

Redeye Initiates Coverage of Sleep Cycle

Sleep Cycle is an organic growth success story with an attractive business model enabling healthy margins. It is the sleep-tracking application market leader with the highest brand awareness among consumers worldwide and is set to leverage its position through several new growth initiatives, including performance marketing and B2B channels. We see an upside in the share, which has dozed off a little since the IPO last summer.

[Read more and download the Research Update.](#)

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Attachments

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