



Virgin Pulse Challenges Overview

Health Plans

Market need

Challenges

Company Culture

9x

More likely to be satisfied with company culture when they feel strong connection.¹

52%

Of members feel proud of their company culture.²

Social Wellbeing

1 in 3

Global workers feels disconnected from leaders.¹

50%

Increased chance of longevity due to strong social connection.³

Engagement and Productivity

15%

Of global workers feel engaged in their work.⁴

38%

Of members are more productive at work.²

Gamify the member experience

Challenges

Give members that extra push to change their behavior long-term.

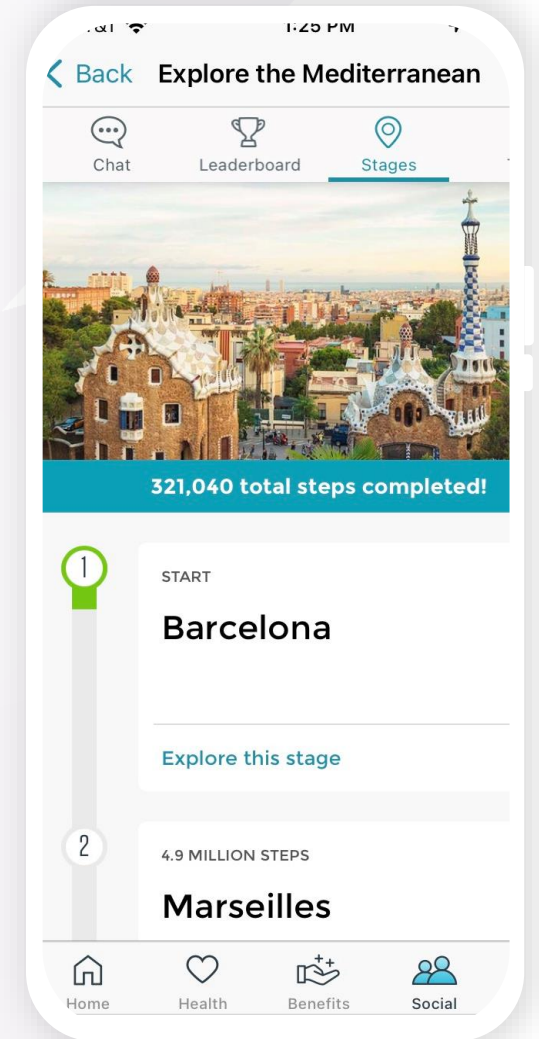
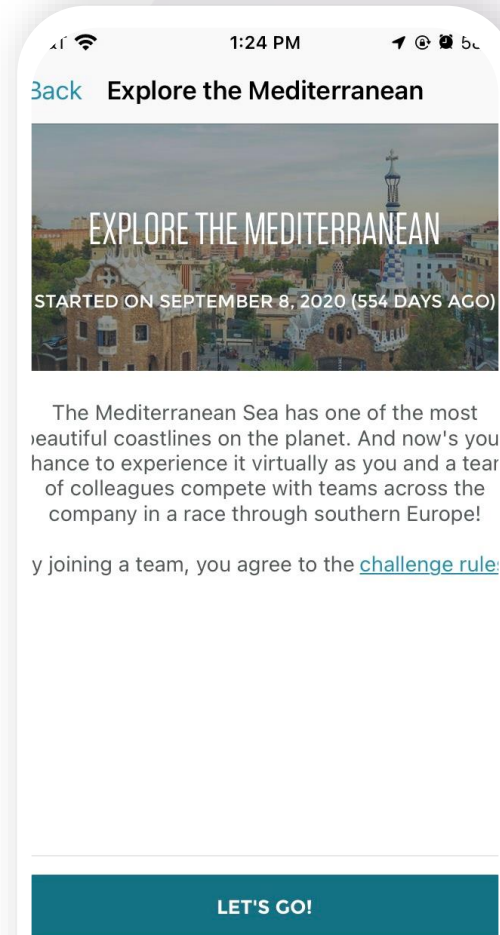
Challenges are set up to intrinsically motivate participants while reinforcing and strengthening routines, even after the challenge ends.

41%

Of members averaged 10K+ steps **within a challenge**

16%

Of members averaged 10K+ steps **outside of a challenge**



Challenge library



18
themes

Basic

Step challenge



12
themes

Staged

Step challenge to
unlock stages



20
themes

Destination

Step challenge to virtually
travel across a map



12
themes

Charity

Step challenge that
gives back



Spotlight

Sleep, active minutes,
or mindfulness



Promoted healthy habit

Calendar of monthly
healthy habit challenges

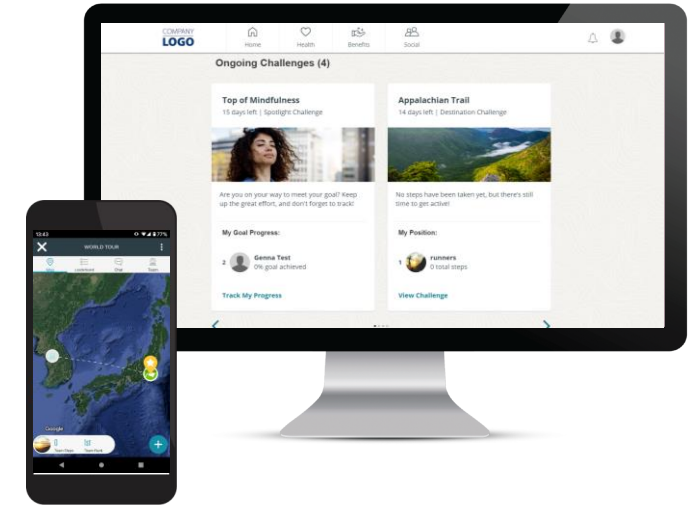


Peer-to-peer

Members challenge
friends

A Diversity of Challenges, Creating Healthy Habits and Sustainable Lifestyle Changes

- ✓ Support a sense of community and social connectivity by allowing members to compete with their colleagues.
- ✓ Challenges immerse members in an experience and provide social support, increasing the likelihood of establishing and maintaining healthier routines.
- ✓ Clients can provide a dynamic and inclusive challenge experience for members to participate in both wellbeing and physical activities.
- ✓ Challenges afford the flexibility to be segmented for an entire population or just a sub-portion of members, with a variety of step and healthy habit challenges.



Fun, team building

Social Connections

Healthy Competition

Drive Healthy Activity and Friendly Competition

Virgin Pulse on-platform challenges immerse members in an experience where individuals or teams can join each other in a virtual competition to become healthier.



Destination Challenges: Team-based step-based challenge where players virtually travel across an interactive map and unlock destinations as they go.*



Staged Challenges: Team based step-based challenge where players unlocked set stages as they progress.*



Basic Challenges: Team-based step competition deployed to total organization or population segment.*



Charity Challenges: Take your virtual challenges to the next level. Charity challenges are step-based but create a sense of giving back.



Spotlight Challenges: Challenge framework that offers clients a prescriptive vehicle for health concerns and areas of wellbeing relevant to their population (e.g. stress). Through this framework, Virgin Pulse offers supportive group competitions outside of traditional step- or activity-based challenges and provides engaging themes and enhanced participant on-boarding, rich educational content to improve health literacy, and immediate access to resources to support member success.*



Peer-to-Peer Challenges: Members challenge friends in healthy habit or personal step challenges.



Promoted Healthy Habit Challenges (PHHC): Calendar of month-long healthy habit challenges across wellbeing areas, administered & promoted by Virgin Pulse.*

***Can be configured in the Client Admin Portal**

Suite of Virgin Pulse Challenges

Corporate Challenges

Virgin Pulse's company challenges now include five types:

- Basic Challenges* (steps)
- Staged Challenges* (steps)
- Charity Challenges* (steps)
- Destination Challenges* (steps)
- Spotlight Challenges* (activity minutes, sleep, and mindful minutes)
- Friends & Family Challenges (steps)
- Cross Sponsor Challenge (steps)

***Can be configured in the Client Admin Portal**

PHHC Challenges

Virgin Pulse runs standard monthly Promoted Healthy Habit Challenges that focus on a topic area each month. Members that join will learn ways to build that habit with "Why it Matters" content and helpful "Tips". To achieve success in the PHHC, members validate their participation and say YES five out of seven days.

- Monthly focus each month
- Members achieve success five out of seven days
- Promotes behavior change
- Provides educational content around the topic

Personal "Peer to Peer" Challenges (Habits & Steps)

Members who are looking to focus on new wellbeing areas can challenge their friends to a personal **healthy habit** challenge and achieve success five out of seven days.

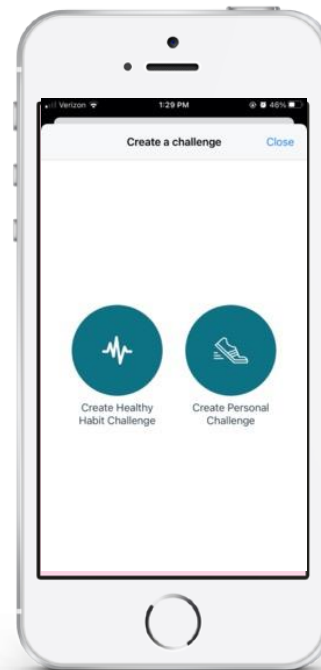
Members can also **step it up** and create their own personal challenge and get their friends in on the action in one of these three personal step challenge types:

- One Day Super Stepper / One Day Challenge
- Weekend Step-Off / Weekend Challenge
- Weekday Challenge

Member-Initiated Challenges

Pushing the Friends Leaderboard and Healthy Habit Tracking to the Next Level.

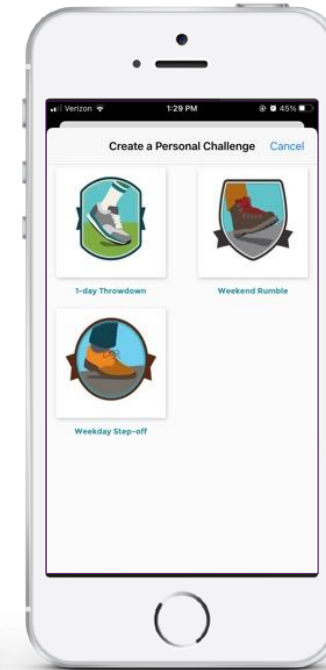
- Members can connect with another through friendly peer-to-peer competition through Healthy Habit Challenges or Personal (step) Challenges.
- Using the **Chat Feature**, participants can post motivating messages and update others on your progress to keep morale and motivation high throughout.



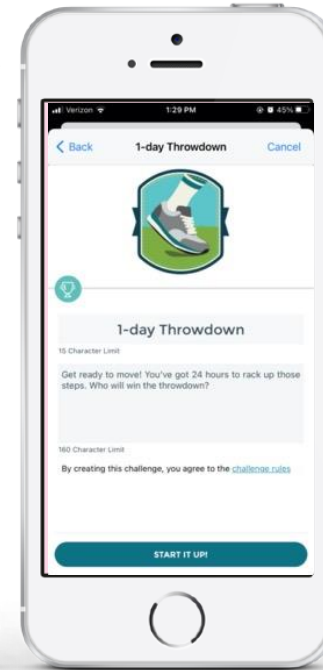
This feature can be accessed within the social domain.



Choose which topic and habit you want.



Or choose between three types of step challenges.



1-Day Throwdown Details.

Member Communications

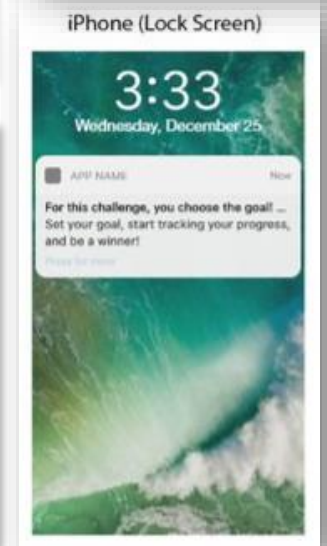
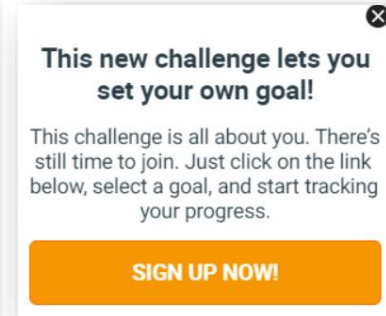
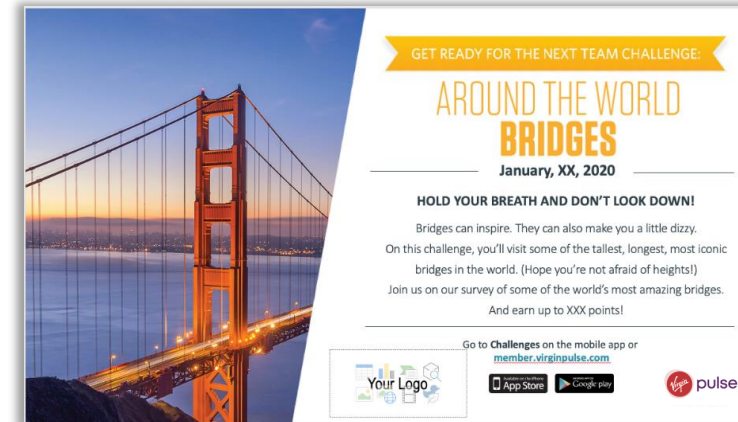
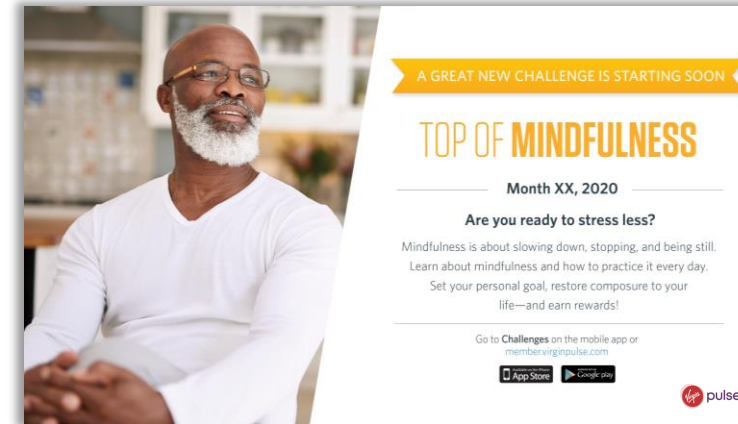
System-Step Challenge Emails

Ability to turn each individual challenge email on or off.

