



HUMANOO

## **HUMANOO receives 5 million Euros in Series A**

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The eHealth platform HUMANOO has received 5 million Euros to expand their activities.

The investors of the new financing round include the co-founder Rheingau Founders, the existing investors Creathor Ventures and Rocket Internet as well as new investors Dieter von Holtzbrinck Ventures and other business angels.

HUMANOO is a digital health platform for employees and policyholders. HUMANOO's customised programmes and innovative eHealth solutions help users reach their goals, covering fitness, physiotherapy, yoga, wellbeing and nutrition. Further incentives are provided by a range of personal and company challenges.

One of the highlights of HUMANOO is the health bonus system it offers. The HUMANOO score allows users to receive bonuses from their employer or reduced health insurance premiums for their activities.

"Today, users are bombarded by different sport and wellbeing providers in the B2C sector. There's plenty of content and tracking systems out there designed to guide the user, but at the end of the day they have no added value, apart from simply providing content," notes founder and CEO Philip Pogoretschnik. "HUMANOO reaches its users through corporate health management schemes and offers a holistic platform that brings together different types of content and rewards healthy activities and interaction. Users don't get vouchers or discounts, they get actual bonus payments from their employer or cashback on their insurance."

HUMANOO's comprehensive reports help businesses and insurance companies better understand the health and wellbeing of their employees or policyholders, allowing them to identify and respond to their needs. HUMANOO's evaluations also maintain the users' anonymity.

Creathor Ventures partner Dr. Christian Weiss: "A lot of companies have understood that it pays to have healthy employees. Up to now, however, the offers often haven't been scalable across all company sectors and their effect couldn't be measured in any meaningful way. HUMANOO responds to this gap in the market with its digital health platform, providing users with customised solutions for the first time."

HUMANOO will use the new capital to expand the necessary data structures for innovative tracking features and to move forward with its cooperations with health insurances schemes and insurance companies.

### About The Company:

HUMANOO was founded by Philip Pogoretschnik and the Berlin co-founder Rheingau Founders in January 2016. The management team also includes COO Alexander Thieme (former Associate at Oliver Wyman), CPO Christoph Klärner (former Head of Technology & Operations at Quaid Media) and as of February CFO Thomas Armbruster (former CFO at Netbooster and CFO at metapeople).

Since its establishment in 2016, HUMANOO has already attracted a number of prominent clients including Deutsche Bank, P&G, Media Saturn and insurance companies like Gothaer.

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