Impact Report

2021



What we are proud of this year



INTRO

Dear Reader,

With this report we are proud to present the impact we left on our practitioners of mindfulness and the world in 2021.

Through every single page of our Impact Report 2021 we aim to show that mindfulness is a true superpower accessible to everyone. Follow us on a journey through the 7Mind universe!

You will learn how mindfulness transforms peoples' lives.

You will discover how being mindful also means feeling responsible for the world around us – and how 7Mind lives up to that promise. You will meet the people meditating with 7Mind, the people and organizations 7Mind supports in civil society and, of course, the people behind 7Mind (we know you are curious).

We deeply believe we can always do better and look forward to your suggestions to feedback@7mind.de on how 7Mind can increase its positive impact in the future.

This report is the outcome of true 7Mind teamwork and we full-heartedly thank everyone who contributed to it.

Enjoy the reading journey!

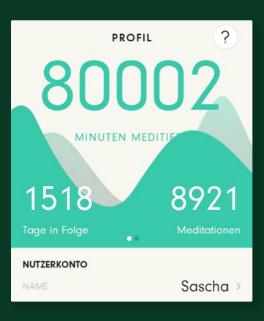
Your 7Mind Team



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Sascha has meditated with 7Mind more than 1.500 days in a row:



Mindfulness changes lifes:

Our User Sascha

The first meditation I ever did was more than six years ago.

As of today, I have completed thousands of sessions.

In the beginning, I didn't know where this journey would take me.

Now I know that it was the key to my recovery.

I could simply tell you that meditation improves sleep, invites you to control your mind better and helps you stay focused, but that would be too easy.

Meditation is much more than that.

What exactly, you'll have to find out for yourself.

In order to determine positive changes, one should meditate at least once a day and over a longer period of time, and in the best case, **for life**.

Content

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CHAPTER I CHAPTER I

Your Superpower

Mindfulness

Mindfulness is a mental state we can reach by focusing our awareness on the present moment, while observing and accepting our feelings, thoughts and bodily sensations without being judgemental about them. Did you know that you have a superpower?

Yes, you too!
It's a power that
lies within all of us,
waiting to flourish.

This superpower is called mindfulness! Will you use it?

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CHAPTER I CHAPTER I

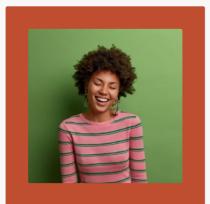
Backed by Science

The Positive Impact of Mindfulness

Let's deep dive into books and scientific studies.

This way, we will get an overview about what the international science community has to say about the positive effects of mindfulness. Read on to understand that mindfulness is anything but hocus pocus.





Unlike the incredible powers of comic superheroes and superheroines, mindfulness is real. One might not become invulnerable or able to fly through training their capacity to be mindful. But with regular practice, it can actually transform our life. So if it is not magic - how does mindfulness work?



What does Science say?

Mindfulness-based Interventions (MBI) are programs offering theoretical knowledge and practical guidance. Let's take 7Mind's offer for stress prevention as an example. Participants of our ABSM* course take part in 8 modules.

In each session they learn about mindfulness and stress to understand the relationship between both. With the experience and knowledge gained, they are able to create their own personalized ways of practicing mindfulness in everyday life.

*Achtsamkeitsbasiertes Stressmanagement = mindfulness-based stress management

A mindfulness practice positively influences health in 3 ways:

Mental Health

- Reduces stress
- Decreases anxiety and depression
- Decreases insomnia and increases sleep quality
- Helps dealing with addiction of substances or behaviors

Physical Health

- Helps dealing with (chronic) pain
- Reduces blood pressure
- Helps developing healthy eating habits

Social Health

Helps to deal with loneliness and isolation during COVID-19
Increases prosocial behavior

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Where & for whom?

