



ZAVFIT ANNOUNCE DR ERMAN MISIRLISOY PhD AS CHIEF SCIENTIFIC OFFICER

ZavFit, the HealthTech brand positioned as the first health app for money, has announced industry-leading neuroscientist Dr Erman Misirlisoy PhD as its official Chief Scientific Officer

FEBRUARY, 2022, UK: ZavFit, the HealthTech brand positioned as the first health app for money, has announced the appointment of Dr Erman Misirlisoy PhD as Chief Scientific Officer, using cognitive neuroscience to help people with their 'MoneyFitness', a term coined by the brand to recognise that worrying about money is one of the leading causes of stress globally.

Erman's career as a behavioural scientist has seen him deliver director roles at major start-ups including a role as Head of Science at Peak, leading a team developing popular cognitive training games backed by scientific evidence, rolling out products to over 40 million users. Before this, Erman has experience in advising highly influential companies including Google, Unilever and UBS where he used his behavioural science expertise to enhance how marketers collect and understand consumer insight. His sessions with leadership teams were then used to devise better strategies to manage stress, wellbeing and productivity in the workplace.

Erman received his PhD in Cognitive Neuroscience from University College London where he used brain imaging technology and behavioural science methods to study how people exert self-control and make decisions. This academic research has not only been published in high-impact journals and global media but also inspired his involvement in working with ZavFit to build a multi-dimensional psychology engine. This engine uses behavioural science and key health metrics alongside patterns in people's spending to tackle a global issue of how we use our money and the devastating effects it can have on our emotional wellbeing.

Erman will be bringing his high-profile background to the Beta launch of ZavFit, who last month announced a partnership with financial planning and specialist insurance company Lloyd & Whyte who along with others, will be part of thousands of employees using the ZavFit app to feel positive and healthy about their money and purchases.

Following a wellbeing assessment set up by Dr Misirlisoy and the ZavFit team, users are given the opportunity to link the app to their bank accounts in order to analyse their spending habits and understand more about the impact of their spending on their health and happiness. A tailored MoneyFitness programme is created that suggests positive ways to use money through simple daily targets. MoneyMoods gives people a chance to reflect on how individual purchases have made them feel which helps users see how their spending impacts their overall mental wellbeing.

Dr Erman Misirlisoy PhD said of the role: *"It's great to join a happy team with such an incredible mission. Helping people to improve their emotional relationship with money is a huge challenge, but it's also enormously rewarding and I'm excited to be part of the journey."*



Anna Freeman, Founder & CEO of ZavFit says *“ZavFit is a MoneyFitness Movement. After recognising the devastating impact that money stress has on our health, we have been working tirelessly to build the best health team of neuroscientists, behavioural scientists, psychologists, and artificial intelligence experts to bring improved money health to so many people. We’re delighted to have Erman and his wonderful expertise onboard with ZavFit to bring the very best knowledge and insight in making ZavFit a pioneering gamechanger in the wellbeing industry.”*

- ENDS -

Contact:

Matt Williams

Matt.williams@keepcomms.com

07818364184

About ZavFit:

ZavFit is a HealthTech startup, founded by Anna Freeman in 2019 and based in in the UK, the ZavFit team brings together some of the brightest minds in HealthTech, FinTech, Neuroscience and Cognitive Behavioural Therapy. It has been called a game changer by the Health industry.

ZavFit is the first company to identify and address money stress as a health issue. In response, ZavFit has designed the first health app for money that focuses on improving the health and happiness of the individual as an outcome.