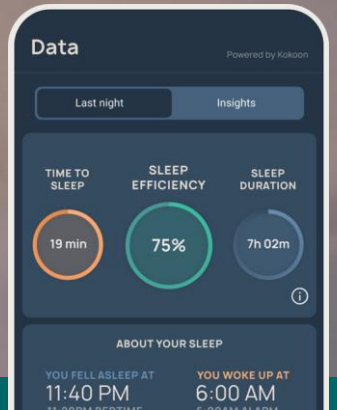
KOKOON

Unlocking the potential of sleep



KOKOON

WHO ARE KOKOON:

- Venture Capital backed leader in consumer sleep technology
- Leading sleep experts from Europe's largest sleep clinic
- We've helped over 1 million sleeps with our products
- We use technology and data to make sleep science more accessible to consumers

OUR MISSION:

Transform the sleep experience to fuel better living

WHY SLEEP:

- 67% of the population now report poor sleep[1]
- The global sleep economy is a $432bn market[2]
- Occupying a 1/3 of our lives[3] it's vital to human health, performance and happiness.

WHAT WE DO:

1. Provide the most effective, personalised path to better sleep
2. Make sleep science accessible and convenient for all
3. Put the enjoyment back into winding down

GET IN TOUCH:

Tim.Antos@kokoontech.com
Founder & CEO

[1]Aviva, The Wellbeing Report From Aviva, November 2017 | [2]Frost & Sullivan Assessment of global sleep economy 2019 [3]Mental health foundation 2018 survey |

OUR EXPERIENCE:

We make sleep science Personalized. Accessible. Enjoyable.



Personalised path to great sleep

Everyone's sleep is unique. Our users build an understanding of their sleep and receive coaching & insights personalised to them. Grounded in clinical best practice Kokoon helps improve both sleep quality and efficiency. Personalisation supports a more efficient path to a better sleep.



Audio optimised for sleep

With accurate monitoring of sleep & relaxation through bio-sensors. Algorithms automatically fade audio and introduce white noise to mask out disturbances when users fall asleep



A new sleep experience

We've made getting to sleep a pleasure. Users access all their sleep favourites in one place (audiobooks, music, podcasts etc.) and benefit from smart features (auto-bookmark) alongside unique 4D soundscapes created by composers such as Han Zimmer (one of our investors)

Kokoon Sleep Solution: App + Nightbuds

Making sleep easier and more enjoyable

MyKokoon App:

At the heart is the MyKokoon app; an AI sleep aid, personalizing the sleep experience



Nightbuds:

Tiny, ergonomic, sleep sensing earbuds streaming audio and calls via Bluetooth



- Auto-bookmark upon sleep
- Immersive sleep experiences
- Bespoke Sleep Coaching
- Your audio, adapting to you
- Comfort in bed
- Sleep Monitoring
- Noise-masking technology
- Clear Calls & audio

