

# ŌURA Secures \$200 Million in Series D Funding

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*Investments from Fidelity Management & Research Company and Dexcom bring ŌURA valuation to \$5.2 billion*

SAN FRANCISCO--([BUSINESS WIRE](#))--ŌURA, the company behind Oura Ring, the world's leading smart ring, today announced the completion of a \$200 million Series D funding round. Fidelity Management & Research Company and Dexcom, the global leader in glucose biosensing, participated in the round. The investment raises the company's valuation to \$5.2 billion.

This financing reflects ŌURA's momentum in building and leading the smart ring category and the shared belief among its partners and investors that there are substantial growth opportunities ahead. This new capital will enable ŌURA to expand its product offerings, fuel further investment in product, science, and healthcare innovation, including AI, advance global expansion efforts, and explore additional acquisitions to accelerate growth.

"As we continue to drive momentum and growth, we are bolstered by the additional support of these investors," said Tom Hale, ŌURA chief executive officer. "We've made significant progress in advancing our mission to make health a daily practice and will use this funding to unlock new opportunities, with AI development at the center of our strategy. We know that ŌURA has the potential to change lives at scale, and we're excited to continue leading the market in innovation while pursuing opportunities that extend beyond the ring."

This funding milestone follows a period of marked growth for ŌURA. The company recently surpassed 2.5 million rings sold and has seen its member base and revenue more than double over the past year. This year, ŌURA expanded its retail presence globally with new retail partnerships such as Amazon and Target and grew its commercial business with expanded military partnerships, including the Naval Health Research Center (NHRC), the Air Force, and the Defense Innovation Unit. Further, ŌURA recently announced the acquisitions of Sparta Science and Veri, a first-of-its-kind partnership with Medicare Advantage provider Essence Healthcare, and a strategic metabolic-health partnership with Dexcom.

Since its founding in 2013, ŌURA has been redefining the future of health wearables. The company recently introduced the next-generation Oura Ring 4, which provides an unparalleled degree of accuracy, comfort, and personalization through its breakthrough Smart Sensing technology. ŌURA has continued to expand its product capabilities from its core Sleep and Activity pillars to include a broader range of health use cases, including Heart Health, Stress & Resilience, and Women's Health.

"Wearable tech is for anyone who wants to better understand the state of their health and live more optimally, for longer," said Hale. "We're committed to continuing our relentless pace of innovation and delivering exceptional value to Oura Members, and this new round of funding will enable us to do just that."

Learn more about ŌURA at [ouraring.com](https://ouraring.com).

### **About ŌURA:**

ŌURA delivers personalized health data, insights, and daily guidance with Oura Ring, the leading smart ring that helps you live healthier, longer. Guided by a mission of changing the healthcare paradigm from sick care to preventative health, ŌURA makes wellness and recovery a daily practice through sleep, activity, readiness, stress, resilience, women's health, and heart health. Millions of Oura Members around the world use Oura Ring as a personalized health companion that meets them where they are.

ŌURA is building the most scientifically validated wearable; the lightweight and comfortable Oura Ring is validated against medical gold standards and driven by continuous monitoring of 50+ individual health and wellness biometrics and insights. Thousands of teams, research organizations, and concierge medical practices manage the health of their populations with ŌURA, and its ecosystem includes 800+ partners across women's health, metabolic health, fitness, behavioral health, and more. ŌURA was founded in 2013 in Finland and has offices in Oulu, Helsinki, San Francisco, and San Diego. For more information, please visit <http://ouraring.com/> and connect with ŌURA on [Instagram](#), [Linkedin](#), and [TikTok](#).

Oura Ring is not a medical device and is not intended to diagnose, treat, cure, monitor, or prevent medical conditions/illnesses.

## **Contacts**

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## **All Movement Counts: ŌURA Introduces Enhanced Activity Features and Expands Partner Ecosystem**

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SAN FRANCISCO--(BUSINESS WIRE)--ŌURA, maker of the world's leading smart ring, is introducing a collection of activity-focused product updates and enhancements to its integrated app experience. Rooted in the Oura philosophy that "all movement counts," the suite of algorithm improvements and product updates further advance Oura's mission to be a comprehensive tool that helps people connect the dots of their overall health, from movement and sleep to cycle tracking and heart health. The company i...

