

A close-up photograph of a person's hand, wearing a black wetsuit sleeve, gently touching the surface of dark, rippling water. A yellow and red surfboard is partially visible in the background, floating on the water. The overall mood is serene and focused on the tactile experience of water.

Noom Overview

NOOM Everyday wellbeing.

Oct 2025

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 patients engaging every week, with a significant portion engaging every day

Freemium experience of longevity companion app provides useful health insights to motivate a pharmacologically supported health journey, if clinically indicated, lowering CAC

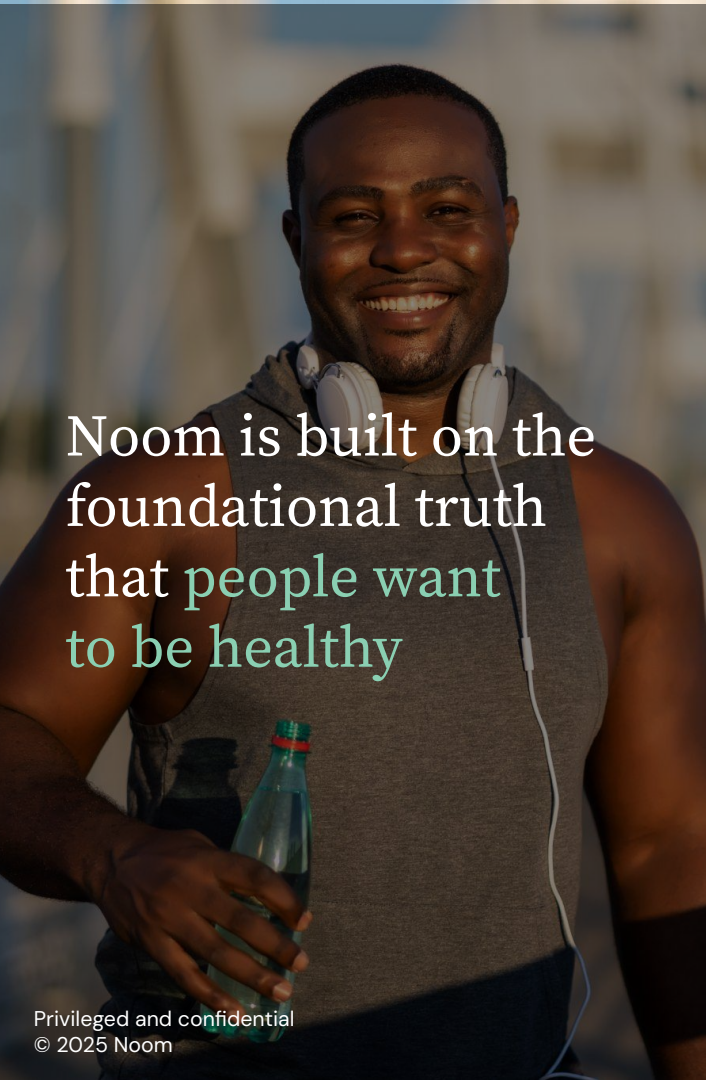
Significant and growing enterprise business with 5 of the top 20 health plans in the country and hundreds of employer clients

Strong balance sheet with substantial cash balance with no debt



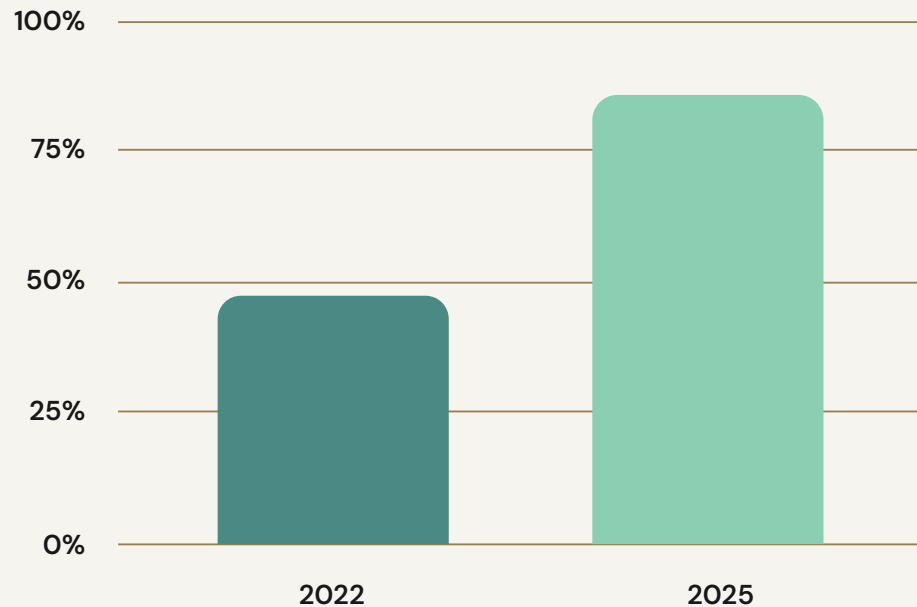
Noom is the leading platform for preventive health and longevity solutions, empowering everyone, everywhere to live better longer—*every day.*

