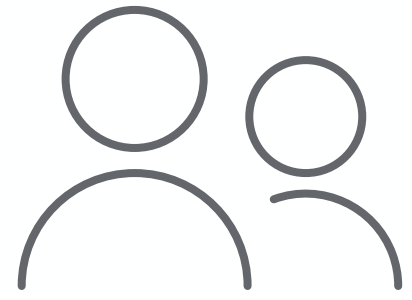


Key Vehicles for Sustained Engagement & Behavior Change



High-Touch Live Support

Accountability and trusted support for those who need it, including:

Health Engagement Guides
(included for free)

Telephonic Health Coaching
(optional – ours or yours)

Onsite Health Coaching
(optional – ours or yours)



2,750 Daily Cards

Present robust, easy-to-digest micro-learning content proven to improve wellbeing literacy and inspire new patterns of behavior. Leverage cards as a vehicle to promote your programs, benefits, events, and more!



400+ Healthy Habits

Trackers and personal challenges designed to reinforce healthy habits, with AI-driven recommendations of new habits to try based on the successful results of similar participants



46+ Digital Journeys

Digital coaching journeys covering lifestyle topics and health conditions, including: Nutrition, physical activity, sleep, stress financial wellbeing, diabetes tobacco, pregnancy and more!



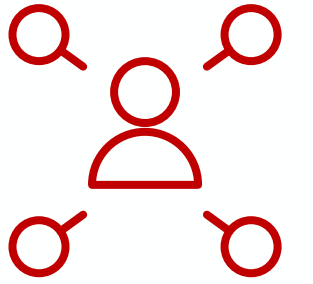
80+ Group Challenges

Improve collaboration and create positive social connection with engaging group challenge themes. Or work with us to create a custom challenge, or quickly and easily create your own!



Surveys & Validated Learning

Create and administer custom surveys and quizzes to assess awareness, validate learning or gain valuable feedback.



Integrated Partners & Benefits

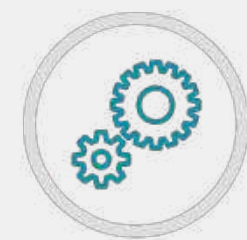
Integrate or promote your existing vendor partners, benefits and point solutions as another point of engagement. Or leverage one of our certified and pre-integrated partners!

Evidence-based Platform Content Spans 38 Health & Wellbeing Topics

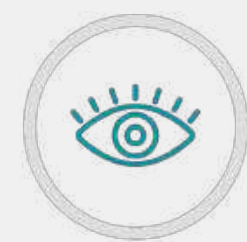
Deep Personalization Fuels Engagement and Successful Behavior Change



