



Decipher Your **DNA Puzzle**
Boost Your **Fitness** ■

Intelliseq debuts its iOS Mobile App MyTraits Sport in the Helix.com Store

Product leverages advanced genome informatics to provide DNA-powered insights on fitness and metabolism

Krakow, Poland – [December 18, 2017] - **Intelliseq**, an interpreter of human DNA sequencing data, today announced the launch of MyTraits Sport - a unique product that provides DNA-powered insights and a personalized analyses of fitness-related traits. Intelliseq developed MyTraits Sport on the Helix platform. Helix is a personal genomics company that recently launched the first online marketplace for DNA-powered products powered by the company's Exome+ sequencing platform. MyTraits Sport is available on the Helix.com store (URL) along with a diverse range of DNA-powered products focused on ancestry, entertainment, family, fitness, health and nutrition.

MyTraits Sport, which includes an iOS mobile application, allows customers to receive personalized insights related to their athletic ability and body mass index based on specific genetic variants. MyTraits Sport also provides users a personalized set of digital reference cards with detailed information about genetic markers that have been linked to different types of sport activities.

"MyTraits Sport benefits from Intelliseq's science team who possess deep knowledge in genome informatics and are known for their published peer-reviewed scientific research. Our vision is to develop DNA-powered mobile applications that are based on science, precise, affordable, and safe and secure," said Marcin Piechota, Co-Founder and Chief Technology Officer at Intelliseq.

After placing the order, a saliva collection kit is mailed out to the customer. Once the saliva sample is returned, Helix generates data utilizing its proprietary Exome+ assay to read the DNA, Intelliseq translates only the portion of a user's exome relevant to its MyTraits Sports products and delivers insights to the customer via the MyTraits Sport app on their iOS mobile device. Existing Helix customers can purchase MyTraits Sports (\$9.99) on the Helix.com store marketplace without submitting another saliva sample.

The product is not only for the fitness enthusiasts, but also for individuals interested in self-improvement as well as anyone who appreciates personalized services and educational content about their health and wellness. It provides people with a lifetime of learning. MyTraits Sport includes a glossary and frequency maps so customers can



gauge how a specific genotype compares to a reference data set derived from the global population.

"Helix and Intelliseq have a shared mission to enhance people's lives through a deeper understanding of their unique biology," said Justin Kao, co-founder and SVP of Helix. "Helix is pleased to be working with Intelliseq who, like us, believes that providing people with access to a wide variety of DNA-based insights can accelerate innovation and increase the value of DNA-based products and services."

To learn more about MyTraits Sports, visit www.mytraits.com. This product is only available to people residing in the United States. For more information about Helix or for high resolution images, please visit www.helix.com/press.

About Intelliseq

Intelliseq is a genome informatics company established in 2014 by a group of scientists fascinated with pharmacogenomics and transcriptomics. Now, it is quickly growing to fill a void in a translation of genetics knowledge into the products market. The company consists of an interdisciplinary team of experts in genomics, molecular biology, bioinformatics, and software development. Intelliseq is focused on the development of novel algorithms and bioinformatic tools devoted to interpretation of human DNA sequence. MyTraits Sport is the first product of Intelliseq dedicated to the Helix marketplace. The future of Intelliseq solutions is heading in the direction of AI based mobile applications able to predict personalized risk and support treatment decisions. For more information visit www.intelliseq.pl or connect via **Twitter (@intelliseq)**



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