NOOM



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



70%

Of healthcare costs
worldwide are driven by
preventable conditions



Primary care needs re-imagination.

“ No one can see you now:
Primary care in crisis amid
physician shortage. ”

- Association of Healthcare Journalists

A GRIM FACT

The average American with the average
American medical care will get the average
American chronic disease.

17 yrs

For a treatment to go from
research to primary care practice¹

0.04%

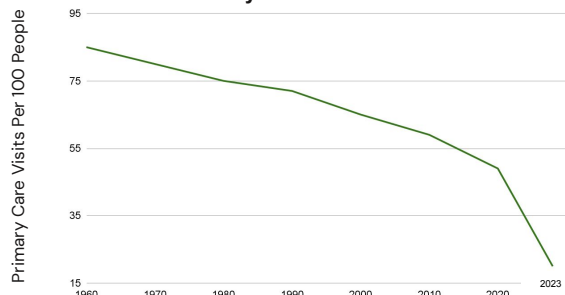
Of medical school hours spent
on preventive health²

+19%

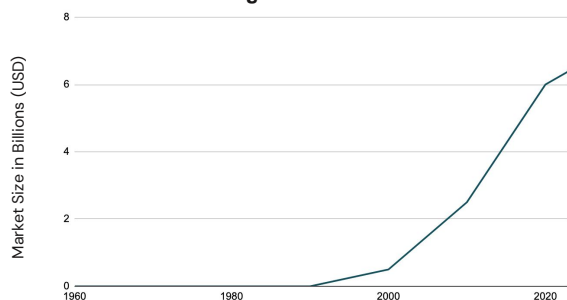
Increase in physician appointment
wait time in past 3 years³

The shift is underway: Patients and dollars are moving into patient-first preventive care models, powering Noom's growth

