

Preggers app continues its expansion – enters the United States market

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2021 was a successful year for Preggers despite the ongoing pandemic, with high growth in all Nordic markets and a major global launch. Now the company continues its growth journey and announces that during the first quarter of 2022 it will also launch in the United States.

In Sweden, the company has already at the launch in 2018 taken a leading position as the most downloaded pregnancy app. The goal of the international expansion is to achieve the same market-leading position in all new markets.

The United States is a very exciting market with about 3.6 million annual births. Furthermore, the United States is far ahead when it comes to technology and innovation, which makes the country a natural next step for Stroller in its expansion.

- We are very pleased to announce this next step in Preggers global expansion and that we continue to see the appreciation from our users globally says Amanda Avsan, Co-founder at Stroller.

The expansion to the United States is part of Preggers global launch and the app has now been downloaded in 203 countries, of which the app has entered the top list in 130 countries.

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About Stroller AB

Stroller, founded in 2017, is a Sweden-based app studio aiming to create the best apps related to the family. By creating easily accessible and user-friendly apps, they make parenting easier for expectant and new parents. Every month Stroller reaches hundreds of thousands of parents globally through its apps and services. So far Strollers' apps have been downloaded in 196 countries and is on track to become the leading global app studio related to the family.