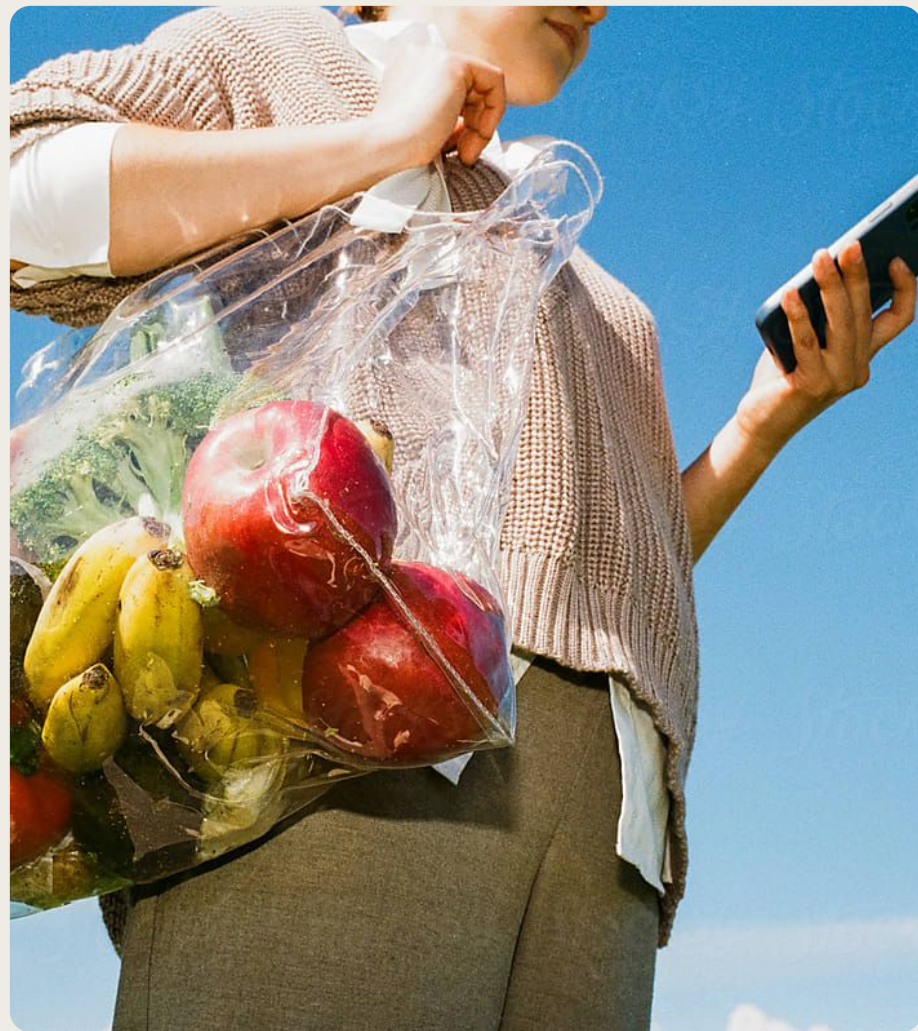
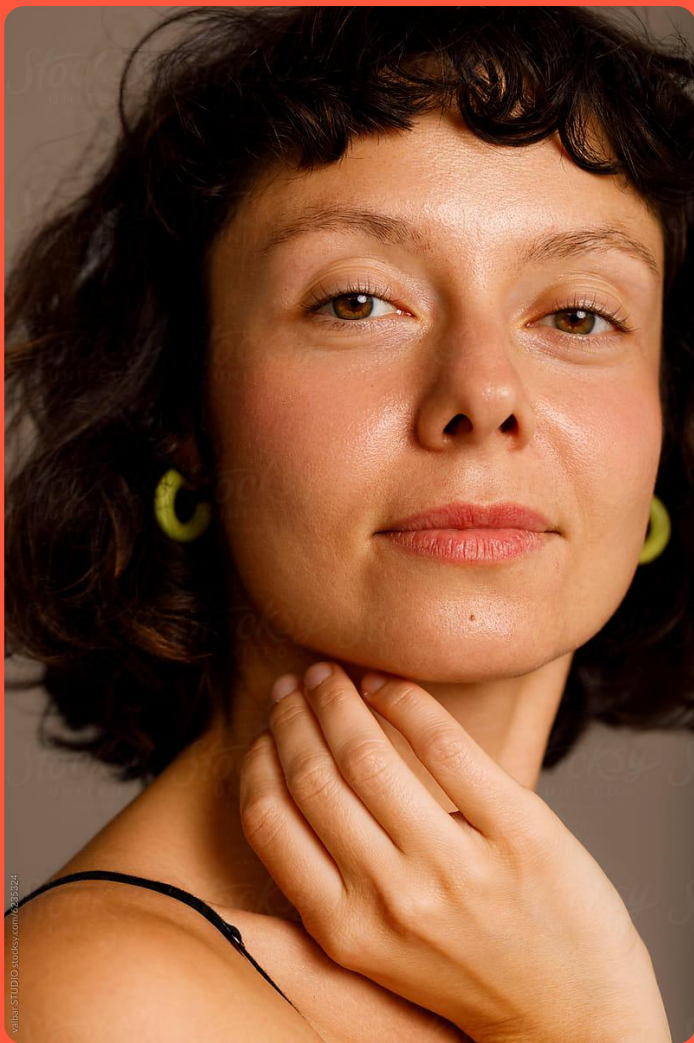


Noom Overview

NOOM

EVERYDAY WELLBEING





valeri/Getty Images.com/62352274

Noom is the leading behavior change company, empowering everyone, everywhere to live better longer—*every day*. We are building the future of preventive care.

