

HOW THE WORLD SLEEPS

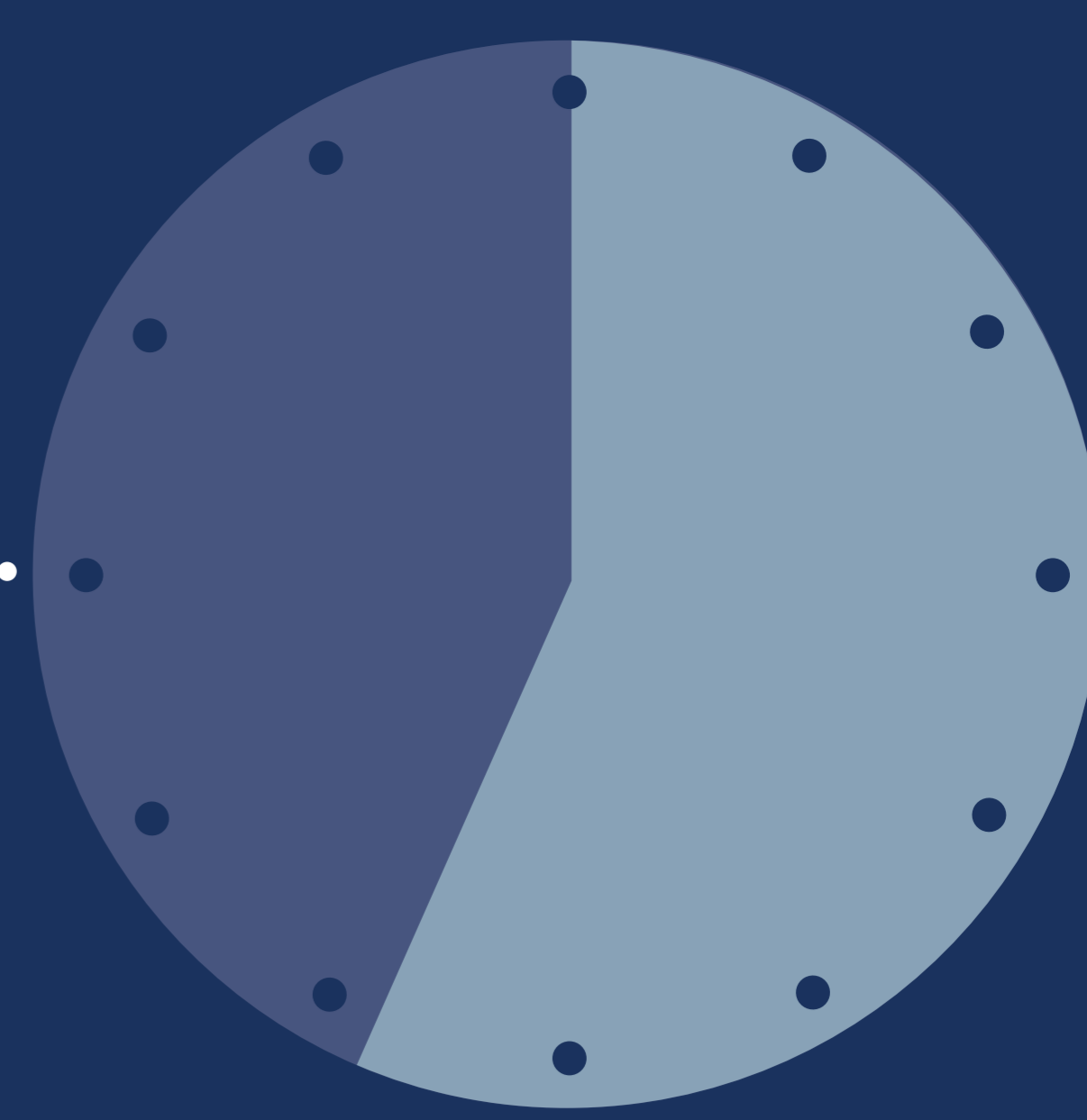
Sleeping satisfaction, patterns and times vary greatly from country to country, but the one thing that's consistent is that, on average, people worldwide don't get enough

