

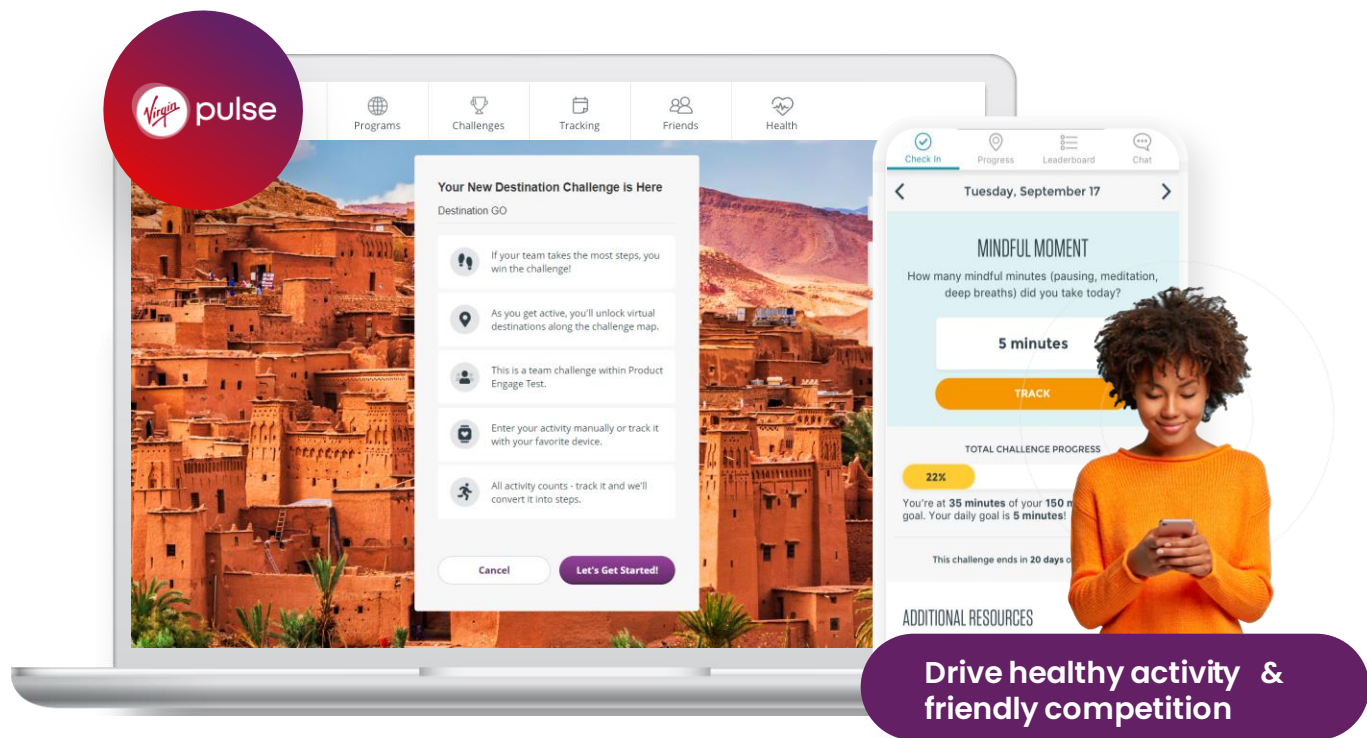
# Challenge & Inspire Better Health

## Build healthy habits with fun and social wellbeing challenges

Boost motivation and keep employees engaged using impactful and holistic team-based challenges with topics that range from mental health to sustainability.



# Virgin Pulse's Challenges immerse employees in an experience where individuals or teams can join each other in a virtual competition to become healthier.



## Types of Challenges

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

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

**Basic Challenges:** Team-based step competition deployed to drive healthy action and friendly competition

**Charity Challenges:** Take your virtual challenges to the next level. Charity challenges let members turn steps into charitable donations

**Spotlight Challenges:** Challenge framework that goes beyond traditional step challenges and allows members to strive toward personal goals in other areas of well-being such as mindfulness, sleep, and physical activity

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

**Promoted Healthy Habit Challenges:** Calendar of monthly healthy habit challenges across wellbeing areas administered & promoted by Virgin Pulse

**Cross Sponsor Challenges:** Team-based challenges that allow teams from different companies to compete against each other (step-based only)

**Family Challenges:** Friends and family of the employee can be on the same team, competing against other teams at the employee's company (step-based only)