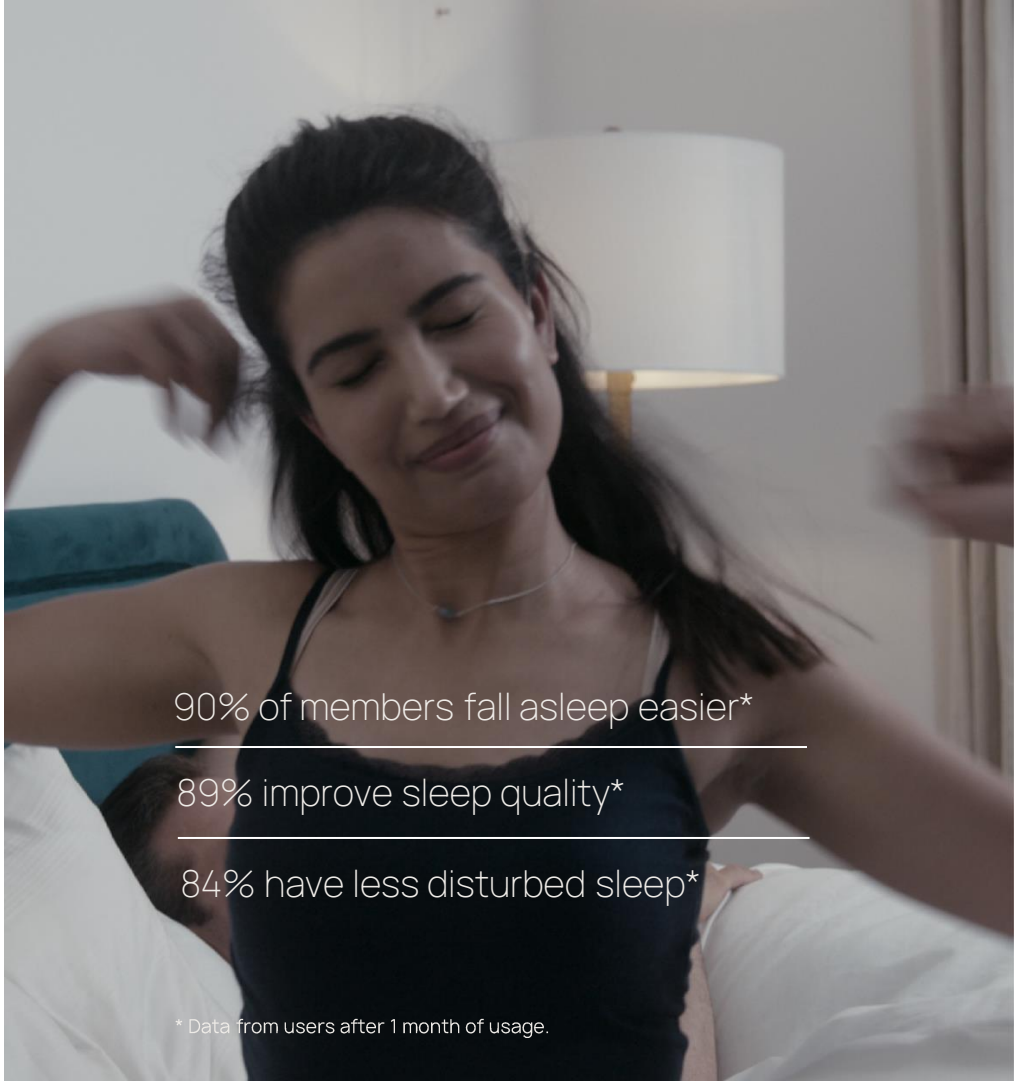
Improved Sleep Experience

Enjoy your wind down
Make bedtime a time you enjoy again. Loose the dread and escape to your very own sanctuary to enjoy your favourite audiobook or sounds

Improve sleep quality
Mask out disruptions and disturbances and take steps to improve your sleep

Solve sleep issues
From tinnitus to night-time awakenings get to grips with your issues with new understanding and personalised coaching developed by leading experts

Be your best self
Wake at the optimal time for your sleep cycle with the audio and insights to help you get the best possible start to your day



KOKOON

nightbuds

Only 6mm thick in-ear

Premium acoustics and calls

100mAh battery with 14hr battery life

Highly accurate sleep monitoring

Intelligent noise-masking technology

Soft, ergonomic design for all night wear



THE WALL STREET JOURNAL. WSJ
"Sound asleep takes on a new meaning"

GQ
"They really work...a valid ally for insomniacs"

Stuff
"Sleeping beauties"

reddot winner 2021

VOGUE
"Make drifting off a breeze"

London Evening Standard
"Mega comfortable headphones"

WIRED
"Sweet dreams are made of these"

