



**Newsletter April 2021**  
CEO Hamish Grierson

**New products. New features. Successful funding.**

Hi Everyone,

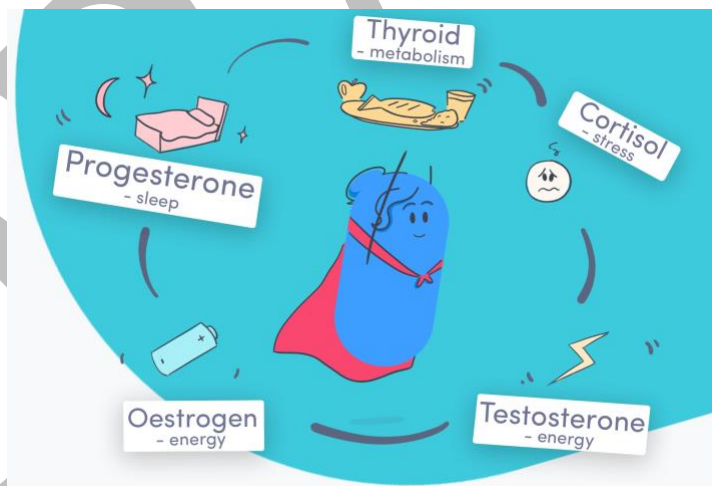
I hope you are well and enjoying the first signs of summer. There are lots of exciting progressions happening at Thrive HQ so I wanted to take a moment and share a few of the highlights.

Although the world continues to face many challenges, we are starting to see the light at the end of the very long COVID tunnel. Restrictions are beginning to ease, people are reconnecting after months of solitude and summer is finally on its way.

I am also excited for the opportunities we still have ahead of us in 2021. Our purpose to empower people to take ownership of their health and wellbeing has never been more important or relevant to the world than it is now.

We have had a very busy first quarter!

**Development Projects**  
***Femtech***



It's no secret that gender equality is one of our top priorities. We want to put everyone, including women, firmly in the driving seat when it comes to their own health and wellbeing.

This mission has carried the Product Team on a journey of discovery, the outcome being the birth of our **first female focused product**. The [Women's Hormones Test](#).

After countless research stages and discussing real health concerns with real women, the tests have been designed to help our customers measure their hormone health. This knowledge enables them to better combat some of the most common pain points that women face.

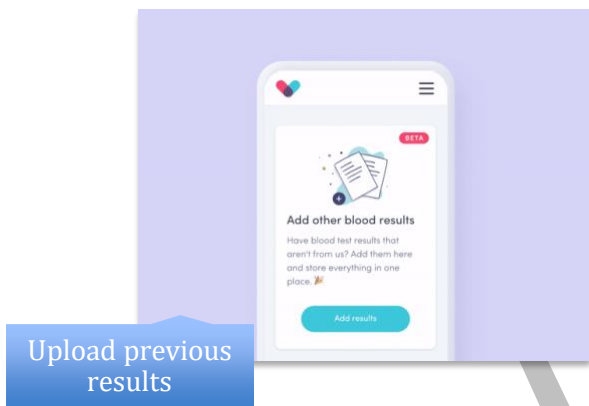
### Health Scores

In addition to the launch of our new test, the Product Team have also been making updates to core features, namely the way in which customers are able to access personalised health scores.

#### Upload past blood tests

This feature lets you upload any past blood test results for free, whether they're from a GP or private clinic. This is a big milestone in our effort to improve accessibility — we know not everyone can afford to pay for a blood test with us.

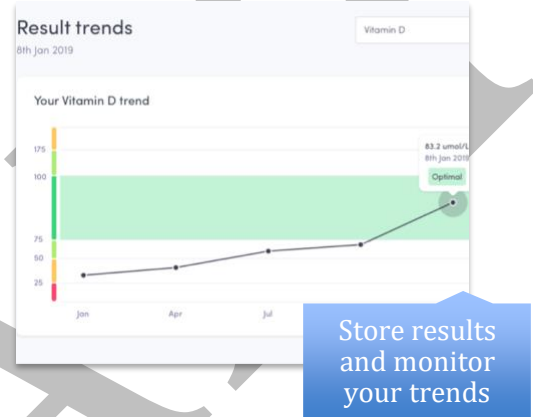
[Use your own results](#)



#### Predicted results

This new feature is designed to give customers a quick and accurate insight into how their lifestyle can affect their overall health stats. Using artificial intelligence we are able to offer accurate predictions in 5 minutes.

[Predicted results](#)



### Growth Opportunities

#### Vitality

**INFO RE VITALITY CONTRACT TO BE ADDED**

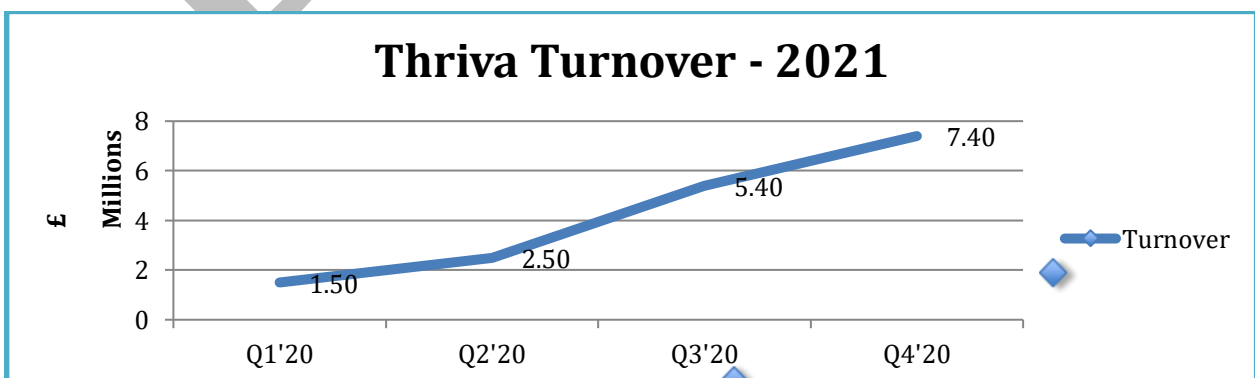
#### Hospitals and GP Surgeries

**INFO RE PILOTS WITH 3x NHS HOSPITALS AND 2x GP SURGERIES TO BE ADDED**

### Liquidity and Fundraising

Last years' bridge round is complete and was a huge success. We secured a further £3.3m to end 2020, with primary investment coming from European VCs Target Global.

To support our upcoming US launch, we plan on raising additional capital through a round of Series B funding. This new effort will commence in the coming weeks.



**KPI OVERVIEW TO BE INSERTED HERE****Internal Growth**

It was amazing to get a shout out from [TEMPO](#) who have recognised Thriva as one of the top 50 start-ups to work for in 2021.

The People Team are continually working to ensure we root ourselves firmly on that list. They have welcomed lots of new starters in the last three months, growing the team to 76 strong.

Thank you for your contribution to a very successful end to 2020. I look forward to continued progress and momentum through 2021.

Kindest Regards,

Hamish

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