

## Valley Electronics: A reliable partner for health-conscious women

- ♥ Valley Electronics AG, based in Zurich, Switzerland, is an international research-based medical technology company with a long track record of developing and distributing fertility trackers. Thanks to this accumulated knowledge, Valley Electronics has been able to manufacture and bring to market reliable, precise, and user-friendly technology for natural fertility awareness.
- ♥ Located in Switzerland, Germany, and the USA, Valley Electronics, together with its affiliated companies, is active in more than 40 countries.
- ♥ With its products Daysy, Lady-Comp, Baby-Comp, and Pearly, the company offers the highest possible reliability, well-engineered technology, and a wealth of experience. More than 50 employees are the creative heart of the company, working continuously to further improve the products and providing exceptionally personalized customer service.
- ♥ As a family-owned company, Valley Electronics stands for values of transparency, compassion, openness, equal opportunities, family-friendliness, and sustainability. Valley Electronics' company culture is based on respect, openness, and personal development.
- ♥ Valley Electronics is run by Natalie Rechberg, the daughter of Dr. Hubertus Rechberg, who founded Valley Electronics GmbH more than 30 years ago. Together with her husband Collin Egly, Rechberg is responsible for the entire product range of Valley Electronics and is constantly seeking to make improvements, e.g. by integrating new technologies and applications.
- ♥ All Valley Electronics products are manufactured in Germany.

Daysy is to be used to facilitate conception and track the menstrual cycle.



## Valley Electronics' Vision

„We work to provide all women with a precise fertility-awareness based method.“

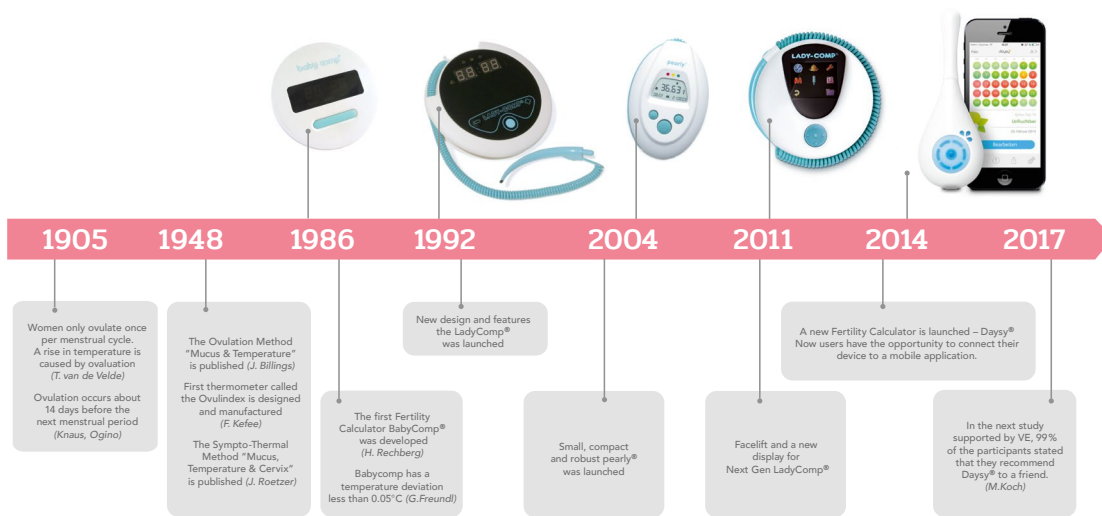


Figure 1: Valley Electronics is a pioneer in the field of computer-assisted menstrual cycle tracking.

## Medical products at the highest level

- Valley Electronics AG is certified according to EN ISO 13485, meaning that quality management is oriented toward the newest standards for medical products. All processes at Valley Electronics AG are subject to regular checks, both internal and external. Valley Electronics AG products are developed based on scientific evidence; the reliability of the company's fertility trackers has been proven in several studies.
- Even after they reach the market, Valley Electronics AG products are continuously reviewed and improved with the help of customer feedback. Innovation and improvements never stop.

Daysy is to be used to facilitate conception and track the menstrual cycle.



## Valley Electronics: Pioneering in the field of computer-assisted cycle tracking

- ♥ Valley Electronics GmbH was founded in 1986 by Dr. Hubertus Rechberg.
- ♥ With a team of gynecologists, software specialists, electrical engineers, and designers, Valley Electronics created the Baby-Comp in 1986 – the first mini-computer in the world that was able to analyze the female menstrual cycle.
- ♥ Six years later, the Lady-Comp, an updated version of the Baby-Comp, was market-ready; a considerably smaller version of the previous cycle tracker, Pearly, followed in 2004. Daysy and the "DaysyView" App were launched in 2014, enabling users to connect Daysy to a mobile device for the first time.
- ♥ Valley Electronics has been developing and distributing fertility trackers for more than 30 years.

### Press contact

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