

CAN WE ADDRESS UNMET CONTRACEPTIVE NEED WITH MOBILE TECHNOLOGY?



CycleBeads® Smartphone App

Research shows that an effective, easy to use fertility awareness method offered through a mobile device:

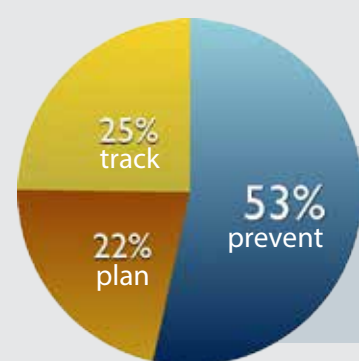
- is attractive to women because it does not cause side effects
- brings new users to family planning
- works in a variety of contexts
- reaches users directly and efficiently

Cycle Technologies conducted outreach in several countries via social media to generate awareness among potential users of the CycleBeads® Android app. The app, which is based on the Standard Days Method® of family planning, is proven effective and is available for free. Researchers at the Institute for Reproductive Health at Georgetown University used in-app surveys to better understand use of the app and determine potential impact of this mobile health technology.

GHANA

Unmet Contraceptive Need: 29.9%

65,000 CYCLEBEADS APP USERS



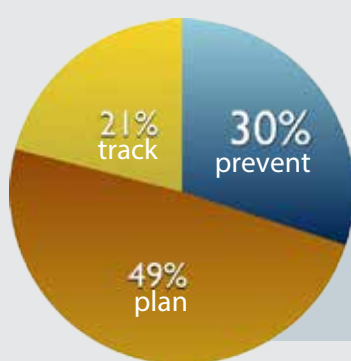
Outreach Length: 3 months
Client Acquisition Cost: \$0.37

69% of those using the app to prevent pregnancy were not using contraception in the 3 months prior to download.

INDIA

Unmet Contraceptive Need: 13.9%

165,000 CYCLEBEADS APP USERS



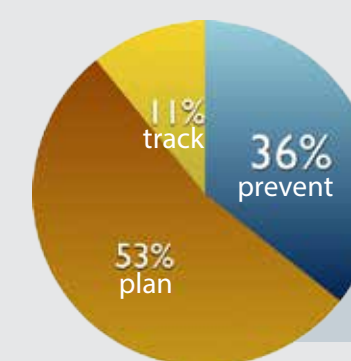
Outreach Length: 3 months
Client Acquisition Cost: \$0.32

79% of those using the app to prevent pregnancy were not using contraception in the 3 months prior to download.

JORDAN

Unmet Contraceptive Need: 11.7%

20,000 CYCLEBEADS APP USERS



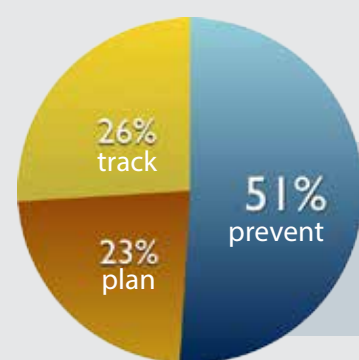
Outreach Length: 3 months*
Client Acquisition Cost: \$0.31

64% of those using the app to prevent pregnancy were not using contraception in the 3 months prior to download.

KENYA

Unmet Contraceptive Need: 17.5%

45,000 CYCLEBEADS APP USERS



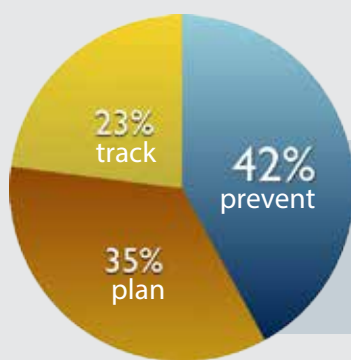
Outreach Length: 3 months
Client Acquisition Cost: \$0.54

60% of those using the app to prevent pregnancy were not using contraception in the 3 months prior to download.

NIGERIA

Unmet Contraceptive Need: 16.1%

90,000 CYCLEBEADS APP USERS



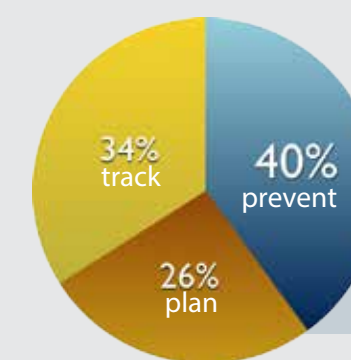
Outreach Length: 4 months*
Client Acquisition Cost: \$0.16

76% of those using the app to prevent pregnancy were not using contraception in the 3 months prior to download.

SENEGAL

Unmet Contraceptive Need: 25.6%

30,000 CYCLEBEADS APP USERS



Outreach Length: 6 months*
Client Acquisition Cost: \$0.26

69% of those using the app to prevent pregnancy were not using contraception in the 3 months prior to download.

Sources: App Statistics - CycleBeads® Analytics and In-App Micro Surveys
Country Statistics - Demographic & Health Surveys

*Project ongoing as of October 2017