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The Buyback from Nokia Pays Off: Withings Confirms Full-Year Profitability for 2025, driven by its clinical credibility in the UK and Europe

With 66% of revenue generated from UKCA cleared medical devices and the UK ranking in the top five in terms of market share globally, French healthtech pioneer, Withings, becomes one of the rare profitable players in connected health.

Paris, France, 6 May 2026 – Withings today announces it has reached full year profitability in 2025. Since 2018, the company has grown global revenue approximately 90%, with the UK now established as its fourth largest market globally. With 66% of total 2025 revenue coming from FDA cleared medical devices, Withings becomes one of the few companies in connected health to combine scale, clinical credibility, and profitability, three things the category has not consistently delivered together.



The milestone closes an eight year arc that began when founder Eric Carreel bought Withings back from Nokia in 2018, two years after Nokia had acquired the company for £143 million/€164 million / \$194 million. Carreel's conviction was that connected health would eventually shift from consumer gadgetry toward clinical grade prevention. In 2026, as the American healthcare conversation reorients around longevity, the GLP-1 era, and the expansion of remote patient monitoring, that bet has aligned alongside the market.

"The global healthcare conversation has shifted. Longevity, prevention, and at-home monitoring are no longer niche. Withings has been building for

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this exact moment for seventeen years, and reaching profitability is proof that clinical rigor and consumer experience can finally scale together."

Eric Carreel, Chairman and Co-founder, Withings

The UK Market: One of the Top Five Largest Markets and Accelerating

The UK accounts for a commanding share of Withings' revenue. Backed by €61M / \$71M in funding since 2019 and a global team of 400, Withings delivers FDA-cleared, at-home devices that provide actionable healthcare data, with almost all of its devices being FSA/HSA eligible¹. This strategy is accelerating rapidly: the Withings+ subscription service nearly doubled its revenue in 2025.

Across its 15 million active users globally, Withings devices recorded over 1 billion health measurements in 2025, of which 360 million, approximately 36%, were clinical or medical grade readings. More than 3.6 million users are now classified as medical users, up from a fraction of that number at the time of the Nokia buyback. American consumers are not buying fitness trackers. They are investing in long term health companions, and Withings is the platform they trust to deliver them.

Withings Health Solutions B2B Patient Enrollment Soars Past 747K

The rapidly scaling Withings Health Solutions division delivers remote patient monitoring solutions and data insights to partners across the US, UK and European healthcare industry, serving everyone from digital health programs managing chronic conditions to hospital networks integrating remote monitoring, generating 17% of Withings' total revenue. By putting continuous, patient-generated insights in the hands of care teams, Withings Health Solutions helps care teams deliver better quality of care, reduce operational burden, and lower costs across the healthcare system, extending the reach of clinical care beyond the hospital walls and into patients' everyday lives.

Withings is not just responding to the GLP-1 boom. It is helping define what best-in-class obesity care looks like. As the leading device provider to obesity and diabetes management programs, Withings has been instrumental in developing the guidelines and monitoring standards for effective weight management, with and without GLP-1 medications. Where the industry averages just 53% patient retention at six months, Withings partners are achieving up to 92%² – solving one of obesity

¹ https://www.withings.com/us/en/landing/store-fsa?srsltid=AfmBOopQSiFeJdlPIHGA_hZ3zLlqmn4YSqldiWfsscWm182FGB2SSMNk

² <https://pmc.ncbi.nlm.nih.gov/articles/PMC8292291/>

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care's most persistent challenges around engagement. Today, 500,000+ patients are enrolled in obesity care programs using Withings devices.

Before the Nokia buyback, Withings had approximately 25,500 B2B patients enrolled in programs. That number currently exceeds 747,000 patients. Health systems, insurers, and clinical research organizations, such as Amba, Vitality, MedStar Health, Calibrate, and 9amHealth, have made a deliberate choice to deploy Withings devices with their patients. That is not a sales number. It is a trust signal from the medical community, earned through precision and certification rather than marketing spend.

Large-Scale R&D and Clinical Research: An Investment Unmatched by Consumer Electronics

Between 2018 and 2025, Withings consistently reinvested 20 to 27% of annual revenues into research and development, roughly double the consumer electronics industry average³ and more in line with pharmaceutical R&D intensity. The payoff is a product portfolio with no direct UK equivalent.

- Scientific Momentum: Since the 2018 buy-back, the volume of annual clinical publications involving Withings has surged year-over-year, reaching a record high of 31 studies in 2025⁴.
- Academic Impact: To date, 150 clinical articles have been published in collaboration with leading global institutions cementing Withings' role as a major player in connected health research.

Key Metrics at a Glance

- UK Revenue Share: #4 market globally
- Global Revenue: 90% growth since buyback
- Profitability: Full-year profitability achieved in 2025, which is uncommon in the health-tech industry.
- R&D Investment: 20–27% of revenue annually, consistently maintained since 2018

³ Industry R&D intensity benchmarks: pharmaceutical sector averages 17–19% of revenue; consumer electronics averages 8–12% of revenue. Sources: Relecura, "Striking the Balance: How Much Should Your Business Spend on R&D?" (relecura.ai); Congressional Budget Office, "Research and Development in the Pharmaceutical Industry" ([cbo.gov/publication/57126](https://pubmed.ncbi.nlm.nih.gov/?term=Withings&filter=dates.2025/1/1-2025/12/31)).

⁴ <https://pubmed.ncbi.nlm.nih.gov/?term=Withings&filter=dates.2025/1/1-2025/12/31>

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- Medical Devices: 66% of total global 2025 revenue; medical users grew to 3.6 million of the total 15 million global users.
- B2B Accounts: 740K patients enrolled in programs since buyback vs. ~25,500 before
- Withings+: Doubled its revenue in 2025
- Global Users: 15 million active users; 1 billion+ health measurements in 2025

About Withings

A pioneer in real-life health monitoring, Withings created the first connected scale in 2009 and has continually innovated since then to offer an ecosystem of clinically validated connected objects, used by 12 million people worldwide, as well as by numerous renowned healthcare centers and research institutes. The Withings ecosystem measures over 90 biomarkers. It includes a sleep analyzer that detects sleep cycles, wake phases, and sleep apnoea. It also features hybrid connected watches that notably track heart rate and its variations day and night, perform a medical-grade electrocardiogram to detect pathologies like atrial fibrillation, or monitor blood oxygenation. Its connected blood pressure monitors allow for home monitoring of blood pressure evolution, thanks to sharing reliable and exhaustive measurement reports with a doctor, and can integrate a stethoscope to detect at-home valvular heart disease, which is more frequent in cases of arterial hypertension.

To learn more, visit withings.com.

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All financial figures are approximate based on internal Withings data. Revenue is reported in euros unless otherwise noted; USD conversions are calculated based on exchange rates at the time of transaction.