

PRESS RELEASE

Happiness start-up valued in the millions: my better life™ completes seed funding and begins beta phase

• **The Berlin-based start-up my better life™ gains Heliad Equity Partners as strategic investor for its seed funding and is already valued at several million euros even before the product launch. With its investment, the company is further developing its happiness coaching platform and positioning itself in the global well-being growth market.**

• **Berlin, 13 September 2016** – the Berlin-based start-up my better life™ aims to make people happier and has developed an online coaching service. A tailored and holistic approach improves personal quality of life, helping people to lead happier lives. The company was established in 2015 by Christian Vater, social entrepreneur and founder of the “Deutschland rundet auf” fund-raising campaign, together with Normann Broschk, Managing Director of CTI New Media, and entrepreneur and strategy consultant Marvin Geilich. With its happiness coaching, the trio is positioning itself in the global well-being growth market. The launch in Germany is planned for spring 2017. Before its official market launch, my better life™ will start in October 2016 with an exclusive beta phase and a limited number of participants. People who would like to be one of the first to be part of the happiness coaching and benefit from advantages such as lifetime access, can register now at www.mybetterlife.de, and, with a little luck be on board.





A holistic offer with tailored solutions

The coaching has been developed together with leading experts such as debt consultant Peter Zwegat and relationships expert Katia Saalfrank. It is based on scientific findings offering coaching in all areas of life including work, looks, relationships, finances, leisure, health and time management. What makes my better life™ different from other online coaching programs is that it is tailored and holistic. As a one-stop solution, it offers tailored content for more happiness in all areas of life with a mixture of audio, video and text. The start-up is backed by the investor Heliad Equity Partners, who provides not only financial, but also strategic support. “The founding team and the individual strategic approach impressed us. We are delighted to be setting up my better life™ as the leading platform for a happier life in Germany and abroad,” says Thomas Hanke, Managing Director of Heliad Equity Partners.

Our mission: to make people happier

“Everyone wants to be happy, but few know how to make it happen. We all have to deal with the same challenges: problems at work, with finances, in relationships, or dissatisfaction with our body and how we look . my better life™ helps to easily recognize and effectively resolve individual problems so that the user can be happier in all areas of life, with just one program rather than a lot of individual ones,” says Christian Vater, Chief Happiness Officer at my better life™.





About my better life™

my better life™ is the world's first holistically-personalized online coaching for a happier life. It has been developed with leading experts in all areas of life including work, looks, relationships, finances, leisure, health and time management. The platform provides people with scientifically based coaching, recommendations and content, managed and tailored to individual needs. Behind my better life™ is the trio of Chief Happiness Officer Christian Vater, social entrepreneur and founder of the "Deutschland rundet auf" fund-raising campaign, Happy Product Officer Normann Broschk, business economist and agency founder of CTI New Media, and Happy Content Director Marvin Geilich, entrepreneur & strategy consultant. my better life™ is based in Berlin. For further information, see www.mybetterlife.de or www.facebook.com/mybetterlife.

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