

Who is Virgin Pulse?

Introduction phrases

- Meet Virgin Pulse, our new, best-of-the-best global wellbeing program.
- We're excited to announce that we've teamed up with Virgin Pulse to offer a new wellbeing program that will help us make healthy choices, be well together, and live better every day.
- We are proud to partner with Virgin Pulse to make living better every day a priority.
- With Virgin Pulse, you will be empowered to make long-lasting behavior changes for more energy, focus and drive.

Virgin Pulse descriptions

- Virgin Pulse will help you make small, everyday changes to your wellbeing that are focused on the areas you want to improve the most. When you stick with it, you'll build healthy habits, have fun with coworkers and experience the lifelong rewards of better health and wellbeing.
- Virgin Pulse empowers people to lead happier and healthier lives by engaging them in personal, rewarding ways throughout their health and wellbeing journeys.
- Virgin Pulse reaches over 10.3 million people¹ across 190 countries and territories by helping Fortune 500, national health plans, and many other organizations change lives – and businesses – for good.
- Virgin Pulse's best-in-class wellness programs help members create positive lifestyle changes through healthy habits. In fact, 73% of members stated they developed positive daily habits².
- Virgin Pulse was founded over 15 years ago as a part of Sir Richard Branson's Virgin Group. Their mission – changing lives for good – was born from the Virgin Group's mission: changing business for good. Today, Virgin Pulse is the world's largest comprehensive digital health activation and engagement company, helping people build and sustain healthy habits and behaviors.

What makes the Virgin Pulse experience so effective?

Easy to set up; simple to use. In just minutes, you can set up your account, choose your preferences, and start exploring health topics that interest you, like how to improve your sleep, boost your nutrition or add more movement to your day.

Take it with you wherever you go. With the top-rated Virgin Pulse app, you'll have 24/7 access on your phone or device. No more being tied to the desktop (but it's always available too!).

Track automatically. Get credit for the healthy activities you're already doing. Sync your wellbeing app or device to automatically track physical activity, sleep, and more.

Personalize your experience. We all have unique wellness goals. With Virgin Pulse, you focus on what is important to *you* in your life *now*.

Build community. We all do better when someone is rooting for us. Connect with friends, family, and coworkers to give and receive encouragement and support.

Earn rewards. You can earn up to [\$xxx] in rewards for participating.

Sources:

¹ Book of business across Engage and Ignite platforms as of September 2022.

² VP 2021 Engage Clients Member Satisfaction Survey, Number of respondents: 42,635.