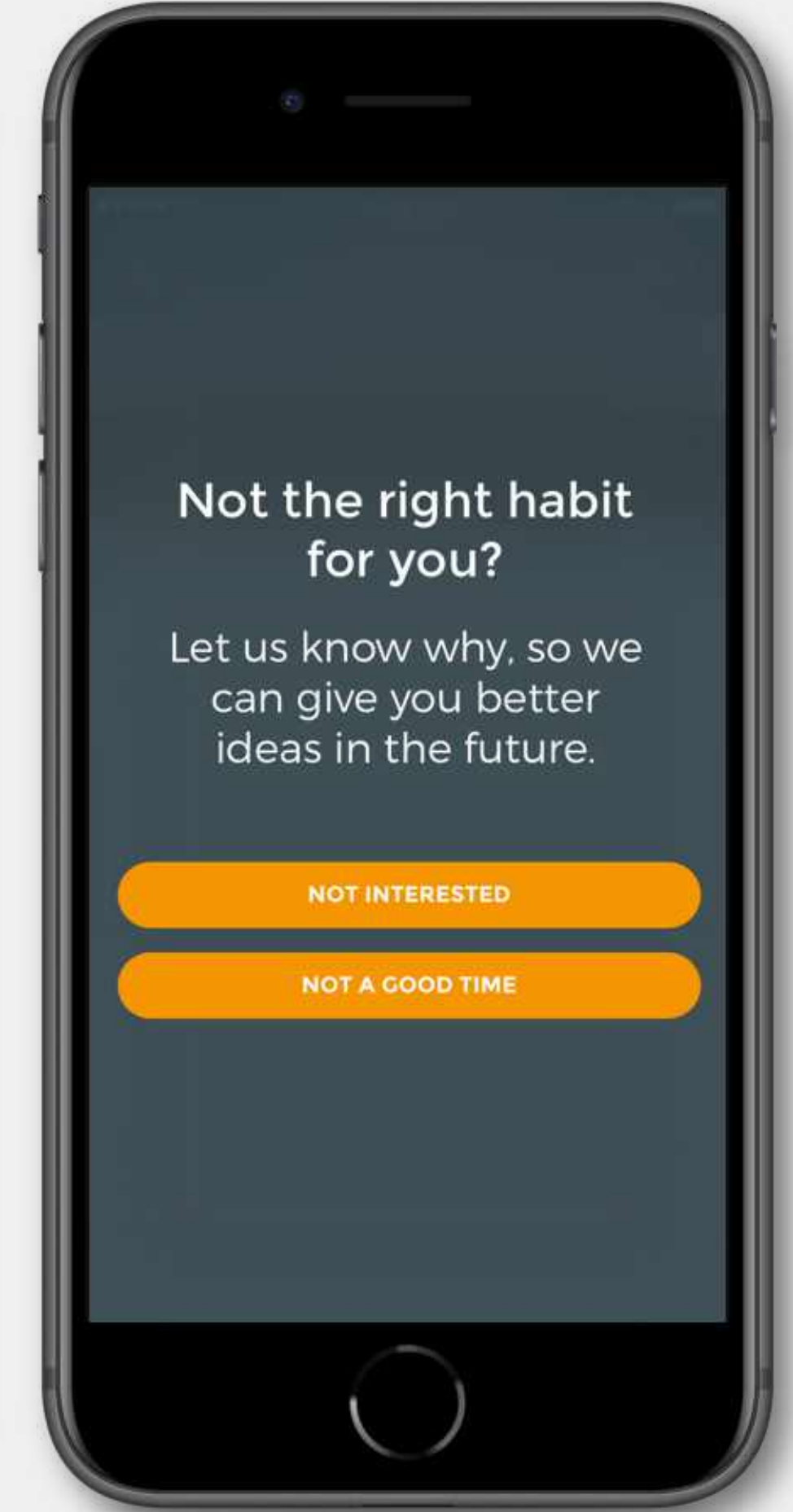
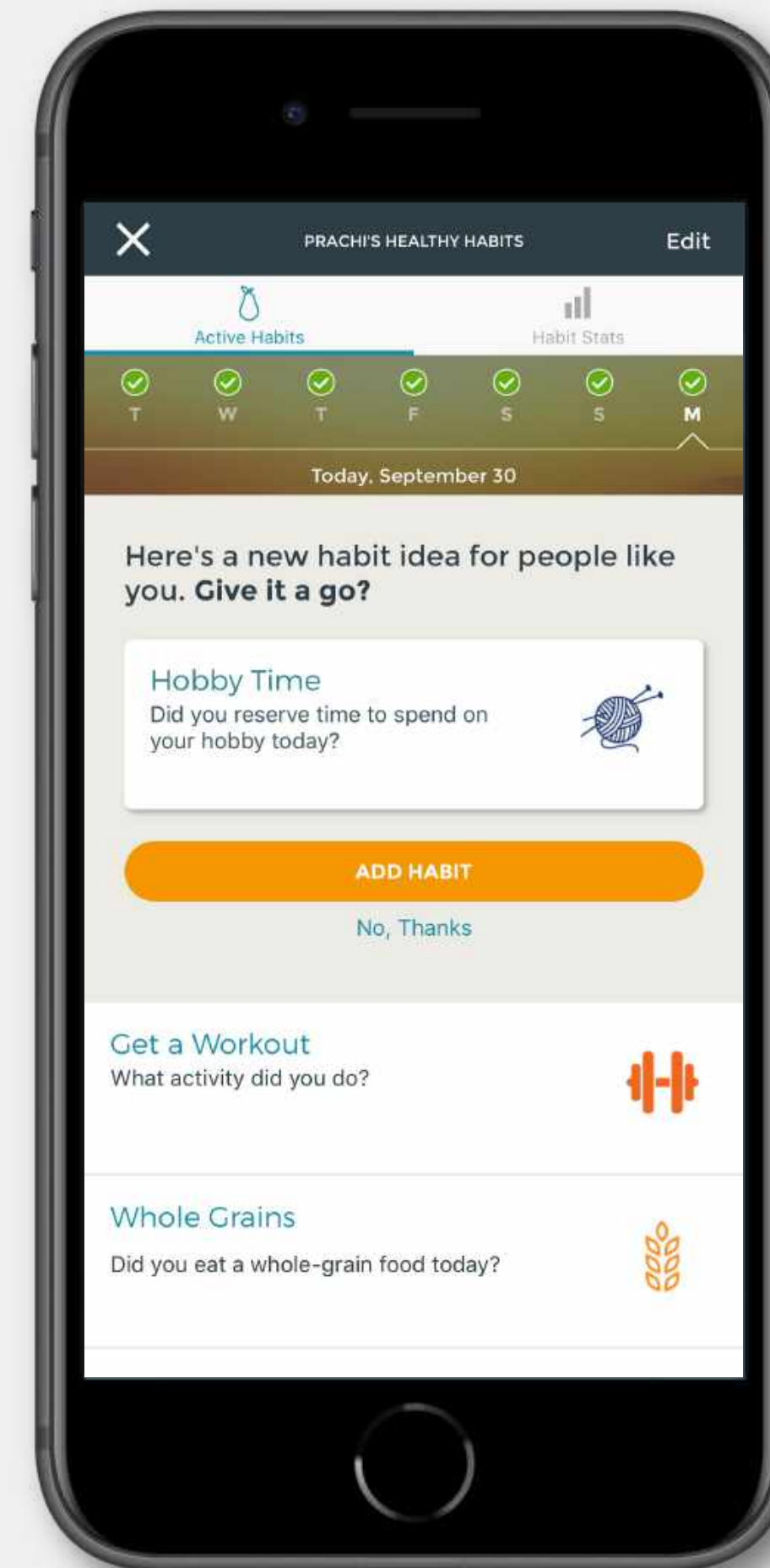
More Engaging - Dynamic and personalized recommendations mean a greater likelihood of a member adopting and engaging in the new healthy habit.