Primary Care Visit Rates

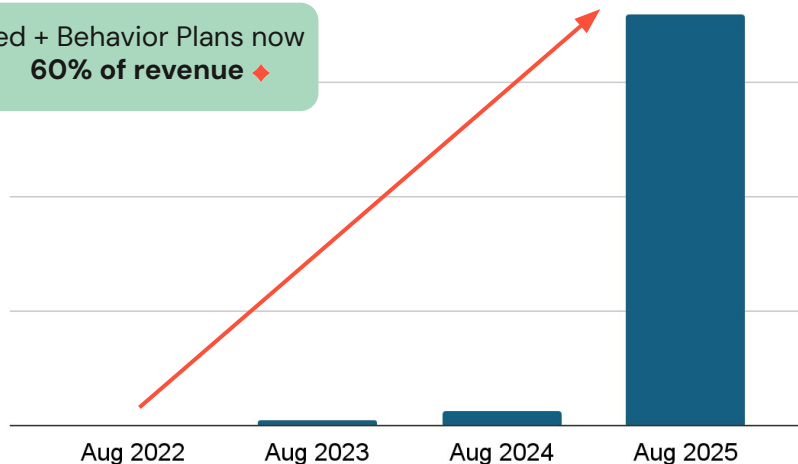


Concierge Medicine Market



Noom Med Revenue

Med + Behavior Plans now
◆ 60% of revenue ◆

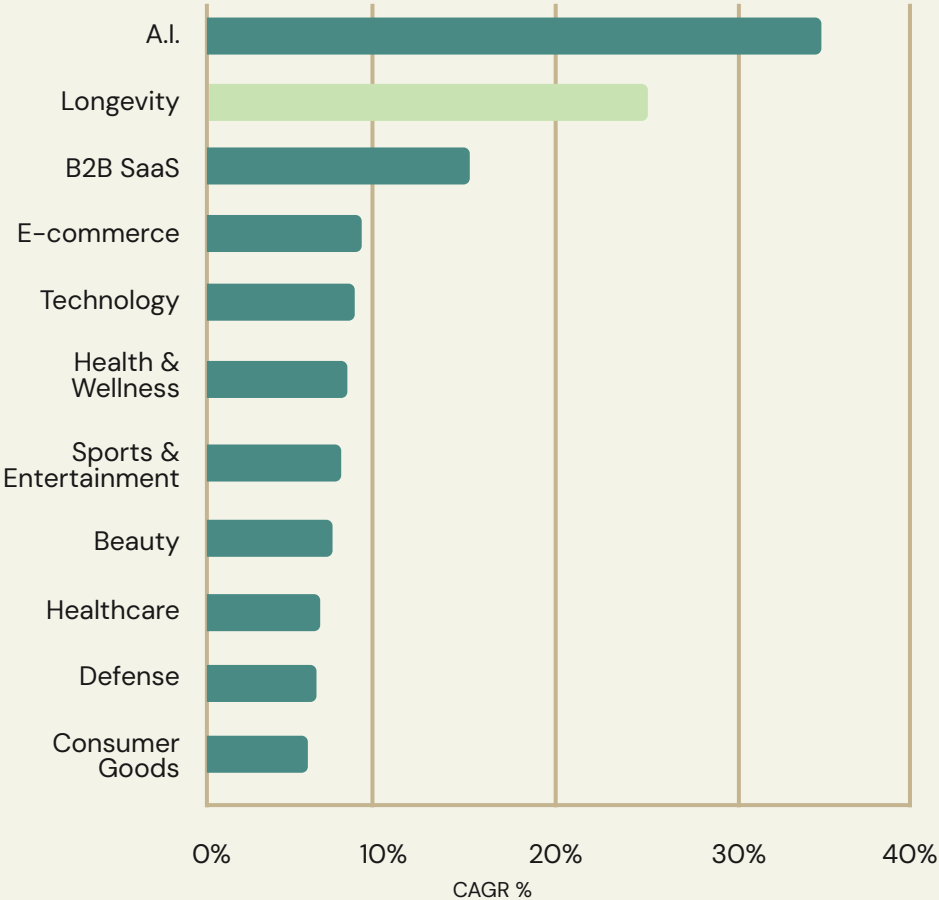


The shift to Preventive Health is driving a booming Health & Wellness Market, with Longevity a standout winner

MCKINSEY FUTURE OF WELLNESS REPORT

In the United States alone, Wellness represents > \$500 billion in annual spend, growing at 4-5 percent per year.¹

Projected CAGR by Sector (2024-2030)²



1. McKinsey The Future of Wellness Report, May 29, 2025
2. Grandview Research

Two Vast and Growing Markets

GLP-1s are fueling growth in weight loss and *also* opening the door to an adjacent and sizable longevity market with Microdose GLP-1 the primary entry point.

Source: ¹ [Marketdata Enterprises Inc.](#) ² [Reported branded subs](#) assumed 80% of market, ³ [Statista](#), Grandview

WEIGHT MANAGEMENT MARKET

~\$95B¹

GLP-1s ~\$30B²

LONGEVITY MARKET

Microdose GLP-1 is **the critical entrypoint** – enabling tangible health and wellbeing gains while sparking interest in at-home biomarker testing and preventive interventions.

~\$42B³

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



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

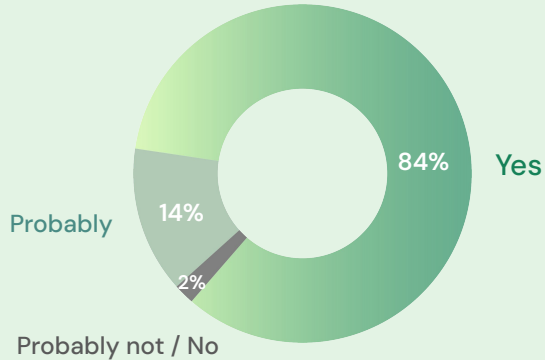
Aug 29, 2025

More than Meds

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

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](#)


Noom's celebrity ambassador amplifies our MICRO-message to drive growth.

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



Beyond Obesity

Everyday Wellbeing adds years to life and life to years.

Treating conditions is only half the problem. The other half is wellbeing.

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 day¹**

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

¹ Holt-Lunstad J, Robles TF, Sbarra DA. Advancing social connection as a public health priority in the United States. Am Psychol. 2017;72(6):517-530.

