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***FAST COMPANY ANNOUNCES DNAFit
AMONGST WORLD'S MOST INNOVATIVE COMPANIES***

*DNAFit, UK-BASED CONSUMER GENETICS COMPANY INCLUDED AS
FAST COMPANY NAMES THE TOP 10 MOST INNOVATIVE
COMPANIES IN DATA SCIENCE*

New York, February 13, 2017 – *Fast Company* today announced its annual ranking of the world's 50 **Most Innovative Companies** for 2017, honoring leading enterprises and rising newcomers that exemplify the best in nimble business and impactful innovation. Earning the No. 1 spot on the list this year is Amazon “for offering even more, even faster and smarter.” The company's founder and CEO Jeff Bezos is the subject of the cover story, which delves into Bezos's strategy for meshing size and agility through several key driving factors: Amazon Prime, the company's rapidly growing membership program; the launch of brick and mortar stores; and a factory of the future that features high-tech robots working alongside human workers.

Most Innovative Companies is one of *Fast Company's* most significant and highly anticipated editorial efforts of the year. To produce the 2017 list, *Fast Company* reporters surveyed thousands of enterprises across the globe to identify the most notable innovations of the year and trace the impact of those initiatives on business, industry, and the larger culture.

The coverage also highlights Top 10 lists in 36 sectors and geographies, from artificial intelligence to health to travel.

UK based genetics company DNAFit, has been recognised as one of the Top 10 Most Innovative Companies within the Data Science sector, and is amongst a number of first-time honorees on this year's list.

Set up in 2013, DNAFit is a genetics company that reports on genetic markers related to fitness and nutrition, working with tens of thousands of consumers and elite level sportspeople and teams. Their revolutionary approach lifts cutting edge science out of the laboratory, and helps people understand how their individual DNA affects their response to exercise and nutrition changes.

The Top 50 list features only 12 companies that made the 2016 list—Amazon, Airbnb, Apple, BuzzFeed, Facebook, Google, Huawei, Netflix, Snap (Snapchat), Slack, Spotify, and Uber. “These enterprises continue to set the pace for their industries, showing agility and aggressiveness that makes them undeniable,” says *Fast Company* editor and managing director Robert Safian. Additionally, six of the companies making the list are Chinese—Alibaba, Tencent, Xiaomi, BBK Electronics, Huawei, and Dalian Wanda—more than ever before. “This was not a strategic objective of ours, but a natural result of our bottom-up reporting. The days of dismissing Chinese businesses as mere copycats are long gone,” continued Safian.

DNAFit placed 8th in the Data Science category among such companies as Netflix, Spotify, NASA and The Guardian and is the only British genetic testing company on the list.

Avi Lasarow, CEO of DNAFit, said; “Our inclusion within Fast Company’s Most Innovative Companies list for 2017 is another great milestone in DNAFit’s journey as pioneers in the sector of genetics for fitness, nutrition and wellbeing. Our mission is to unlock the human potential in each and every one of us, and our commitment to investing in research to underpin our easily accessible consumer product will continue to place us at the forefront of this exciting industry.”

*Fast Company’s **Most Innovative Companies*** issue (March 2017) is now available online at www.fastcompany.com/MIC as well as in app form via iTunes, and on newsstands beginning February 21.

ABOUT FAST COMPANY

Fast Company is the world’s leading progressive business media brand, with a unique editorial focus on innovation in technology, ethical economics, leadership, and design. Headquartered in New York City, *Fast Company* is published by Mansueto Ventures LLC, one of the U.S.’s leading media companies.

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