While mindfulness-based interventions can be beneficial for almost everyone, scientists found positive effects especially for healthcare professionals, people in the education system and, generally, in the workplace. In these areas, mindfulness-based interventions:

> Improve stress management

Reduce mental distress and somatic symptoms

Improve cognitive performance, e.g. attention

> Increase emotional and stress resilience, also for young people

Decrease depression, burnout risk and symptoms

> Improve well-being, compassion and even work engagement

Mindfulness is also positively (the more, the better) associated with confidence, job satisfaction, performance and interpersonal relations and negatively (the more, the less) associated with burnout and work withdrawal. CHAPTER I



Workplace Mindfulness with 7Mind



intelligence

More than a dozen studies on the effectiveness of

7Mind's app are currently underway in cooperation

between 7Mind and external scholars. We will share the findings with the community as soon as they are available.

* Source on page 13

increased — — —

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How?

In addition to the effects of mindfulness-based interventions, scientists also researched mechanisms by which they work in psyche and brain:



Psyche

Rumination and worry decrease, while self-regulation, compassion, and meta-awareness increase

Alterations in attention, memory, emotional reactivity, positive and negative affect, positive reappraisal and meaning in life

Yet, there are still many unknowns in the mechanisms of mindfulness-based interventions

Brain

Alterations in brain activity are associated with:

...self-relevant information, selfregulation, focused problemsolving, adaptive behaviour and interoception

...meta-awareness, body awareness, memory, emotion regulation, communication within the brain

...functional and structural brain modifications in expert meditators regarding self-referential processes such as self-awareness and selfregulation

...altered brain wave activity which can lead to a relaxed altertness state

...stress and immune-related physiological markers of inflammation, cell-mediated immunity and biological aging



Limitations

Applying Mindfulness Safe and Ethically

Ethics

Scientists identified a possible paradox if mindfulness is taught in business or military settings. On the one hand, the effort to introduce mindfulness can be seen as superficial if other organizational factors causing work-related stress or depression are not addressed. On the other hand, mindfulness can also be of support in improving ethical standards and moral principles.

Read more about above findings as well as limitations and conclusions regarding the current state of science on mindfulness-based interventions in "Mindfulness-based interventions: an overall review" (see below)

Safety

Mindfulness-based interventions are relatively safe. Research on adverse effects is still underrepresented. People experiencing post-traumatic stress disorder, epilepsy, or other acute (mental) health issues of concern should discuss their mindfulness exercises with a therapist or doctor. A rule of thumb:

Mindfulness interventions can be a great preventive measure, but are not a universal remedy.

SOURCES

Möltner, H., Leve, J., Esch, T. (2018). **Burnout Prevention and Mobile Mindfulness: Evaluation of an App-Based Health Training Program for Employees.** Gesundheitswesen; 80(03): 295-300. https://doi.org/10.1055/s-0043-114004

Zhang, D., Lee, E., Mak, E., Ho, C. Y., & Wong, S. (2021).

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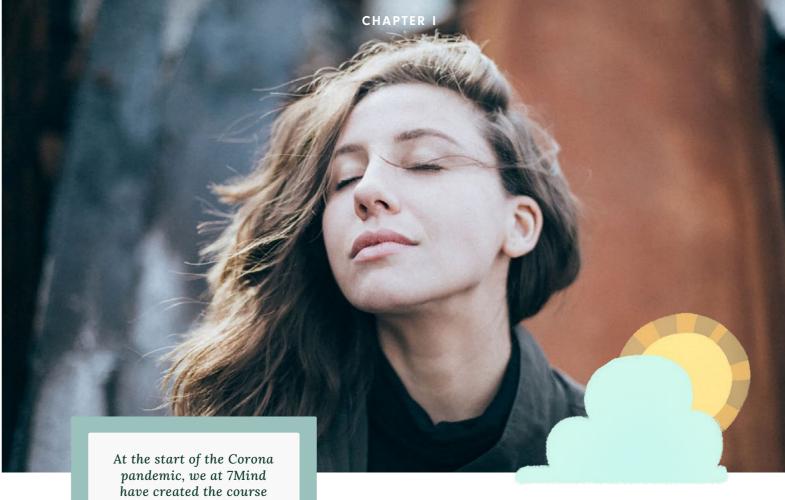
Life in Times of Crisis

Caring for Mental Health was never so Important

Yes, the world can appear a bit grim when you look at what's going on around the globe. Forms of crises and suffering are everywhere, but we cannot lose hope. Never have we, as a society, needed heroes and heroines more than today. We need people who prioritize their own health and assist others in doing so.

