

# WearableHealth Devices AB - Q4 2024 Investor Update

Direct Investment: WearableHealth Devices AB

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## Highlights:

- Sold 250K devices (up 180% YoY)
- Launched in leading European electronics retailers
- Received MDR clearance for blood pressure monitoring
- Partnership with AllianzCare

## Lowlights:

- Supply chain issues with chip shortage
- Competition from Apple Watch intensified
- Customer retention at 65% (below 75% target)

## Milestones:

- Reached 500K active users
- Launched premium subscription service (€9.99/mo)
- Expanded to 12 European countries
- Achieved CE Mark certification for EU

## Metrics Snapshot:

Revenue: €1,850,000

ARR: €920,000

MRR: €76,000

Gross Margin: 58.0%

Burn: €140,000

Runway (months): 26

Headcount: 98

CAC: €85

LTV: €420

NRR: 122.0%

Cash Balance: €2,600,000