MyKokoon App

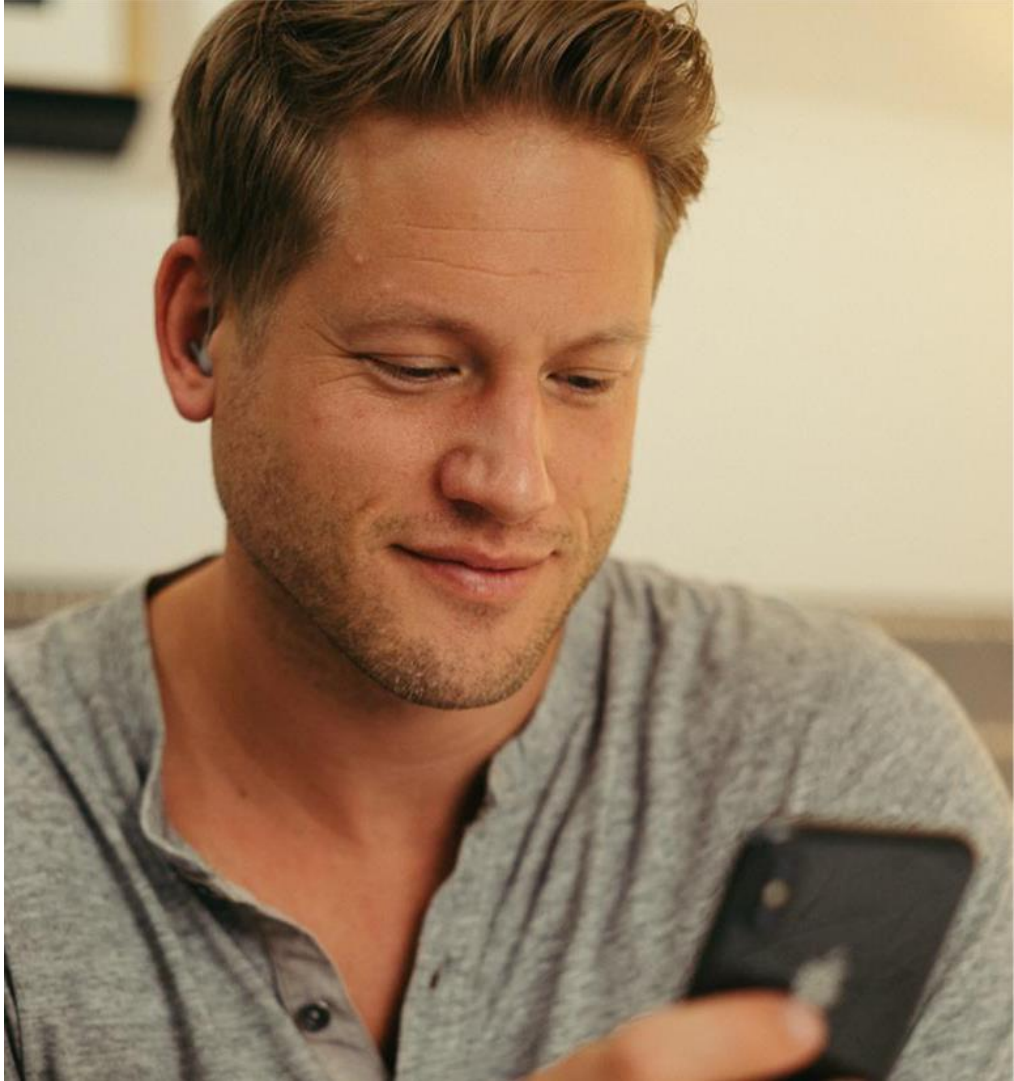
UNIQUE FEATURES:

Adaptive audio
Adapt your listening experience to your sleep. Auto-pause, fade in masking sounds and 'bookmark' your audiobook or podcast as you fall asleep. Integrates with your favourite apps like Spotify and YouTube

Smart alarm
Optimising wake up to the body's natural sleep cycles with wake-up audio, morning routines and insights

AI sleep coach
Builds an understanding of your sleep (behaviours, thoughts, issues) then continuously monitors 6 key sleep parameters. Provides personalised insights and CBT-I coaching

Actionable insights
We do not rate, score or gamify sleep. Data is used to enhance the experience, and understand 'what works'



KOKOON

Key spec points

Features
Volume control buttons
Voice call microphone
Silicone earbud tip/sieve size options

Battery
Lithium ion technology
100mAh capacity
14+ hour battery life

Connectivity
Bluetooth 5.0
USB-C charging port

Sleep Monitoring
In-ear optical heart rate sensor, monitoring hear rate and heart rate variability.