A comprehensive study about how COVID-19 influenced mental health in Germany isn't available yet. Still, the authors of the "CovSocial" project by the Max-Planck-Gesellschaft found that stress resilience and general life satisfaction steadily declined during the 2020 and 2021 lockdowns compared to pre-COVID times.

Throughout most of 2021, 7Mind has been working from home.
While physically apart, our daily lunch time meditation sessions and online team events help 7Minders stay connected



pandemic, we at 7Mind have created the course "In times of crisis". It has remained free for everyone as part of our social impact commitment. The course was also one of the most popular with amazing 126.389 plays in German and 6.155 in the French version.

Scientists, such as those in the COVID-Minds project, found that the COVID-19 pandemic has led to a global decline in mental health levels.* Looking around at our communities we see it ourselves: Lockdown fatigue, isolation at home due to quarantine or school closures, fear of infection and suffering of having the virus: So far, this decade has been mentally draining, especially as, apart from COVID, other urgent social and environmental issues still remain unsolved. So, what can we do?

Acute (mental) health conditions always require professional assistance. However, the good news is that there are preventive measures that almost everyone can take to support their mental health, even in difficult times. While it is not easy to take the first step, caring for one's own mental health is a lot like jogging. Going on a run for the first time will be tough, but it can become a habit. Just try to be patient and forgiving with yourself when you happen to miss out on your (new) mental health routine. And then try again. And again...

Turn the page for a few encouraging stories...

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^{*}https://www.covidminds.org/post/december-update-the-psychological-impact-of-covid-19

CHAPTER I CHAPTER I

Learn About...

The Mindfulness Journey of People Meditating with 7Mind

The mindfulness practitioners who use our app come from all walks of life. Some learned about 7Mind from their doctor, many found us on the Internet, while others followed the recommendation of a friend. Some in our mindfulness community are just starting their practice – others have years of experience. A few even teach mindfulness themselves.



To our delight,

the number of people practicing mindfulness with our app is growing steadily

The people using 7Mind

played an astonishing total of 12.909.105 meditations in 2021

People who use our app
like our meditation
content: Google
PlayStore: 4.8 of 5 rating
score with over 16.400
ratings in total; Apple
AppStore: 4.6 of 5 rating
score with more than
7.500 ratings in total

Help is just one email away!

We answered more than **55.000 questions** from our community via email in the past year alone.



The people using the 7Mind app are just regular folks with real-life stories and struggles! Being a superhero or superheroine does not mean you do not have challenges in your daily life, but that you are discovering sustainable ways to deal with them.

Get to know our community!

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User Feedback

"The speakers have really pleasant voices. I am a regular user of the app and I noticed that, little by little, I started implementing themes and content from the ABSM course."

A 7MIND USER

"It is amazing what it does to you when you break habits. For example, I chose a different route for a change, and I was more attentive, saw new things and met different people.

(...) I also notice that I suddenly have more time when I do things differently. Or maybe it just feels like I have more time?"

A 7MIND USER

"This way I would like to thank you for fixing the bug in the app after the last update. Everything is working again without any problems.

Great meditations, great app and flawless service!"

A 7MIND USER

"The app helped me through a difficult time in my life.
Of course it does not solve problems for you, but it shows the way. You have to walk it yourself then."

A 7MIND USER

"I have already tried a lot.

For a while, I was really fond of an another app. But as my insurance company pays for this one I thought I just try it. And I honestly have to say:

Great selection."

A 7MIND USER

"Even after many completed meditations in the app, I still keep discovering more that suit me well."

A 7MIND USER







adesso

"And when migraine hits me again or I get tension headache, I now know what helps me: As I have the opportunity to work from home, I just lie down to take a deep breath. In order to develop this method of coping, the course "Dealing with pain" in the 7Mind app helped me a lot. Since the day I started meditating, I had the feeling that my routine of getting up in the morning and going to bed in the evening have improved."