The Proof is in the Outcomes: Noom's whole-person approach has motivated millions to make lasting improvements to their health

75%

sustain 5%+ weight loss 1 year after **Noom Weight**

Weight loss maintenance after a digital commercial behavior change program (Noom Weight): Observational cross-sectional survey study. Obes Sci Pract. 2023;9(5):443-451. Published 2023 Apr 5. doi:10.1002/osp4.666

2.7x

more likely to reach 10% weight loss by month 4 when using **Noom GLP-1 Companion**

Based on internal self reported data from over 16,000 Noom GLP-1Rx members. Regular use of the app is determined by individuals earning 10 or more NoomCoins

64%

prevent or delay the onset of type 2 diabetes using **Noom DPP**

Based on outcomes reported to the CDC of Noom's Full-Plus Recognized Diabetes Prevention Program

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

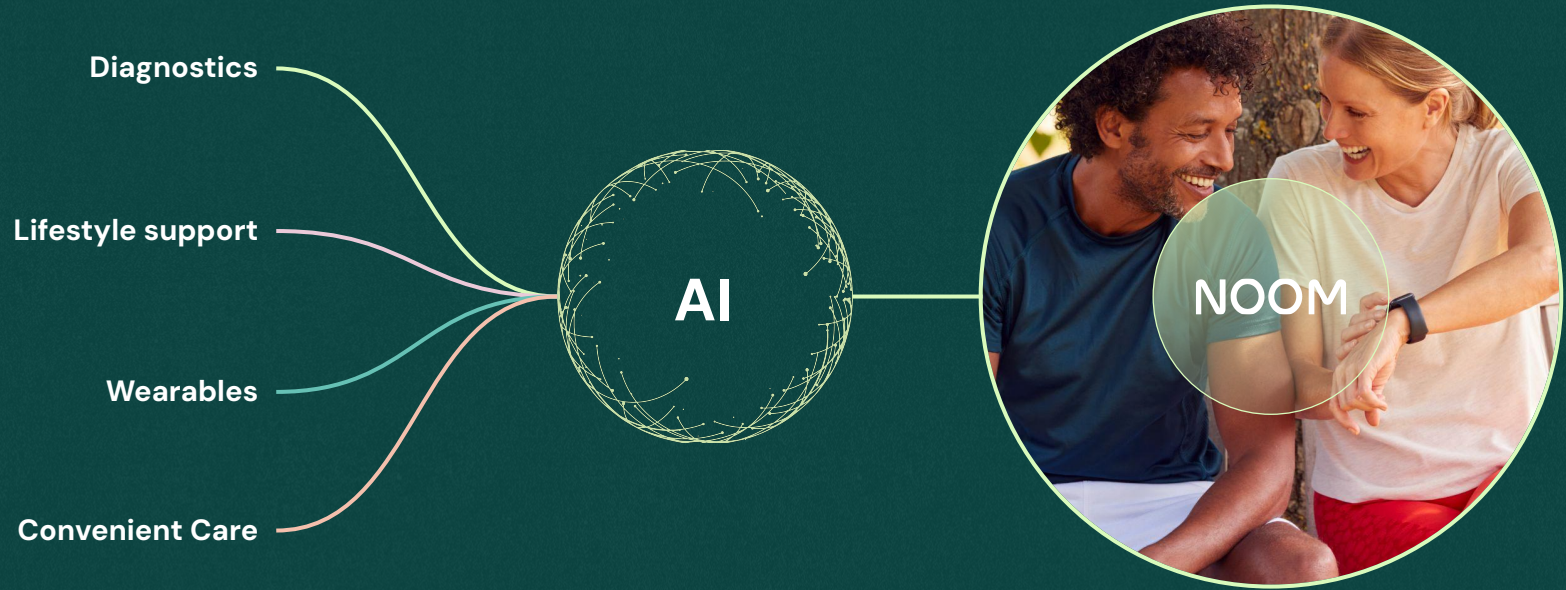
4.1X

projected ROI over 3 years for Noom Med

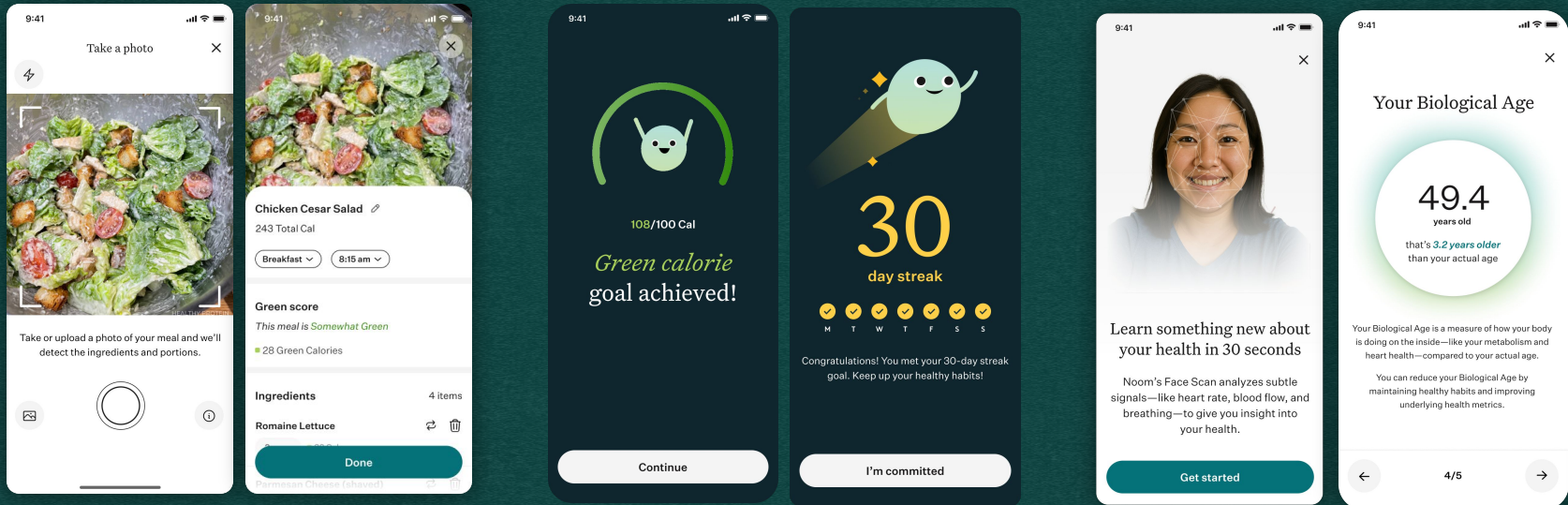
Noom partners with **5 of the top 20 health plans in the country** and hundreds of enterprise clients with an **average size of 13,000+ employees**.



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



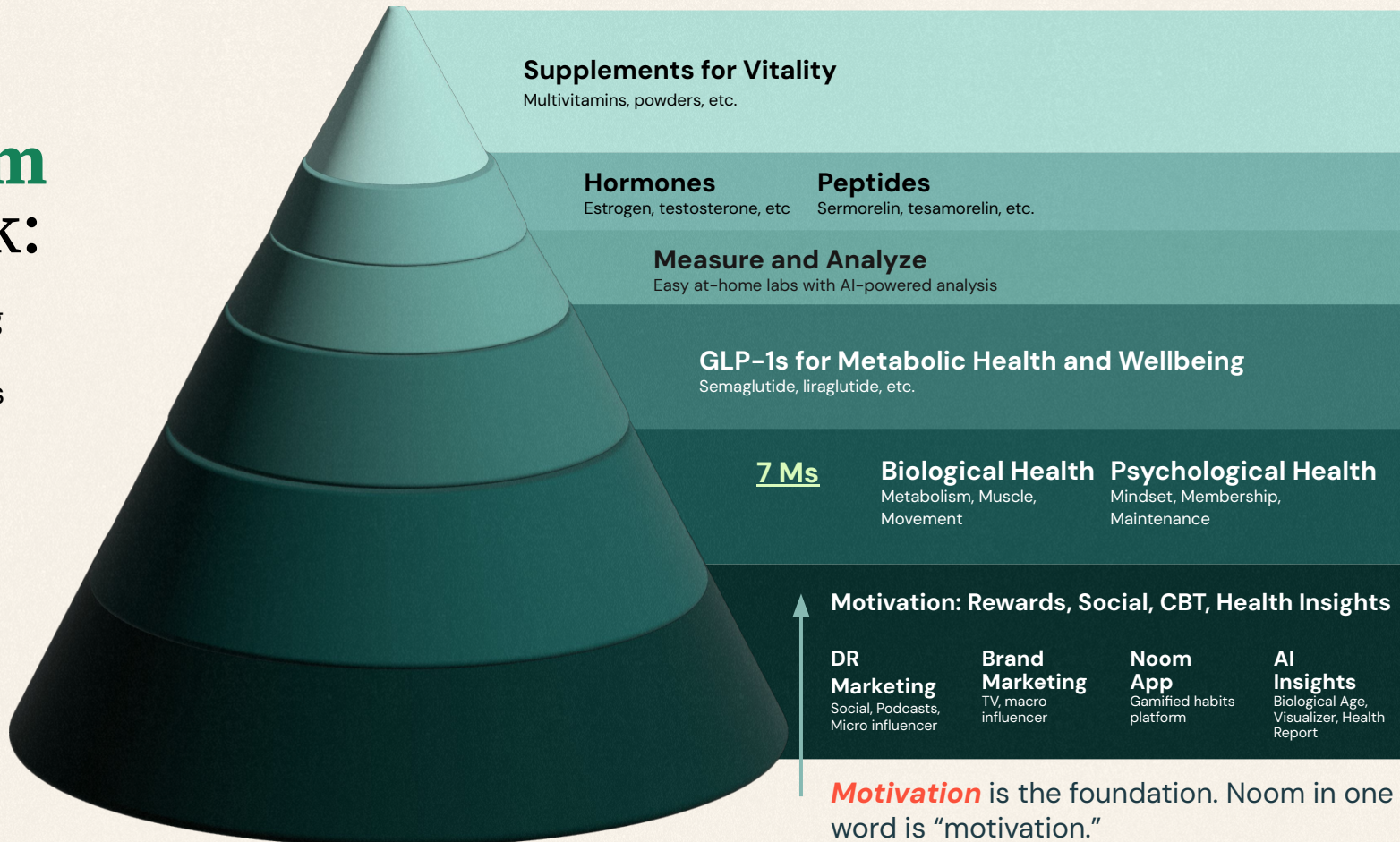
AI-Powered Health Insights and Gamified Microhabits Platform build motivation, transforming healthy choices into everyday wellbeing and lasting change.