- Challenge Invite
- Join Challenge Reminder
- Challenge Kickoff
- Halfway Reminder
- Challenge End
- Wrap Up

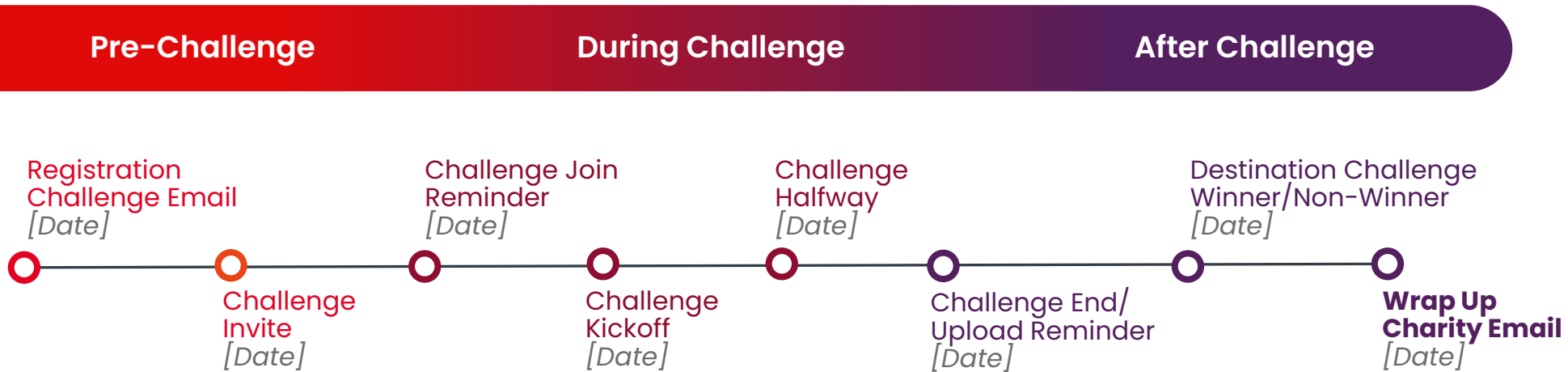
Custom Communication Credits

- Generic in-app and push notifications
- Digital Display Posters (Translations available)



Member Communications

Timeline and Automated Emails



In-Challenge Emails

Team Invite

Sends when member is invited to join a team

Team member has left

Sends to captain when member left the team

Team Captain Message

Sends when the team captain messages teammates

Challenge Join Confirmation

Automatic once someone joins

Destination Unlock Arrival

Automatic only on the first destination

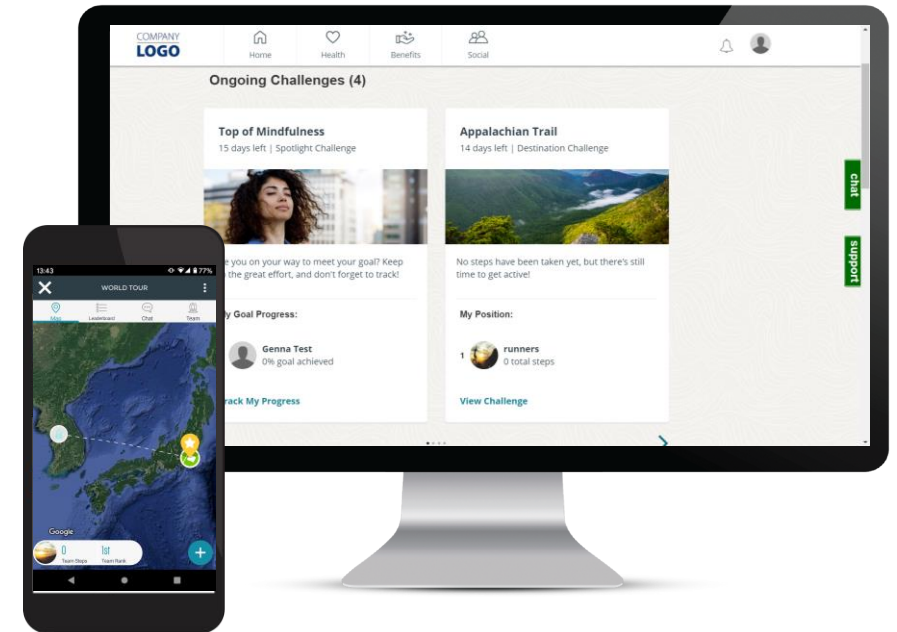
Tips for Planning

Planning a Step Challenge

What challenge is the best fit?

Answer these questions to help with your direction:

- ✓ What's the goal?
- ✓ Is it company wide, or a segmented?
- ✓ How long do you want to run the challenge for?
 - If it's a short amount of time (e.g., have less than 2 weeks? Consider a challenge with less destinations
 - Plan the timing and theme strategically so it's relevant to any topics the organization is focused on and avoid doing too many, preventing challenge fatigue.



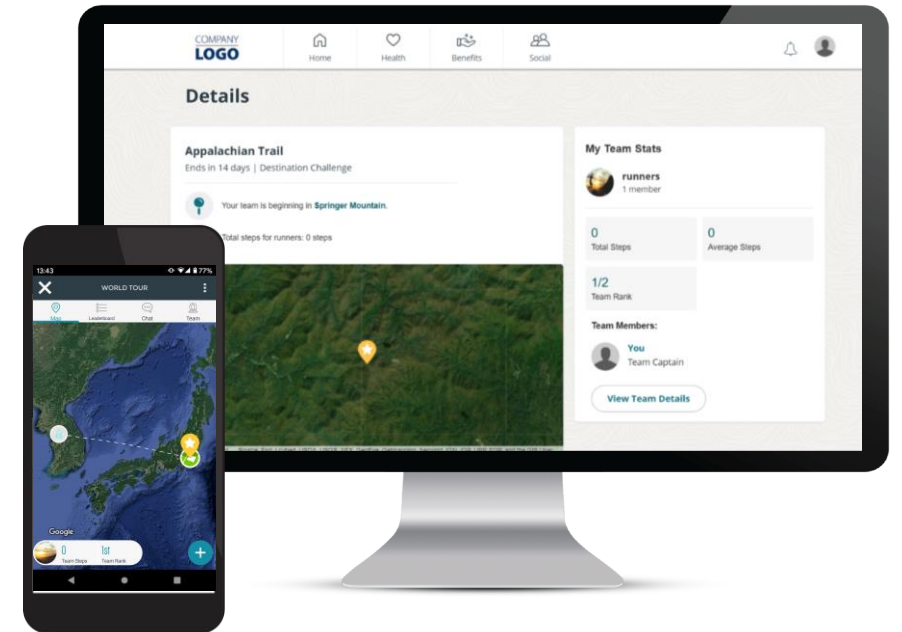
Planning a Step Challenge

Considerations:

- ✓ **Overall Timing:** Plan the timing and theme strategically so it's relevant to any topics the organization is focused on and avoid doing too many, preventing challenge fatigue.
- ✓ **Team Structure recommendation:** User-created teams of 5
- ✓ **Standard challenge emails** – keep, or turn off and customize the emails*?
- ✓ **Challenge rules** – should anything be added?*
- ✓ **Recommended Start date:** Monday and end on a Sunday
- ✓ **Recommended Registration Length:** 10 Days prior to challenge date
- ✓ **Recommended Tracking deadline:** one to two days after end of the challenge
- ✓ **Wrap up email:** defaults to 3 days after tracking deadline

Standard turnaround times for step challenges:

- **15 Business Days:** standard turnaround time for Configuration to build a challenge + 5 extra days if you want the chance to preview it before it goes live
- **30 Business Days:** for a customized challenge + 5 extra days if you want the chance to preview it before it goes live



*Subject to communication credits. Add more time to your planning to account for customization, reviews, etc.

**Let's keep it simple. Default rules to avoid any confusion. The default rules are already translated!

Overall Tips for Success

Get Creative

Leverage the whole suite of assets and resources available from Virgin Pulse and on the Client Resource Center. Use them in internal newsletters, as desktop backgrounds, zoom backgrounds and more!

Timeline + Strategy Recommendations

Map out your communication timeline and micro-strategies to keep engagement high throughout the challenge.

Involve Senior Leadership

How you do it is up to you. Whether you use quotes from leadership in communication campaigns. Or have them give personalized shout outs around key destination or engagement stats. What matters most is that they're supporting it from the start.

Involve Your Wellness Champions

On your next Champion check-in webinar, present the Champion toolkit and give the green light for the team to start promoting the event! Have your champions or onsite wellness coordinator host a meeting to promote the event on a company webinar or town hall.

Post-Challenge Survey

Gather feedback right after big a company-wide challenge while the excitement is still fresh. Get insight on worked, what didn't work, and what the next theme should be!

Tips for Success: Communications

Social Media

Posts, hashtags and campaigns are a fun way to build excitement. Create a hashtag or social media campaign to help promote the challenge. Think team dress up days, photo competitions—this is your chance to be creative.

Intranet

Images can be integrated into your company intranet. Use them to remind members to stay active and have fun!

Digital displays

Share digital displays on the intranet or as a screensaver. If you're in the office, you can also print them out and hang them in high-traffic areas like the kitchen or bathroom.

Announcement cards

Add videos or content on the homepage to pump up members, remind them to keep stepping and regularly check the leaderboard.



Bonus tip:

schedule an announcement card in the Client Admin portal to go live on the platform the same day as the initial challenge invite is sent out.

Tips for Success: Manager Support

Recruit leadership to build teams and be team captains. Leadership buy-in inspires members to participate and considering highlighting the reward points available for participation.

- **Bonus Tip:** Managers could offer an incentive for the team winner such as PTO, a free meal, or extra reward points to the winning team and top winning individuals.

Ask managers and leaders to help spread the word during the registration period and incorporate challenge details into team meetings.

- If they have a large team, they can divide into smaller groups to create teams for the challenge.
- Equip leaders with member marketing and educational asset to help field any questions during registration.
- Get into the competitive spirit! Challenge different departments or teams - just make sure to everyone feels included.

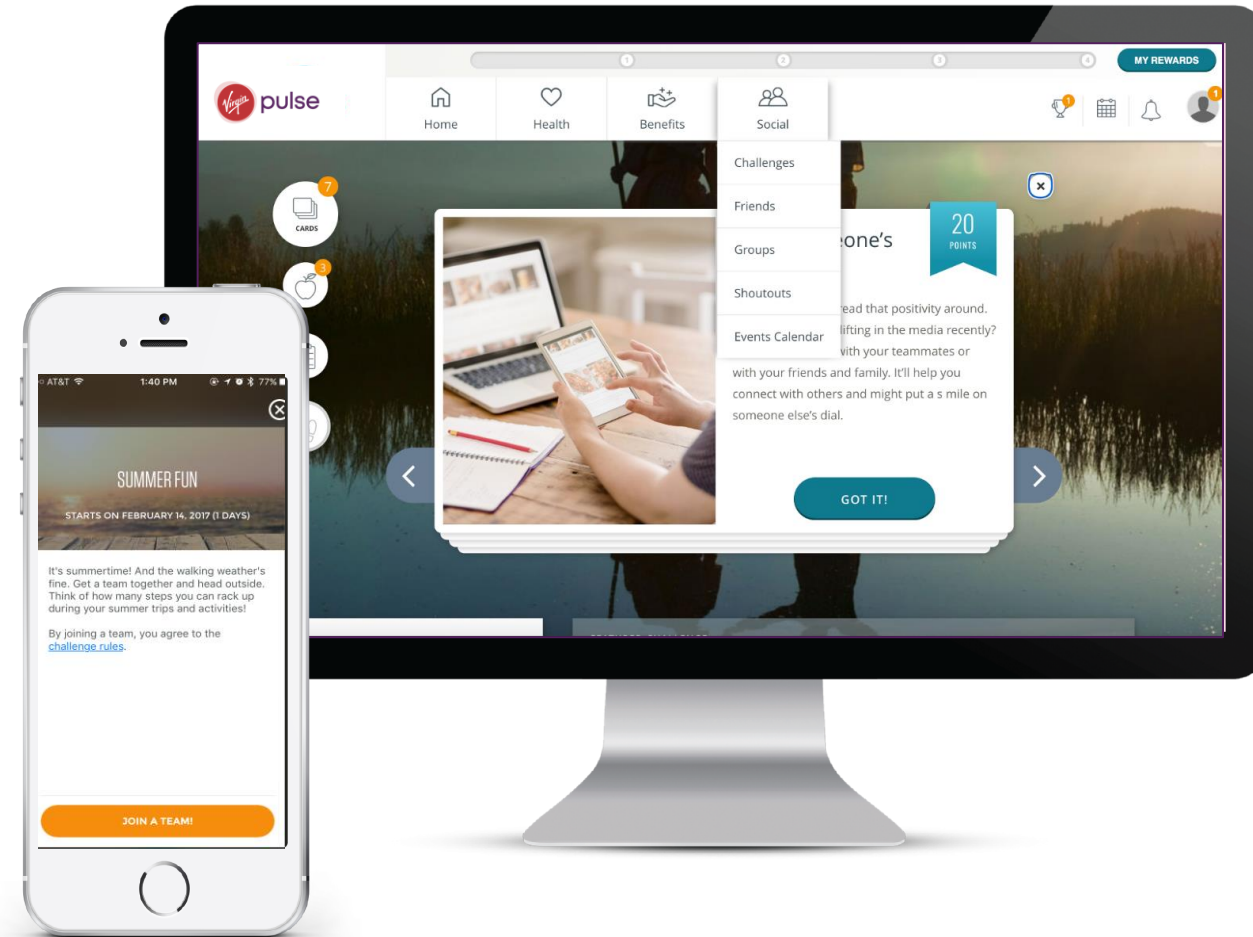


Member Experience

How to Join a Challenge

Members who wish to join or create Challenges will navigate to the Challenges section on the platform. From there, they have the options to join company wide challenges. They can also join/create a personal challenge they have been invited to.

- On web, navigate to the Socials tab to find the Challenges section
- On mobile, navigate to the Socials tab, from there locate the Challenges icon on the top left of the screen.

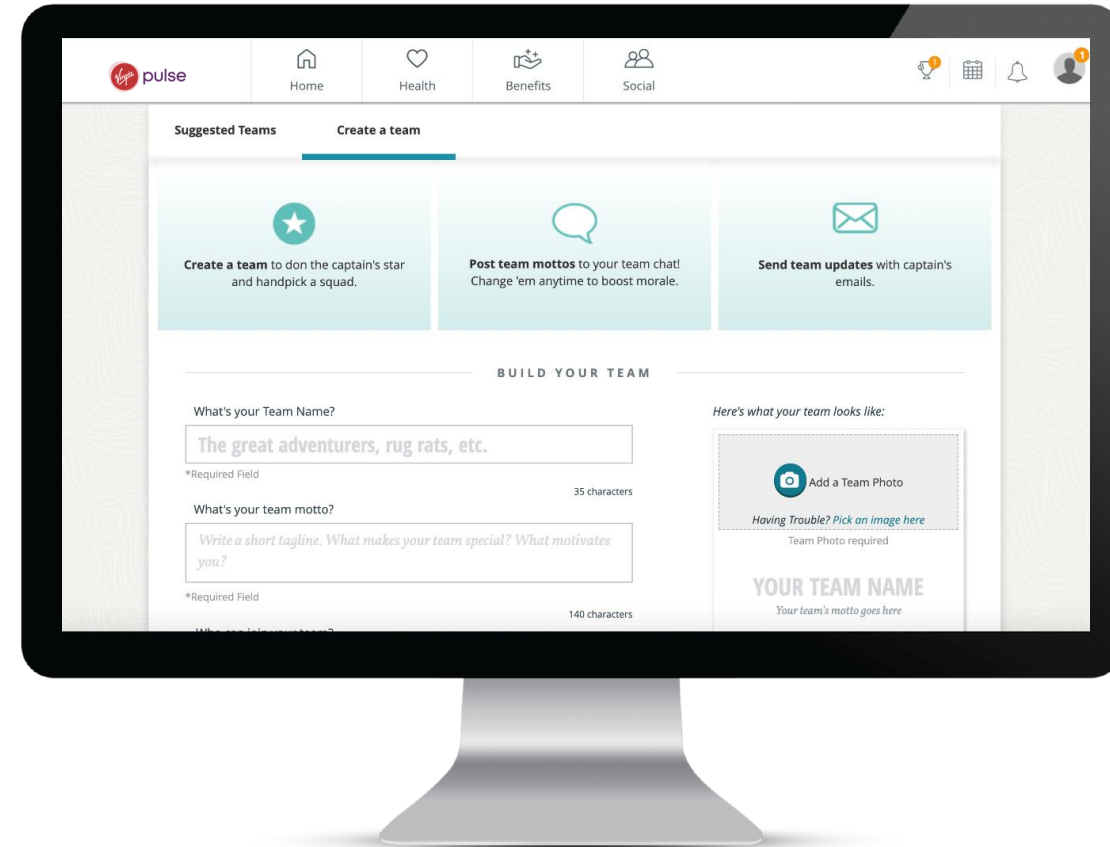


Create a Team

After a member joins the challenge, they will be given the option of either joining an existing team or creating their own team and becoming the team captain.