## **ŌURA Redefines Metabolic Health Tracking with Two New AI-Driven Features: Meals and Glucose**

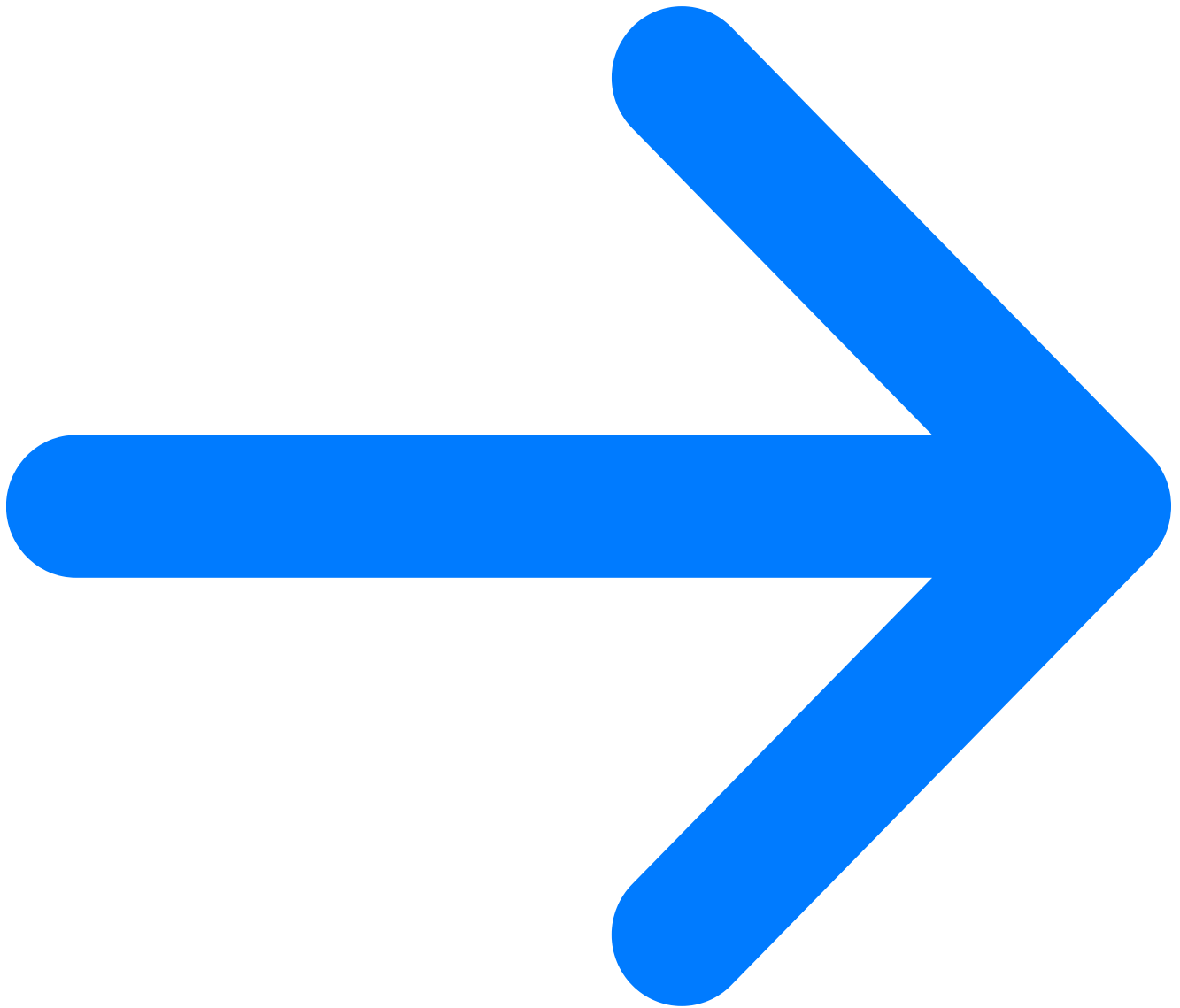
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SAN FRANCISCO--(BUSINESS WIRE)--ŌURA, maker of the world's leading smart ring, today announced a significant expansion of its product experience through the introduction of two new metabolic health features, Meals and Glucose. With these new product capabilities, ŌURA takes a holistic, AI-driven approach to metabolic health by combining meal insights with glucose data from Stelo by Dexcom, the first FDA-cleared glucose biosensor available without a prescription in the United States, directly in...

## **Oura Advisor, an AI-powered Personal Health Companion, Now Rolling Out to All Oura Members**

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SAN FRANCISCO--(BUSINESS WIRE)--ŌURA, maker of the world's leading smart ring, Oura Ring, today announced the launch of its AI-powered health coach, Oura Advisor, to all members. Oura Advisor uses health-sensing algorithms and large language models (LLM) to analyze member data and biometrics to offer personalized and contextual guidance about their health. "Oura Advisor is a meaningful step in our broader pursuit of leveraging AI to transform human care, and we're excited to continue evolving o...



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