

WHOOP[®]

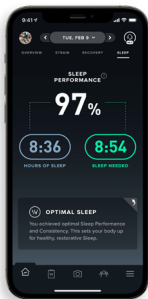


WHAT IS WHOOP?

WHOOP is a personalized digital fitness and health coach that tracks key physiological metrics and provides detailed, actionable feedback to optimize your performance via a monthly membership.

WHOOP measures the daily stressors you put on your body through training and everyday life to provide you insights on three key pillars: **Sleep, Recovery**, and **Strain**. Heart rate variability (HRV), resting heart rate (RHR), respiratory rate and sleep data unlock your WHOOP Recovery score each day.

Monitor + Improve Your Sleep



WHOOP Sleep Coach analyzes sleep duration, quality, efficiency, and consistency every night. It recommends ideal bed and wake times based on your circadian rhythm allowing you to improve your sleep routine and performance the next day. Engineered with haptic feedback, it can also send subtle vibrations straight to your device to wake you at optimal recovery.

Measure Recovery to Perform Better



Your Recovery score helps you determine how hard to push your body each day. Green means ready to perform, while Red could be a sign of poor recovery or illness. WHOOP members report fewer injuries from exercises by matching their workout effort to their recovery.

Quantify How Hard Your Body Is Working



Strain measures the cardiovascular load your body takes on in a given day or activity, including input from internal stressors. Strain Coach gives you a recommended exertion level based on your Recovery score and the Strain you've already accumulated that day.

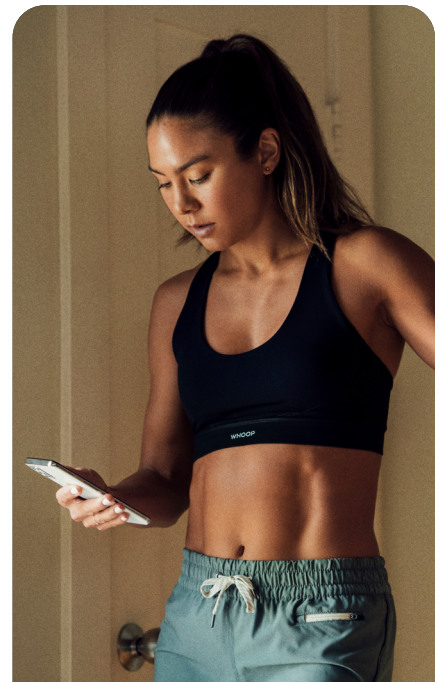
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WHAT'S NEW: WHOOP 4.0 & WHOOP BODY

The all-new **WHOOP 4.0** is 33% smaller, smarter, and includes a suite of new features like skin temperature, blood oxygen, haptic alerts, and more.

A new Health Monitor helps members track live heart rate, skin temperature, blood oxygen, resting heart rate, and heart rate variability in one view. It also allows members to easily download and export 30 or 180-day trends of these metrics into a PDF that can be shared with a coach, trainer, PT, PCP, or physician.

WHOOP Body, sensor-enhanced technical garments featuring **Any-Wear™ Technology**, redefines what wearables can be through a combination of cutting-edge technology and high-end performance fabrics. WHOOP 4.0 seamlessly integrates into the new line of apparel, enabling the sensor to collect accurate data from areas like the arm, torso, waist, and calf. WHOOP Body is only compatible with WHOOP 4.0.



ADDITIONAL RESOURCES

PODCAST 29:

HEART RATE
VARIABILITY

PODCAST 36:

SCIENCE OF
WINNING PT. 1

PODCAST 48:

TRACKING
CALORIES

PODCAST 52:

SCIENCE OF
WINNING PT. 2

PODCAST 55:

SLEEP IMPACTS
PERFORMANCE

THE LOCKER:

HEART RATE
VARIABILITY