



**PRESS RELEASE**  
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# **SLEEP CYCLE STRENGTHENS MEDICAL AND LIFE SCIENCE CAPABILITIES TO ACCELERATE SCALABLE GROWTH**

## **Strategic hires support scalable B2B expansion and medical platform development**

Sleep Cycle announces two senior strategic appointments to accelerate its evolution to a scalable health technology company. Malin Johansson joins as Head of Life Science Partnerships and Joanna Widestrand as Head of Quality and Compliance for Medical Device.

The appointments strengthen execution across two key growth pillars: scalable B2B partnerships and regulated medical sleep solutions. Sleep Cycle operates from a profitable and cash-generative core business with strong gross margins and is currently in a deliberate investment phase to unlock long-term revenue diversification and margin expansion from 2027 onward.

“We are investing from a position of financial strength,” says Erik Jivmark, CEO of Sleep Cycle. “These hires enhance our ability to scale partnerships, execute our medical roadmap and accelerate long-term growth.”

Malin Johansson, most recently Vice President at Novo Nordisk, will lead partnerships with insurers, healthcare providers, employers and digital health platforms. These partnerships are expected to expand distribution beyond the app store model and support recurring B2B revenue streams.

Sleep apnea affects nearly one billion people globally, and the at-home diagnostics market is estimated at approximately SEK 10 billion, representing a significant structural growth opportunity within an underdiagnosed population.

Joanna Widestrand, who brings more than 25 years of industry experience, will lead medical device quality systems, regulatory processes and compliance. She will support Sleep Cycle’s AI-based sleep apnea detector as it progresses toward regulatory submission and commercialization. Strengthening our regulatory infrastructure is a foundational step in building a scalable medical-grade product.

Together, the appointments reinforce Sleep Cycle’s transition into a diversified medtech platform combining a global consumer reach, proprietary AI technology, medical validation and scalable B2B expansion.

**For more information please contact:**



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### **About Sleep Cycle**

Sleep Cycle is dedicated to making healthy sleep accessible to everyone. Our app helps users to build hero habits, identify potential sleep issues, and gain valuable insights into their sleep patterns. Leveraging patented sound technology and over 3 billion analyzed sleep sessions, Sleep Cycle provides unparalleled accuracy and personalized guidance. As part of its broader partnership program, Sleep Cycle offers company partnerships including in-app promotions, tailored SDK solutions, and an extensive data library, enabling businesses to expand their offerings with sleep solutions and insights. Sleep Cycle is listed on Nasdaq Stockholm under the ticker SLEEP, with its headquarters in Gothenburg, Sweden.