NOOM

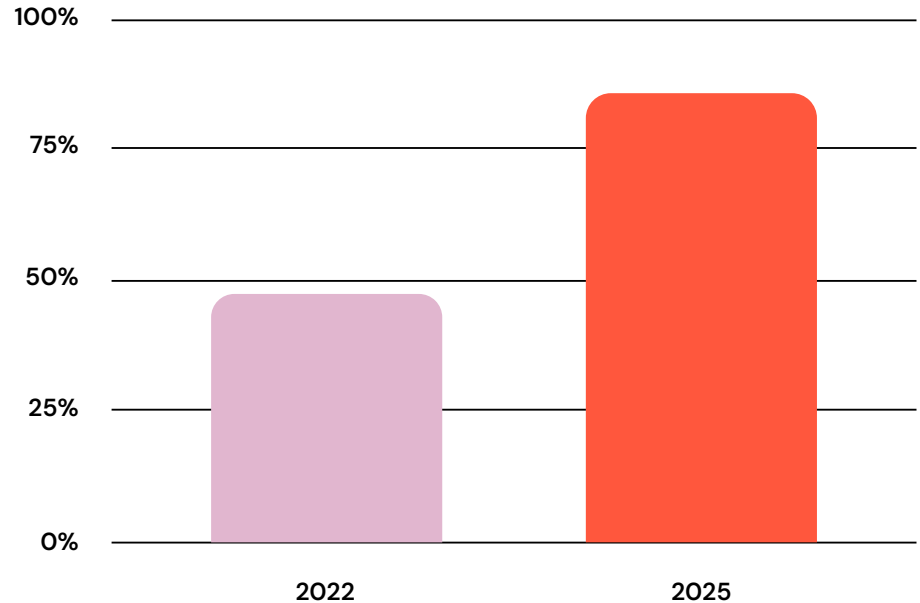
**MOST
TRUSTED
BRANDS
U.S.
2026**



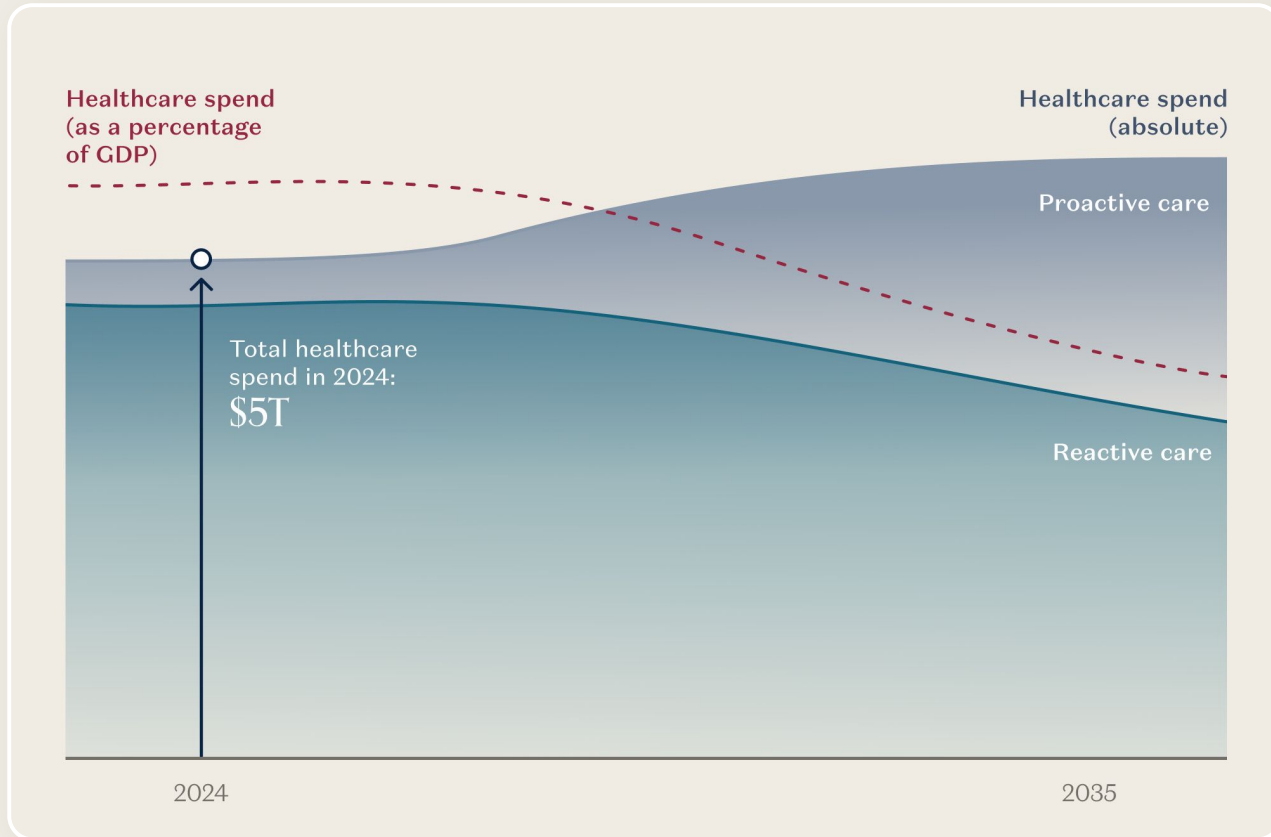
Noom is built on the
foundational truth that
people want to be healthy

