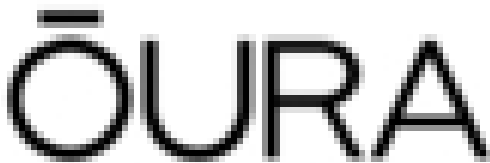


Å?URA expands metabolic health expertise with acquisition of Veri

12 September 2024 | News

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Å?URA, the maker of Oura Ring, the smart ring that delivers personalised health data, insights, and daily guidance, announced that it's agreed to acquire Veri, a Finnish personalised metabolic health company and Oura partner that guides users to the right foods and habits for their bodies through an app-enabled by continuous glucose monitors (CGM). A significant portion of Veri's team, including its three founders, will join Å?URA as employees.

"Metabolic health is the natural next dimension of the Oura Ring holistic health experience, and one that our customers have told us they want," said Tom Hale, Å?URA CEO. "Å?URA started in sleep and has always had a vision of expanding to support all aspects of health. Over time, we've built out our offerings across key behaviours like activity and added new health pillars like cardiovascular health, stress & resilience, and women's health. Metabolic health is an important next horizon and the team at Veri brings deep experience in that space. We look forward to integrating their expertise as we explore and develop new offerings that add value to our members' lives as we build the best holistic health companion."

Metabolic health is a key area of interest for Oura Members, with 97 per cent of members expressing interest in understanding how the food they eat impacts their health. In a survey of Oura Members, 13 per cent indicated that they have worn a CGM, and 53 per cent are interested in wearing a CGM in the next 12 months."