Team Captains configure the team settings upon creation and are required to:

- Create the name, team motto, and set a team photo
- Set the team to be either public where anyone else in the challenge can join the team or set it to private where an invite from a member of the team is required to join the team
- Send invites to join the team to other members



Social Features

Once a member has joined a challenge, they can interact with others in the challenge through a multitude of ways.

Chat

Challenges are social in nature and a great way to create some competition or encourage others is through the chat feature. A great way to promote chatter amongst challenge participants is to award members with bonus points for posting or responding to others chats in the challenge!

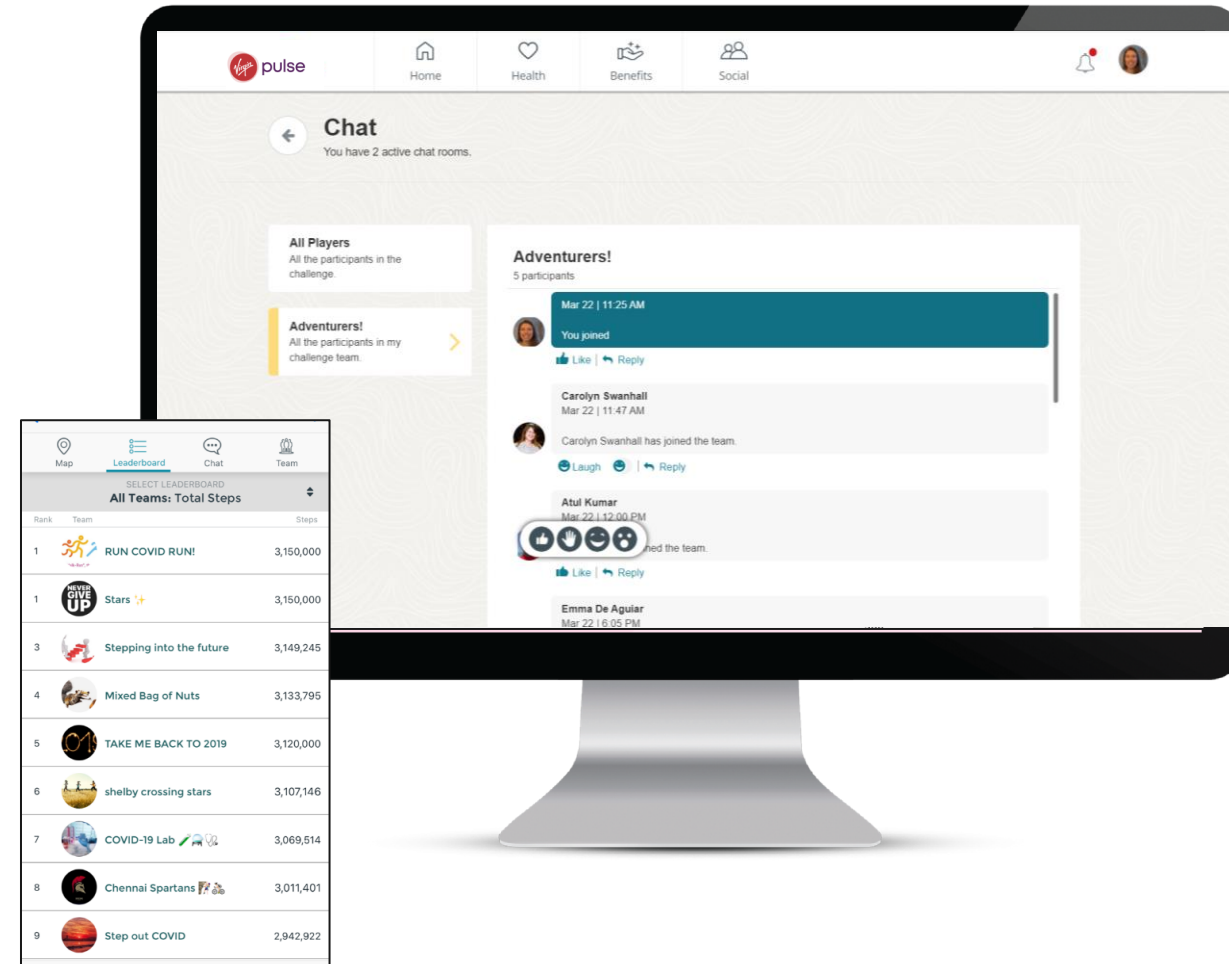
Leaderboard

Part of a healthy competition is to see where members compare against other challenge participants. The Challenge Leaderboard displays this information for easy access to see how many members are participating and where you stack up in comparison.

Rivals

Challenge participants have the option to add rivals to compete head-to-head against in the challenge.*

*Rivals are only available in Destination Challenges



Frequently Asked Questions

What happens to members steps if they leave a challenge?

If a member leaves the challenge before it ends, their accumulated steps will not count towards the team's total step count

Can a member join a new team if they accidentally joined the wrong one?

As long as the grace period setting is enabled prior to the challenge, a member can change teams after joining one. This grace period is configurable by the client prior to the start of registration

Can a member rejoin a challenge after leaving?

A member cannot rejoin the challenge if they decide to leave before it has concluded

Step Challenges

Basic Step Challenges

Destination Step Challenges

Staged Step Challenges

Charity Step Challenges

Promoted Healthy Habit Challenges

Spotlight Challenges

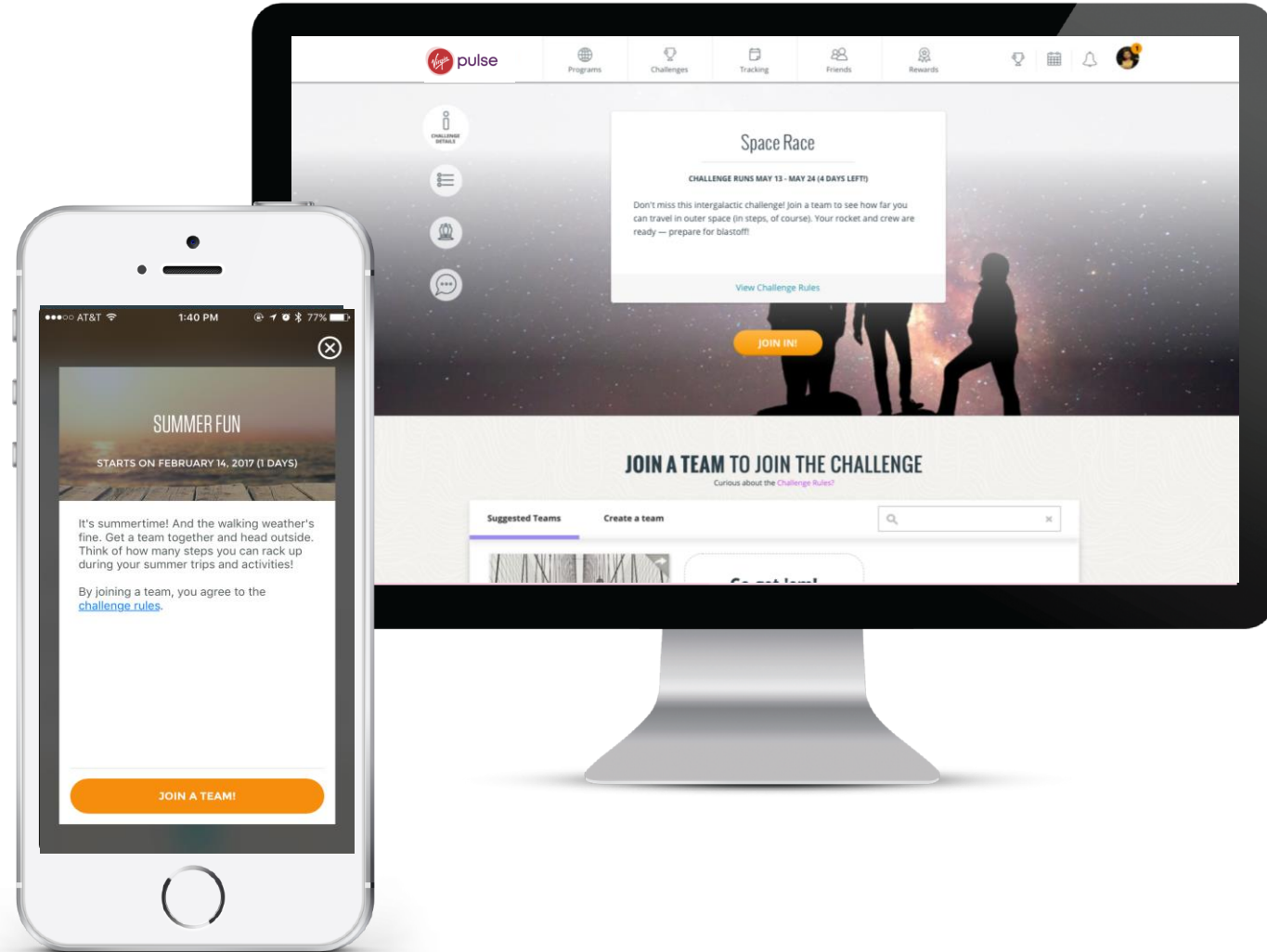
Member Marketing

Client Admin Tools & Reporting

Basic Step Challenges

Basic Step Challenges are a simplified small group experience with teams focused on reaching the top of the leaderboard by racking up their step counts.

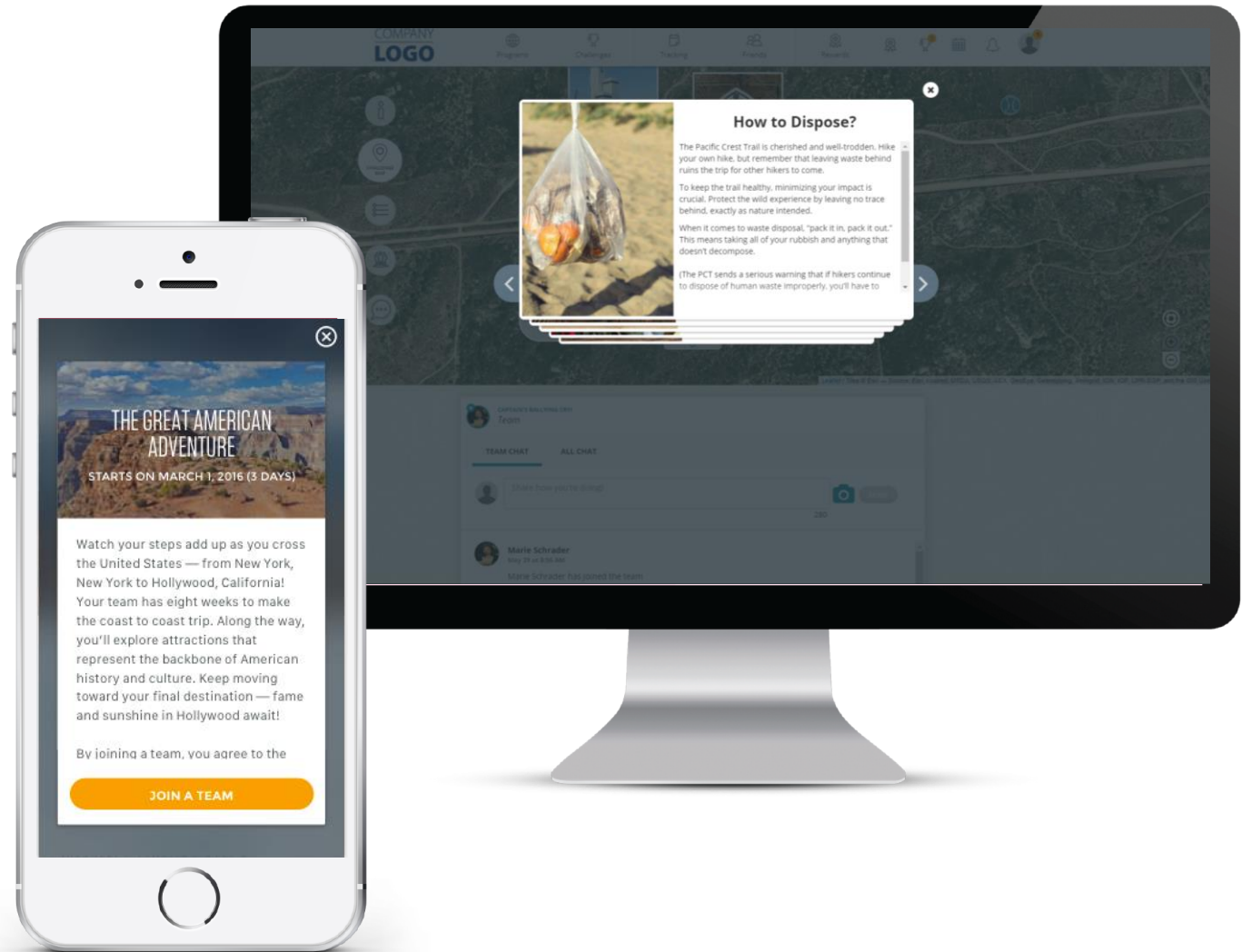
Choose from a library of 18 themes, or easily create a challenge with your own content. Basic Challenges allow you to quickly get a challenge up and running for your entire population or just a sub-portion of your members.



Destination Step Challenges

An immersive team-based experience where teams travel to new destinations, learning about the location and discovering recipes along the way, virtually exploring the world on an interactive map interface.

Choose from a library of 18+ themes and run the challenge for your entire population or just a sub-portion of your members.



