

Baracoda Milestones *the Evolution of Baracoda Daily Healthtech*

2001 Baracoda was founded in Paris, France, by Thomas Serval, Olivier Giroud and Matthieu Delporte with the development of the world's first connected Bluetooth barcode scanner (2001). The company mission was to become a conduit for innovation and a space to ideate and invent life-changing smart solutions.

2002 Baracoda introduced the first Bluetooth GPS.

2004 Baracoda partners with IBM, marking its first corporate lab targeted IoT for retail.

2006 Baracoda introduces its first app for radiology telemedicine; signifying the company's first step into the healthcare universe.

2011 Baracoda sets up its first manufacturing facility to serve as a one-stop shop for connected devices.

2014 Baracoda introduces its Kolibree division, and produces the first electric connected toothbrush with 3D motion sensors.

2016 Baracoda begins a partnership with Colgate, and begins development of a connected toothbrush powered by Kolibree, a Baracoda company. Baracoda collaborates with game developer/publisher Ubisoft to develop games for the Kolibree platform to encourage better toothbrushing behaviors among children.

2017 Baracoda and Colgate collaborate to introduce the first smart toothbrush with embedded AI; named a CES Innovation Award Honoree for its predictive deep learning algorithms to improve dental health behaviors by making recommendations based on personalized brushing.

2018 Baracoda is named an Innovation Award Honoree for its Kolibree Magik smart toothbrush for kids.

2019 Baracoda introduces its first connected mirror (CareOS), named an Innovation Award Honoree.

2020 Baracoda develops BBalance, the first mat scale with footprint recognition. Baracoda adds AI features to expand capabilities and create the first truly *smart* mirror that provides a personalized reflection of health. Both products are named Innovation Award Honorees.

2021 Baracoda is named an Innovation Award Honoree for Themis, a connected mirror that acts as a personal wellness assistant. Baracoda logs 1 million active users of devices powered by Kolibree. Baracoda continues to grow as a global incubator and accelerator, with employee staff of 220, representing 19 nationalities.

2022 Baracoda is named an Innovation Award Honoree for BBalance and BCool, the first battery-free, mercury-free, eco-friendly connected family thermometer. Colgate is named an Innovation Award Honoree for its hum Smart Rhythm toothbrush, powered by Kolibree.

2023 Baracoda is named an Innovation Award Honoree for BHeart, world's first health tracker powered entirely by the user.

2024 Baracoda is named an Innovation Award Honoree for BMind, world's first Smart Mirror for Mental Wellness. BMind's 2024 CES Innovation Award represents Baracoda's seventh year in a row earning the accolade, and its tenth CES honor overall. **(Embargo until January 7, 2024, 5:00PM PT)**

Baracoda Daily Healthtech

at the forefront of ushering in a new era where technology helps drive better health practices

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