Connected App
Access MyKokoon the worlds most powerful smart sleep eco-system

Premium Audio
Balanced armature type drivers

KOKOON



Device only pricing
- US RRP - $249.99
- UK RRP - £229.99
- EU RRP - €249.99
- CAD RRP - $319.99
- RUB RRP – 18,500

Accessories in the box:
- Carry case
- USB-C charger
- 4 pairs silicone sizing tips

Comparison with other sleep buds

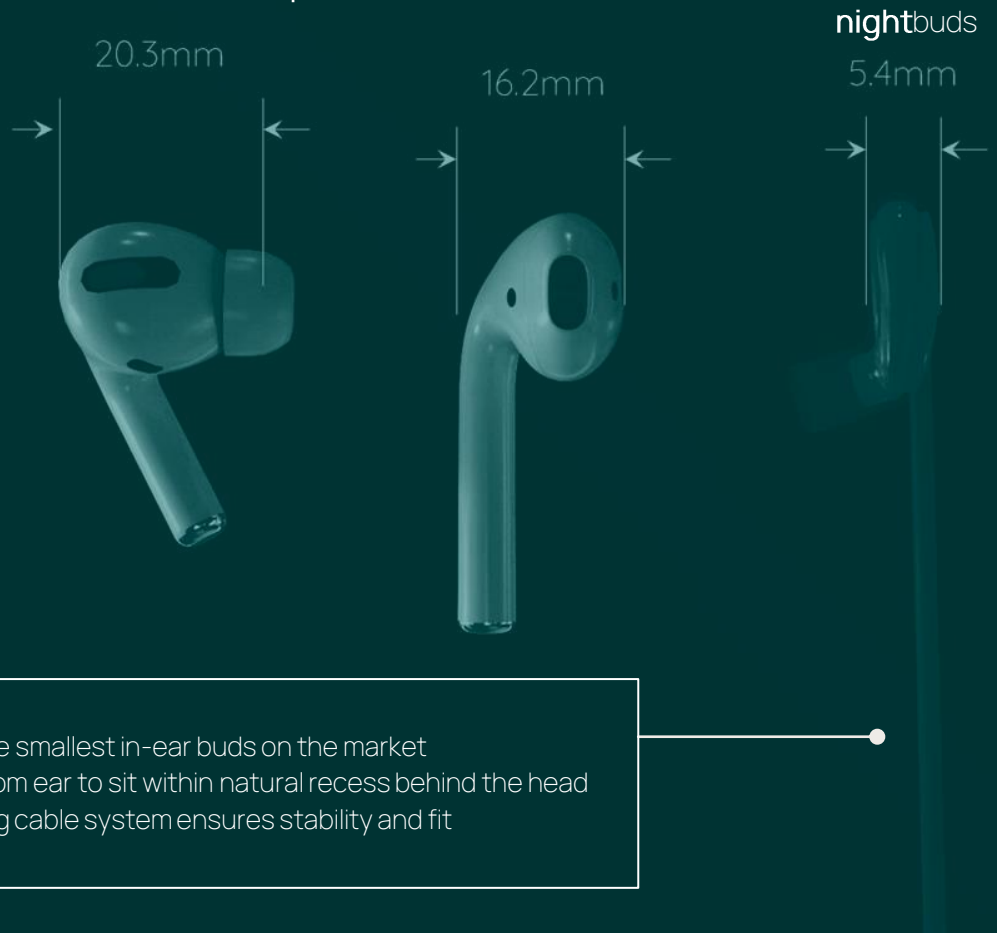
	Kokoon nightbuds	AmazeFit Zenbuds	Bose Sleepbuds
Regular Audio Listening	✓	X	X
Thickness In-Ear	5.4mm	9.1mm	12.7mm
Smart Auto-Pause & Bookmark	✓	X	X
Sleep Coach Technology	✓	X	X
Call Mic	✓	X	X
Sleep Analysis	✓	✓	X
Noise Masking	✓	✓	✓
Personal Alarm	✓	✓	✓

Comfort all night

Typically headphone shape and thickness prevents comfortable wearing in bed, particularly when side sleeping. For a stable, comfortable design, Nightbuds electronics were relocated from the sensitive in-ear region to a less sensitive region behind the head, typically not felt in bed. This enables a very thin, soft profile in the ear and through night battery capacity.