Destination Step Challenges

Configuration Options

- **Team Structure:** Small user-created teams
- **Rules:** Default content can be adjusted
- **Audience:** Enter member base or subset based on organizational hierarchy
- **Step Converter:** Tool to allow non-step based activity with a self-entry Step Converter Tool
- **Dates:** Adjust challenge timeline, duration, and deadline for team changes
- **Emails:** Pick select email dates and turn individual emails on or off, including destination arrival emails
- **Rewards:** Designate rewards for top teams and/or individuals*
- **Leaderboards:** Pick from a selection of org hierarchy leaderboard options*
- **Step Caps:** Determine a daily step limit and average steps per day per member, which influences how fast stages are unlocked*

Challenge Themes

- Adventures in Africa (15 destinations)
- Amazing Architecture (20 destinations)
- Appalachian Trail (8 destinations)
- Bridges Around the World (15 destinations)
- European Expedition (9 destinations)
- Food Around the Globe (22 destinations)
- Great American Adventure (9 destinations)
- Great Escapes (25 destinations)
- North American Nomad (19 destinations)
- Pacific Crest Trail (13 destinations)
- Rhythms that Move You (15 destinations)
- Scale the Summits (8 destinations)
- South American Step-Off (23 destinations)
- U.S. National Parks (9 destinations)
- Walk the Wonders (8 destinations)
- World at Play (15 destinations)
- World Tour (45 destinations)*

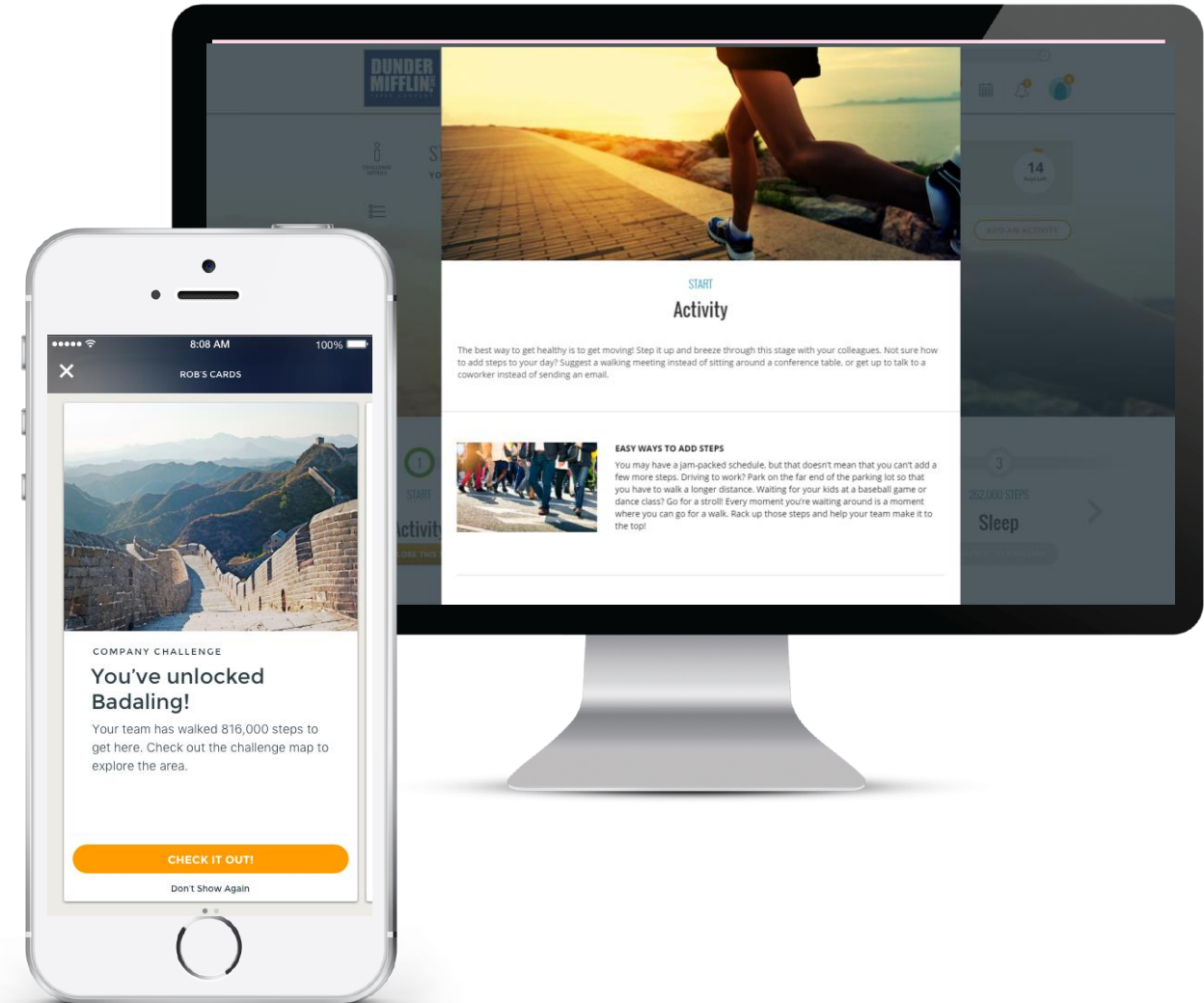
*These features are only configurable if your Virgin Pulse team is setting up the challenge

*World Tour is recommended for a 6-8 week challenge.

Staged Step Challenges

Team-based experience where members unlock five stages as they progress in the challenge, learning about the stage along the way.

Choose from a library of nine themes and run the challenge for your entire population or just a sub-portion of your members.



**These features are only configurable if your Virgin Pulse team is setting up the challenge*

Staged Step Challenges

Configuration Options

- **Team Structure:** Small user-created teams or Org Hierarchy-based teams
- **Rules:** Default content can be adjusted
- **Audience:** Entire member base or subset based on organizational hierarchy
- **Step Converter:** Tool to allow non-step based activity with a self-entry Step Converter Tool
- **Dates:** Adjust challenge timeline, duration, and deadline for team changes
- **Emails:** Pick select email dates and turn individual emails on or off
- **Rewards:** Designate rewards for top teams and/or individuals*
- **Leaderboards:** Pick from a selection of org hierarchy leaderboard options*
- **Step Caps:** Determine a daily step limit and average steps per day per member, which influences how fast stages are unlocked*

Challenge Themes

- Explore Diverse Backgrounds
- Explore the Mediterranean
- Fall Into Fitness*
- Great Wall of China
- Hawaiian Islands
- Step It Up to a Better You
- The Inca Trail
- Washington, D.C.
- Path to Fulfillment
- Relax, Renew, Refresh

**These features are only configurable if your Virgin Pulse team is setting up the challenge*

**Fall Into Fitness is US English only challenge*



Spotlight Challenges

Spotlight Challenges

Motivate your members to try new habits and target less active and engaged members.

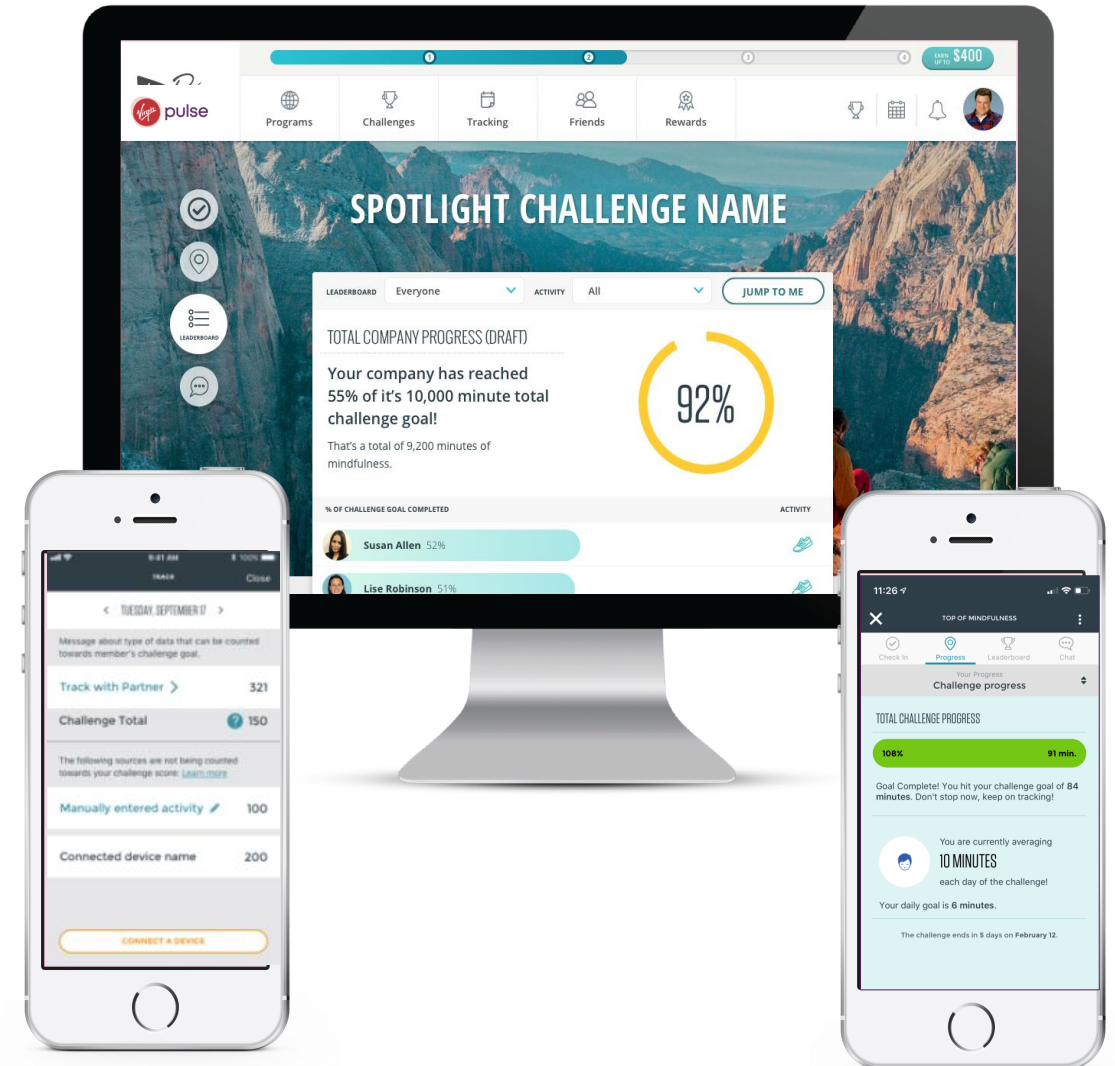
Spotlight challenges take a prescriptive approach that leads to long-term outcomes. This new challenge type goes beyond the traditional step-based challenge to target areas for improvement including stress, sleep, and activity.

Active Minutes: members set a custom goal based on an activity including cycling, swimming, gardening and more, to work towards.

Sleep Spotlight: has the member create custom sleep goals to help achieve a sense of wellbeing and mindfulness.

Mindful Minutes: Encourage members to slow down and be present by setting daily goals for mindful minutes.

Goals are measured in percent completion vs. number of hours.



Spotlight Challenges

The Advantages of Going Beyond Steps



For Clients

- Offer a broader variety challenge types that appeal to more members
- Support and drive themed initiatives and health concerns (mental wellbeing) with Spotlight challenges
- For mental wellbeing have your members sync seamlessly to Whil for validated measurements toward their goal. Non-validated is available as well.



For Your Members

- Kick-start and establish new habits in stress
- Progress is celebrated along the way to reduce competitive pressure and foster a supportive social community
- Personalized goals for members which increases the likelihood of meeting goals and maintaining healthier habits
- Promote meaningful content around the challenge – integrate resources right in the challenge interface which will drive utilization

Spotlight Challenges

Standard Configuration

- **Challenge dates** (start, end, upload, archive)
- **Contest organization:** company, business unit, office, audience, or upload a list
- **Emails:** on/off & scheduling
- **Leaderboards:** company, business unit, office, friends, collective, & winner circle
- Allow manually entered data on/off

Goals

- **Goal type:** daily or weekly
- **Goal limits:** no limits or min/max
- Goal recommendation copy

Rewards

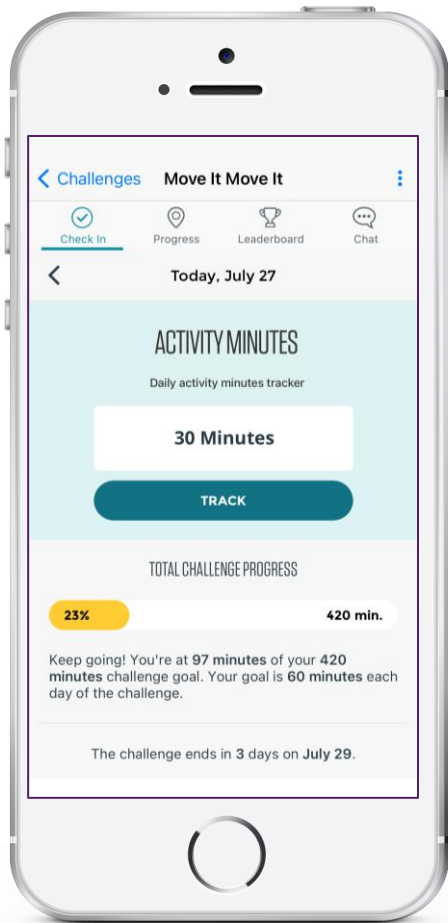
- Join the challenge
- Post a chat comment at least once a week for all weeks of the challenge
- Track at least once a week for all weeks of the challenge

Available Percentage Rewards at teach milestone for Spotlight challenges:

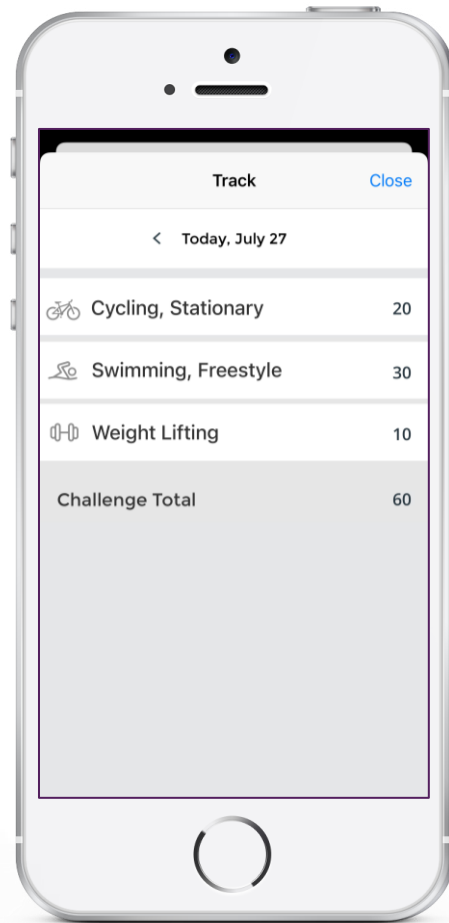
- Reach 10% of your challenge goal
- Reach 25% of your challenge goal
- Reach 50% of your challenge goal
- Reach 75% of your challenge goal
- Reach 100% of your challenge goal + trophy "Crush Your Goal!"
- Reach 110% of your challenge goal

