

GLOBAL PARTNER 

Physical Fitness

Aaptiv is the #1 Audio and Video fitness app in the App Store. VP+ helps you launch a fitness benefit featuring on-demand workout and wellness classes across a broad set of categories to support everybody and every goal, all in one secure app.

Personalized and connected experience

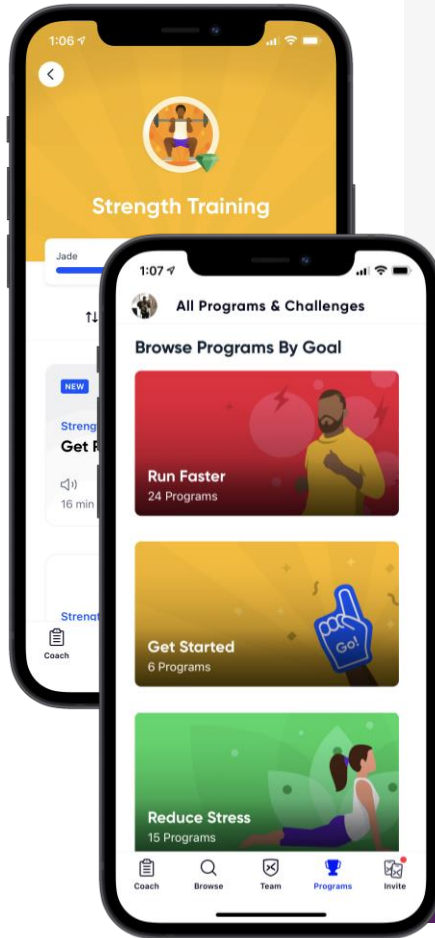
Aaptiv helps members develop long-term lifestyle changes through audio and video content. Programming is scientifically effective and personalized to each user's fitness level and interests. Virgin Pulse and Aaptiv deliver convenient, social and fun workouts with empathetic trainers and uplifting music. Members can workout anywhere, anytime.

Rewarding wellness ecosystem

Designed for every individual's lifestyle, every preference and every schedule, Aaptiv offers a full spectrum of classes including sleep, meditation, stretching, deep breathing, walking, running, strength training and various equipment-based exercises. By completing classes, members can earn points on the Virgin Pulse platform to motivate daily engagement and help individuals take control of their health.

Seamless Implementation

Complete suite of marketing tools for frictionless deployment and smooth onboarding experience. Drive and sustain engagement with dedicated company challenges, community feed, and webinars. Monthly data reporting is available to help track user engagement.



2x

Members spend twice as much time engaging in self-care—including meditation and exercise—when using Aaptiv

30%

Increase in monthly workouts per user within 12 months

6K+

Workouts available in more than 15 categories, 30 new audio- and video-guided classes added weekly

Want to learn more? Watch our [Aaptiv demo](#).