SUSANNE DRÖBER 1

"During the day, I can check in with myself which helps me to be calmer and more relaxed in my reactions. I develop a habit of monotasking which again helps me be more productive."

MICHAEL SCHUBOTH ², Director Competence Center MIGSuite, adesso "The neuroscience aspects are really important to us, because we know that we best reach our team with science-backed facts – especially when it comes to mindfulness."

MIRIAM FISCHER³, HR Manager Talent Development, adesso

Did you know that we also support companies in bringing mindfulness to their teams?



Learn more about our customer success stories from the business world in our Magazine on www.7mind.de/magazin "Customer Success Stories" (in German) or scan this QR code.

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Meet our mindfulness practitioner

Katrin

Katrin Hansert, 40 years old, is self-employed, responsible for 8 employees, a mother of 2 and practices with 7Mind...

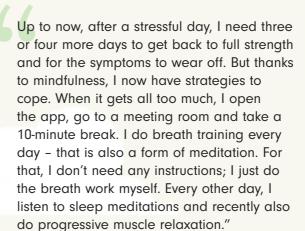


"In early summer 2021, I developed Long Covid symptoms, but the doctors could not confirm an actual infection.
All of a sudden, I was hospitalized with a suspected cerebral venous sinus thrombosis. Never ever have I been so sick before! And I realized during the second lockdown when my kids were home again that I am doing everything to make the situation easier for them. But there was no me-time left at all.

"I had to change something!"

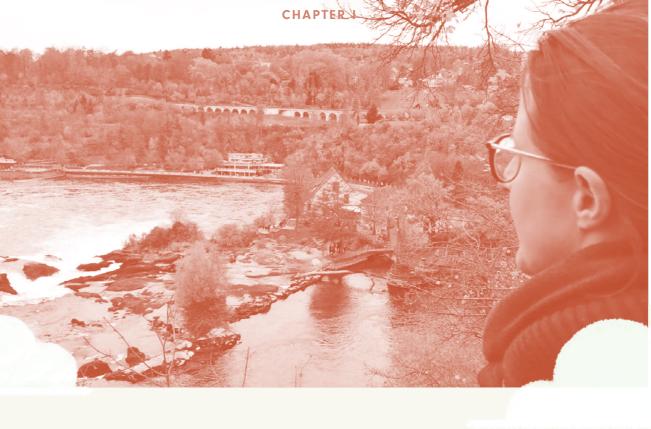
...That is when I purchased the 7Mind subscription, but only used the app from time to time. But in summer 2021, while still being severely ill, I meditated every day and completed the Foundations (Grundkurs) in the app.





Mindfulness even works with city councillors ...

"In my job, I often work in participatory urban planning. When I realize I start losing control of the group process, we do a break and I consciously apply a mindfulness exercise allowing everyone to look inward for a moment. The feedback I usually receive is that, even if people don't get all of the exercise, they still say the little time-outs are helpful for them."



... and with kids, but (surprisingly) different than expected:

"I also wanted to excite my children about mindfulness. But the sleep stories only made my son laugh. This helped me reflect though: What I wanted was my son to come to rest in the evening and fall asleep. As I found out, he prefers if I cuddle with him and he can tell me about his day for a few minutes. And that approach also includes elements of mindfulness and gratitude.

My daughter, for that matter, has a subject in school called 'Learn how to learn'. I asked her to show me her notes and was surprised: The kids did gratitude journaling. In a way tailored to their age, they discussed questions such as 'Who am I?' and 'What do I want?', I thought to myself: 'Wow, as a society we have already made more progress in living mindfulness than I was actually aware of.'

From volunteering in Catholic youth organizations to mindfulness ...

As a child, I used to participate in community youth initiatives run by the Catholic Church. During group trips, we often did dream journeys or elements of autogenic training without knowing this is called meditation or mindfulness. Later, after I had trained to become a community youth leader myself, I instructed similar impulses for groups."

