

GLOBAL IMPACT UPDATE

SCALE-UP PROJECT OF A CONTRACEPTIVE APP

Highlights as of Oct 2017



CycleBeads® Smartphone App

THE ONLY APP BASED ON THE
STANDARD DAYS METHOD® OF FAMILY PLANNING

Project: Cycle Technologies conducted outreach in several countries via social media to provide access to the CycleBeads Android app. Through in-app surveys, researchers at the Institute for Reproductive Health (IRH) at Georgetown University asked users questions related to their use of the app and family planning in general to determine potential impact of this mobile health technology.



HOW CYCLEBEADS WORKS

A user simply enters her period date. The app calculates where she is in her cycle and whether or not she is on a day when pregnancy is likely. Alerts are sent to let her know when:

- she is on a fertile or non-fertile day
- she is about to get her next period
- she has forgotten to input her cycle data
- her cycle is either too long or too short for effective use of this method

Medical criterion: CycleBeads can be used for pregnancy prevention by women with cycles between 26-32 days long.

www.CycleBeads.com



CAN WE ADDRESS UNMET CONTRACEPTIVE NEED WITH CYCLEBEADS?

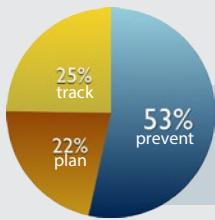
Ongoing research indicates that CycleBeads is addressing women's contraceptive needs. It provides users with a proven family planning option that doesn't cause side effects and is accessible through their mobile devices for free. Research also shows that the CycleBeads app brings new users to family planning, works in a variety of contexts, and can reach users directly and efficiently.

COUNTRY HIGHLIGHTS

GHANA

Unmet Contraceptive Need: 29.9%

65,000 CYCLEBEADS APP USERS



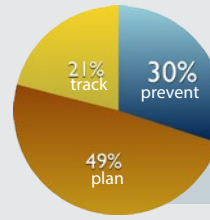
Outreach Length: 3 months
Client Acquisition Cost: \$0.37

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



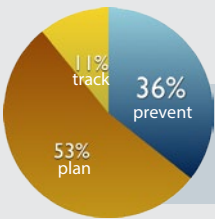
Outreach Length: 3 months
Client Acquisition Cost: \$0.32

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



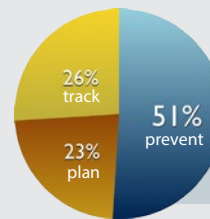
Outreach Length: 3 months*
Client Acquisition Cost: \$0.31

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



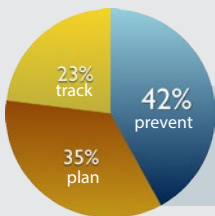
Outreach Length: 3 months
Client Acquisition Cost: \$0.54

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



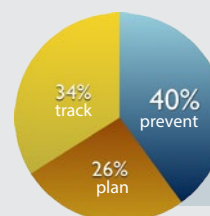
Outreach Length: 4 months*
Client Acquisition Cost: \$0.16

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

As part of our commitment to FP2020, Cycle Technologies is providing free contraception to women with unmet family planning needs. Interested in working together? Contact us at info@cycletechnologies.com or +1.202.730.1269