Ultimate Comfort Headphones

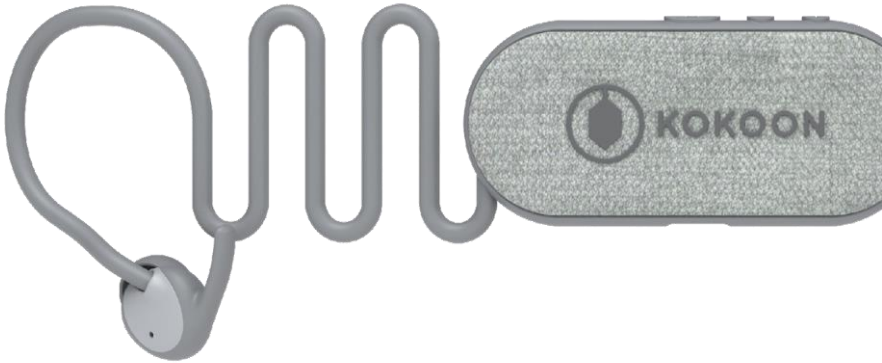


- At 6mm thick, they're the smallest in-ear buds on the market
- Electronics relocated from ear to sit within natural recess behind the head
- Patented auto-adjusting cable system ensures stability and fit

Adaptive audio

Audio dynamically adapts to an individuals sleep, and relaxation based on real-time sensor data. **For example;** relax to your favourite audiobook, letting sleep sensors detect as you fall asleep, bookmarking your place and then gently fading out your audio. Integrates with your favorite apps like Spotify and YouTube

Spotify
SOUNDCLOUD
YouTube
audible
Calm
MUSIC
headspace



Compatible with any audio source (YouTube, Spotify, Calm, Headspace) Kokoon enhances the wind down experience giving the right audio at the right time

Unparalleled Sensing Accuracy

At the core of sleep monitoring sits optical heart rate monitoring which works by shining light into the body and measuring how light is scattered from blood flow. Where this is measured on the body has a huge impact on accuracy of the system.

Nightbuds sensors are positioned in a superior location ensuring the highest quality of sensing data:

SUPERIOR SENSOR PLACEMENTS



Forehead

An very good place to measure. No relative motion or noise and a clean signal can be realized



Ears

An excellent place to measure. Close proximity to carotid artery, consistent vascular structure and limited motion yield superior signal quality

COMMON, INFERIOR SENSOR PLACEMENTS



Wrist

Apple Watch, Fitbit



Finger

Oura, Smart Ring



Ankle, Calf

Intelligent Noise-Masking

Intelligent noise-masking and passive noise blocking technologies help mask out snoring, noisy neighbors, newborn babies, traffic and can help with tinnitus.

What is noise-masking?

While noise blocking is a physical barrier to sound (rather like earplugs) noise masking works by introducing another sound – often called white noise. This sound combines with external noise to cover and smooth the peaks of sound that typically disturb our sleep. Our brain is disturbed by sudden changes in sound. Noise masking helps smooth the changes and enable the brain ignore sounds that may otherwise be a disruption.

Why is it the best protection for an undisturbed sleep?

Noise-masking is ideal for protecting sleep as it is effective at masking out those sudden sounds (snoring, conversation, baby crying) that are most likely to disturb sleep. Typically, Active Noise Cancellation struggles with these types of sound due to their unpredictability and frequency.

KOKOON



FEATURES:

Adaptive:

Often what works best to mask out disturbances is different to what you want to listen too. Kokoon's intelligent noise-masking is introduced slowly as the listener falls asleep enabling the best protection whilst still allowing the sleeper to enjoy their wind down.

Optimized:

By studying the profile of sounds that typically disturb sleep Kokoon have been able to optimise the frequency profile of the masking sound used to afford better protection. The system is also able to react to noise around for example increasing the volume and frequency profile of masking to better protect in real-time.

