

MYHIXEL

CES 2024, LAS VEGAS

MYHIXEL RETURNS TO CES 2024 WITH PIONEERING MALE SEXUAL HEALTH TECHNOLOGIES

- The Spanish startup returns to Las Vegas for the fourth time, showcasing **MYHIXEL Control**, their **ultimate solution for ejaculation control**.
- **Over 30,000 men have achieved better climax control** with MYHIXEL's innovations in tech and science.
- MYHIXEL has recently concluded a **1.4 million euros investment round**.

MYHIXEL, the Spanish startup focused on **enhancing male sexual well-being**, is strengthening its presence for the fourth consecutive time at the Consumer Electronics Show (CES) in Las Vegas, the world's leading consumer electronics trade show.



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Returning to CES in Las Vegas this year, MYHIXEL shows its most innovative solution for climax control: **MYHIXEL Control, the innovative blend of technology and science utilizing AI and Machine Learning, empowers men to enhance climax control.** Alongside MYHIXEL Control, the company presents the latest technological and health advancements it is currently developing.

To date, **over 30,000 men worldwide** have elevated their sexual experiences with MYHIXEL. The brand is **now present in more than 50 countries globally**, with prominent markets in the United States and Western Europe.

A GLOBAL VISION OF MALE SEXUAL HEALTH

With an unwavering commitment to advancing male sexual health, MYHIXEL prioritizes the **continuous development of novel products** and services in 2024. **The company plans to address various aspects of male sexual well-being**, with an upcoming focus on erectile dysfunction.

Furthermore, with a strategic focus on **expanding distribution channels in the United States, Europe, and Asia**, the company has seen a significant impact on its revenue streams. Currently, the United States alone contributes to 50% of the company's total revenue, underscoring the effectiveness of its efforts in this key market.

At CES, MYHIXEL will showcase a range of innovative products, including MYHIXEL Control, the ultimate solution for climax control. Alongside this, they will present **MYHIXEL Academy, an online sexual education platform**, and a line of **intimate care products**. The company is also excited to unveil the MYHIXEL Experience app, a groundbreaking app designed to enhance intimate life via a smartphone.



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MYHIXEL SECURES €1.4M FOR CUTTING-EDGE RESEARCH IN MALE SEXUAL HEALTH

MYHIXEL recently concluded a funding round, securing 1.4 million euros, and defying current trends amidst an 80% decline in investment deals and a 50% decrease in market liquidity, as reported by Dealroom data. This successful funding round not only attests to MYHIXEL's strength but also underscores the perceived value by investors.

A significant portion of the funds will be dedicated to scientific research and developing new solutions to address the evolving needs of men in the realm of sexual health. These strategic allocations will contribute to scaling the current business model, expanding international operations, acquiring relevant certifications, and exploring opportunities in the healthcare sector.

MYHIXEL'S REMARKABLE ACHIEVEMENTS

Since launching its first solutions for climax control in 2019, MYHIXEL has reached a milestone by **generating over €3.5 million in revenue across 50 countries**. Sales metrics indicate a consistent 600 units sold monthly, accumulating to a total of 30,000 units over five years. In 2022, MYHIXEL initiated the pre-sale of the MYHIXEL Control solution on Kickstarter, and within a span of 40 days, they successfully facilitated the sale of approximately 3,000 units, generating a revenue in excess of €540k.

SCIENTIFIC INNOVATION IN CLIMAX CONTROL: MYHIXEL CONTROL

MYHIXEL's collaboration with the Miguel Hernández University of Elche (UMH) and the Sexology Institute of Murcia (ISM) has established a **strong foundation in scientific research**. This partnership, active since 2015, has led to numerous studies involving over 2,000 patients, significantly contributing to medical research at the intersection of sexual health and technology.

MYHIXEL Control, a testament to this collaboration, stands as the ultimate **natural treatment designed specifically for ejaculation control**. This innovative solution combines the MYHIXEL Play App with the MYHIXEL II stimulation device, **enabling men to enhance their performance during intimacy**. A recent study featured in the Plos One journal highlights the company's commitment to exploring advanced treatments in climax control.

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It integrates cutting-edge technology to offer a **uniquely personalized experience**. The MYHIXEL Play app, enhanced **with IoT and Machine Learning capabilities, maintains real-time connectivity with the MYHIXEL II device via Bluetooth**, prioritizing user privacy and data anonymization. This synergy of technology and intimate wellness extends beyond primary training; **the app includes specialized content in nutrition, fitness, and mindfulness, all centered around sexual health.**

Additionally, the MYHIXEL II device distinguishes itself with **advanced features such as movement and speed sensors**, dual suction levels, and an **IPX7 waterproof rating**, among others. This combination of scientific research and technological innovation culminates in MYHIXEL Control, embodying the convergence of science, technology, and intimate well-being.

Patricia López Trabajo, founder and CEO of MYHIXEL

Patricia López Trabajo is the CEO & Founder of MYHIXEL. This forward-thinking brand has introduced a **transformative, scientifically-backed methodology that enriches the health journey for men and their partners**. With a multifaceted career spanning areas like tourism and the sex tech sector, Patricia identified a significant void in products tailored to amplify male sexual well-being after collaborating with industry frontrunners.

“Because men care about sex, we care about men's intimate well-being.



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ABOUT MYHIXEL

MYHIXEL stands at the forefront of male sexual health, presenting **cutting-edge, evidence-based solutions**. Our mission is to elevate the intimate experiences of men and their partners, ensuring a fulfilling and enriched journey for all.

How do we do it? Using innovation and technology within the reach of all men, and **all our solutions are based on international pioneering research led by recognized professionals in sexology, medicine, and technological innovation**.

We also provide a range of products and services tailored to cater to men's desires, **elevating their intimate experiences to the next level**.



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