



Ava, Maker of Clinically Proven Fertility Tracking Bracelet, Announces Hong Kong Launch and Introduces One-Year “Pregnancy Guarantee”

Upgraded version of sensor bracelet and app now available along with bundled packages offering exclusive content, resources and one-on-one fertility coaching

SAN FRANCISCO & ZURICH --- November 14, 2018 - [Ava](#), a medical technology company focused on innovations in women's reproductive health, today announced it has expanded sales into Asia with the launch of an office in Hong Kong. In addition, the company has unveiled an improved and updated version of its popular Ava fertility tracker, along with a host of new premium services available to US users, including a one-year pregnancy guarantee and access to one-on-one fertility coaching.

Ava’s Expanding International Footprint

With the addition of Hong Kong, Ava’s international footprint now extends through North America, Europe, and Asia. Launched in the US in July 2016, the bracelet is sold in 33 countries and has helped more than 16,000 women(*) become pregnant, with about 50 new pregnancies a day(**) being reported among Ava users.

“We have seen huge demand from women in Asia who have been waiting for a better way to track their cycles, improve their chances of conception and get valuable insights to take control of their health,” said Ava Co-founder Lea von Bidder. “With this Hong Kong launch, we are excited to meet the need here and as a stepping stone to the rest of Asia.”

Updated Hardware, App Features, and Pregnancy Guarantee Premium Packages

Ava’s latest improved and updated sensor bracelet features a sleeker strap and redesigned pod optimized for better performance and comfort, along with a silent alarm to wake wearers with a discrete vibration. In addition, the Ava app now includes a newsfeed-style dashboard, allowing Ava to engage directly with its users. Users can now also customize the health dashboard, allowing them more freedom to personalize their app experience.

In the US, Ava customers now have two new bundled packages available if they want to upgrade their purchase: The “Plus” version, \$399, includes a one-year pregnancy guarantee (users who do not conceive within 12 months of using Ava can receive a full refund of the purchase price***), along with an e-book filled with science-backed information about conceiving and helpful tips and tricks about cycle-tracking and access to expert-led health, fertility and pregnancy webinars. The “Premium” version for \$699 includes the one-year money-back pregnancy guarantee, access to the e-book and Webinars, as well as 100 minutes of one-on-one coaching with an Ava-certified fertility coach.

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“We enhanced our bracelet features and introduced these new value-add services -- from science-backed, expert information and guidance in e-books and Webinars, to one-on-one fertility coaching -- with the ultimate goal of helping Ava users get pregnant faster,” explained von Bidder. “Our goal is to set Ava users up for success - and feel supported - in their journey to conception and we believe that if Ava can’t help you get pregnant with all these resources and guidance, we don’t think you should have to pay for it.”

About Ava Fertility Tracker

Ava is a wearable medical device in the form of a comfortable bracelet that helps women track their monthly cycle, fertility, or pregnancy. Worn only at night while sleeping, the Ava bracelet measures key physiological parameters to detect signals in the user’s body to recognize when she is entering her fertile window in real time. Physiological parameters are charted in the app so the user can see patterns and changes throughout her cycle. Ava provides fertile window and ovulation predictions based on the user’s physiological data, giving her more fertile days than other methods, and more personal physiological information than other apps. There are only six days per month when it’s possible to conceive, and Ava has been [clinically proven via five clinical researches at the University of Zurich](#) to recognize 5.3 of these days with 89% accuracy.

About Ava Science, Inc.

Ava is a digital health company with offices in Zurich, San Francisco and Hong Kong, that aims to revolutionize women’s health. Our fertility-tracking sensor bracelet, smart app, and proprietary predictive algorithms empower women by providing clinically proven insight and personalized data about the menstrual cycle, fertile window, and pregnancy, delivered in a way that’s convenient and non-invasive. Ava was voted “Best of Baby Tech” at CES 2017, named a *Women’s Health* “Editors’ Choice” product, and has been honored as the top Swiss startup in both 2017 and 2018. For more information, visit www.avawomen.com.

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**since April 2017*

*** in Q3 2018*

****The Ava one-year pregnancy guarantee requires that users synced their Ava an average of 80% of all their completed cycles during a 12-month period. For more detailed information on terms and conditions, visit [this page](#).*

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