

# Flo Health

a Lithuanian-based femtech success with global impact



## Rapid growth toward unicorn status

Flo Health has experienced strong international growth, driven by increasing demand for accessible and personalized digital health solutions for women. In 2024, the company reached unicorn status following a major funding round that valued the business at close to USD 1 billion.

Today, Flo Health employs several hundred professionals across its international locations, with Vilnius playing a central role in engineering, product development, and data-driven innovation.



Flo Health is an international technology company specializing in women's health, best known for its Flo app, one of the world's most widely used digital platforms for menstrual cycle and reproductive health tracking. Since opening its office in Vilnius in 2020, Lithuania has become a strategic hub for product development and innovation within the company.

Founded in 2015, Flo Health operates globally while relying on Lithuania's strong talent pool to support its long-term growth and technological leadership in the femtech sector.



## A globally used women's health platform

The Flo app supports women throughout different stages of life, from adolescence to menopause. Its core services include:

- personalized menstrual cycle, ovulation, and fertility tracking;
- health insights based on symptom analysis and scientific data;
- medically reviewed educational content created with healthcare experts;
- tools supporting pregnancy, postpartum, and menopause;
- private and secure communities designed to encourage open discussion.

With tens of millions of users worldwide, Flo is one of the most widely adopted digital health applications focused on women's health.



## A mission focused on accessible and secure digital health

Flo Health's mission is to empower women through better health knowledge, combining technology, medical expertise, and personalized data while maintaining strong commitments to privacy and data protection.

By continuing to invest in research, artificial intelligence, and product innovation, Flo Health aims to shape the future of digital women's healthcare—while reinforcing Lithuania's role in building globally impactful technology companies.



## A strong contributor to Lithuania's tech ecosystem

Flo Health's presence in Vilnius highlights Lithuania's growing importance as a European hub for technology and life-science innovation. The company contributes to:

- the creation of high-skilled jobs in engineering, product, and data science;
- the development of advanced expertise in AI and digital health technologies;
- increased international visibility for Lithuania's femtech ecosystem;
- the country's attractiveness to global technology investors.

