



## **BODDY SECURES USD 2.2 MILLION IN SEED ROUND, FUELING PRODUCT EVOLUTION AND GLOBAL EXPANSION**

- The capital raised strengthens BODDY's position as a key player in the travel and wellness space.
- The investment aims to fuel BODDY's growth, particularly in Europe and North America.
- The company strives to deliver exceptional health experiences and prioritize wellness for travelers worldwide.
- Dr. Li Wu, renowned health scientist and founder of Ringier-backed Virtusan, is leading the Seed Round

Zurich, July 12, 2023

BODDY, the leading tech startup at the intersection of travel and wellness, is pleased to announce the successful closing of its Seed Round, raising USD 2.2 million in capital. This significant investment further strengthens BODDY's position as a key player in the travel and wellness space and propels its growth trajectory.

The **lead investor is Dr. Li Wu, a distinguished health research scientist, entrepreneur, start-up founder and investor.** Dr. Wu's extensive experience in the industry, coupled with her strategic vision, makes her an invaluable addition to BODDY. Not only does she bring financial backing, but she also actively contributes her expertise and well-established network to support BODDY's mission. Dr. Wu is also the founder and chairwoman of [Virtusan](#), the [Ringier](#) backed digital healthcare company, built with the world's most respected top scientists in their field.

With this funding infusion, BODDY aims to accelerate product evolution and enhance its global expansion plans, doubling down on the recent launch in North America. The company is committed to delivering the best health experiences to millions of individuals worldwide, empowering them to prioritize wellness while traveling. Furthermore, BODDY and Virtusan entered into a strategic partnership, leveraging on their joint vision and mission for a holistic approach to mind and body health.

"We are thrilled to have successfully closed our Seed Round, and we warmly welcome Dr. Li Wu to the BODDY family." said **Hannes Boller, CEO of BODDY.** "This significant investment reaffirms our vision to revolutionize the travel and wellness industry and create a positive impact on people's lives. We are excited about the opportunities ahead as we scale our operations and unlock new possibilities for travelers seeking well-being experiences around the world."

"I am delighted to lead this investment round for BODDY." Said **Dr. Li Wu, Founder and Chairwoman of Virtusan.** "I firmly believe that BODDY is poised to reshape the travel industry, ushering in a brighter future. BODDY and Virtusan share a collective mission to empower millions of individuals in need through comprehensive strategies that encompass behavioral transformations for both mental and physical well-being. Through



our strategic partnership, we will amplify our impact and accelerate the realization of our respective visions.”

The Seed Round also received support from existing investors who share BODDY's vision and are committed to driving positive change in the industry. Their continued backing reinforces BODDY's position as an innovative and transformative force in the travel and wellness space.

As BODDY enters this new phase of growth, the company remains dedicated to pushing the boundaries of travel and well-being. By leveraging technology and innovation, BODDY aims to unlock new possibilities for fitness enthusiasts and wellness seekers, making travel a transformative and health-conscious experience.

**About BODDY:** BODDY, established in 2019 in Zurich, Switzerland, is the leading tech start-up at the intersection of travel, fitness and wellness. BODDY provides an easy way for travelers to digitally search, compare, book, pay and access their desired wellness experience in any given destination. By doing so, the company helps fitness & wellness operators become visible to a worldwide audience and distribute their products on scalable and untapped distribution channels to unlock new revenue streams. BODDY, through its global network of travel partners such as hotels, airlines and travel agencies, offers thousands of wellness experiences to people traveling to or within Europe, Asia, and North America. For more information on how BODDY makes the planet a healthier place, visit [boddy.tech/aboutUs](https://boddy.tech/aboutUs).

María Sanz  
BODDY  
Tessinerplatz 7  
8002 Zurich  
Switzerland  
[news@boddy.tech](mailto:news@boddy.tech)