

Behavioral Analysis Technology Specialist Feingold Technologies Announces Merger with Digital Health and Wellness Engagement Platform Sharecare.

MUNICH/BERLIN/ATLANTA, February 26, 2015 – [Feingold Technologies](#), the developer of innovative technologies that analyze and understand human mindsets and behaviors, announced today its merger with [Sharecare](#), a comprehensive digital health and wellness engagement platform founded by Dr. Mehmet Oz and Jeff Arnold. The merger immediately expands Sharecare's development resources, helping to accelerate growth and engagement of ultra-personalized and frictionless solutions that enable people to optimize their health. Financial terms of the deal were not disclosed.

"As part of our strategy to create the comprehensive health profile for every consumer regardless of where they are on their health journey, it is critical we find new ways to help people be mindful of their health every day without disrupting their daily routine," said Arnold, Sharecare's chairman and CEO. "With more mobile phones on the planet than people, we believe strongly that harnessing the power of the phone is critical to achieving this, and Feingold Technologies' advanced voice and text analysis, correlated with data from various mobile sensors, introduces a whole new level of possibilities. We are excited to expand their suite of products, seamlessly integrate them into the Sharecare platform, and work together to play an even bigger role in helping people optimize their health and live happier, more fulfilling lives."

Founded in 2010, Germany-based Feingold Technologies specializes in developing cutting-edge technologies that analyze and understand human behavior, mindsets and emotional states. Through extensive scientific research and testing, Feingold Technologies discovered a series of patterns in inter-personal voice and text communications that have a strong correlation to certain emotional expressions. Out of this research, the 2015 [Gold Stevie® Award](#) winner created a framework to organize and describe mindsets in a manner that is easy for consumers to understand, which ultimately helps the user reduce stress and successfully refocus their mindset to enhance personal potential and increase business productivity.

As part of the merger, Feingold Technologies will operate under Sharecare effective immediately, including its offices in Munich and Berlin – considered by many to be the next Silicon Valley – where the company has built a team with world-class mobile development and client delivery capabilities. Bringing unique expertise in artificial intelligence and behavioral health, the Feingold team will work in parallel with Sharecare's existing product and technology teams to create user-friendly mobile products and applications that help people optimize their productivity, happiness and, ultimately, their health. Additionally, Feingold Technologies' founder and CEO Erik A. Feingold joins Sharecare as its Chief Innovation Officer.

"I'm incredibly proud of what our team accomplished in Europe, and the initial success we experienced simply reinforced that we needed a bigger platform to enable even more people realize their full potential," said Erik Feingold, founder and CEO of Feingold Technologies. "From leadership to philosophy to culture, I can't envision a more perfect fit for our team than Sharecare – and even though we're just getting started, it's already evident that, together, we truly are greater than the sum of our parts."

Several Fortune 500 and DAX companies from the logistics, pharmaceutical and financial industries, including Deutsche Post DHL, Merck (MSD) and Boehringer Ingelheim are using Feingold's business applications, such as iCoach and StressControl, to sustainably reduce stress and achieve more impact. Sales teams, customer service agents and their managers use the mobile applications to optimize their conversations with customers, employees and managers. We look forward to continue serving our customers in Europe through our German offices.

[In a separate press release issued today](#), Sharecare announced that it is launching the first of many innovations it will develop with the Feingold team: a beta Android app to help people improve self-awareness, personal relationships, well-being and, ultimately, their overall health. Initially available through a crowd-sourced, adaptive trial, the Sharecare app provides people with real-time feedback by analyzing the spectral-data in the tone of their voice during phone calls, while not listening to, recording, storing or analyzing the actual content of the call. For more information about the Sharecare voice analysis app and the corresponding trial, go to www.sharecare.com/voice.

About Feingold Technologies GmbH:

Founded in 2010, Germany-based [Feingold Technologies](#) specializes in qualitative and quantitative voice and text analysis technologies for analyzing and understanding human behavior, mindsets and emotional states. The cutting-edge technologies and mobile applications created by Feingold to provide data-driven, objective feedback, ultimately help the user increase awareness, reduce stress and successfully refocus their mindset to enhance personal potential and increase business productivity. In February 2015, Feingold Technologies received the prestigious [Gold Stevie® Award](#) for its "Stress App" in the first annual German Stevie Awards as well as the Silver Stevie Award in the category "Company of the Year (Other Industries)".

About Sharecare

[Sharecare](#) is a health and wellness engagement platform that provides people with personalized resources to help them live their healthiest lives. Nearly 40 million people have shared more than 5 billion data points about their health status and habits with Sharecare, which uses that information to create a comprehensive health profile allowing users to access all of their health resources in one place, and dynamically connect to the knowledge, evidence-based programs and health professionals they need. Created by Jeff Arnold and Dr. Mehmet Oz in 2010, Sharecare's predictive and personalized platform is accessed daily by millions of consumers, including viewers of The Dr. Oz Show, patient populations of the country's leading hospital systems and every Soldier in the United States Army.

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