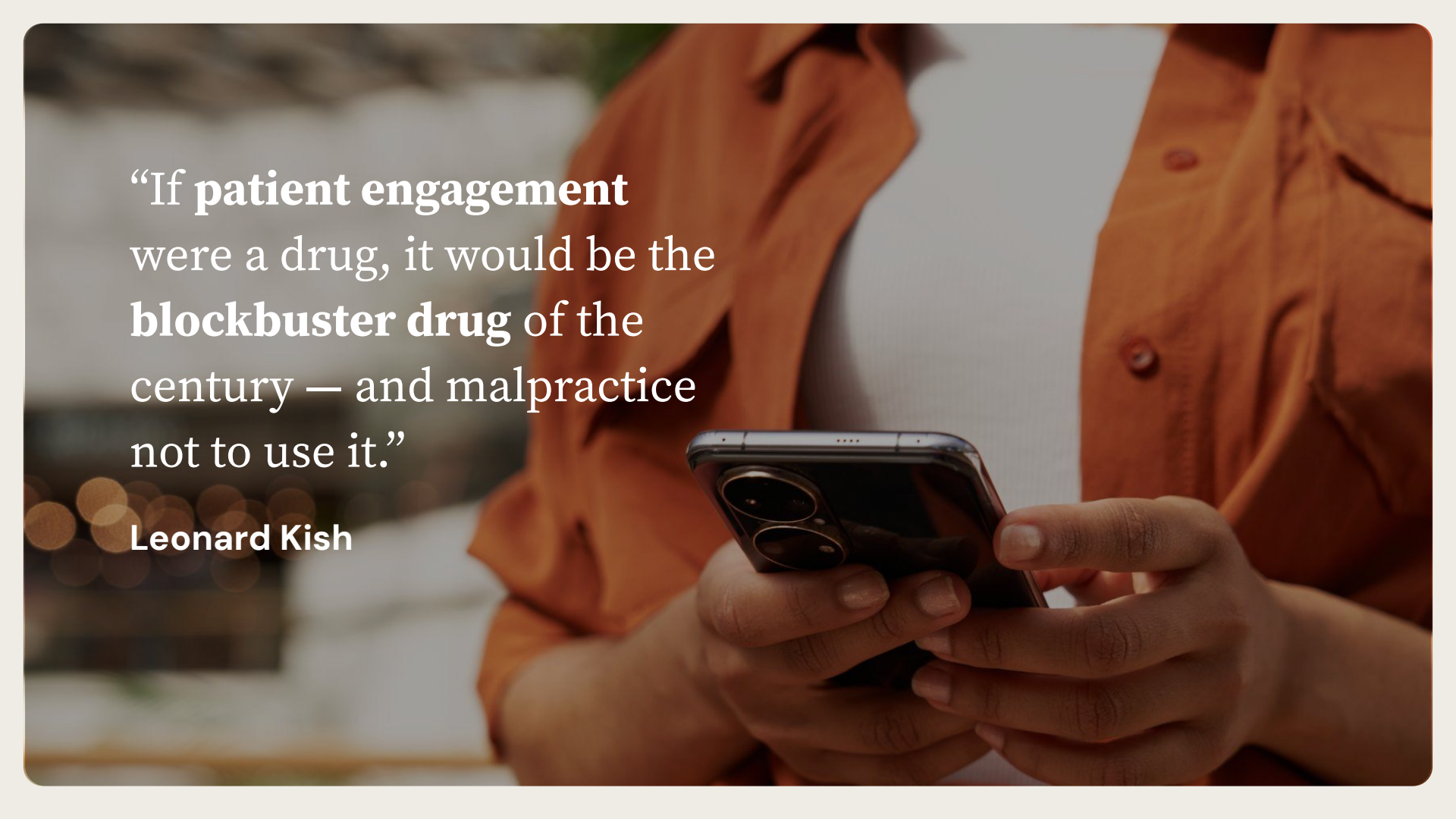


Percent of US Consumers Who Say
Wellness Is a “Top” or “Important” Priority



There is a fundamental shift underway in healthcare - from reactive to proactive care.



A close-up photograph of a person wearing an orange button-down shirt, holding a dark-colored smartphone with both hands. The person's face is not visible. The background is blurred, showing some greenery and a white wall. The lighting is warm and soft.

“If **patient engagement**
were a drug, it would be the
blockbuster drug of the
century — and malpractice
not to use it.”

Leonard Kish

Weight is the entry point to proactive care: Noom's **trusted brand** drives **activation** and its **proven lifestyle platform** drives **high-engagement**, enabling **superior outcomes**.

