SLEEP CYCLE LAUNCHES SLEEP SDK – FURTHERING ITS STRATEGIC POSITIONING OF "POWERED BY SLEEP CYCLE" TO EXTERNAL PARTNERS

Today Sleep Cycle announced the launch of its Sleep Software Development Kit (SDK) – the next step in the company's technology licensing strategy under the *Powered by Sleep Cycle* concept. With the Sleep SDK, partners can build directly on Sleep Cycle's world-leading sleep analysis and sleep tracking features and integrate them into their own products and services.

Centered around its proprietary AI sound model, the Sleep SDK tracks full respiratory enabling contactless tracking in real time. This expands Sleep Cycle's offering from app-based partnerships to also enabling a licensing model in an effort to scale to like-minded partners.

"We see strong momentum in our partnerships and a clear need to make our technology available in more ways. With the Sleep SDK, we are enabling companies—from global health platforms to consumer brands—to create new experiences directly powered by our patented technology. This is a decisive step in scaling our contribution to better sleep and healthier habits worldwide," says Mikael Kågebäck, CTO of Sleep Cycle.

The Sleep SDK is designed to be flexible and easy to integrate, supporting both mobile applications and connected devices.

"We are strengthening our B2B offering and taking a clear step forward in our licensing strategy. By opening up our technology, we enable new revenue streams and position Sleep Cycle as a long-term technology partner for companies looking to build the next generation of sleep and health experiences," says Erik Jivmark, CEO of Sleep Cycle.

For more information about Sleep Cycle's partnership offering, visit **https://sleepcycle.com /partnerships**

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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.

Image Attachments
SDK Image