



Former Olympian and six-time Ironman Champion Helle Frederiksen joins Team Bragi

Helle Frederiksen officially partners with Bragi and outlines plans for new professional structure

Danish triathlete Helle Frederiksen reveals new multi-year partnership with Munich based Bragi, the company behind the world's first hearable device, The Dash.

Following the announcement that Helle Frederiksen and BMC-Etixx Pro Triathlon Team mutually agreed to part ways, Frederiksen unveils a partnership with Bragi, that in her words "maximizes the impact professional athletes can have on a corporation." The partnership will see Frederiksen use sport and education to impact the global Bragi workforce, encouraging healthy approaches inside and outside the workplace, influencing participation in sport. Frederiksen will also contribute to product development, helping develop the Bragi product line.

Frederiksen says "Bragi understand the value a healthy, active and social workforce has on the workplace. It is admirable to see a company not focus on corporate exposure but firstly, corporate health."

Frederiksen, set to return to racing at the IRONMAN 70.3 European Championships in August after a career threatening injury, indicates the Bragi partnership lays the foundation for an exciting new professional setup that can assist her towards her greatest achievements as an athlete.

"Bragi have helped us lay the foundation for what will be a new approach to corporate partnerships. One of which enables us to leverage our endemic partners towards the non-endemic world of corporate wellness. It is very exciting and I am very confident we can now build a platform that can assist me towards my greatest achievements in this sport."

CEO of Bragi, Nikolaj Hviid, commented on the inclusion of Helle as a global ambassador "3 years back I told Helle about The Dash. The Dash is a smart wireless hearable that enables people to listen, communicate or track their activities while they are running, swimming or biking. With her expert knowledge within training methods, nutrition and pure will power, she immediately

understood what we wanted to do. Since then, she has been an invaluable advisor and source of inspiration to Bragi. We are honored to announce that we have entered a partnership with Helle that enables Bragi to deliver powerful internal health programs and make our products better.”

About The Dash

The Dash is the world’s first hearable featuring 27 sensors, 4GB of storage, an advance sound package and an external microphone. The “eargonomic” shape of The Dash is uniquely capable for integrating into a large variety of ear shapes and sizes, making The Dash the best-fitting non-custom headphones on the market.

About Bragi

Bragi was founded in 2013 and went live a year later in the crowdfunding platform Kickstarter. With more than 16,000 backers who contributed over US\$ 3.3 million, Bragi has evolved from a promising startup to a market-moving creator of innovative technology, opening the new category of Hearables. Through relentless innovation and discovery, Bragi wants to transform the world of Smart headphones offering freedom of movement, maximum comfort and amazing sound- all while audibly coaching, tracking movement and capturing key biometric data.

For more information about The Dash or Bragi, visit www.bragi.com/press

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