VERTICALLY INTEGRATED INPUTS

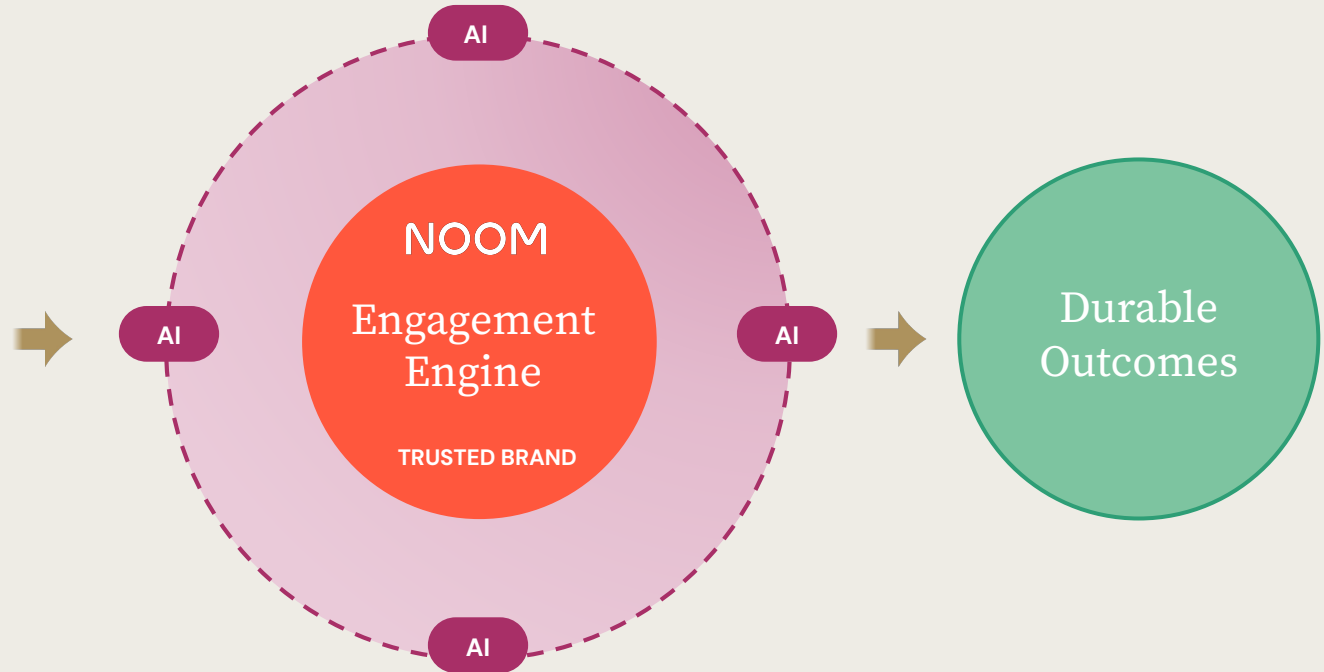
At-Home Diagnostics

Wearable Passive Health Data

Integrated Pharmacy

Convenient Clinical Care

App-Driven Behavior Data



Phase 1 gave people access to GLP-1s. **Phase 2 makes the results last.**

PHASE 1 · 2021–2024

Access & Appetite Suppression

- GLP-1s reach the mainstream
- Dramatic short-term weight loss
- "Miracle drug" narrative dominates
- The drug works — until you stop it
- Nearly everyone stops
- 11 out of 12 stop, 2 out of 3 by year 1
- Regain within 18 months absent underlying change



PHASE 2 · NOW

Durable Outcomes & Lasting Habits

- Behavior change is the missing piece
- Identity transformation as the goal
- Policy now mandates behavioral support
- Habits make the results lasting

Noom is the platform built for Phase 2.

GLP-1s + habits increase outcome durability: 2x longer med persistence for top quartile app usage

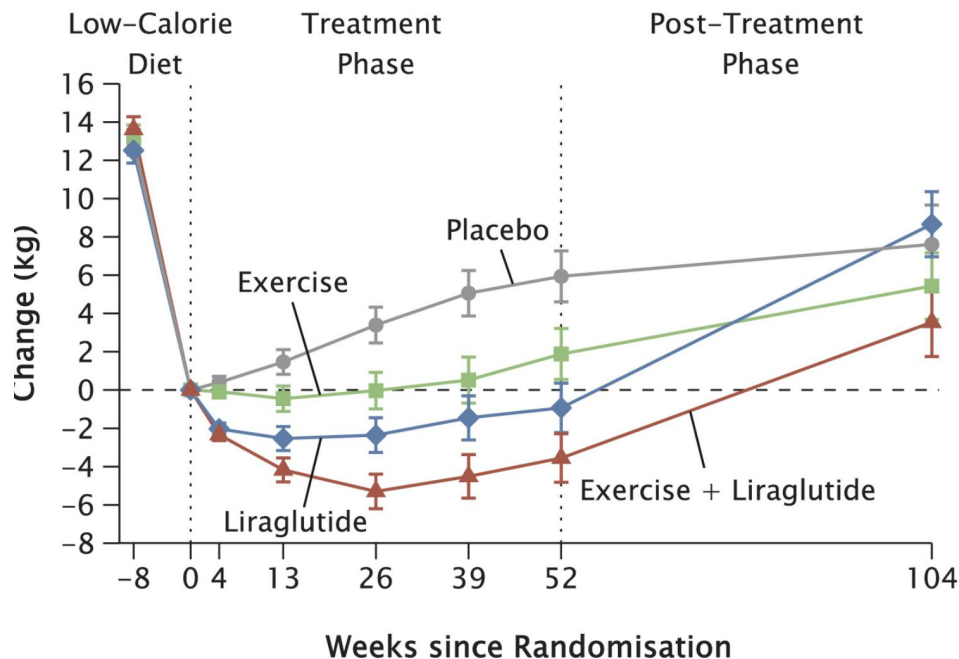
GLP-1 alone: weight **regained** within 18 months. Meanwhile, behavior change durability extends 4+ years. Noom's insight is to utilize the treatment window to build habits and shift identity in way that can survive med discontinuation.

Oxford University Review · TCTMD 2025

GLP-1+ structured twice-weekly behavior change: durable weight maintenance at 1 year. Exercise habits built during GLP-1 therapy persist after medication is stopped. Regain **much lower** in GLP-1+Habits groups than GLP-1 group.

Lancet Clinical Medicine · 2024

Body Weight Change from Randomisation (Week 0)



GLP-1s don't just suppress appetite, they **unlock the capacity for healthy habits.**

Food Noise → Quieted

"What these medications do is **quiet** food noise." Intrusive food thoughts fall from 62% to 16% (INFORM study). Cognitive bandwidth is freed for building new behaviors.

Self-Control → Reallocated

Self-control is a depletable resource ([ScienceDirect](#), 2024). GLP-1s remove the need for food-related willpower — leaving more available for exercise, sleep, and stress management.

Mental Space → Habit Formation

[NYT Well](#) (Feb 23, 2026): "Most people don't have the mental space while dieting to ask 'Why do I hate exercise?' The medications free people up to make different exercise decisions."

