

# YAZIO

# FACTSHEET

OCTOBER 2024



## THE APP

YAZIO is a **simple, nutrition-focused mobile app** enabling people to **create healthy, realistic and sustainable eating habits**.

The effective, user-friendly features include a **calorie and macronutrient tracker**, a convenient **barcode scanner**, detailed **analyses and statistics**, smart **food ratings**, automatic **activity tracking**, an ever-growing **recipe database** and a large selection of **intermittent fasting trackers**, to name a few.

Find a complete list of YAZIO PRO features in our [Help Center](#).

The YAZIO app is **available on Android and iOS** in **150+ markets** and **20 languages**.

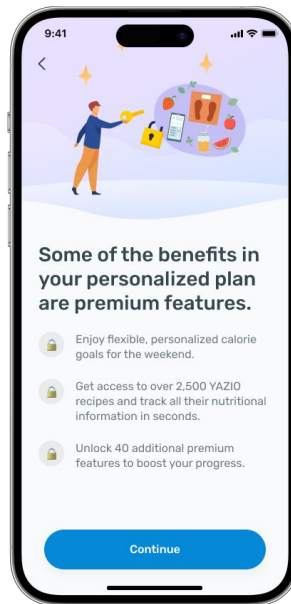


## MONETIZATION

The YAZIO app is a **freemium product**.

As we want to help as many people as possible lead healthier lives, the **basic version** of YAZIO, which includes a limited selection of our core features, is completely **free of charge**.

To unlock the **app's full potential** and make even greater progress on their journey, users can upgrade to the **PRO version** by purchasing a **time-limited subscription** (3 or 12 months). This gives them access to the complete set of powerful features in the YAZIO app.



## YAZIO THEN & NOW

**YAZIO** was founded by **Sebastian Weber** and **Florian Weißenstein**.

### Where it all started

In 2008, fueled by their passion for fitness, nutrition and technology, they decided to create a web-based online nutrition and health portal as a side project during their studies. After a few years of seeing significant growth of their website, Sebastian and Florian **released the YAZIO app in 2014**.

### Where we are now

Today, the YAZIO app has **over 95 million users** (October 2024) and is **one of the most popular nutrition apps in the world**, helping people around the globe lead healthier lives.



## OUR MISSION AND VISION



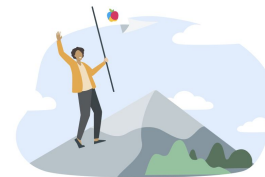
### OUR CORE BELIEF

We believe in the power healthy nutrition has to change one's life.



### OUR MISSION

We empower people to build healthy, realistic and sustainable eating habits with an easy-to-use, nutrition-focused solution.



### OUR VISION

To transform people's lives worldwide through healthy nutrition habits.

## MEET THE TEAM

We're a remote-first team of over 95 people. We take pride in our hands-on, **personal approach** when it comes to creating a product that truly **motivates our users and makes a difference** in their lives.

Behind every feature, recipe, visual and text is a team of dedicated experts working to craft the **most empowering experience possible** for our users.

YAZIO is made **by real people for real people!**



## KEY FACTS

**Founded:** 2014

**Headquarters:** Erfurt, Germany

**Founders:** Sebastian Weber & Florian Weißenstein

**Team:** 95+ employees

**No. of nationalities on the team:** 24

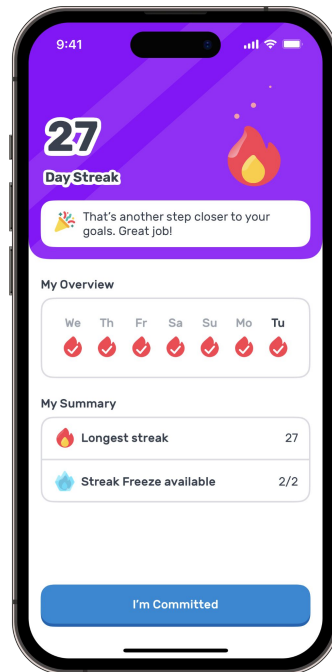
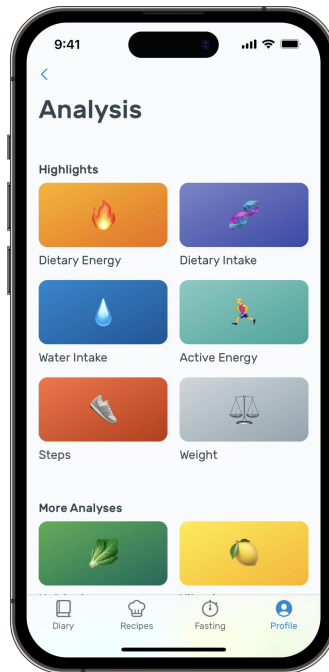
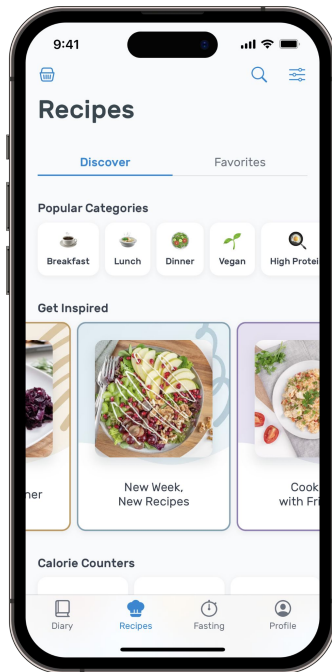
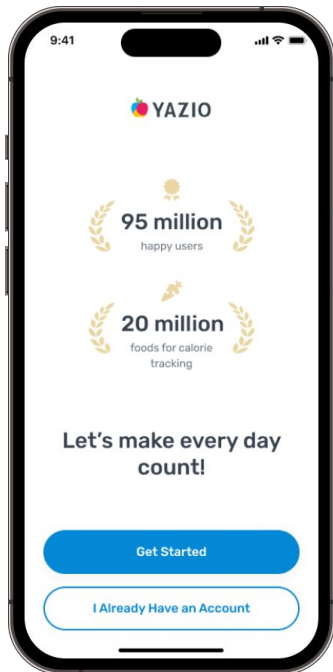
**User base:** 95+ million

**Localization:** available in 20 languages in 150+ countries

**No. of recipes created by in-house team:** 2,500+



## THE YAZIO APP



Find more pictures of the YAZIO app in our [Press Kit](#).



*For further inquiries, please reach out to us at  
[press@yazio.com](mailto:press@yazio.com)*