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CHAPTER I

Our Offer to the World: The 7Mind App

The 7Mind app offers you the possibility to develop your mindfulness superpower. After all, every heroine or hero was once in need of a mentor and training. And surely they all have something to channel their almighty power – like a sorceress and her magic ward.



The 7Mind offer grew in 2021 by:

- 39 single meditations
- 11 new meditation courses
- 7 new sleep stories
- 7 gong baths
- 7 exclusive podcasts
- 2 knowledge courses with a total of 14 sessions

Additional content we released in 2021:

56 magazine articles 32 episodes of our public podcast Available in German, English, French and Dutch

22 app releases for Android and 15 for iOS (Apple)

Stiftung Warentest tested meditation apps in 2021... and we came off 2nd best of 10 with an average rating of 2.5 and top scores for concept, versatility and handling!





Incredible 172 years!

This was the joint time of all meditations played by the people using our app in 2021.

2021 saw a make-over of our app.

It is now easier to find our prevention offer such as the mindfulness-based stress management course ("ABSM") and users can take the related quiz online. Also, as frequently requested in our community, started and finished meditations are now marked in the iOS version. Finally, users can now easier select between Paul's and Dorothea's voice guiding them through their meditation.

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CHAPTER II CHAPTER II

USE YOUR POWER FOR GOOD

7Mind's Impact on Society

In the following pages, learn how we give
everyone access to mindfulness through
cooperation with insurance partners. Find out how
we specifically support civil society organizations
with their missions and the actions we take to be a
sustainable company.

Every superhero and superheroine should use their power for good! But even a Jedi knight cannot be everywhere at the same time. We therefore rely on partnerships with civil society organizations to multiply our impact across society.

We offered free access to our meditation content by giving out

7.000 +

vouchers

We donated

12.400 e

to charities in 2021

We provided free access to the 7Mind app and mindfulness handouts to

879

schools

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Mental Health Care should not be a Privilege

Our Healthcare Partners

More than 1 in 10 people are living with a mental health condition at any one time according to the Human Rights Commissioner of the United Nations. Still, mental health care receives less funding and attention than physical health care. This is where 7Mind comes in. We want to make access to preventive mental heath care as universal as possible!

Through partnerships with Germany's largest health insurances, we aim to lower the entrance barrier to mindfulness and meditation: That's why we offer digital, easy-to-use mindfulness content – free of charge for everyone insured with our partners! And that's not all: Many people with other statutory health insurances can apply for a refund when purchasing our stress management course ("ABSM").

Mindfulness is a superpower, but real life is not a comic book where only the heroines and heroes in colorful capes have the privilege of being gifted. At 7Mind, we work towards the goal of everyone having access to the gift of mindfulness, regardless of their budget.

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In 2021, over 113.000 people in Germany benefited from 7Mind's direct partnerships with insurance companies.

Everyone in Germany insured with one of the following institutions...

BARMER

BERGISCHE KRANKENKASSE

BMW BKK

DAIMLER BKK

MERCK BKK

BKK MIELE

BKK PWC

R+V BKK

SBK SIEMENS-BETRIEBS-KRANKENKASSE

...can use 7Mind free of charge!





Everyone insured with one of the over 100 German insurance companies we list on www.7mind.de/krankenkasse is eligible for a refund of the costs for our 7Mind ABSM* course.

These insurances reimburse **up to 100**% of costs after completion of the ABSM course. And that's not all: On top, 7Mind gives everyone who purchases the course access to its full library for one year.

*Achtsamkeitsbasiertes Stressmanagement = mindfulness-based stress management



- even if they get reimbursed later.
This is why we partner directly with 9 health insurance companies. This way, more than 10 million people are able to access our app through their health insurance free of charge and without all the bureaucratic hassle.



How we Advance Mental Health in Civil Society

CHAPTER II

Civil Society

Advancing mental health even beyond the reach of our app is a cause close to the hearts of the 7Mind community:

On Mental Health Day (October 10th) observed globally, we gave everyone the gift of mindfulness for one week through free voucher codes. 1.073 people used this opportunity to meditate with 7Mind.