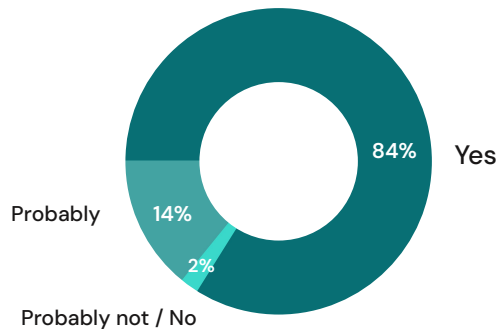
Identity → Transformed

"I feel like a healthier person." Users report food preferences "completely change over time." This **identity shift** is predicted by habit science thought leaders.

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](#)

What **Noom's data** shows: GLP-1s open the door, habits help people walk through.

More Joy, More Flourishing



68% report more joy from family, **66%** more joy from hobbies and interests.



78% report one new habit led to another. **94%** report becoming a more mindful eater. **81%** felt a "fresh start".



82% report a higher quality of life since starting GLP-1, **80%** reporter quieter food cravings

25%

more weight loss: highest vs. lowest app engagement quartile

85%

noticed **improved bloodwork** (A1C reduction most cited)

93%

said medication **helped them adopt new healthy habits**

Top habits users intend to continue after stopping medication:



Higher protein



Fewer UPFs



Strength training



Daily step count

Why GLP-1s specifically demand **integrated behavior change**.

ADHERENCE

Side Effects & Discontinuation

GI adverse events affect 40–70% of users, driving early dropout. SmartDose titrates dosing based on weight-loss speed and side-effect profile to find the "lowest dose that works."

EFFICACY

Weight Loss Outcomes

More weight is lost when healthy eating and exercise habits accompany medication. Higher weight loss drives better patient outcomes across every measured dimension.

BODY COMPOSITION

Muscle Mass Retention

Rapid weight loss degrades lean mass. Protein intake and resistance training are essential—dose titration prevents excessively fast loss that accelerates muscle breakdown.

DURABILITY

Durable Weight Loss

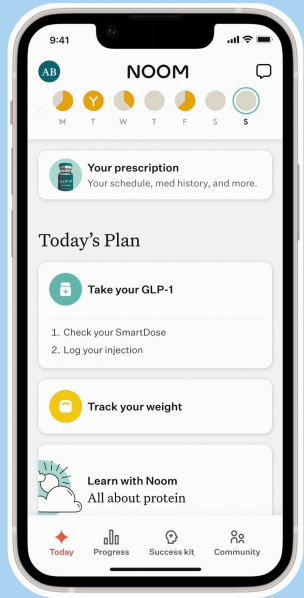
Without behavioral intervention, weight returns within 18 months of stopping GLP-1s. Durable response is critical to payer and consumer confidence alike.

WELLBEING

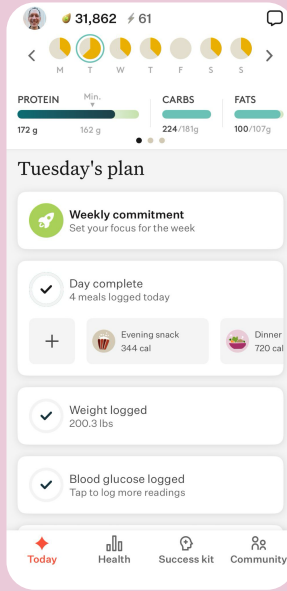
Beyond-the-Scale Impact

GLP-1s + behavior change produce dramatic improvements in overall wellbeing and health-related quality of life—well beyond food and nutrition alone.

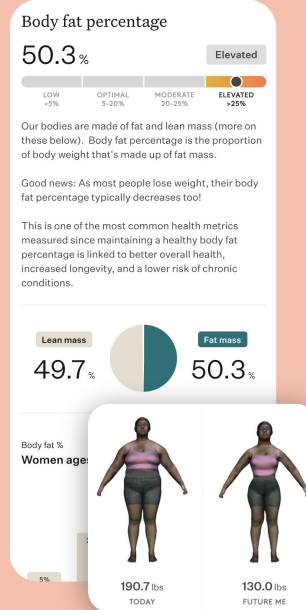
Noom's GLP-1 companion has 10x engagement vs the average health app. Engagement is a critical clinical value.



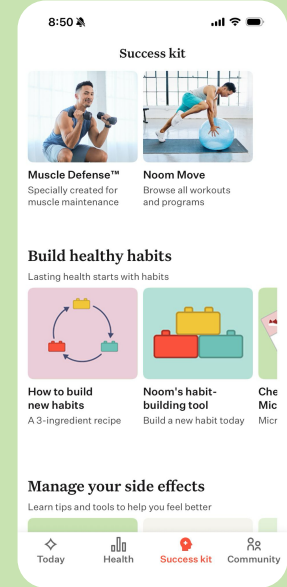
Med tracking with SmartDose guidance, injection instructions, and reminders help with adherence.



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



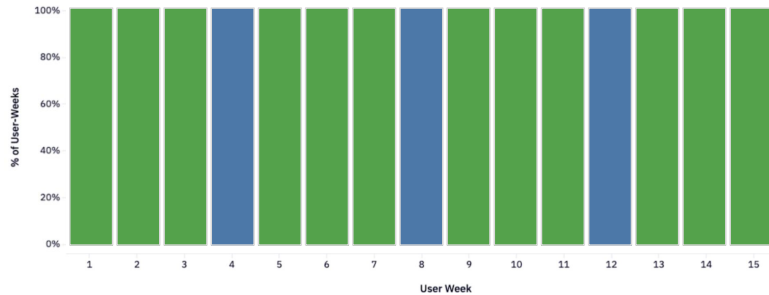
Track body composition to preserve lean mass