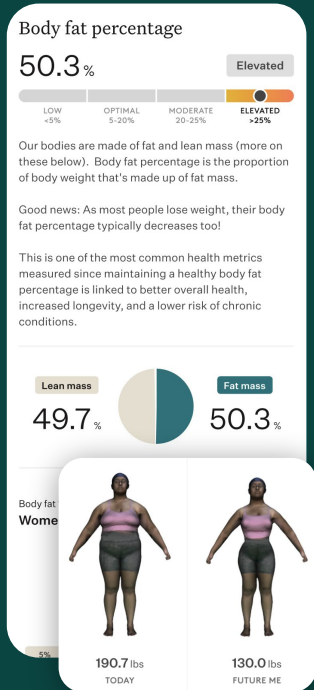
“Noom uses AI-Driven Personalization to help individuals achieve weight loss and sustainable behavior change” - BCG Longevity Report

The Noom Stack:

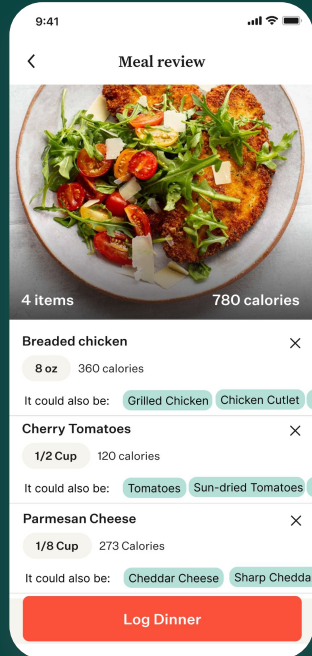
Expanding formulary empowers everyday wellbeing.



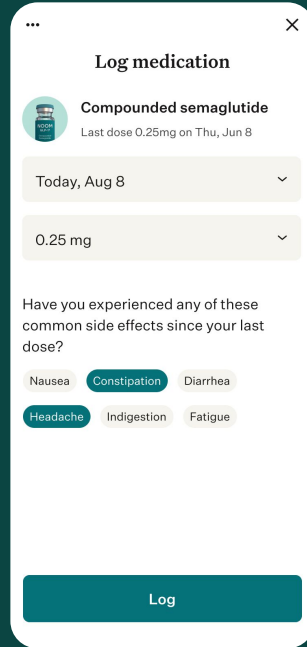
Industry's Most Advanced GLP-1 Companion Drives Outcomes



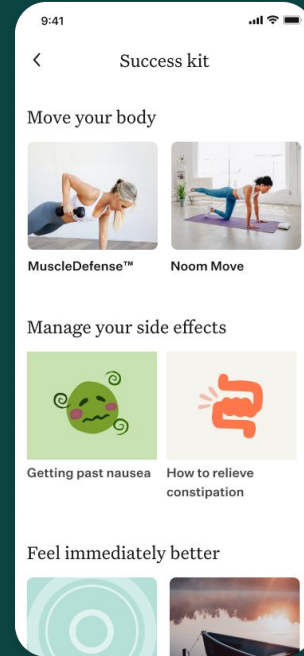
Track body composition with your phone camera and visualize the future you