AVERAGE TIME ASLEEP

Study of adults across 12 countries

6.8 hours

Weeknight



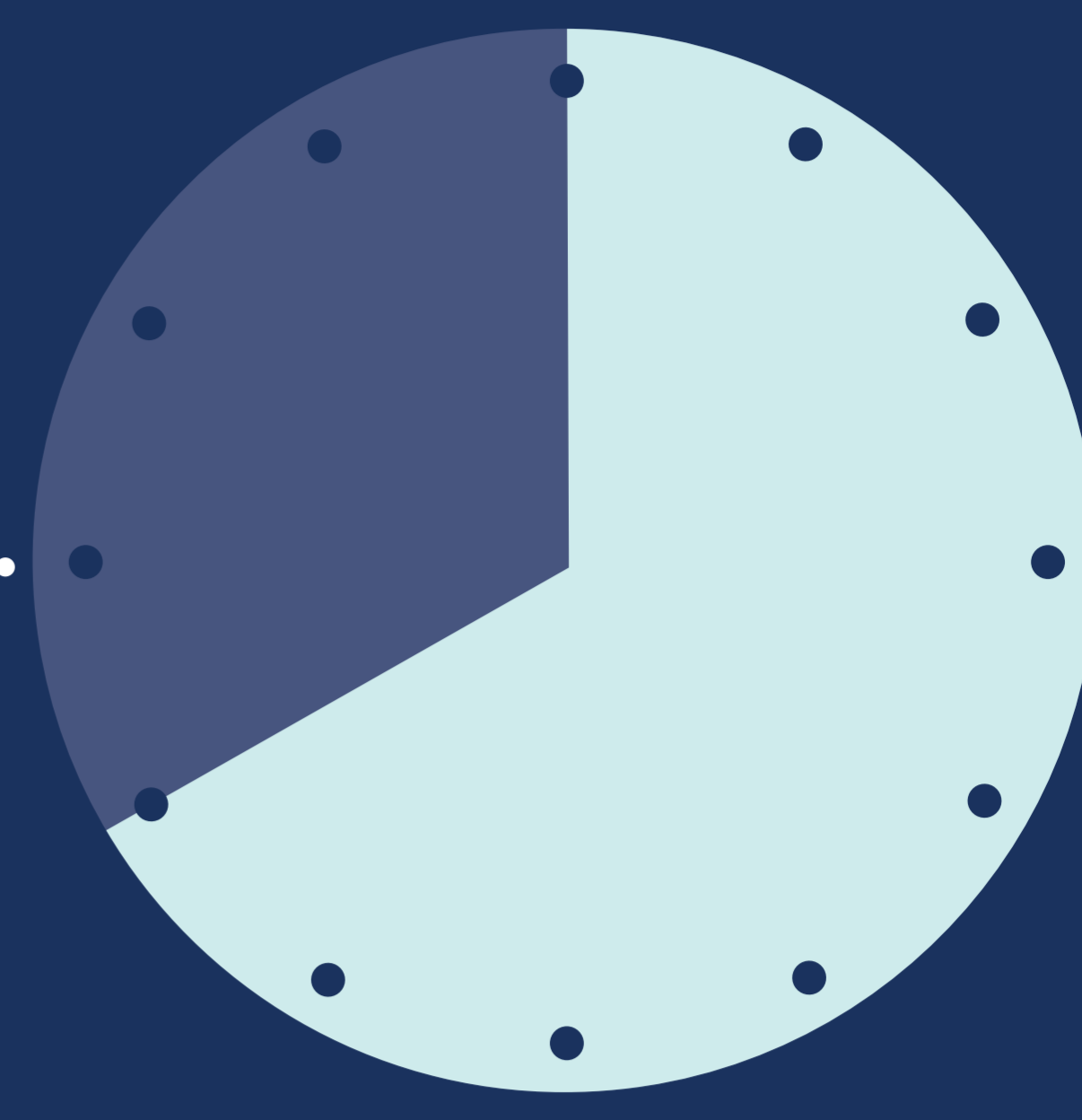
7.8 hours

Weekend



8 hours

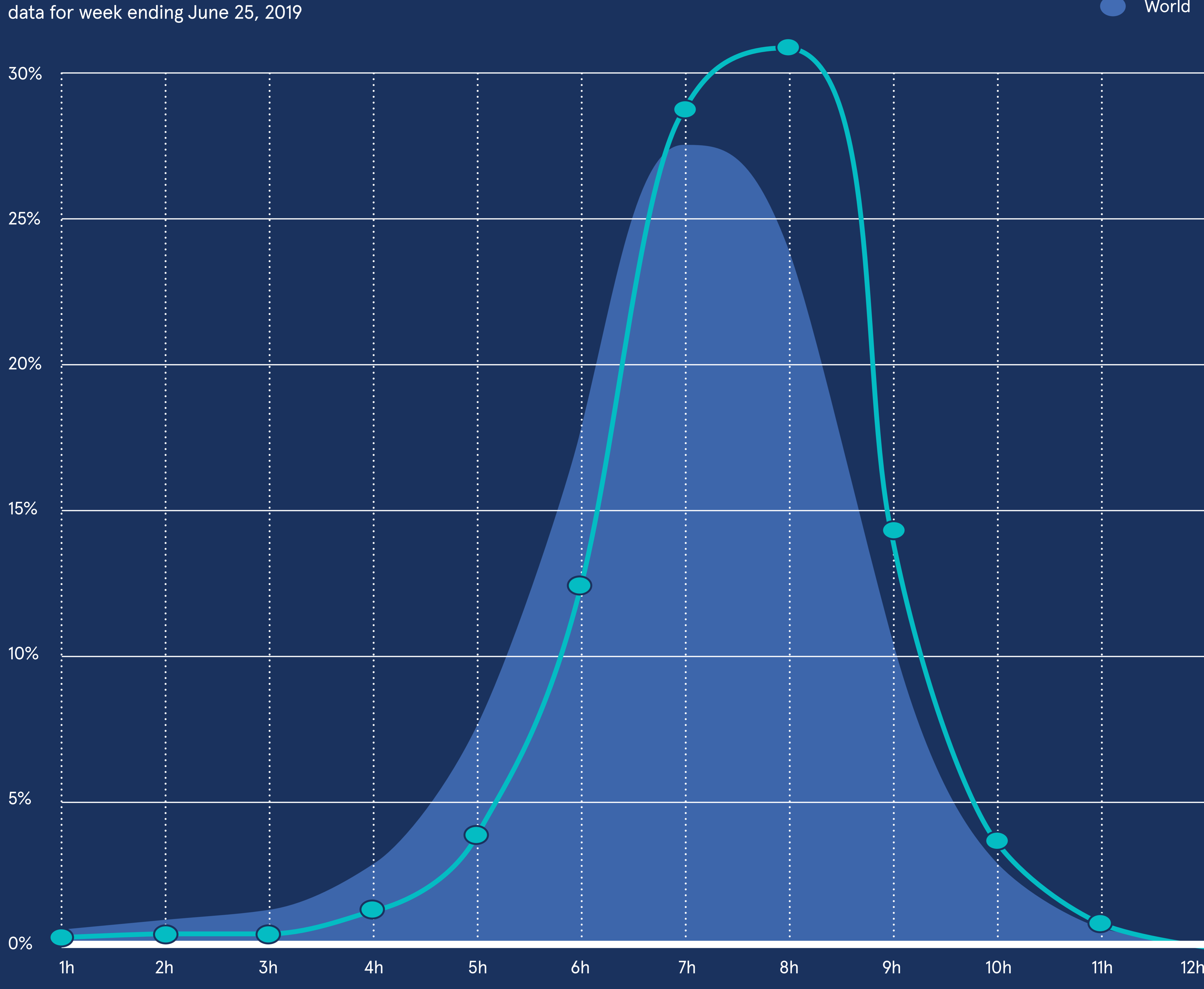
Recommended



Philips 2019

HOW MANY HOURS THE GLOBAL POPULATION SLEEPS

Average hours slept by global users of the Sleep Cycle app; data for week ending June 25, 2019