Accessories

Kokoon offer a range of accessories and complimentary products:

Nightbuds Travel Case - $79, £69, €79 RRP

- Adds over a week of battery life
- 1000MAh with charge indicator
- On-the-go protection
- USB-C, cable included





Kokoon Nest Pillow - $99, £89, €99 RRP, 2pac $149, £139, €149

- Customizable height and firmness via removable CoolCubes
- CoolCubes & breathable sidewalls maximize airflow
- Two different sides for different temperatures.
- Active temperature regulation technology
- 100% natural premium cotton with Hypoallergenic microfiber fill
- Sustainably produced with natural materials





NightMask- $27, £25, €27 RRP

- Blackout adjustable Eye-Mask
- Breathable outer with natural silk inner
- Eye recesses contoured to ensure no pressure on eye

Pillow Mist - $19, £19, €19 RRP

- Sleep spray
- Promotes soothing environment for sleep
- Natural Lavender ingredients



Replacement ear tips - $12, £9.99, €12 RRP

- Pack of 3 pairs of replacement ear tips
- Available in any size (SS, SM, MM, LL)

Relax Over-Ear headphone

Our Relax Over-Ear headphone are focused on the travel and relaxation market. Featuring sleep sensors, they also integrate with the MyKokoon eco-system to provide the same smart sleep capabilities

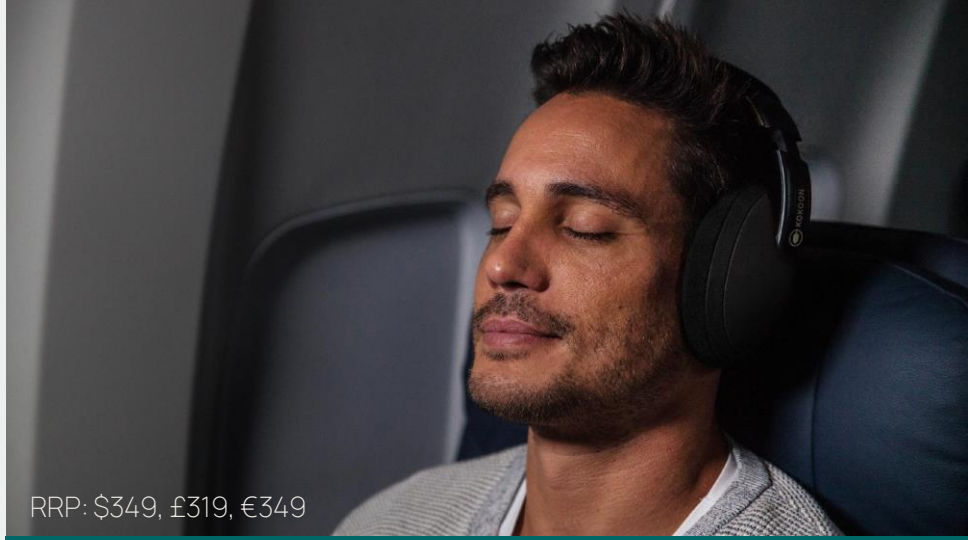




ACTIVE NOICE CANCELLATION
Cancelling out unwanted exterior sounds such as the rumble of the plane or train.

FLEXMOULD™ SUPERIOR COMFORT SYSTEM
Comfortable, lightweight, ergonomic design for extended wear, even while sleeping in bed.

ENHANCED HYGIENE
Washable ear cushions for sanitary health, so you can wear them as long and as often as you like.



RRP: $349, £319, €349

Specs:

Sleep Tracking
EEG brainwave sensor
Motion sensor

Premium Audio
40mm, 32ohm premium drivers
Optional 3.5mm Audio cable with call mic

Connected App
Access MyKokoon the worlds most powerful smart sleep eco-system

Connectivity
Bluetooth 4.0 Low Energy
Micro USB charging

Battery
Lithium ion technology
500mAh capacity 14+ hour battery life

In the box
Travel case
Kokoon Eye Mask

KOKOON

GET IN TOUCH:

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Founder & CEO