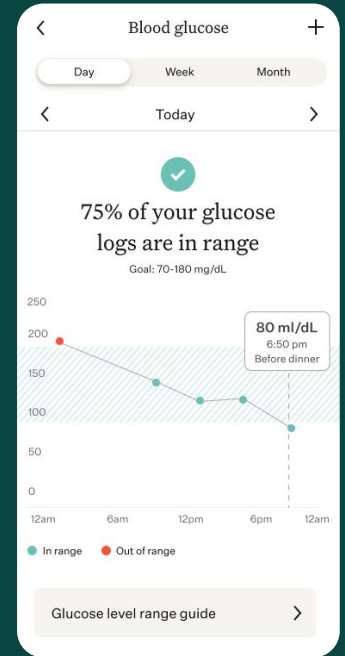
Easy photo meal logging with nutrition insights



Med tracking and reminders help with adherence

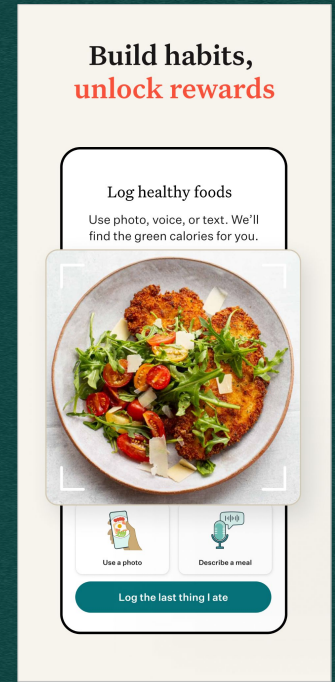
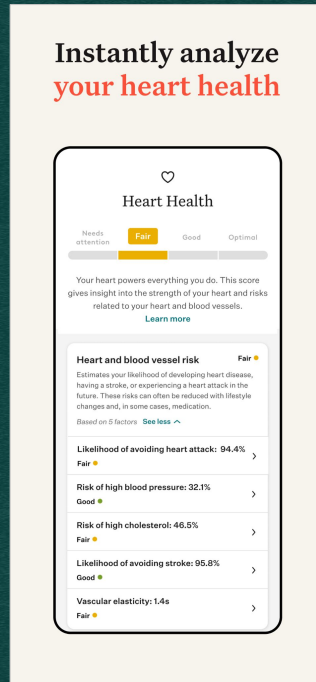
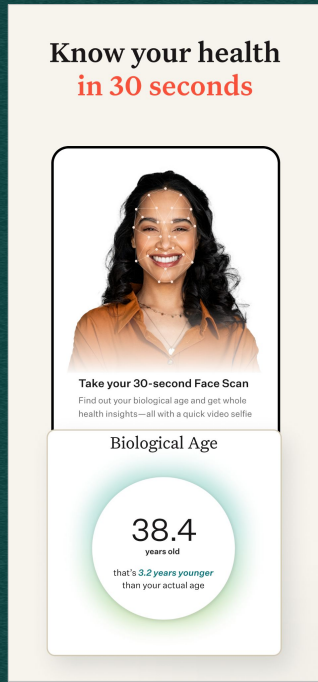
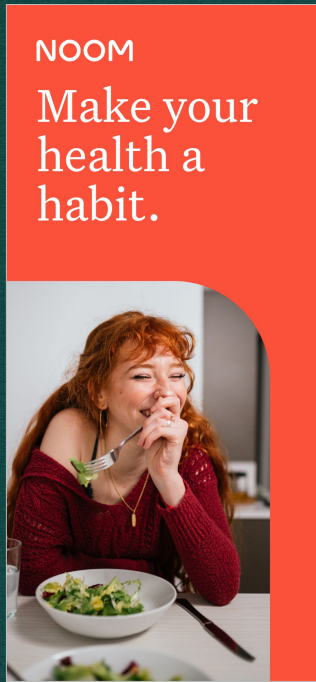


Success Kit with side-effect support



Optional blood glucose tracking & insights with device integration

Noom's Innovation Extends to Distribution: Empowering **Everyone, Everywhere** to Live Better Longer – *Every Day*