*See the configuration workbook for more details

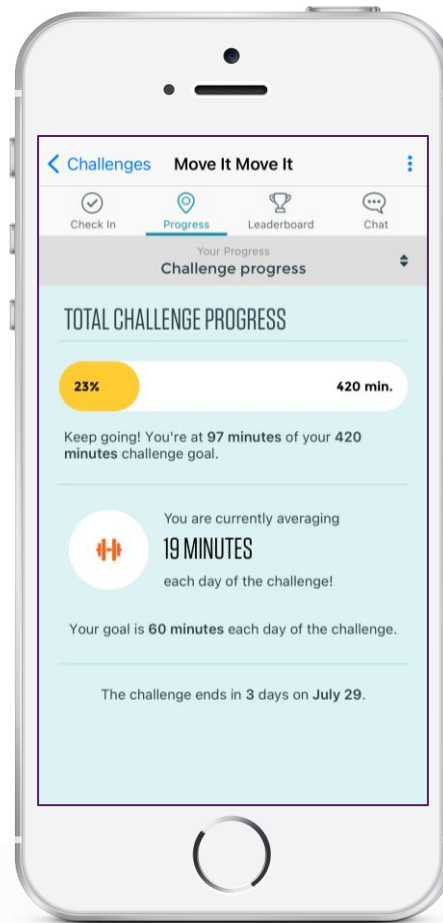
Mobile Experience Example



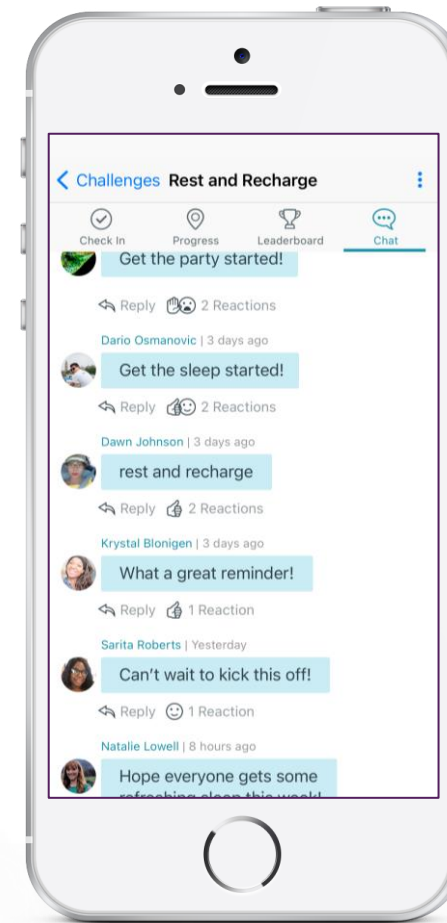
Check In



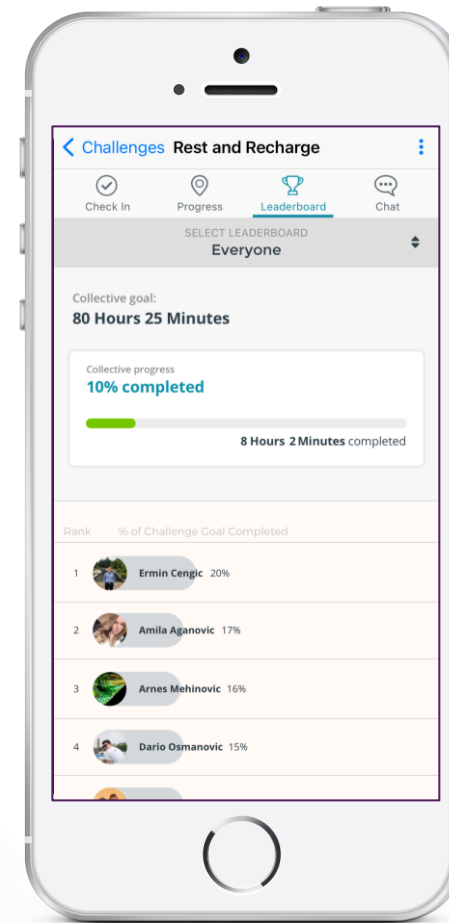
Track Activity Minutes



Track Challenge Progress



Chat with Others in the Challenge



View Leaderboard for the Challenge



Charity Challenges

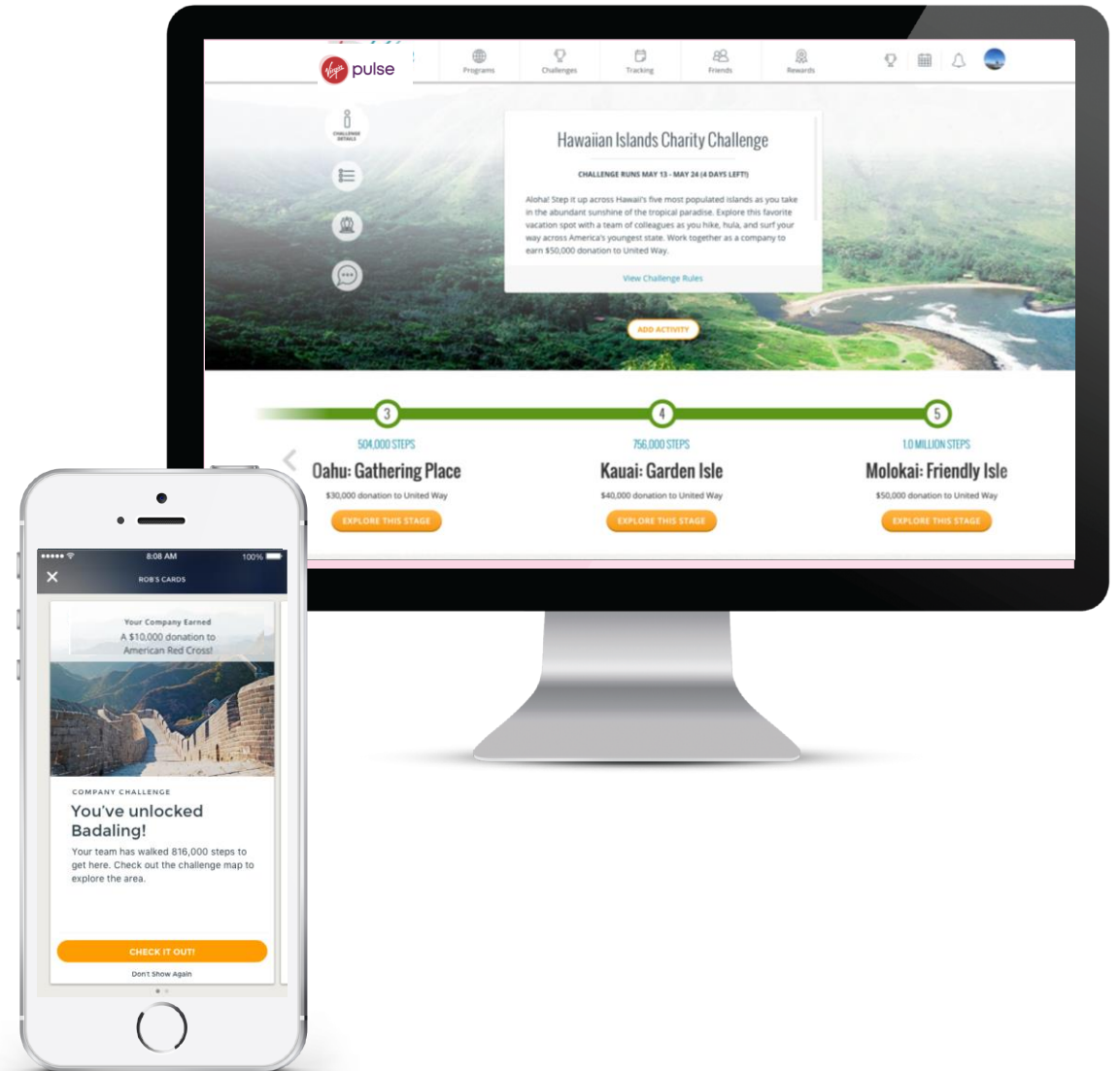
Charity Step Challenges

Leveraging the foundation of the Staged Step Challenge experience, Charity Challenges enhances the interface to highlight any employer sponsored off-platform reward like:

- Donation to a charity
- Extra day off
- Office lunch

Stages are unlocked by the entire participating population and the different milestones at each stage boosts motivation! Rewards at each stage can be cumulative or incremental achievements.

Choose from 7 themes in the Staged Challenge library and run the challenge for your entire population or just a sub-portion of your members.



Charity Step Challenges

Benefits



For You

- Tie wellbeing into your philanthropic efforts
- If there's no budget for individual rewards
- Creates buzz and increases engagement



For Your Members

- Celebrate working toward a common goal as a company
- Not just focused on competition!

Charity Step Challenges

Configuration Options*

- **Team Structure:** Small user-created teams or Org Hierarchy-based teams
- **Rules:** Default content can be adjusted
- **Audience:** Entire member base or subset based on organizational hierarchy
- **Step Converter:** Tool to allow non-step based activity with a self-entry Step Converter Tool
- **Dates:** Adjust challenge timeline, duration, and deadline for team changes
- **Emails:** Pick email dates and turn individual emails on or off
- **Rewards:** Select an off-platform reward to be highlighted during the challenge
- **Leaderboards:** Pick from a selection of org hierarchy leaderboard options
- **Step Caps:** Pick a daily step limit and average steps per day per member, which influences how fast stages are unlocked.

Challenge Themes

- Explore the Mediterranean
- Fall Into Fitness*
- Great Wall of China
- Hawaiian Islands
- Step It Up to a Better You
- The Inca Trail
- Washington, D.C.
- Relax, Renew, Refresh

*Charity Challenges can only be created with the support of your Virgin Pulse Team

*Fall Into Fitness is US English only challenge



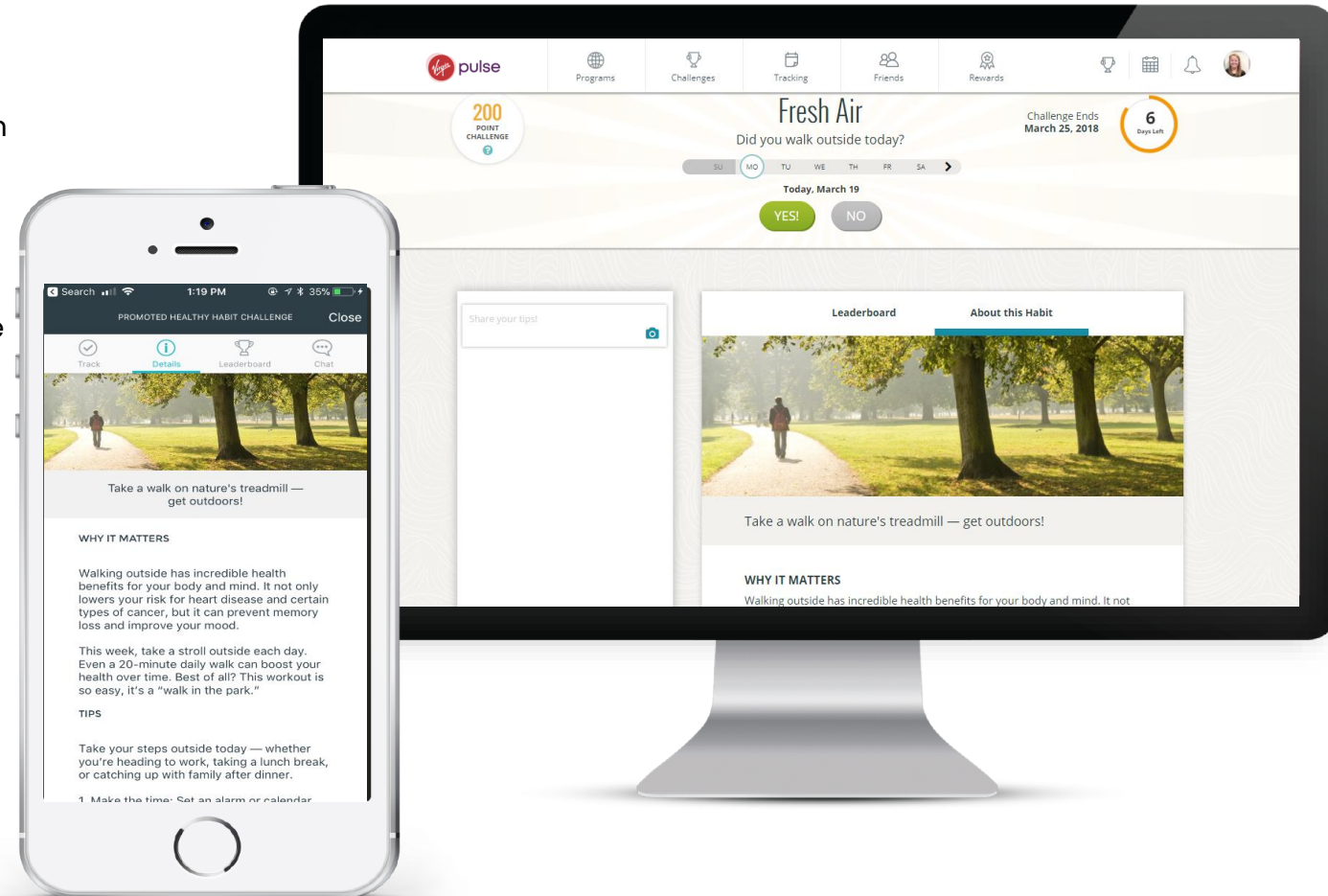
Promoted Healthy Habit Challenges

Promoted Healthy Habits Challenge

Spin up a Promoted Healthy Habit Challenge (PHHC) and focus on a habit that you'd like your members to start saying YES to throughout the challenge – and to sustain afterwards. Leverage Virgin Pulse's habit library or create your own yes/no habit type in the Client Admin Portal for your next PHHC.

Add in "Why it Matters" and "Tips" to help your members achieve success during the challenge.

Virgin Pulse runs monthly Promoted Healthy Habit Challenges to take the work off your plate and encourage your members to drink more water, walk outside, or drive distraction free.



Charity Step Challenges

Benefits



For You

- Focus on a non-step-based habit that is relevant to your organization and wellbeing priorities
- Option to create a custom habit and custom challenge directly in the Admin Portal
- Virgin Pulse-created monthly Promoted Healthy Habit Challenges takes all the work and decisions off your plate



For Your Members

- Focus on one activity over a prolonged period of time to change habits
- Individual competition where members can learn why the habit matters and tips to say “yes” every day during the challenge

Promoted Healthy Habits Challenge

Configurations

- **Challenge Structure:** Individual challenge
- **Habit:** Pick a Yes/No habit from the Virgin Pulse library or create your own in the Client Admin Portal
- **Audience:** Entire member base or subset based on organizational hierarchy
- **Content:** Create your own description, Why It Matters, and optional Tips copy for the challenge
- **Image:** Customize the challenge with your own image or one from the library
- **Dates:** Adjust challenge timeline, duration, and deadline for team changes
- **Target:** Pick how many days members should say “YES” to the habit to win the challenges
- **Emails:** Decide if you want members to receive challenge emails
- **Rewards:** Designate rewards members who achieve the target*

*This feature is configurable if your Virgin Pulse team is setting up the challenge

2022 Promoted Healthy Habits Calendar

Offline assets prior to each Healthy Habit Challenge on the Client Resource Center

Resourcecenter.virginpulse.com/healthy-habit-challenge-materials/

Want to opt out? Go to your Admin Portal

Month	Healthy Habit	Topic
January 11 – 17	MOVE ON THE HOUR Did you get up at least once an hour today?	Getting Active
February 8 – 14	FRUIT IS SWEET Did you eat fruit first when you craved something sweet today?	Eating Healthy
March 8 – 14	WORDSMITH Did you learn a new word today?	Learning New Things
April 12 – 18	LITTER CRUSADER Did you pick up litter you came across today?	Contributing to my Community
May 10 – 16	SWEET TALK Did you think and say positive things to yourself today?	Anxiety & Depression
Jun 14 – 20	EXERCISE BREAK Did you take a break for 5-minutes of exercise today?	Getting Active
July 12 – 18	TIME FOR FRIENDS Did you make time to connect with a friend today?	Building Relationships
August 9 – 15	STRESS LESS IN 10 MINUTES Did you spend 10 minutes today to practice a new stress-reducing technique?	Reducing Stress
September 13 – 19	LOOK UP Did you avoid walking while looking at your phone today?	Being Productive
October 11 – 17	WORLD HOLIDAYS Did you learn about a holiday you're unfamiliar with?	Embracing Diversity
November 8 – 14	ON BUDGET Did you stick to your budget today?	Managing My Finances
December 13 – 19	APPRECIATE OTHERS Did you express gratitude to someone today?	Building Relationships