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

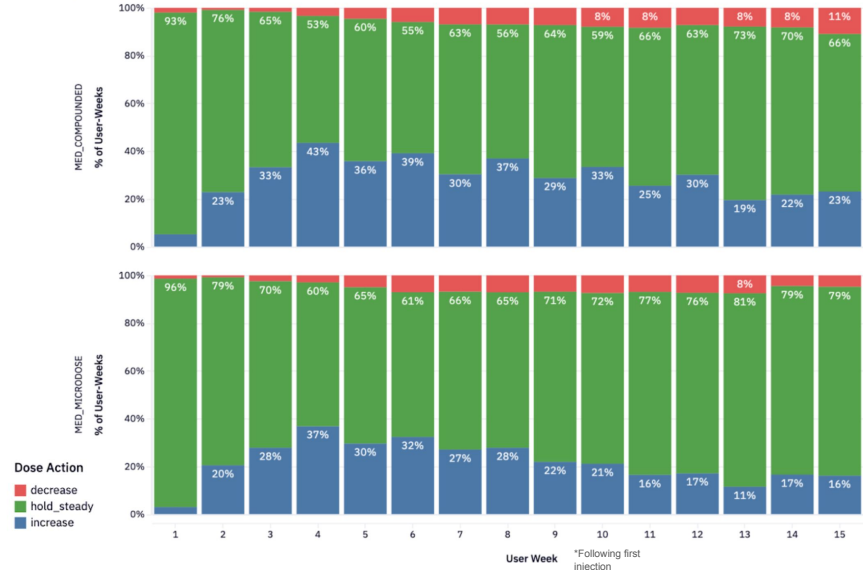
Noom Med delivers *personalized care at scale* through tailored titration unavailable with alternate commercial options

Typical titration: everyone gets the **same schedule**, which always increases regardless of outcomes



Dose Action
■ decrease
■ hold_steady
■ increase

Noom Med with SmartDose: a personalized doctor-prescribed protocol which **tailors dosing to an individual's unique needs and response**

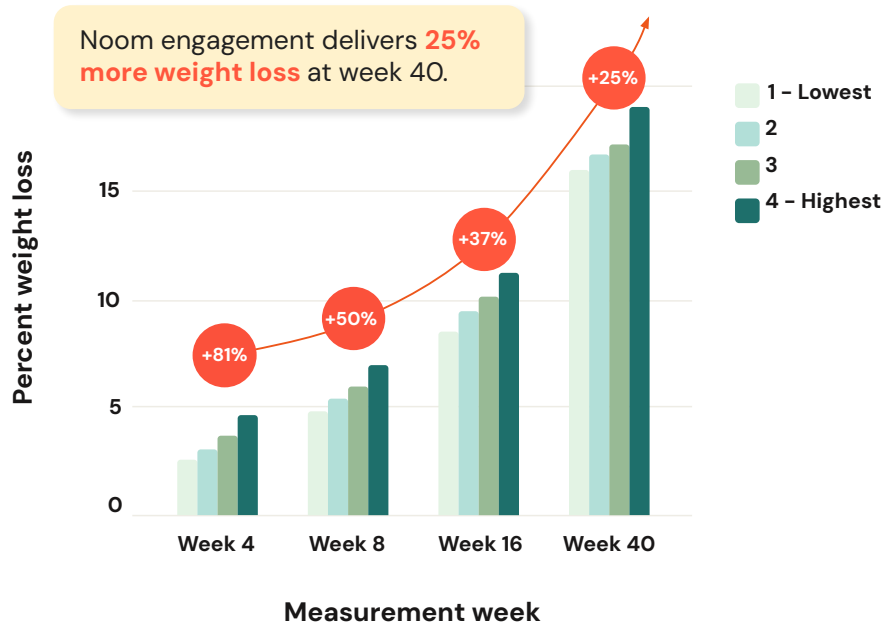


Dose Action
■ decrease
■ hold_steady
■ increase

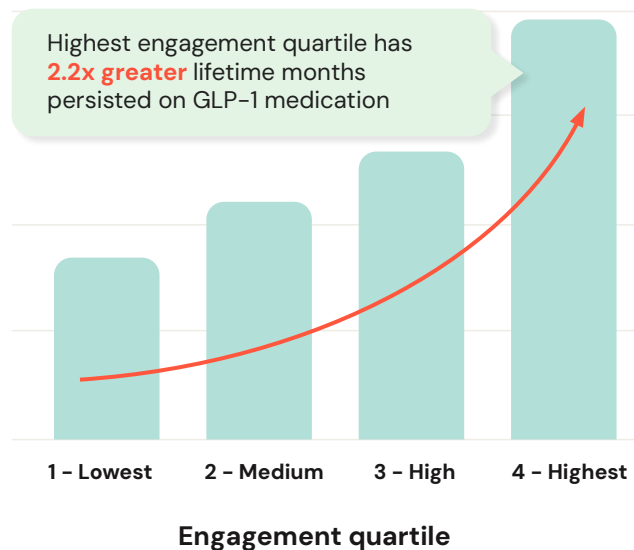
*Following first injection

Higher engagement and smarter dosing correlates with outcomes and persistence.

