sleep ◆ number.

Sleep Number Introduces BreatheIQ™, a Sleep Health App Intended to Help 116 Million Americans Understand their Snoring

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Snoring can be more than just an annoyance and may indicate underlying health conditions; new technology helps sleepers understand what their snore may mean, offers information about potential health implications, and connects sleepers to a virtual care clinic for potential diagnosis

MINNEAPOLIS--(BUSINESS WIRE)-- Today, **Sleep Number Corporation** (Nasdaq: SNBR), a sleep wellness leader, introduced an innovative new app to support the sleep health of millions of snorers. With a free download, BreatheIQ™ allows users to understand what their snore may mean and why breathing irregularities like snoring may matter to their health. Sleep Number already offers smart bed and bases that help to reduce nighttime snoring, such as the Partner Snore™ feature connected to the FlexFit™ series of smart adjustable bases. Now, Sleep Number is expanding its support of snorers and their partners by helping to demystify a common yet often overlooked sleep challenge.

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An estimated 116 million U.S. adults snore, potentially disrupting sleep for them and their partners. While snoring may be reduced by changing sleep positions - through smart bed adjustments - and lifestyle changes, some snoring may relate to health conditions that require diagnosis by a healthcare provider. By not understanding what their snore may mean, people may be ignoring possible issues that can cause significant health challenges.

In just one night, BreatheIQ listens to and assesses a sleeper's snoring through their smart phone and provides information and insights based on snore sounds. Through upgrades in the app, sleepers can determine their

personal snore phenotype, understand breathing irregularities, and take more control over their sleep health. BreatheIQ allows sleepers to compare snore sound types with their own to empower discovery of the potential source of their snore in their airways. BreatheIQ also bridges a gap to professional care – although it cannot assess the risk of or diagnose sleep apnea, the app enables users to conveniently connect to a virtual care clinic, **GEM SLEEP**. There, they can receive a virtual medical assessment for the potential diagnosis of sleep apnea and start testing comfortably at home.

Sleep apnea and other physiological barriers to sleep are linked to underlying and often undiagnosed health conditions, including respiratory, cardiovascular, metabolic, mental, hormonal and other health conditions. According to the **American Academy of Sleep Medicine**, over 30 million adults in the U.S. have been diagnosed with sleep apnea, and it is estimated that 80% of apnea cases go undiagnosed.

"Most people have no idea that snoring may mean more to their health. BreatheIQ lets consumers easily understand their snoring and breathing irregularities," said Annie Bloomquist, Chief Innovation Officer, Sleep Number. "BreatheIQ eliminates barriers to the long and complicated process of sleep assessments, making them accessible to more people and encouraging users to take better control of their sleep health. In partnership with GEM SLEEP, Sleep Number is empowering sleepers to uncover the meaning of their snore, and take action toward care for chronic sleep disorders, including sleep apnea, without leaving home."

Sleep Number's three million Smart Sleepers received a notification through their Sleep Number app to download BreatheIQ. Additionally, with an in-app upgrade to BreatheIQ+, Smart Sleepers will receive another new feature, RespiratoryIQ, which delivers proactive and personalized respiratory insights – showing respiratory trends over time that users can track as they are getting ill or on the path to recovery. New BreatheIQ customers will receive a special offer on Sleep Number® smart beds to drive additional smart bed customers to the brand and help address some of their snore-related issues; smart bed and adjustable base product bundles start under $2,300.

BreatheIQ was developed in partnership with Diametos GmbH, a German company that has developed and launched snore-related digital health apps in the EU. Diametos boasts the world's largest repository of snore phenotype data and expertise on the impacts of snoring on health.

BreatheIQ is free to download on the App Store and Google Play and does not require the use of a Sleep Number smart bed. Sleepers can upgrade to BreatheIQ+ with monthly, quarterly and annual plans starting at $14.99. BreatheIQ+ offers additional features and insights, including snore type and breathing irregularity assessments.

For additional details about BreatheIQ*, BreatheIQ+ and RespiratoryIQ, please visit BreatheIQ.com.

About Sleep Number Corporation

Sleep Number is a sleep wellness company. We are guided by our purpose to improve the health and wellbeing of society through higher quality sleep; to date, our innovations have improved nearly 16 million lives. Our sleep wellness platform helps solve sleep problems, whether it's providing individualized temperature control for each sleeper through our Climate360® smart bed or applying our 32 billion hours of longitudinal sleep data and expertise to research with global institutions.

Our smart bed ecosystem drives best-in-class engagement through dynamic, adjustable, and effortless sleep with personalized digital sleep and health insights; our millions of Smart Sleepers are loyal brand advocates. And our 3,700 mission-driven team members passionately innovate to drive value creation through our vertically integrated business model, including our exclusive direct-to-consumer selling in nearly 650 stores and online.

To learn more about life-changing, individualized sleep, visit a Sleep Number® store near you, our **newsroom** and **investor relations** sites, or **SleepNumber.com**.

*These apps are provided for informational purposes only and are not intended to and cannot diagnose, assess, cure, treat, or prevent any disease.

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