

Lasting weight loss, powered by behavioral science.

Based in psychology, Noom helps people build sustainable habits that support long-term health—for better outcomes and better savings.



PROBLEM

Despite the growing need for weight loss programs, most people don't participate, driving up healthcare costs.

3 in 4

U.S. adults struggle with their weight¹

10%

of people with access to weight loss programs engage²

\$315

increase in healthcare costs per BMI point over the healthy range³

SOLUTION

Noom Weight, our flagship offering, has been trusted by millions around the world to achieve lasting weight loss through our unique, psychology-driven approach.

- **SUSTAINING HEALTHY HABITS FOR LIFE**

Our evidence-based, mind-first approach helps members develop a deeper understanding of the psychological drivers behind their behaviors. By identifying the 'why' behind their habits, they gain the tools to make lasting, sustainable changes for a healthier life.

- **ONGOING SUPPORT AT EVERY STAGE**

Whether starting a weight loss journey or maintaining healthy habits after reaching their goals, we offer continuous guidance and tailored support. From goal setting to overcoming challenges, we ensure each member has the resources and encouragement to stay on track throughout their health journey.

- **OPTIMIZED FOR ENGAGEMENT**

We offer a personalized, seamless experience, powered by cutting-edge AI and shaped by thousands of experiments to boost engagement, retention—and ultimately weight loss. Our ongoing optimization ensures that each member receives tailored support, making healthy habits easier to build and maintain.

RESULTS

75%

of members who lost $\geq 10\%$ of their weight maintained $\geq 5\%$ weight loss 1 year after Noom⁴

64%

of members who lost $\geq 10\%$ of their weight maintained $\geq 5\%$ weight loss 2 years after Noom⁴

\$1,219

in healthcare cost savings over 2 years⁵

Noom makes the weight loss journey easier and more effective.



BEHAVIOR CHANGE CURRICULUM

Daily bite-sized lessons help members deepen their understanding of their relationship with food for lasting behavior change. This is reinforced by an expansive library with over 1,000 workout videos and 3,000 recipes, supporting healthy lifestyle changes as a complement to the curriculum.



HEALTH COACHING

Coaches with a background in health and wellness provide guidance tailored to each members' unique needs and goals. As a source of continuous support throughout the health journey, coaches help members build practical skills, form healthy habits, and overcome challenges with greater ease.



DIVERSE PEER GROUPS

Coach-led community circles foster learning, growth, and connection among members with shared interests, such as inspiration, exercise, healthy eating, and tips for success on the Noom journey.



SMART TRACKING TOOLS

AI-powered food logging, automated movement tracking, and device integration make it effortless for members to monitor their progress and focus on lasting lifestyle changes at their own pace.



GLP-1 COMPANION

Seamlessly integrated program enhancement that personalizes coaching, nutrition, and fitness support for members taking a GLP-1 or other anti-obesity medication, maximizing treatment outcomes while fostering sustainable healthy habits.

Noom Health is trusted by leading employers, health plans, and health systems to improve the health of over 3 million enterprise members.



NOOM HEALTH

To learn more about Noom Health, reach out to enterprisesales@noom.com or visit us at noom.com/health.



CONTENT CURRICULUM

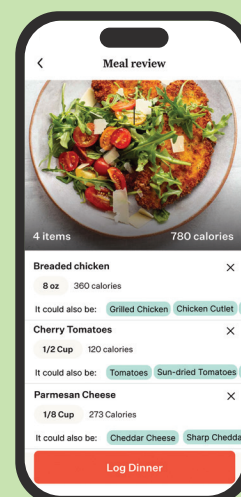
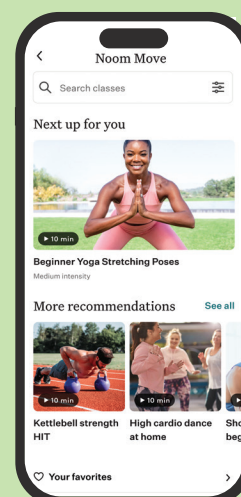


PHOTO FOOD LOGGING



VIDEO WORKOUT LIBRARY

¹ Centers for Disease Control and Prevention. "Obesity and Overweight FastStats."

² Milken Institute SPH. "Obesity in the Workplace."

³ ZJ Ward et al. "Association of BMI With Health Care Expenditures in the US by Age and Sex."

⁴ CN May et al. "Weight Loss Maintenance After a Digital Commercial Behavior Change Program (Noom Weight)."

⁵ ES Mitchell et al. "Impact of Digital Weight Loss Intervention on Health Care Resource Use and Costs."