New free tier attracts wide array of health seekers, **unlocking Longevity TAM**

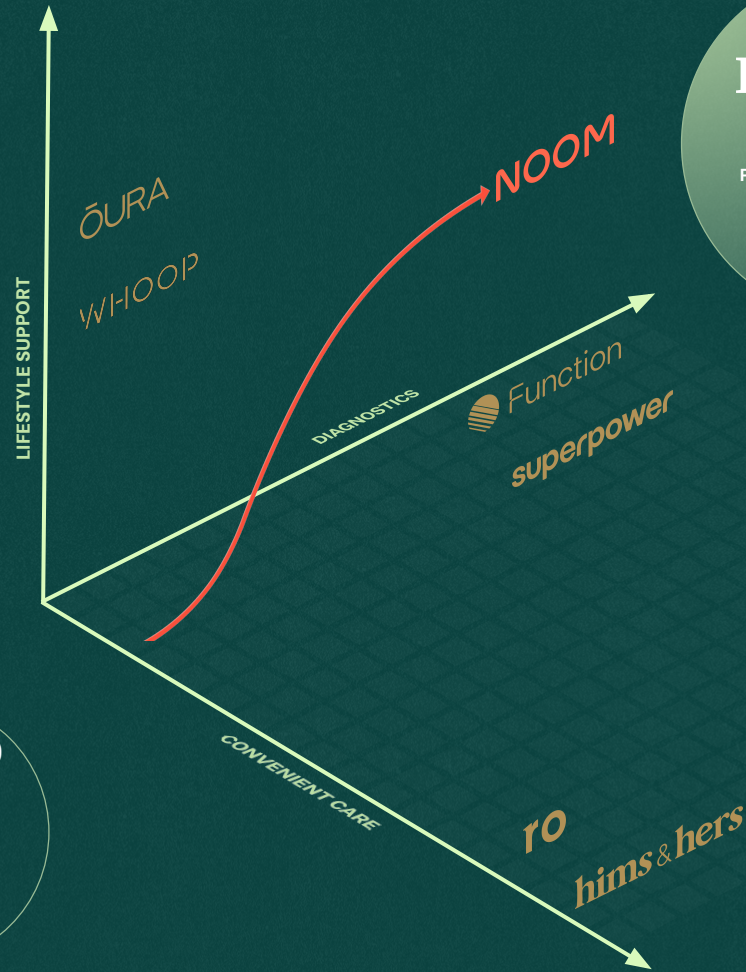
Curiosity for “health intelligence” using AI sparks a potential health journey

Detailed results provide insights on risks and unknown metrics, like body composition

Scan results motivate consideration of GLP-1 for wide-ranging health benefits

Rewards, gamification, and friction-reducing AI encourage adherence to habits & retention to Noom

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

Health 3.0

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

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 patients engaging every week, with a significant portion engaging every day

Freemium experience of longevity companion app provides useful health insights to motivate a pharmacologically supported health journey, if clinically indicated, lowering CAC

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 with no debt

the process of providing
the food necessary for health and growth

Noom /num/ n.

Everyday wellbeing.

of maintaining balance

through microhabits

better longer.

Life /'nəʊ.tə.bəl/ adj.

**Thank
you!**

Follow me on

[LinkedIn](#)

geoff@noom.com

Learn more about our mission to empower everyone, everywhere to live better longer—*every day.*

CEO Geoff Cook: 7Ms of Wellbeing, 9/10/25

Geoff Cook - 1st CEO of Noom, Co-Founder, The Meet Group (acquired) by iStock

The average American, with average American blood biomarkers, is on track for the average American chronic disease. Wellbeing frameworks only matter if they drive action or make testable predictions. Without clear steps, they stay on paper while real health outcomes worsen.

Wellbeing isn't just the absence of misery. Health exists on a continuum, and most people can benefit from optimization. It's time for a new approach—one that translates evidence into clear, actionable steps.

- In this article, I propose the 7 Ms of Wellbeing—a framework that builds on earlier models but reframes them into domains anyone can apply.

- Motivation (the entry point and driving force)
- Metabolism | Muscle | Movement (biological health)
- Mindset | Maintenance | Membership (psychological health)

Each "M" is evidence-backed, actionable, and measurable. Together, they capture the bi-directional loop between biology and psychology: how gains in one domain ripple into others—like exercise improving mood, or social support strengthening resilience.



Blueprint for Everyday Wellbeing: The 7 Ms
Geoff Cook

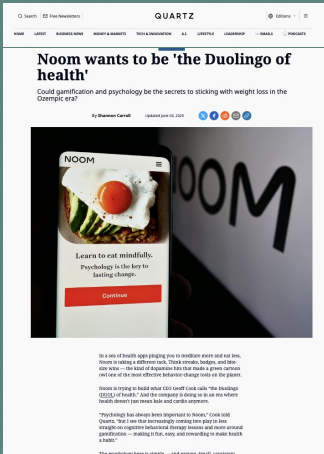
Hims House Podcast: Future of compounded GLP-1s, 9/4/25



Make Health Tech Great Again event, 7/30/25



Quartz: "the Duolingo of Health", 6/3/25



WSJ ad: high-priced drug list, 4/10/25

