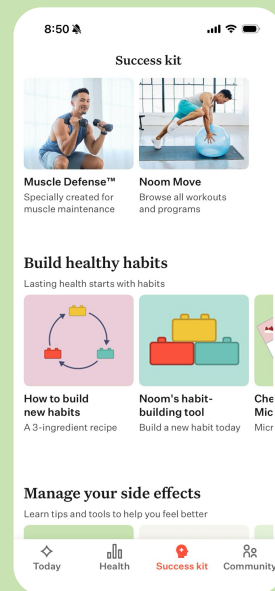
Med tracking with SmartDose guidance, injection instructions, and reminders help with adherence.



GLP-1 program tailors nutrition goals to focus on protein vs calories



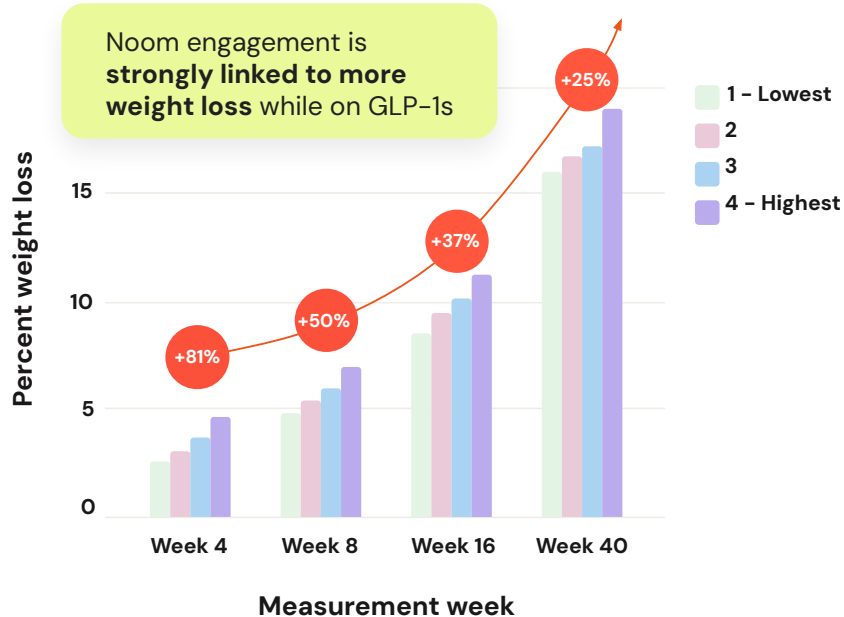
Track body composition to preserve lean mass



Success-kit with side-effect support, resistance training, and habit-building tools

# The Noom GLP-1 Companion works – *25% 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:

- 81% more weight loss at 4 weeks
- 50% more weight loss at 8 weeks
- 37% more weight loss at 16 weeks
- 25% more weight loss at 40 weeks<sup>1</sup>

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 weeks or more<sup>2</sup>

>40% D30 engagement: GLP-1 members who engage in the Noom app on their 30th day<sup>2</sup>

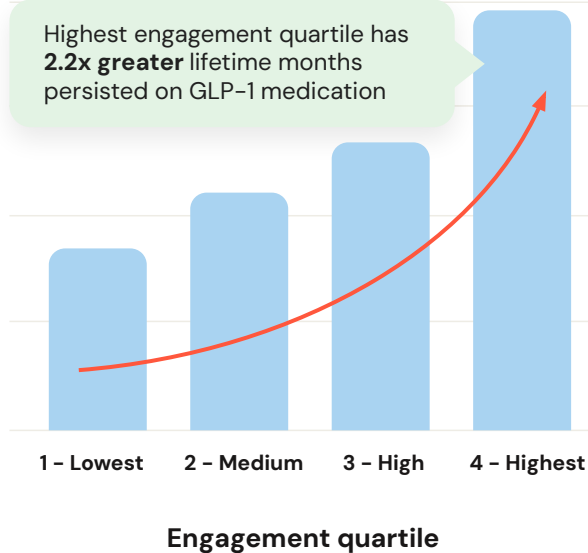
<sup>1</sup>Based on January 2026 analysis of 14,210 Noom GLP-1<sup>rx</sup> program members who joined between Dec 2024 and Feb 2025 and who weighed in during measurement week (4, 8, 16, 40 week)

<sup>2</sup>From Noom app engagement data for October 2025 Noom Microdose GLP-1<sup>rx</sup> Program sign-ups.

# More app engagement means more med - *2.2x increased persistence*

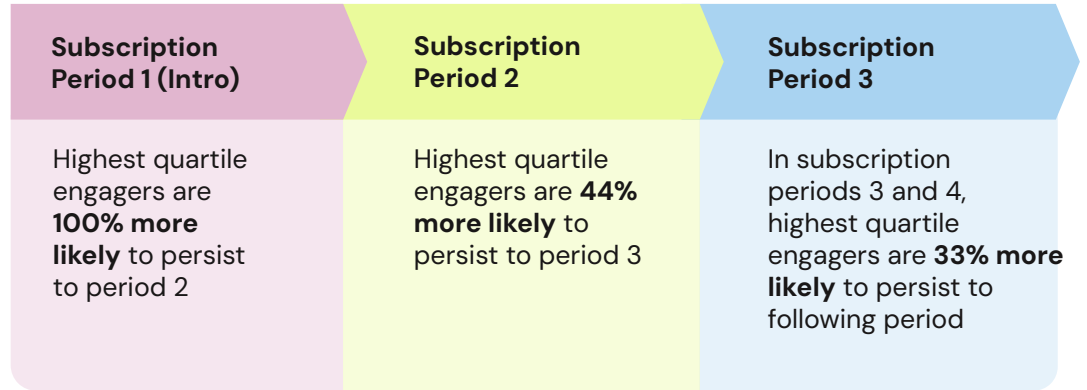
## Total months persisted by Engagement quartile

Highest engagement quartile has **2.2x greater** lifetime months persisted on GLP-1 medication



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 offerings<sup>1</sup>

Engagement in each subscription period is highly correlated with persistence and subscription renewal



<sup>1</sup>Based on January 2026 analysis of 30,238 Noom program members who joined between Dec 2024 and Feb 2025

We are proving it with data.

Laying the foundation now for a robust evidence moat with a number of studies in progress.

**Generate evidence showing GLP-1<sup>Rx</sup> Microdose outcomes**

(weight loss outcomes & side effects)

**Generate evidence supporting defensible, differentiated outcome claims**

(weight, biomarkers, health surveys) for all consumer programs

**Generate evidence supporting differentiated outcomes based on habits & engagement to show that GLP-1s need a habit companion**

**Building evidence base to launch new SKUs & unlock new partnerships with confidence.**

## Noom for Enterprise:

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's strong **engagement, brand** and **outcomes** underpin a profitable, fast-growing business.

1

**Strong revenue growth;** positive EBITDA and FCF; strong GMs.

2

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

3

**Engaging app with vast majority of new members engaging every week.** GLP-1 Companion engagement correlated with +2.2x persistence and +25% weight loss.

4

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

5

**Strong balance sheet** with substantial cash balance and no debt.

**Noom** /num/ *n.*

The leading behavior  
change company  
building the future of  
preventive care

**Thank you!**

Follow me on [LinkedIn](#)



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geoff@noom.com