



Milestones – The Kolibree Journey

January 3, 2017

Kolibree launches Ara, the first toothbrush with embedded AI (artificial intelligence), with more accurate data capture (and without connecting to an app) for preventive dental care. Predictive deep learning algorithms improve dental health behaviors by making recommendations based on personalized brushing habits. Ara is a product created by consumer demand based on analytics gathered over three years, following 10,000 people and more than 500,000 hours of tooth brushing data.

Ara by Kolibree is named a CES 2017 Innovation Award Honoree in the Fitness, Sports and Biotech category.

November 2016

Kolibree commits to provide 10,000 Ara AI toothbrushes for a clinical study involving adult participants in the USA and Europe. Researchers will examine the extent to which AI has the ability to influence healthcare behaviors, using a daily routine as universal as tooth brushing.

October 2016

Kolibree extends collaboration with game developer/publisher Ubisoft to develop new games for the Kolibree platform to keep families brushing longer and better.

Kolibree partners with America's Tooth Fairy, one of America's largest not-for-profit dental organizations, to distribute 1,700 connected toothbrushes to dental practices and patients.

Kolibree signs a pre-order agreement with RBM Salute, one of the leading healthcare insurers in Italy, to purchase 10,000 Ara AI toothbrushes. The insurer is very interested in Kolibree's patented AI algorithms for oral health risk assessment.

June 2016

Kolibree enters into a clinical study with UCSF (University of California at San Francisco) School of Dentistry. Researchers aim to learn to what extent mobile games motivate children toward tooth brushing compliance, and if this has an actual effect on prevention of cavities. The study is funded by Delta Dental Community Care Foundation on behalf of the Dentegra Group, Inc. Results are expected in June 2017.

February 2016

Kolibree studies data from 270 parents of children using a Kolibree toothbrush. The majority stated that game apps motivate their children toward better compliance with dentist recommendations for brushing frequency and time.

January 2016

Kolibree announces collaboration with game developer Ubisoft to develop a mobile game to improve motivation among children to brush their teeth. *Rabbids Smart Brush* is the first third-party app developed for the Kolibree platform.

December 2015

Kolibree welcomes a new investor group, bring the total capital raised to over USD \$4 million.

May 2015

Kolibree toothbrush becomes available on the consumer market.

April 2015

Kolibree raises first round of investment. (VC)

January 2015

Kolibree's Kickstarter campaign ends and production begins.

December 2014

Kolibree receives financial support from an investment group comprised of dentists in France.

March 2014

Kolibree's Kickstarter campaign begins.

January 2014

Kolibree introduced the first electric connected toothbrush with 3D motion sensors.

Kolibree was founded by Thomas Serval after realizing that his children liked playing with his iPhone instead of brushing their teeth. (lightbulb moment)

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