2022 Promoted Healthy Habits Calendar

Offline assets prior to each Healthy Habit Challenge on the Client Resource Center

Resourcecenter.virginpulse.com/healthy-habit-challenge-materials/

Want to opt out? Go to your Admin Portal

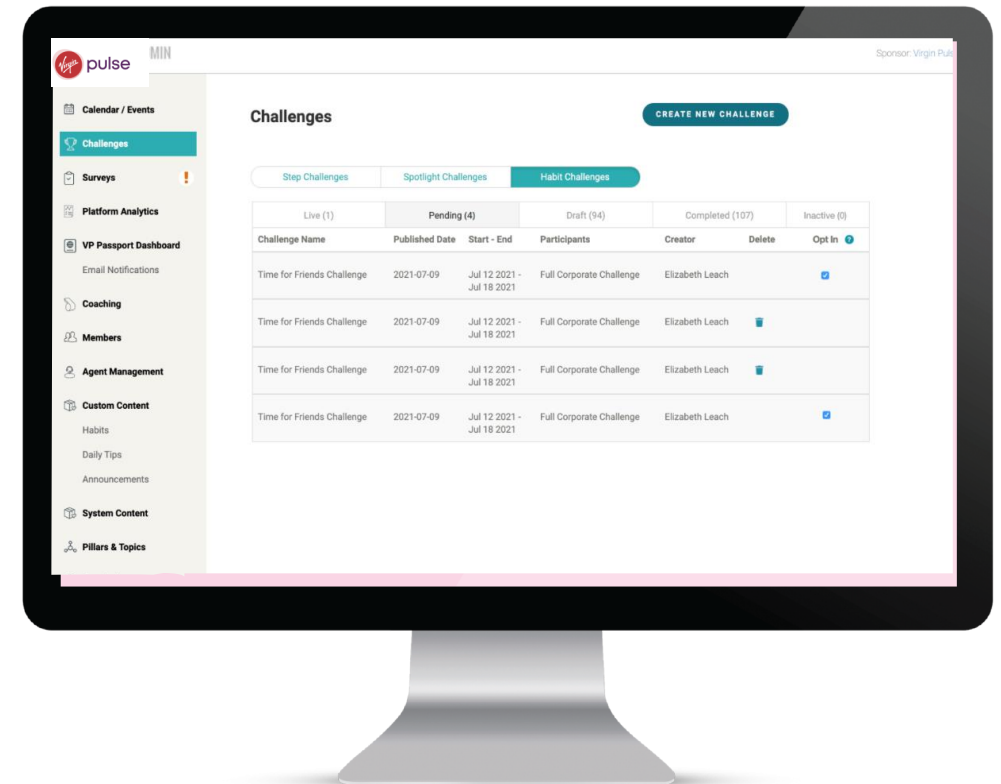
Month	Healthy Habit	Topic
January 10 - 16	LEAN ON ME As you take steps toward a personal goal, did you reach out for help today?	Building Relationships
February 14-20	SEE YOUR LENS (US) / REVISIT THE PAST (GLOBAL) Did you think about how you grew up and how it shaped your thinking?	Embracing Diversity
March 14-20	LOOSEN UP Did you take time to relax your body before bed?	Sleeping Well
April 11 - 17	GO GREEN Did you avoid using disposable plastics today (shopping bags, plastic bottles...)?	Contributing to my Community
May 9 - 15	BE KIND Did you perform an act of kindness today?	Building Relationships
Jun 13 - 19	PROCESS BIAS Did you list one way an unconscious bias impacted your feelings or behaviors today?	Embracing Diversity
July 11 - 17	KEEP IT ROUTINE Did you make your day easier by doing one small routine?	Being Productive
August 8 - 14	WORKOUT TIME Did you schedule time for your workout today?	Getting Active
September 12 - 18	SMART EATING Did you choose the right portions for your body's needs today?	Eating Healthy
October 10 - 16	RELAXATION BREATHING Did you respond to stress by taking 3 deep breaths?	Reducing Stress
November 14 - 20	LISTEN FIRST Did you listen fully to others before responding today?	Building Relationships
December 12 - 18	TRACK SPENDING Did you track your spending today?	Managing My Finances

PHHC Opt-In/Out Admin Capability

Take full control of this process with a streamlined option to opt in or out of a standard monthly PHHC via your Client Admin Portal.

Examples

- ✓ Opting into the Time For Friends PHHC
- ✓ Opting out of the Drinking Water PHHC



Corporate Challenges

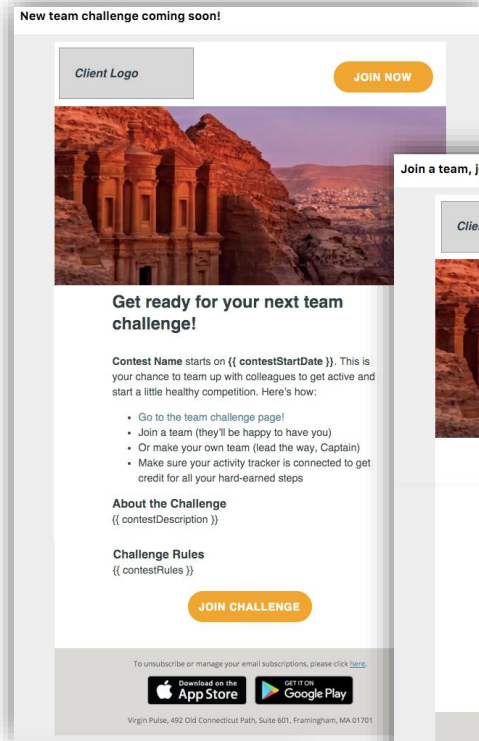
Company Challenge Email List

1. Challenge Invite (10 days before start date)
2. Challenge Join Reminder (3 days before start date)
3. Team Invite (when a member invites another member to join their team)
4. Challenge Kickoff (challenge start date)
5. Destination Challenge – Unlock (any day a team reaches a new destination in a challenge)
6. Challenge Halfway (sent days between start date + end date / 2)
7. Challenge Upload Deadline Reminder (challenge end date)
8. Challenge Winner (contest deadline date + 1 day) *stage and basic challenges only
9. Destination Challenge Winner (challenge deadline date + 1 day) *destination challenges only
10. Destination Challenge Non-Winner (challenge deadline date + 1 day) *destination challenges only

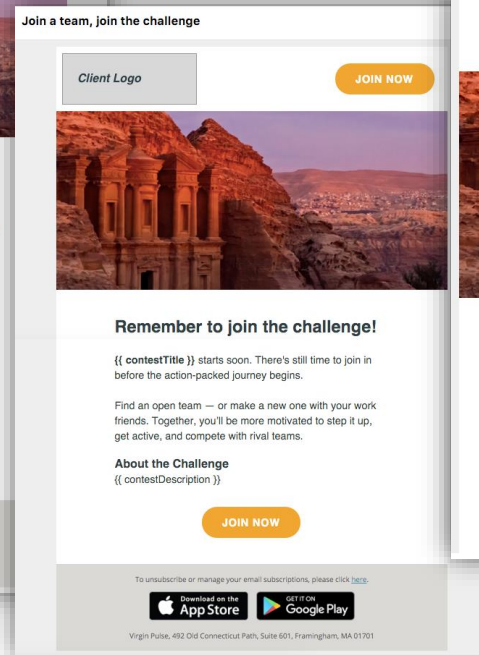
Other: Destination Only

1. Team member has left the team (when a team member leaves the team, the captain (or New captain) will receive an email)
2. Destination Challenge Team Captain Message

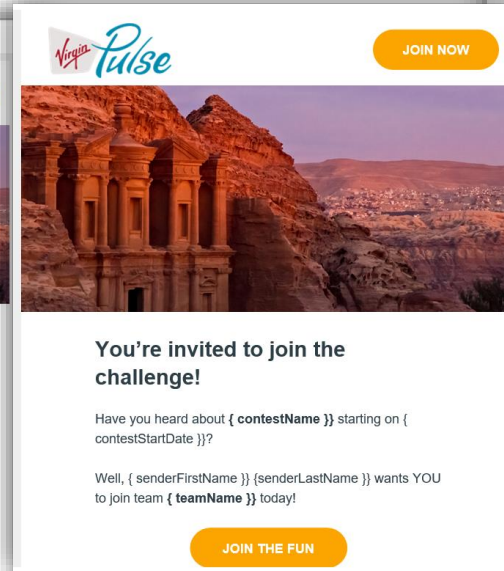
Company Challenge Email Samples



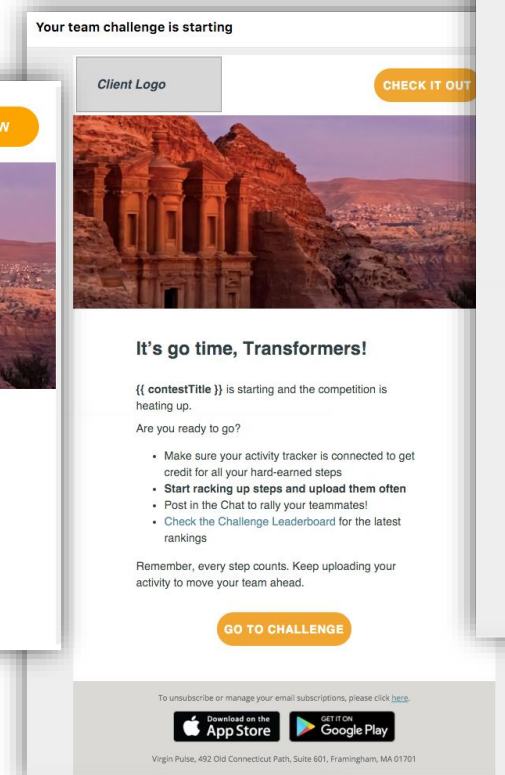
Challenge Invite



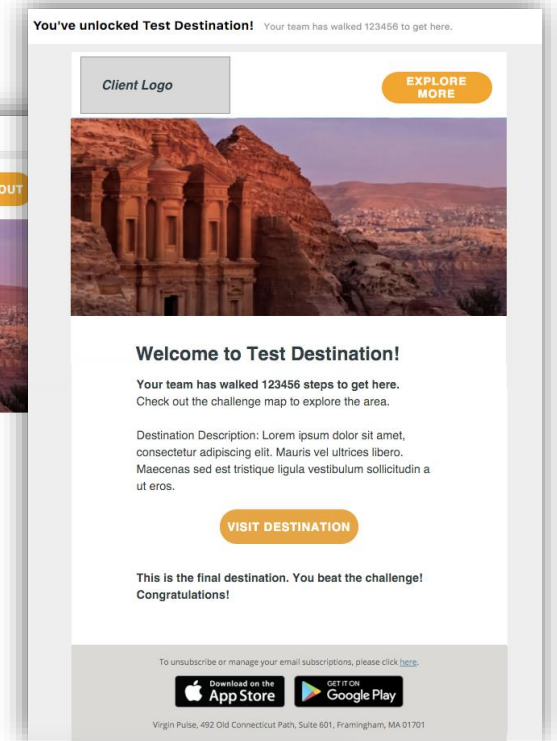
Challenge Join Reminder



Team Invite

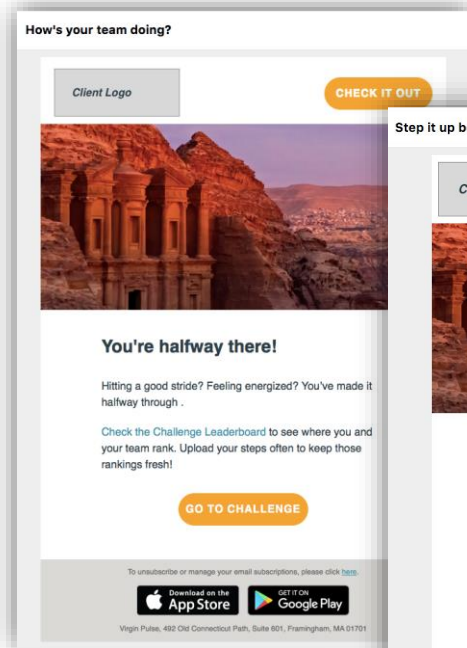


Challenge Kickoff

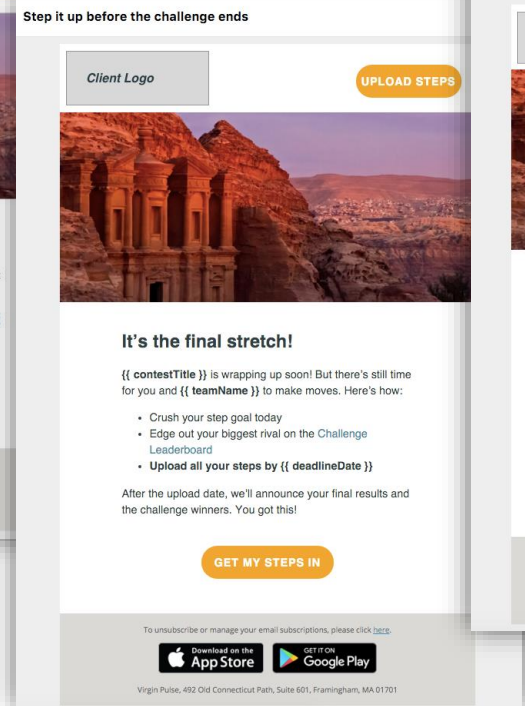


Destination Challenge Unlock Example

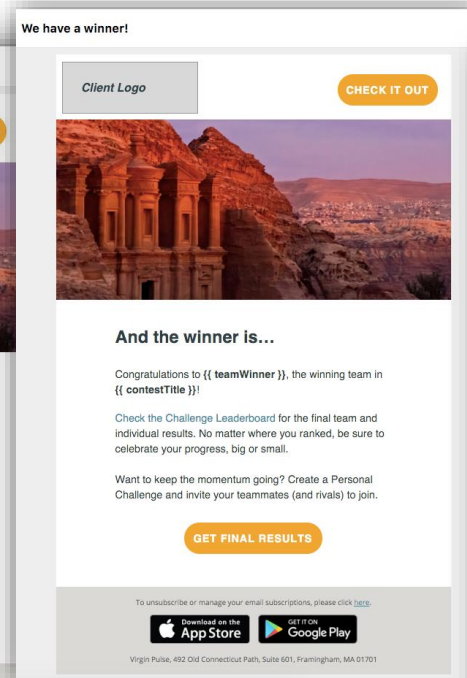
Company Challenge Email Samples



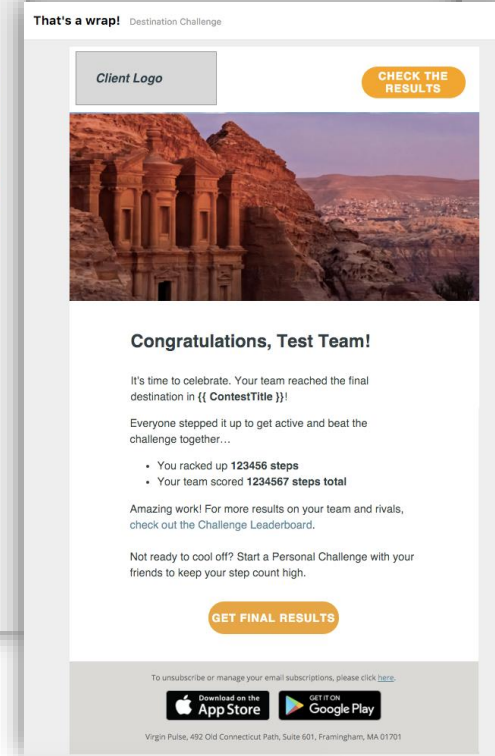
Challenge Halfway



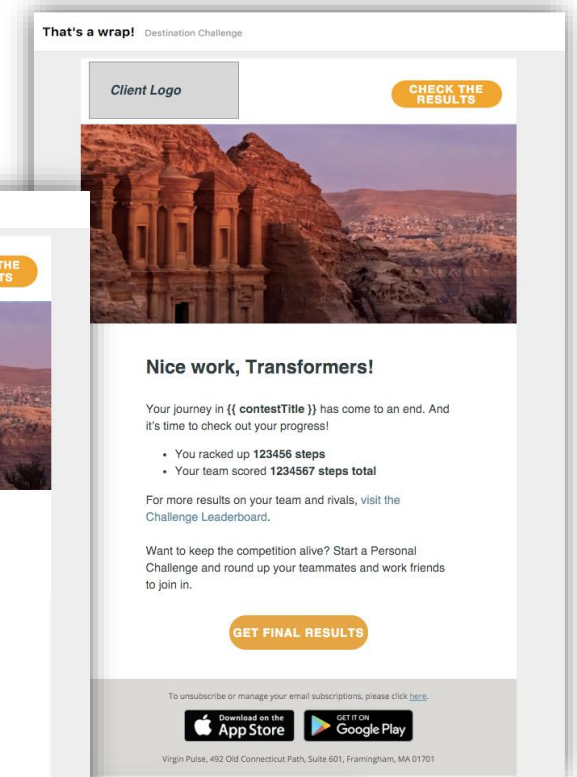
Challenge Upload
Reminder



Challenge Winner
(Stage and basic
only)

