

# The Benefits of Calm

- **Calm is the #1 App for sleep, relaxation and meditation**
- **Apple's App of the Year 2017 and Apple's 2018 Trend of the Year: Self care**, our mission is to make the world happier and healthier.
- **58M downloads, 80K per day**

## Benefits of Calm

- **Wellness Benefits** - Millions of people are experiencing lower stress, less anxiety and more restful sleep with Calm. Many people may not think meditation will benefit them. In fact, it is scientifically proven to help people, with hundreds of thousands of reviews, leading psychologists and health experts crediting mindfulness to offer relief from stress, anxiety, insomnia, addiction, depression, chronic pain and burnout. People also highlight additional benefits such as feeling more gratitude, compassion, kindness, focus, concentration, joy and self-love.
- **Easy to do** - everyone can afford a few moments in their day, from 3 minutes to 3 hours, Calm content is made to suit your schedule and needs
- **Wide range of content, because not one solution suits everyone.** Calm's audio content tackles some of the most important health issues of the modern age: sleep/insomnia, stress, anxiety, depression, focus to name a few. Explore hundreds of hours of content. From Sleep Stories, Meditations, Music, Masterclasses, soothing Nature Scenes and sounds, Calm Body and more.
- **850K+ 4.8\* reviews**, highlighting additional benefits from customers:
  - *A pause button for when life gets too much.*
  - *Life-changing*
  - *Calm is the perfect place to centre myself, renew, relax and feel good about my day.*
  - *A sanctuary in your pocket.*
  - *A safe and easy way to dive into learning more about myself. recharges me.*



# Content Highlights

**Meditations, Sleep content, Music, Masterclasses, Calm Body, Nature Scenes and more...**

**Sleep Stories:** hundreds of bedtime stories that are guaranteed to lull you into a deep and restful slumber. Calm has 100+ exclusive Sleep Stories for adults and children alike, featuring well-known talent such as Stephen Fry, Matthew McConaughey, Leona Lewis, and Jerome Flynn. Drift off to dreamland and wake up refreshed.

**Mindfulness:** Calm is the perfect mindfulness app for beginners, but also includes hundreds of programs for intermediate and advanced users. Guided meditation sessions are available in lengths of 3, 5, 10, 15, 20 or 25 minutes so you can choose the perfect length to fit with your schedule. Topics include:

- \* Deep Sleep
- \* Calming Anxiety
- \* Managing Stress
- \* Focus and Concentration
- \* Relationships
- \* Breaking Habits
- \* Happiness
- \* Gratitude
- \* Self-Esteem
- \* Body Scan
- \* Loving-Kindness
- \* Forgiveness
- \* Non-judgement
- \* Mindfulness at Work
- \* Mindful Walking
- \* Calm Kids
- \* An original Daily Calm every day: a 10-minute program added daily to help ease you into the day
- \* Breathing exercises to help you relax
- \* Unguided timed meditation
- \* 30+ soothing nature sounds and scenes to use during meditation, yoga or to help you sleep

Track your progress with Daily Streaks, Mindful Minutes, Calm saves your meditation and sleep sessions to your Apple Health app.