Deeply Personalized - Each employee's unique combination of interests and tracked habits results in unique recommendations.



Continuously Learning - Our machine learning algorithm is constantly evolving as it learns more information about your employee's interests and preferences. This means it is continuously optimizing its recommendations to ensure greater adoption and sustained engagement.



Now lets look at each of the key vehicles for behavior change...

Live Health Engagement Guides

Guides provide a human connection via a concierge style conversation, offering personalized guidance aligned to their individual interests and goals to help educate, motivate and engage members as they get started (or unstuck) - and **94% of members would recommend it!**

- ✓ Collaborate with the participant to identify their motivations and interests, discuss program opportunities, and encourage them to maintain or improve their health by engaging in one of the many opportunities provided to them within the platform or employer benefits ecosystem.
- ✓ On demand, telephonic, one-to-one support from highly trained health educators
- ✓ Review health assessment & biometric screening results, answer member health questions, understand their gaps in care or recommended preventive care, and activate health or condition-specific improvement programs and resources.
- ✓ Empowering members to make healthy changes in their lives by raising awareness of their health status and available health and wellbeing activities and programs.
- ✓ Providing expert guidance and data-driven program recommendations specific to the individual.
- ✓ Addressing general program or platform questions while informing the member of the programs, incentives and/or rewards available to them.