Our 7Mind team held an internal meditation challenge to raise money for a mental health charity. As a team, our goal was to meditate every day, 30 days in a row. In total, 7Mind donated 1.400 Euro to the foundation "Stiftung Deutsche Depressionshilfe".

We also encouraged the attendees of our digital MIND Conference last June to purchase charity tickets for the event. The MIND community was able to raise 1.000 Euro for the "West-Östliche Weisheit Willigis Jäger Stiftung", a charity dedicated to helping children and people who otherwise cannot afford to explore mindfulness and spirituality.

The flood disaster in the South-West of Germany moved our hearts. 7Mind donated 3.000 Euro for the crisis relief fund "Aktion Deutschland Hilft" and dedicated one podcast episode to the initiative <u>wirhelfeneuch.com</u> and the question how to deal with life-changing crisis events.

In the Holiday Season, 7Minders wanted to enter a dialogue with marginalized and lonely people, so we wrote letters through "Post mit Herz". The initiative connects local charities like the "Tafel" or retirement homes with the broader public.



Society's true heroes and heroines rarely sport colourful costumes. Most of the time, they are not celebrities posing in the flashlight. Rather, they teach children, care for the elderly and were the ones wearing surgical masks even before it became a universal necessity. At 7Mind, we humbly support society's superstars.

We at 7Mind think mental health care should be accessible to everyone! But:
Less than 2% of global government health expenditure globally goes into mental health support.* So 7Mind as a business wants to do its part.

*https://www.who.int/news/item/08-10-2021-who-report-highlights-global-shortfall-in-investment-in-mental-health

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Let's introduce two charities 7Mind partners with!





climb enables kids from low-income families to learn, play and experiment in a new and fun way: In an enriching environment without pressure they learn to recognize their strengths and unlock the potential they've been carrying inside of them all along. The climb 2-week-long holiday program is run by volunteers such as aspiring teachers which gives them the opportunity to gain first-hand experience in working with children.





"Give Something Back to Berlin" (GSBTB) runs a lot of initiatives big and small. The Open Hearts Space initiative, for one, is very special. In this safe space, migrants, often women, learn German, do artistic activities and so much more. All of GSBTB's programmes are tailored to the special needs of vulnerable people and easy to access.

One study 7Mind supported in 2021 was a master's thesis in psychology at the University of Vienna. The author found that participants who used the 7Mind app daily for four weeks were able to reduce stress and depressive symptoms and increase their wellbeing and satisfaction with life at the same time.

Science

At 7Mind, we build our app based on psychology and neuroscience while also continuously monitoring the world of science.

In the past year, our 7Mind psychologists came across 2.472 studies on mindfulness or meditation (published in 2021) and analyzed and categorized 418 studies which adds up to a total of 818 studies reviewed. We also published seven "Science Snack" articles on our blog last year. This format explains science-based perspectives on mindfulness and psychology in bite-sized articles for the broader public.

Still, there is so much more to find out about the positive effects of mindfulness. This is why we also support external studies ranging from bachelor theses to complex research projects by renowned scholars. In 2021, we gave out more than 1.500 free vouchers to 15 scholars and students who wanted to use our app for research purposes.

Read more about 7Mind and science on the pages 8 - 13.

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CHAPTER II

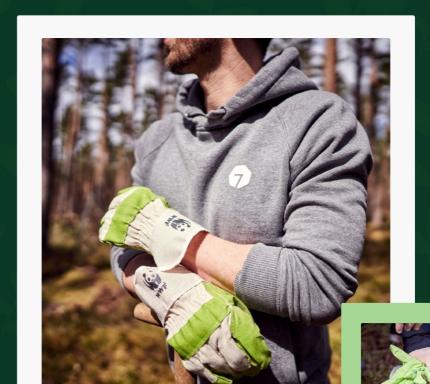
Feeling Grounded and Connected — Our Environmental Footprint

"We are passionate" is one of 7Mind's seven core values. It states "We work towards a mission with a meaningful purpose that makes a difference". We interpret this in the broadest sense possible and feel responsible for the people our product reaches – as well as for the planet and the climate.