Weight loss outcomes by engagement quartile



Total months persisted by Engagement quartile



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

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

Noom delivers **exceptional weight maintenance** at 6 months, high habits persistence leads to **2x lower weight regain**

STRONG WEIGHT MAINTENANCE

The average Noom GLP-1^{Rx} member in the study population **retained nearly 80%** of their weight loss at month 6, post-discontinuation

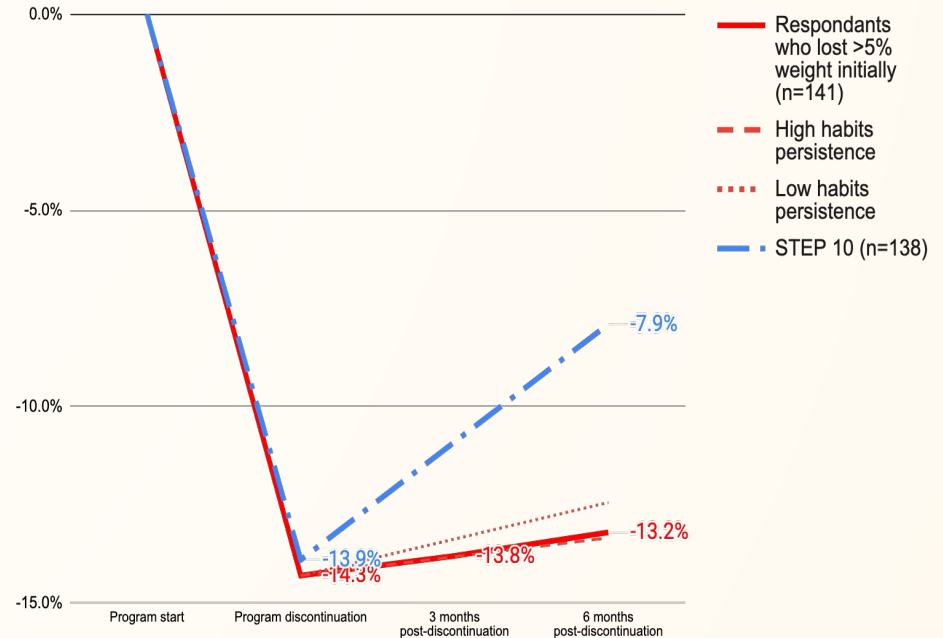
For those with clinically significant weight loss (>5%) at time of self-initiated discontinuation, **over 90% of weight loss was maintained**

By contrast, in the **STEP 10 trial (n=138) of semaglutide**, only **57% of weight loss was maintained** at 6 months

DRIVEN BY HABITS

Noom taught members habits that persist: **80% report they continued healthy habits the learned from Noom after stopping GLP-1 medication**

And those who persisted the most with **healthy habits saw 2x lower estimated weight regain** vs those who persisted least



Survey of Noom GLP-1^{Rx} members who used the program > 4 months, were > 3 months post discontinuation, were not current Noom subscribers, and were not currently taking a GLP-1. "High habits persistence" = 75th percentile, "low habits persistence" = 25th percentile

Behavior Drives Savings:

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

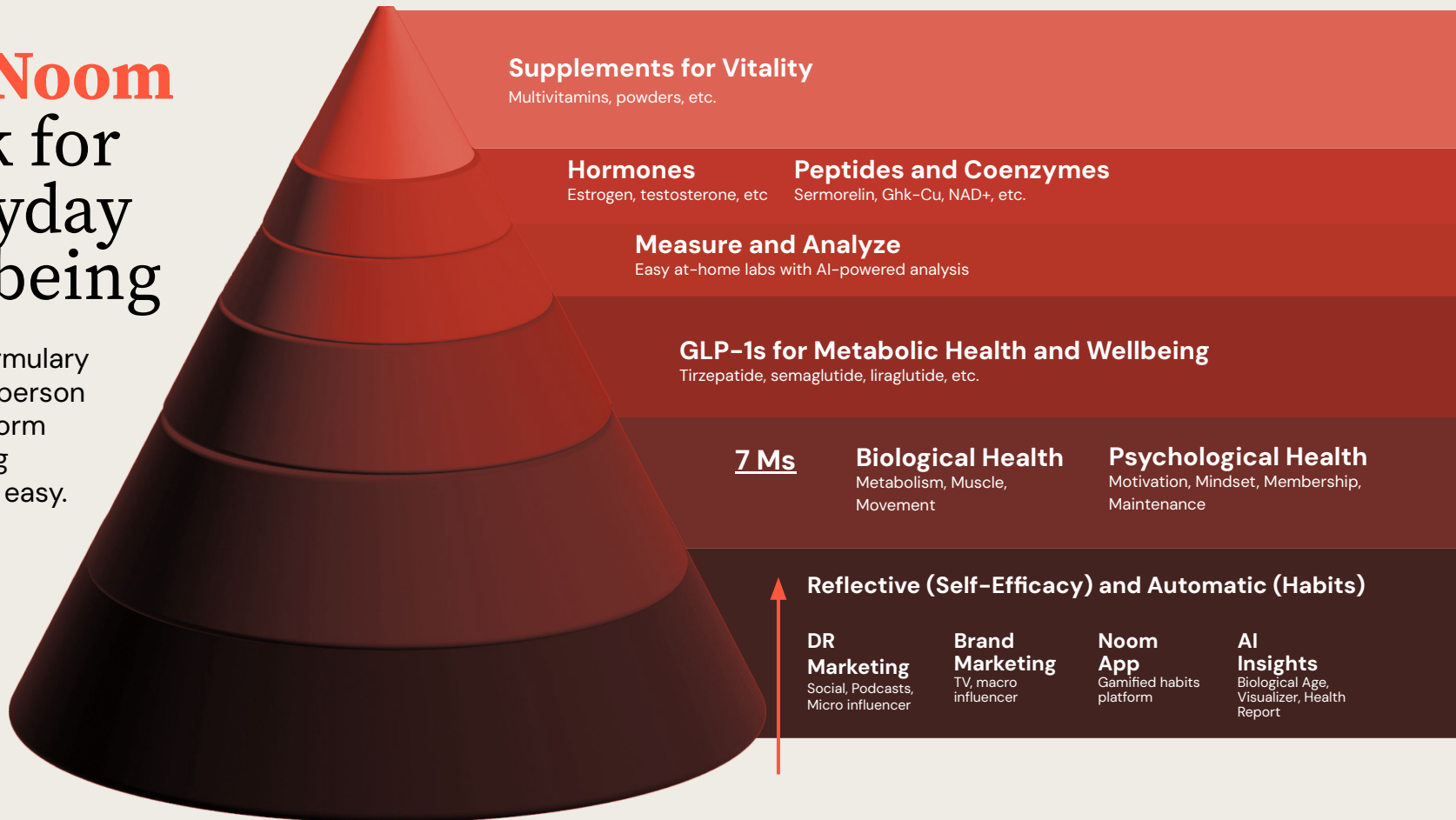
projected ROI over 3 years for Noom Med

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**.