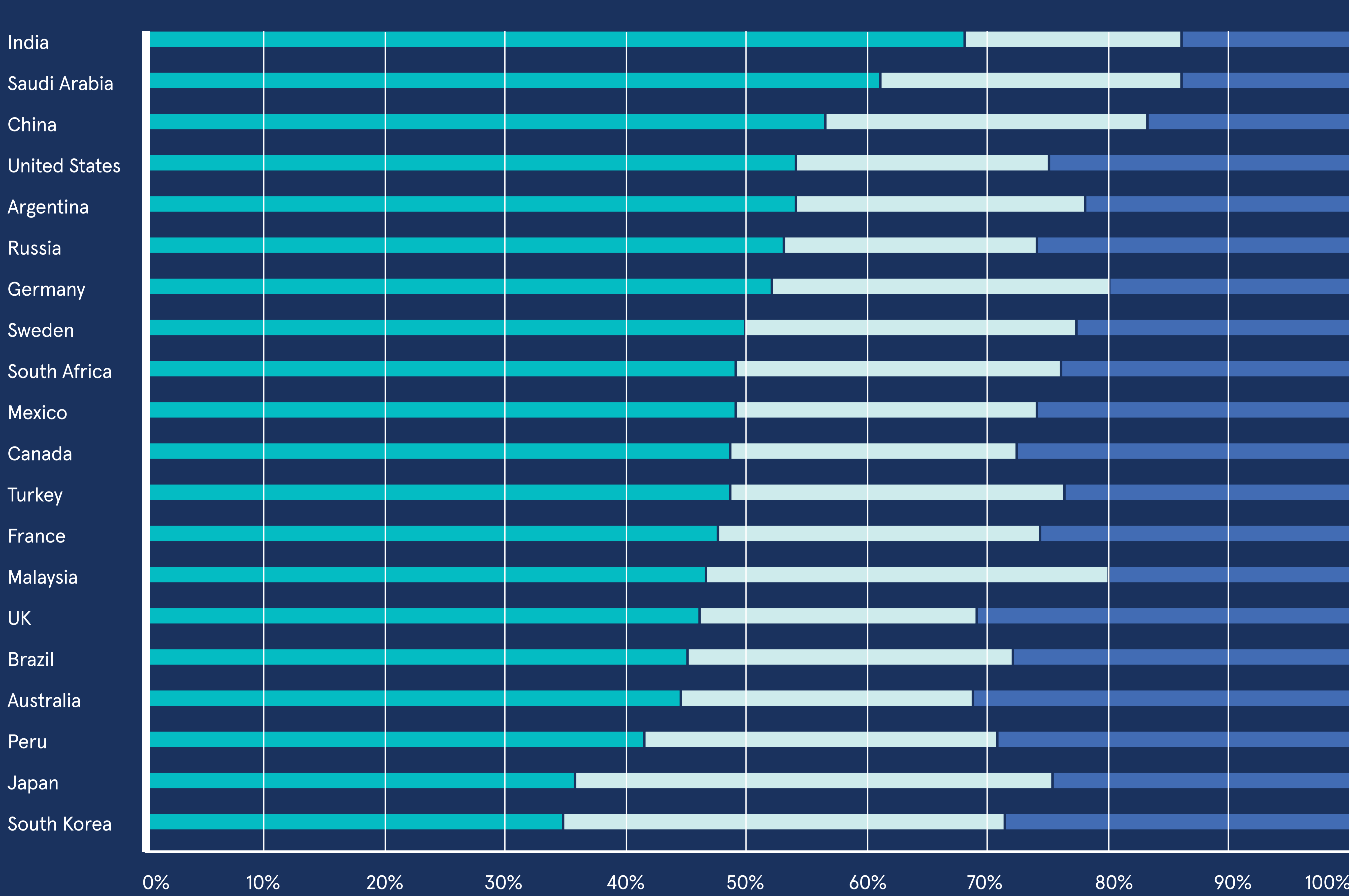


Sleep Cycle 2019

MOST RESTFUL POPULATIONS

Global study of adults who feel they get enough sleep

● Agree ● Neither agree nor disagree ● Disagree



Ipsos 2018

80%

of global adults want to improve the quality of their sleep

67%

typically wake up at least once during the night

63%