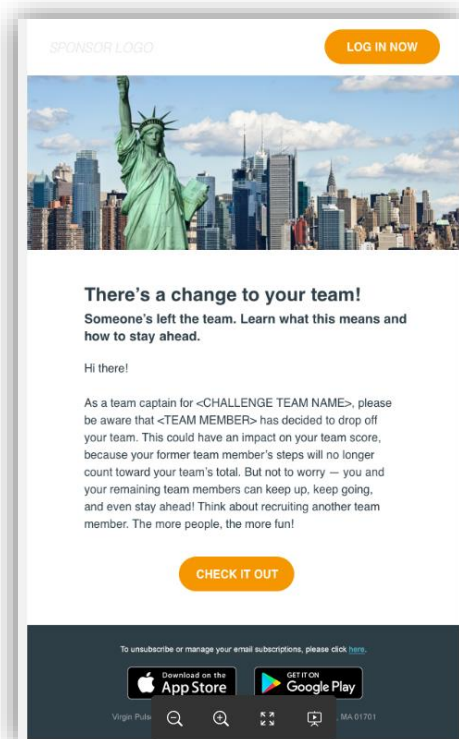


Destination Challenge
Winner (destination only)

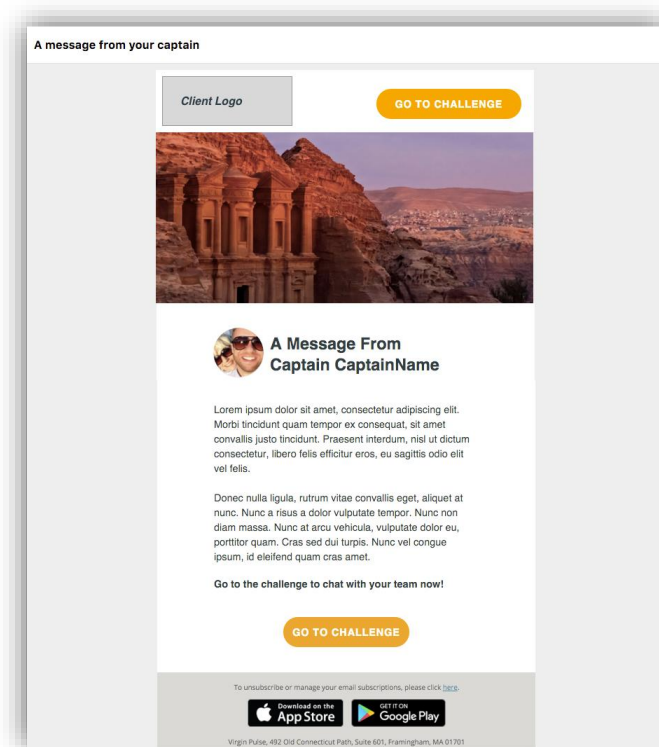


Destination Challenge Non-
Winner (destination only)

Company Challenge Email Samples



Team member has left the team (sent to captain)

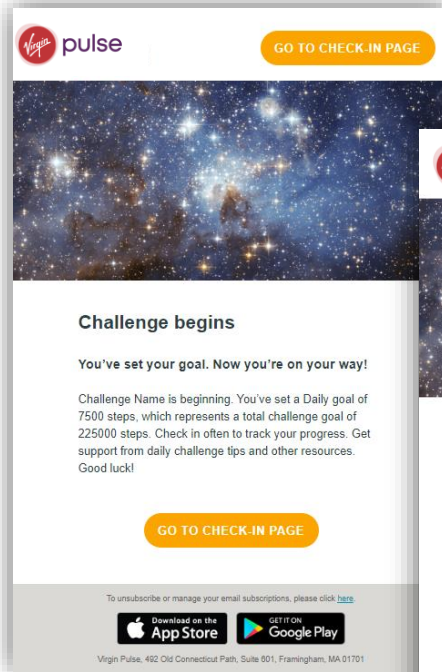


Destination Challenge Team Captain Message

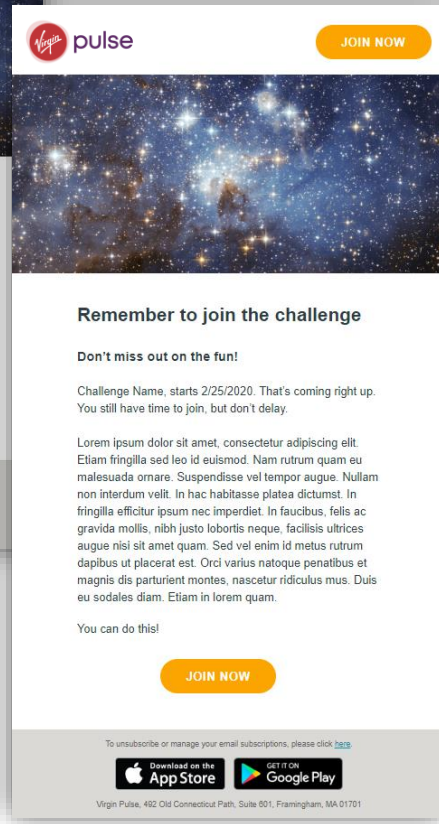
Spotlight Challenge Email List

1. New Challenge Kickoff
2. Join the New Challenge Now
3. Get Ready for a New Challenge
4. Challenge Results (Individual & Collective)
5. 25% Milestone
6. 50% Milestone
7. Challenge at Halfway Mark
8. 75% Milestone
9. 100% Milestone
10. Challenge Ending

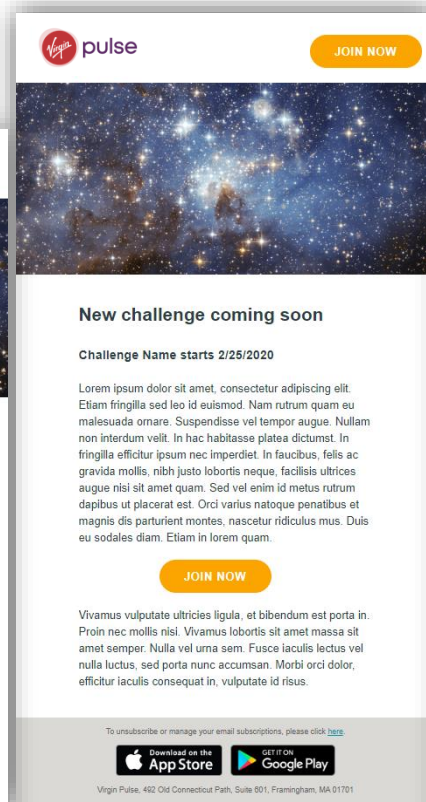
Spotlight Challenge Email List



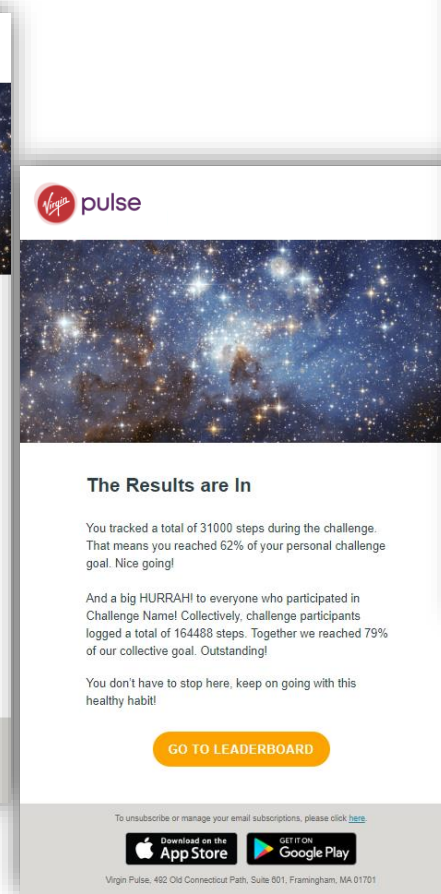
New Challenge Kickoff



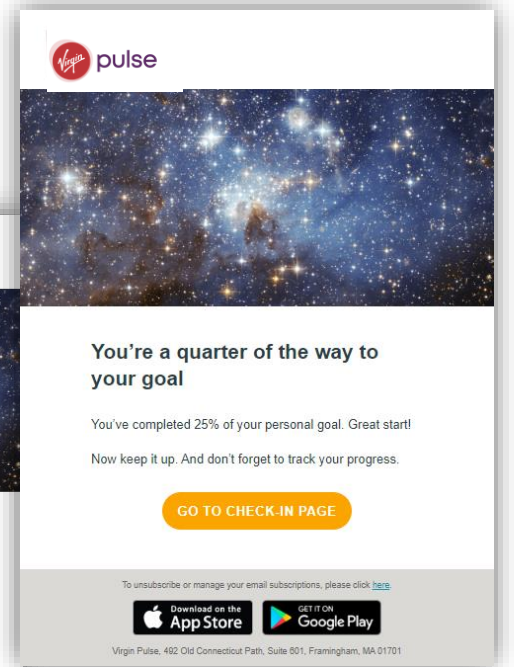
Join the New Challenge



Get Ready for a New Challenge

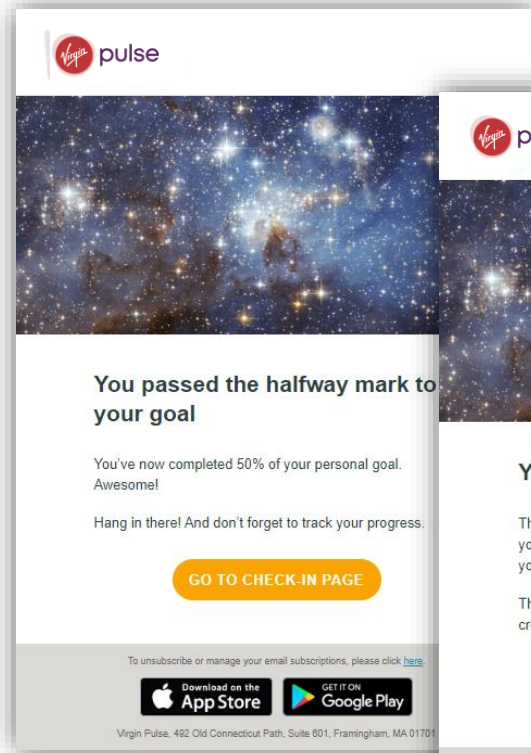


Challenge Results
(Individual & Collective)