The **Noom** Stack for Everyday Wellbeing

Focused formulary and whole-person health platform make lasting change feel easy.

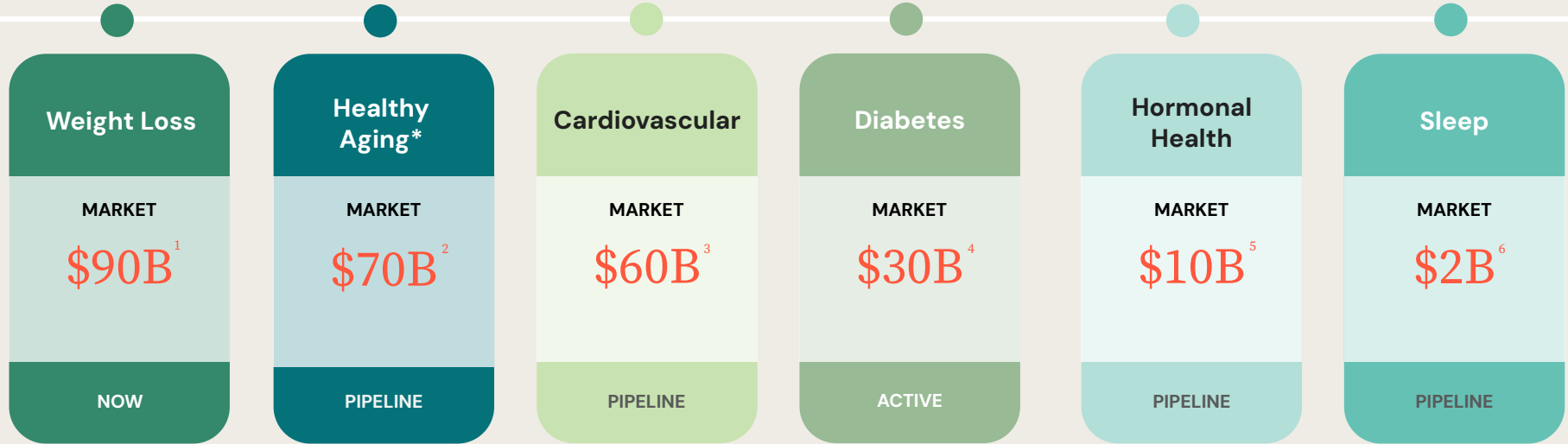


Beyond Weight: To drive everyday wellbeing, Noom addresses **non-acute, high-salience, large-market conditions** that improve with an integrated program of behavior change and medication.

	Cardiometabolic	Healthy Aging
2026	Weight Loss Prediabetes Diabetes	Energy Muscle Health Stress, Mindset, Mood Gut Health
2027	Cardiovascular Disease (ASCVD) ¹ MASH	Women's Hormonal Health Skin Health Sleep & Recovery
2028	Sleep Apnea PCOS	Men's Hormonal Health Inflammation

¹ Includes dyslipidemia, hypertension, elevated Lp(a)

One proven patient engagement engine. **Multiple markets.**



Same platform. Proven behavior engine. Six large markets.

* Includes Gut Health, Muscle Health, Skin Health, Energy, Mood-Mindset-Stress, Inflammation

¹ <https://www.marketdataenterprises.com/u-s-weight-loss-market-now-worth-90-billion-obesity-drug-sales-soar/>

² <https://www.grandviewresearch.com/industry-analysis/us-digestive-health-products-market-report>

<https://www.grandviewresearch.com/industry-analysis/us-sports-nutrition-market-report>

<https://www.grandviewresearch.com/industry-analysis/us-anti-aging-products-market-report>

<https://www.mordorintelligence.com/industry-reports/energy-supplements-market>

<https://www.strategicmarketresearch.com/market-report/stress-relief-supplements-market>

³ <https://www.gminsights.com/industry-analysis/cardiovascular-drugs-market>

<https://www.grandviewresearch.com/industry-analysis/us-cardiovascular-health-supplements-market-report>

⁴ <https://www.precedenceresearch.com/diabetes-drug-market>

⁵ <https://www.grandviewresearch.com/industry-analysis/us-hormone-therapy-market-report>

⁶ <https://straitsresearch.com/report/insomnia-supplements-market>

Noom is a highly **engaging and effective platform** with significant **scale and growth**.

Engagement

40%

D30 retention 10x the average health app. The ratio of monthly users who engage every day with behavior change.

Outcomes

+25%

More weight loss – scalable durable outcomes platform

Revenue Growth

30%+
Med: +90% YoY

Strong, scaled revenue growth.
Med revenue up 90% yoy.

EBITDA

Positive

Positive EBITDA and FCF,
Strong Gross Margins

A woman with curly brown hair, wearing a red turtleneck sweater, is looking down at a yellow smartphone she is holding in her hands. The background is a blurred indoor setting with green plants and a window. The text is overlaid on the left side of the image.

“The patient is the
largest and least
utilized resource in
healthcare.”

Dr. Warner Slack,
Harvard Medical School

Noom /nu:m/ *n.*

The leading behavior
change company
building the future of
preventive care

Thank you!

Follow me on [LinkedIn](#)



Geoff Cook
geoff@noom.com