sleep longer on the weekends to catch up on sleep

Philips 2019

49%

feel they get enough sleep

Ipsos 2018

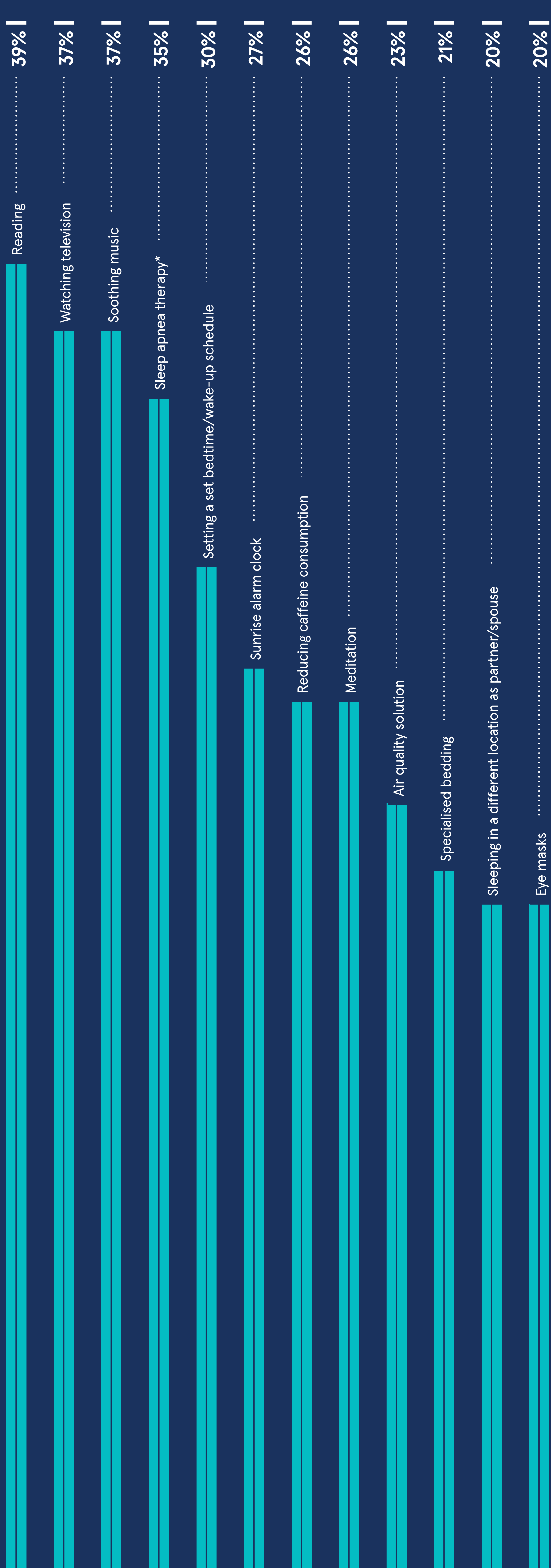
10%

say they sleep extremely well

Philips 2019

GLOBAL STRATEGIES TO IMPROVE SLEEP

Percentage of global adults who do the following



*Of those who have self-reported to have sleep apnea

Philips 2019