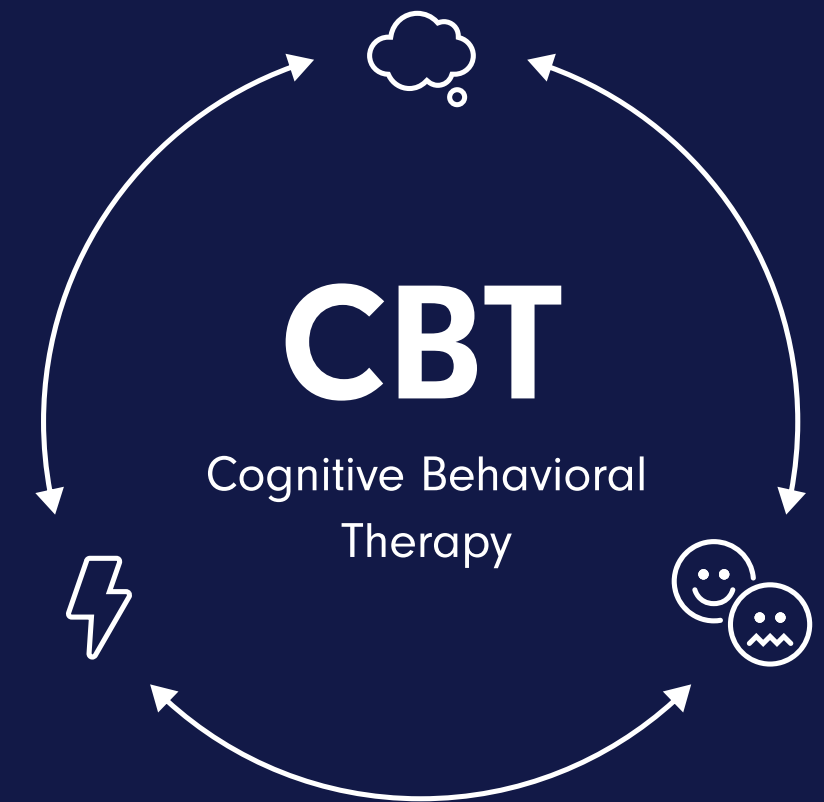
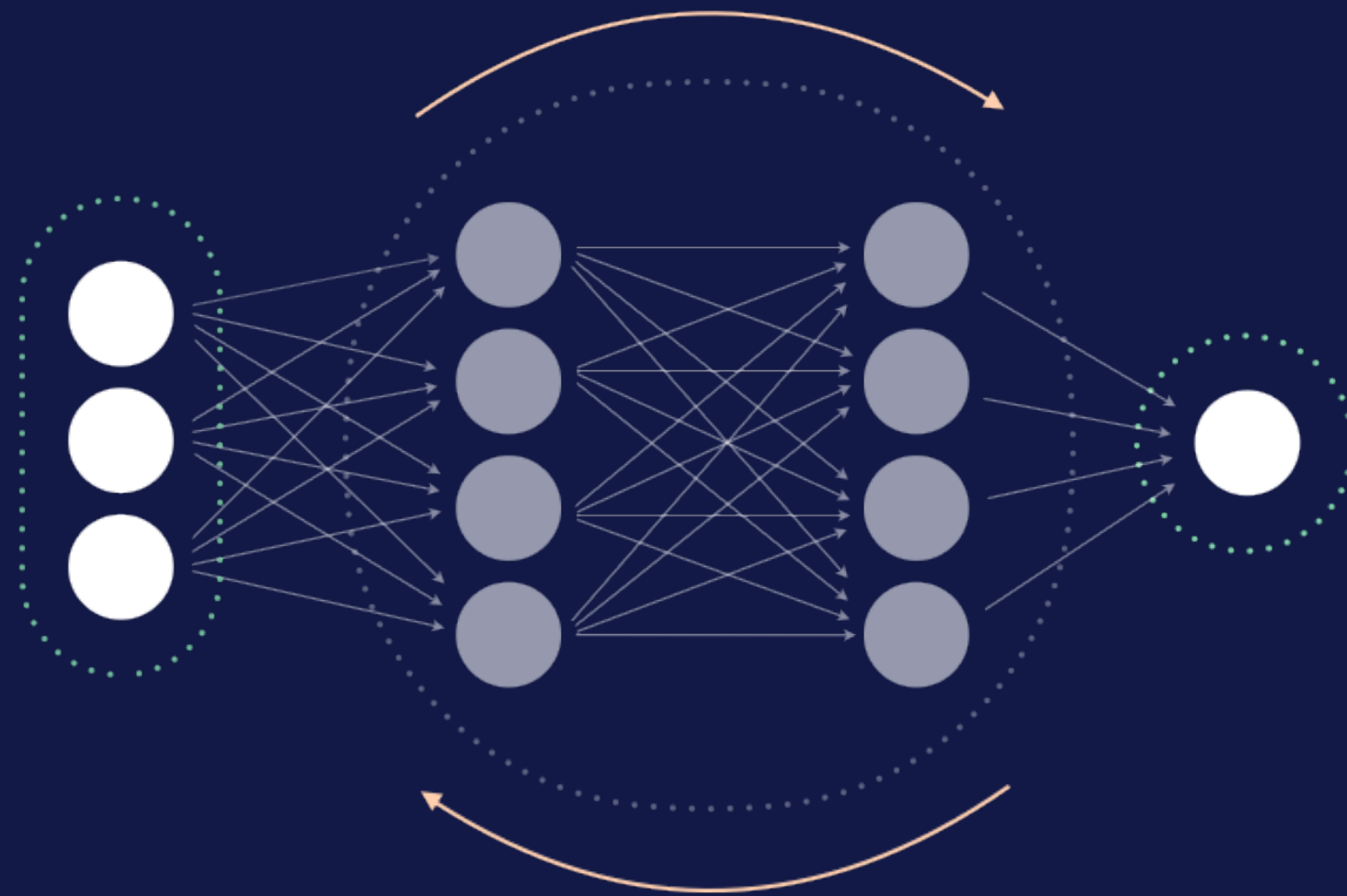


# Based on Psychology...



# ...powered by AI...

Millions of data points including emotional and situational triggers, motivations, behavioral patterns, etc.



Alex learns to personalize treatments, predict user success, predict habit occurrence, etc.

# ...and designed to be loved.



"I would never have been smoke-free if it wasn't for Alex. I would soon have a relapse."

Pernilla



"Alex is like a good friend that supports and coaches me."

Karin



"Alex doesn't make you feel stressed or pressured to quit, it's more of a fun thing."

Lova