

ENJOY A HEALTHY AND FIT HOLIDAY SEASON WITH LUMIA AND GOQii

- *Get a GOQii band with purchase of Lumia 830, 930, and 1320 from company branded retail stores in Mumbai, Pune and Ahmedabad with a 3 months subscription plan that includes a personal coach*

Mumbai, December 23, 2014: Recognizing the need for innovative technology for the fitness conscious to track and maintain their daily regime, **Microsoft** and **GOQii**, India's only wearable technology company, today announced that consumers purchasing new Lumia 830, Lumia 930, and Lumia 1320 devices will get a free GOQii band with a 3 month subscription plan worth **Rs.3999/-**. Valid on purchase from company branded retail stores, this offer is open to consumers in Mumbai, Pune and Ahmedabad. The GOQii band is an advanced fitness tracker which works in conjunction with the native GOQii app on all Lumia devices.

Speaking about the collaboration, **Navdeep Manaktala, Head - Developer Experience, Nokia India Sales Pvt. Ltd. (A subsidiary of Microsoft Mobile Oy)** said, *"Personal fitness is the mantra for consumers these days with a lot of focus being given to wearables. We recognize this as a rapidly evolving segment and are committed to bring the best innovations and services to our consumers. We are pleased to associate with GOQii to deliver a unique wellness experience through the GOQii band and app on our Lumia devices that are fully optimized to guarantee great performance."*

Healthy, Wealthy & Wise

- *Average daily usage of health and fitness apps have gone up to **62%** in the 6 months ending Jun 2014 as against a growth of 49% through 2013, according to a study by Flurry Analytics*
- *According to Research2guidance, the market for health apps will reach approximately **\$26 billion** (Rs.1.6 trillion) globally by 2017*

Microsoft has always worked closely with developers and partners to get more relevant and differentiated apps for consumers across verticals. With this initiative and an integrated, easy-to-use GOQii app on the WP Store, we aim to bring consumers closer to a healthy lifestyle. The app will let users interact, track and get feedback on all major parameters of their health and wellness. It also integrates the 'human factor' via a personal coach, that works with the users data to provide customized advice on a regular basis keeping the users motivated and on track to success by goal reinforcement.

"At GOQii, we are passionate about providing our consumer all the support needed to stimulate their body, mind and soul and to achieve a permanent shift to a healthier and more fulfilling lifestyle. We are very proud to collaborate with Microsoft, an organization with a proven record of consumer-empowering innovations, and its commitment to its consumer is completely aligned with the goals we have for our users," said **Vishal Gondal, CEO and Founder, GOQii**.

Each GOQii user is assigned a personal coach based on his/her personal health, fitness and lifestyle goals. The coach works with the user to help and guide him/her in interpreting and analyzing data collected via the GOQii app and band. The coach also interacts with users via the app followed by monthly calls to



review one's progress and set new goals, in addition to providing guidance on daily exercise, nutrition, sleep, stress management and lifestyle change.

With health and fitness becoming a top priority for the upwardly mobile Indian, this tie-up with GOQii will cater to the end-to-end lifestyle needs of the consumer. The app works on all Windows Phone 8 and Windows Phone 8.1 devices, is free, and is available for download from the Windows Phone Store [HERE](#).

About Microsoft

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential. For more information about Microsoft Australia please visit www.microsoft.com.au

About Microsoft Devices

Microsoft Devices Group is responsible for the company's devices strategy, including Lumia smartphones and tablets, Nokia mobile phones, Xbox hardware, Surface, Perceptive Pixel products, and accessories.

About GOQii Inc.

GOQii Inc. is based in northern California (USA) with offices in India and China. It is dedicated to enabling a permanent shift to a healthier lifestyle by fusing wearable technology, health and education. Real expert trainers and coaches' team up to put sleep, nutrition and exercise data to work for you. GOQii focuses on sustained engagement and goal reinforcement, offering a complete ecosystem as a single integrated solution. Driven by a passion for healthy, sustainable living some of the world's leading tech and health experts came together to bring GOQii to life. The company just made consumer launch in August after closing its Beta program early this year. In coming months, GOQii systems will be rolled out in the U.S., UK and Singapore. For more, log on to <http://www.goqii.com>

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