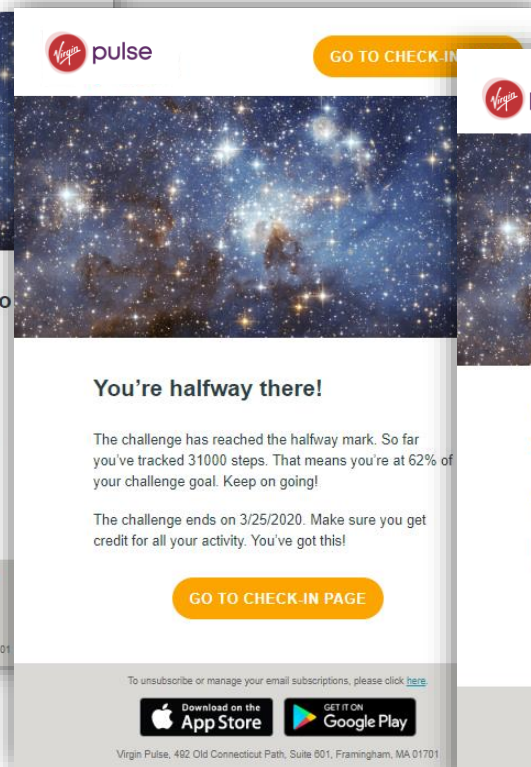


25% Milestone

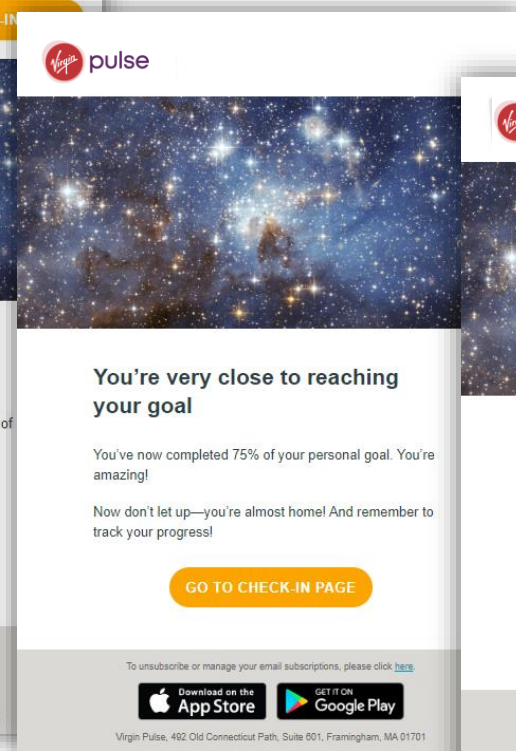
Spotlight Challenge Email List



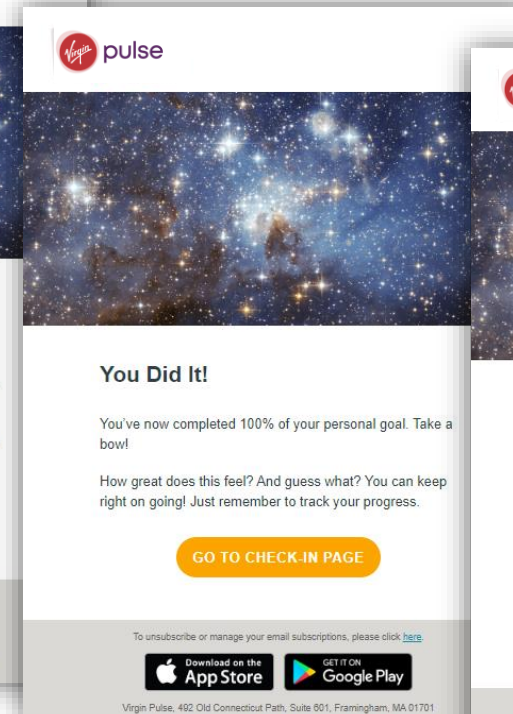
50% Milestone



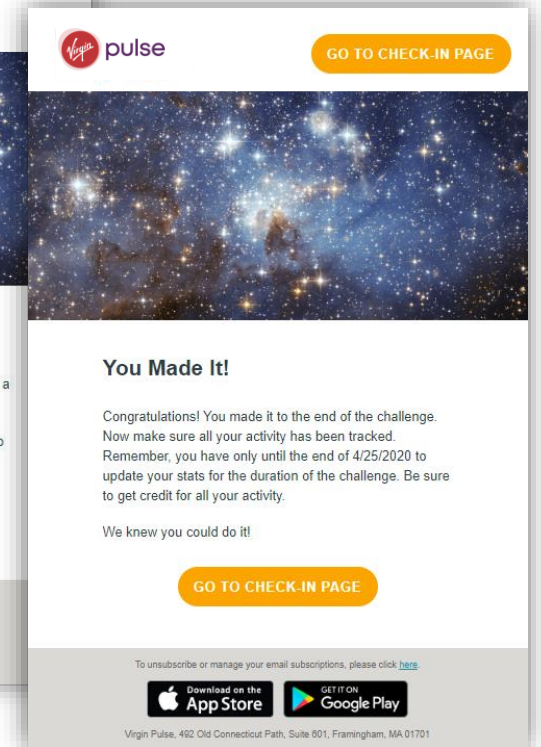
Challenge at Halfway Mark



75% Milestone



100% Milestone



Challenge Ended

Member Marketing

Promoted Healthy Habit Materials

Invite Email

The screenshot shows an email interface with the Virgin Pulse logo in the top left. A "SIGN IN" button is in the top right. Below the header is a photograph of a person walking on a path in a park. The main text reads: "Join the Fresh Air Challenge! Achieve the Fresh Air Healthy Habit for 5 out of the next 7 days. The challenge starts on Mar 19 and runs until end of day on Mar 25. Use the chat feature to share your strategy for achieving the Healthy Habit!" Below this is a "JOIN THE CHALLENGE" button. At the bottom, there is a section titled "Why It Matters" with text about the health benefits of walking outside, and a quote: "This week, take a stroll outside each day. Even a 20-minute daily walk can boost your health over time. Best of all? This workout is so easy, it's a 'walk in the park.'"

Starts Today Email

The screenshot shows an email interface with the Virgin Pulse logo in the top left. A "CHECK THE YES-O-METER" button is in the top right. Below the header is a photograph of a person walking on a path in a park. The main text reads: "The Fresh Air Challenge starts today! Your goal is to achieve the Healthy Habit for 5 out of the next 7 days. Use the chat feature to share your strategy for achieving the Healthy Habit!" Below this is a "CHECK THE YES-O-METER" button.

Ends Today Email

The screenshot shows an email interface with the Virgin Pulse logo in the top left. A "CHECK THE YES-O-METER" button is in the top right. Below the header is a photograph of a person walking on a path in a park. The main text reads: "The Fresh Air Challenge ends today! You have 2 more days to track for the Fresh Air Challenge!" Below this is a "CHECK THE YES-O-METER" button.

Offline Asset

The screenshot shows an offline asset with a photograph of a person walking on a path in a park on the left. On the right, the text reads: "Reducing Stress FRESH AIR CHALLENGE March 19 - 25 Take a walk on nature's treadmill! Get outdoors each day this week to clear your mind!" Below this is a list of instructions: "1. Go to Challenges to join 2. Get fun tips 3. Track to earn 200 points". At the bottom, there is a link: "Looking to join? Go to go.virginpulse.com or the Virgin Pulse mobile app" and icons for the app on the App Store and Google Play. The Virgin Pulse logo is in the bottom right corner.

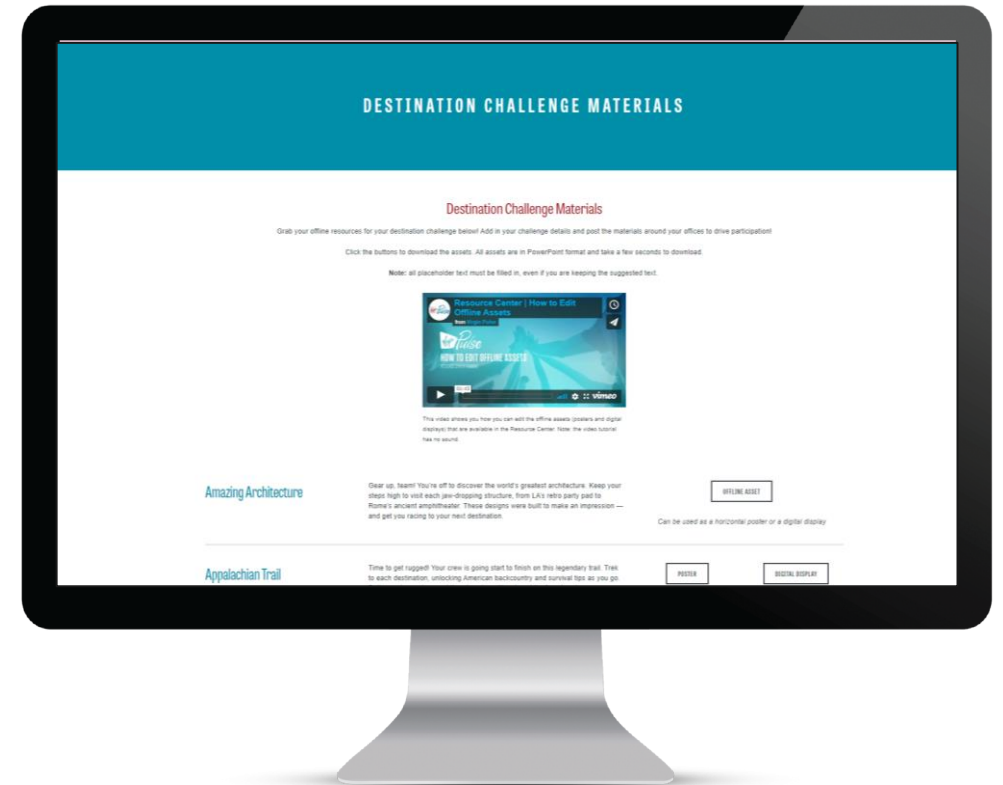
Member Marketing

Client Resource Center

Member Marketing offline assets for challenges can be found in the Client Resource Center to easily view, download, customize, and post around your offices.

Promoted Healthy Habit Challenge Assets are posted by quarter (3 at a time), one month ahead of the start of the quarter.

resourcecenter.virginpulse.com
Password: VirginPulseCRC!





Client Admin Tools

Client Admin Tools

Setting Up Step and Promoted Healthy Habit Challenges



Client Admin Portal

- Quickly and intuitively set up your own Basic, Destination, Staged, and Promoted Healthy Habit Challenges
- Pick your own dates, challenge audience, theme, and content to create a challenge that is relevant to your population

A select number of challenges can also be built with support of your Virgin Pulse team



Client Resource Center

- Step-by-step directions and videos for creating your own challenges in the Client Admin Portal
- Member Marketing offline assets available to download and promote your challenge around your offices

The Client Resource Center can be accessed at <https://resourcecenter.virginpulse.com/>

Client Admin Tools

Reporting

Client Admin Portal

Data is available in the Step Challenge Wizard for any current or past challenge that you've created. Additional reporting viewers can be assigned after the challenge is created. Data includes:

- Enrollment rate
- Total players joined
- Total teams created
- Total steps taken
- And more in the csv export option

Analytics

Aggregate data for step and habit challenges is available in your Analytics tool. Data is available to answer the following questions:

- How many of our members participate in our corporate step challenge?
- How many of our members participate in promoted Healthy Habit challenges?



Appendix

Personal Challenges

Step & Habit Challenges

Members can also step it up between company-wide challenges by creating their own personal challenges and getting their friends in on the action. Members can create three different personal step challenge type:

- 1 Day Throwdown
- Weekend Rumble
- Weekday Step-off

Members who are looking to focus on a new wellbeing area can also challenge their friends to a personal habit challenge.

Personal Habit Challenges last for 7 days and members are encouraged to achieve success for at least 5 days of the challenge.



Custom Challenge Audiences

The What

For Stage, Basic, & Destination Challenges

- Segment a challenge based on an uploaded list of members
- Segment a challenge based on an audience

The Why

Launch a challenge to a specific audience or curated list of members – based on location, health interest, and more – to boost interest and participation.

Examples include:

- Leadership team
- Wellness champion team
- Small group within an office location

Client Admin Challenges

Basic Step Challenges

Basic Step Challenges are a simplified small group experience with teams focused on reaching the top of the leaderboard by racking up their step counts. Choose from a library of 18 themes, or easily create a challenge with your own content

Staged Step Challenges

Staged Step Challenges are a team-based experience where members unlock five stages as they progress in the challenge, learning about the stage along the way. Choose from a library of nine themes

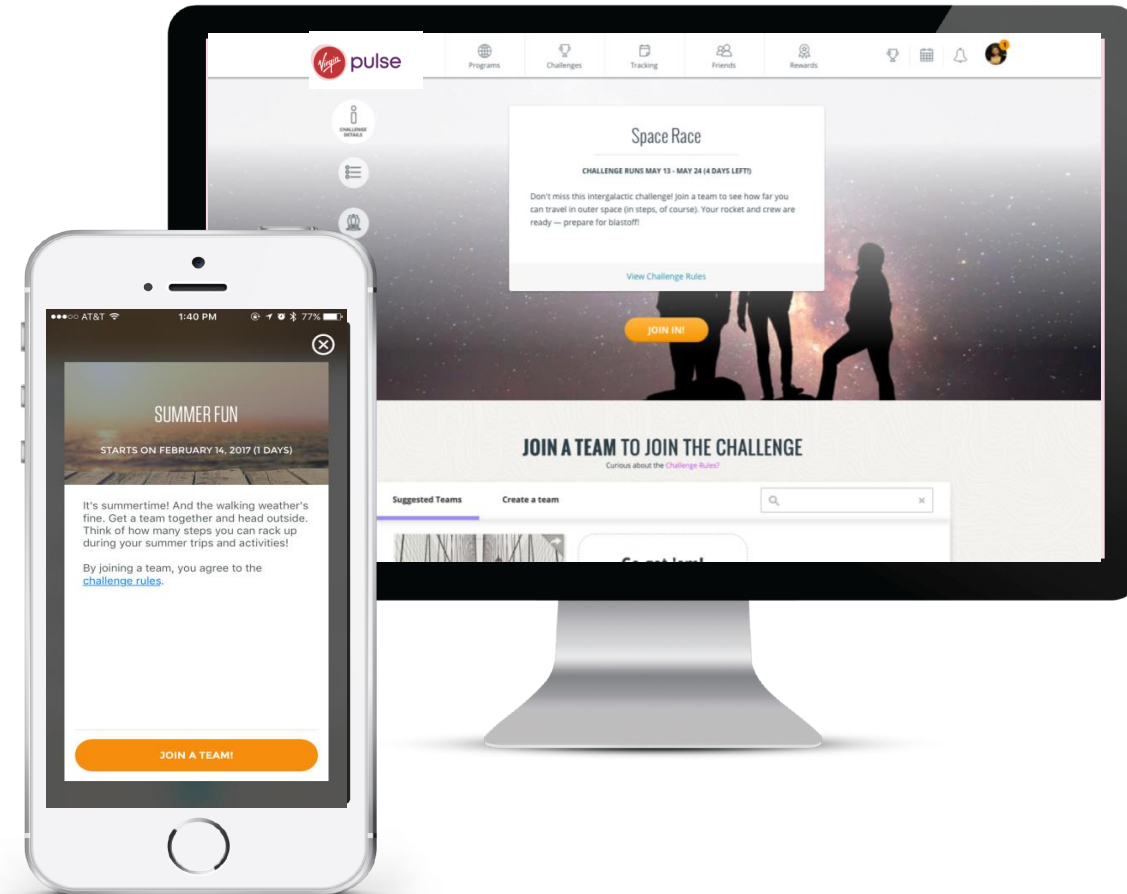
Destination Step Challenges

Destination Step Challenges are an immersive team-based experience where teams travel to new destinations, learning about the location and discovering recipes along the way, virtually exploring the world on an interactive map interface. Choose from a library of 18 themes

Spotlight Challenges

Spotlight Challenges are a powerful engagement tool that gives clients that extra push to change their behavior long-term. With inclusive, goal-driven challenges, spotlight challenges create relevant experiences for each member that allows them to meet their goals their way.

For instructions on how to add these challenges visit resourcecenter.virginpulse.com (password: VirginPulseCRC!)



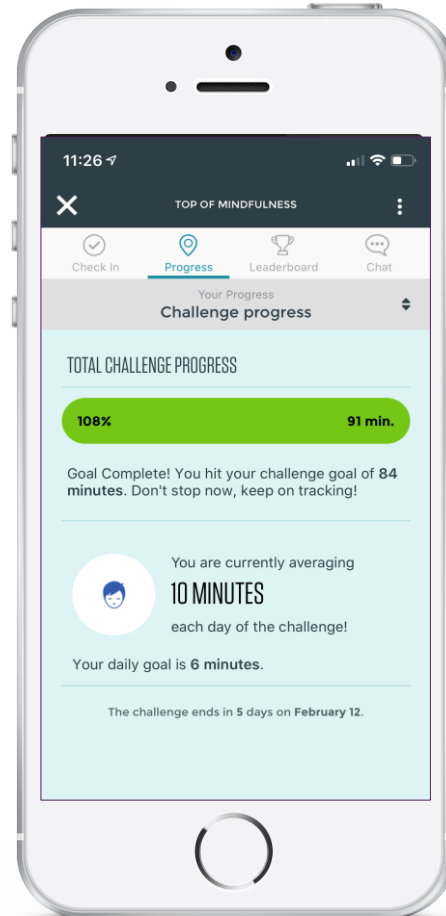
Virgin Pulse Created Challenges

Charity Step Challenges

Leveraging the foundation of the Staged Step Challenge experience, Charity Challenges enhances the interface to highlight any employer sponsored off-platform reward like donation to a charity ,extra day off office lunch.

Spotlight Challenges

Spotlight challenges take a prescriptive approach that leads to long-term outcomes. This new challenge type goes beyond the traditional step-based challenge. Currently Spotlight challenges allows organizations to promote stress (and activity) to target these areas for improvement



Cross-Sponsor Challenges

Clients can boost employee engagement with the Cross Sponsor Challenge. Members can now compete in challenges against other organizations using the Virgin Pulse platform, engaging more members and providing more opportunities for fun and friendly competition!

Family & Friend Challenges

This new feature allows members to be on the same team as their friends and family, competing against other teams from the same company, enhancing the sense of community and support