All 7Minders commute to work without using a car and 10 even work remotely full-time. Our CO² footprint in 2021 was 53.77t which we compensated with the help of ClimatePartner

We meet
monthly in our
"Sustainability
@ 7Mind" group
to make our
workplace and our
lives greener

Mindfulness teaches us that we are deeply connected with the world and all of its beings. However, this is something we too often forget. Our planet urgently needs superheroes and superheroines to fight the climate emergency! We all have to become Captain Planet (presuming that you still remember that green superhero from the 90s).

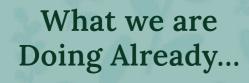


At 7Mind, we believe in both activism and systemic solutions to fight the climate emergency.



The 7Mind team is planting trees in Templin together with the WWF

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The snacks and occasional catering we order are 80% vegan, 100% vegetarian and 70% organic





■ ■ hmm



We are member of Leaders for Climate Action, a coalition of businesses taking voluntary climate measures

We are customer of a leading sustainable banking institution in Germany

We annually calculate our CO² footprint and compensate our carbon emissions with renowned reduction partners

Measures we Implemented in 2021

We ran an internal challenge...

...where 7Minders exchanged ideas for more sustainable choices in their personal life.

We moved to a new office and have a hybrid working policy.

We are renting less office space than we have employees. Even when taking Corona restrictions out of the equation, this permanently allows about one third of 7Minders to work from home.

In a nutshell: Less office space to heat in winter and more flexibility for employees.



We know we can still do more.

We will use 2022 to dive deeper into topics such as as switching contracts to sustainable suppliers and CO2 footprint reduction.

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CHAPTER III CHAPTER III

THE PEOPLE BEHIND 7MIND

We Are Team Players!

Take the Avengers or the Guardians of the Galaxy:
Ever noticed that truly cool things happen in teams
where not everyone is alike? This is our vision
for our 7Mind superheroines and superheroes:
Cooperate and grow in diversity! Lived Mindfulness
helps us on our journey.

Our 7Mind Values



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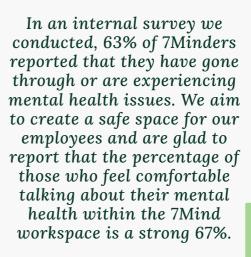
People & Culture at 7Mind in Numbers





We are a top-rated employer rating portals:

Kununu – 4.2 Glassdoor – 4.0



7Mind works
with half a dozen
freelancers for
design, translation,
data analysis
and more. We are
grateful for your
support!

84%

of 7Minders say
"7Mind provides me
with a good work-life
balance" and
"7Mind makes a
difference in the
world."

31 of 57

people at 7Mind work in part-time arrangements allowing them to find balance between work, family and personal interests.

48% of 7Minders identify as female, 29% were born outside of Germany and 23% are parents. In total, we were 57 people at the end of 2021.

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CHAPTER III CHAPTER III

Why our People Love to Work at 7Mind

"To quote Virginia Satir, what I enjoy about my work at 7Mind is that we get together on the basis of our similarities and grow on the basis of our differences."

ANNE-MARIE LEU, Healthcare Team





"I love working at 7Mind as I interact with by and large relaxed customers. This in turn makes my work relaxing. Also, there is space here for feelings and I already learned so much about myself. All this empowers me to continuously improve my working situation."

SIMON MÜLLER, Support



We live and breathe (literally) mindfulness every step of the way! Many of our meetings start with a minute of silence or include a mindful break. And every day we come together for a group meditation – both remote and in the office.

We continuously learn how to build the best possible team and, of course, we don't have it all figured out: People do leave 7Mind to pursue other adventures, communication styles can always be better aligned and we also have our share of difficulties disconnecting from work. But: Hard data confirms we are on a good way forward: The percentage of people agreeing to the question

"I would recommend 7Mind as an employer to others"

in our annual employee survey has strongly increased in the course of 2021 and is now at 92%.

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Just watch this moment, without trying to change it at all.

What is happening?
What do you feel?
What do you see?
What do you hear?

Jon Kabat-Zinn