Guides raise health awareness and connect members to the right program, increasing engagement:

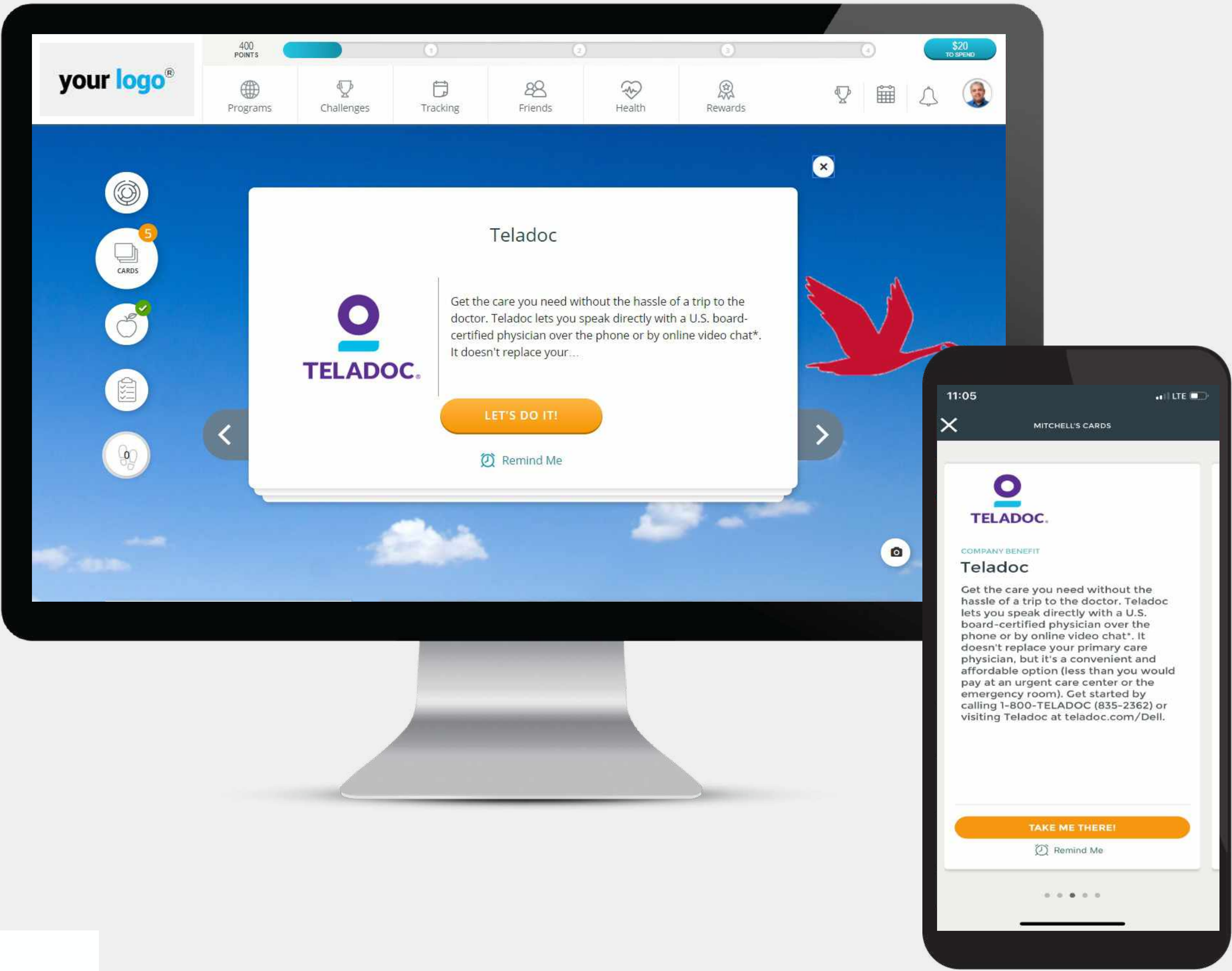
3x

Higher Initial Engagement

5x

Higher 6-month Engagement

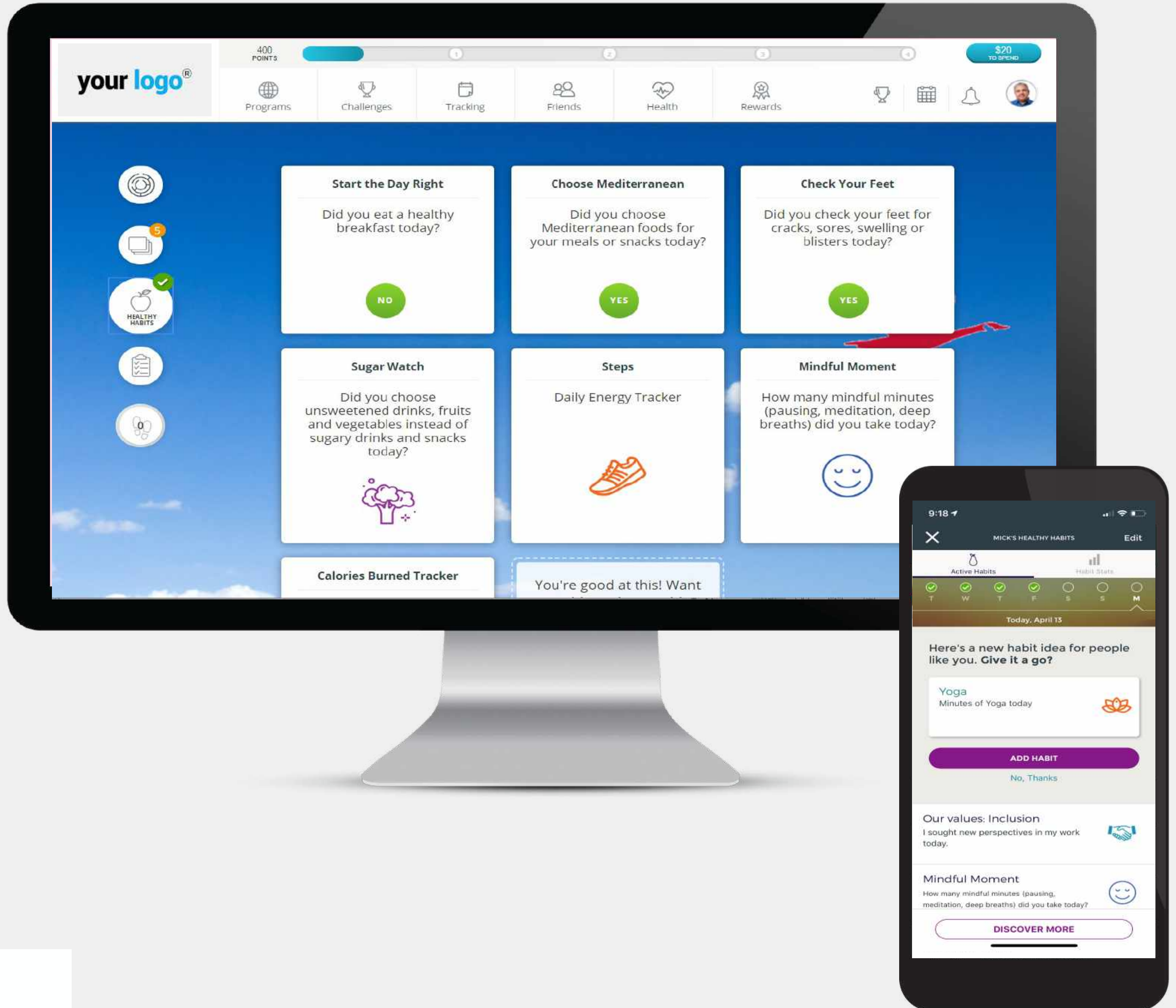




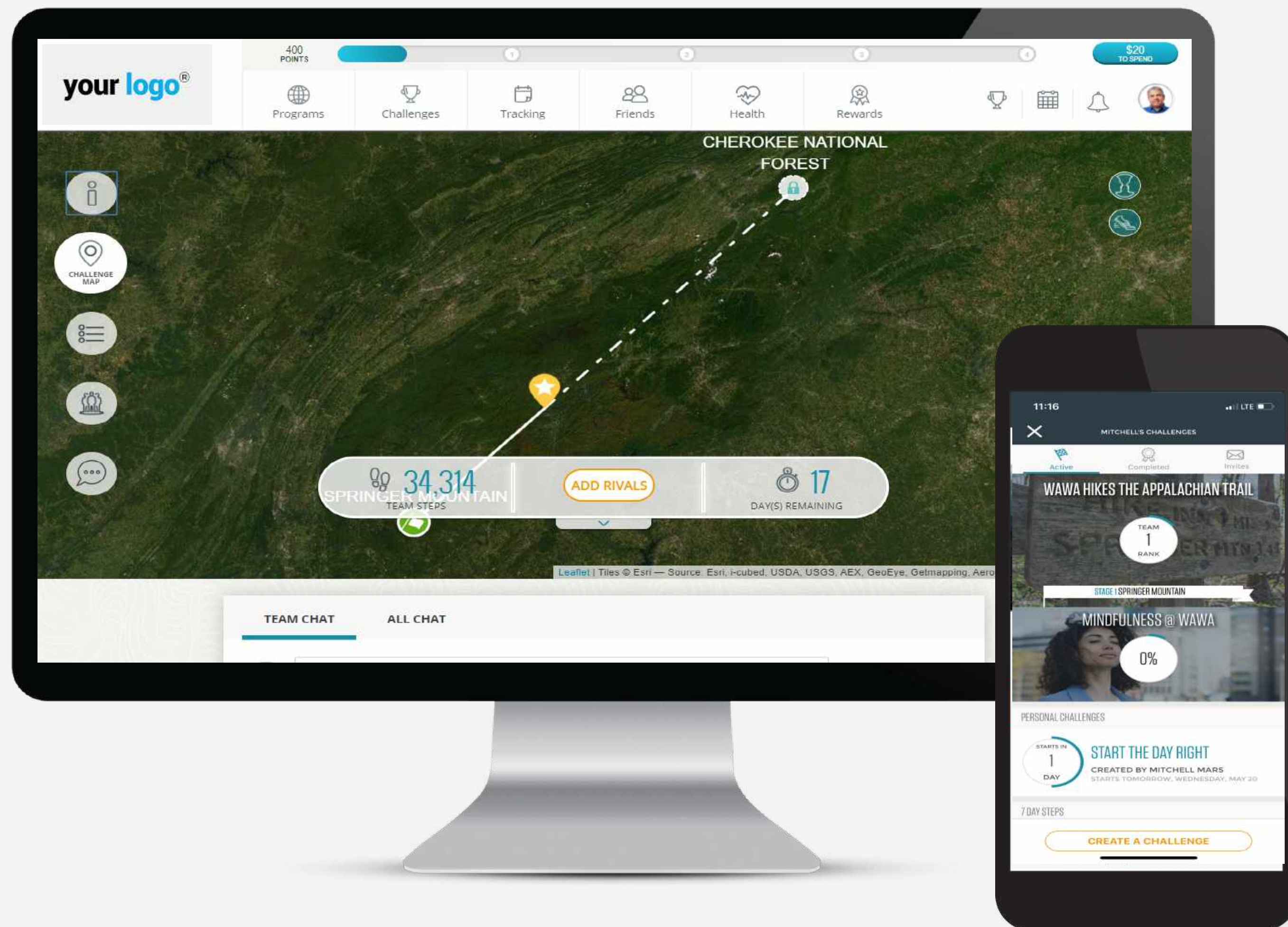
Virgin Pulse Daily Cards

- Allow members to explore and discover new personalized wellness tips and receive rewards for learning every day.
- The “daily” nature of the cards drives small daily wins that lead to big results and long-term behavior change. Members are rewarded for consistent engagement over time.
- Cards can change “on the fly,” as the platform obtains biometric/HRA/claims data and learns what is important to the member – making it increasingly meaningful for each member.
- Ability to configure which employees see cards based on location, sector, job function, health status, interests, and more! Hundreds of automatically generated cards spanning all 38 areas of wellbeing & health conditions, plus clients may publish custom cards promoting wellness tips, upcoming events & relevant company programs, like Teladoc, as seen here.

Intelligent Habit Tracker Recommendations driven by AI



- Artificial intelligence fuels a truly personalized experience and recommends habits that a member is likely to engage with and adopt.
- Make it easier for members to discover and build new habits with 400+ healthy habit trackers available, and the ability to easily custom create your own!
- These trackers may be used on a personal level to encourage adoption of new habits, or you may invite friends and turn it into a group challenge!
- Drives greater engagement in program
- Leverages one of the largest data sets in the industry



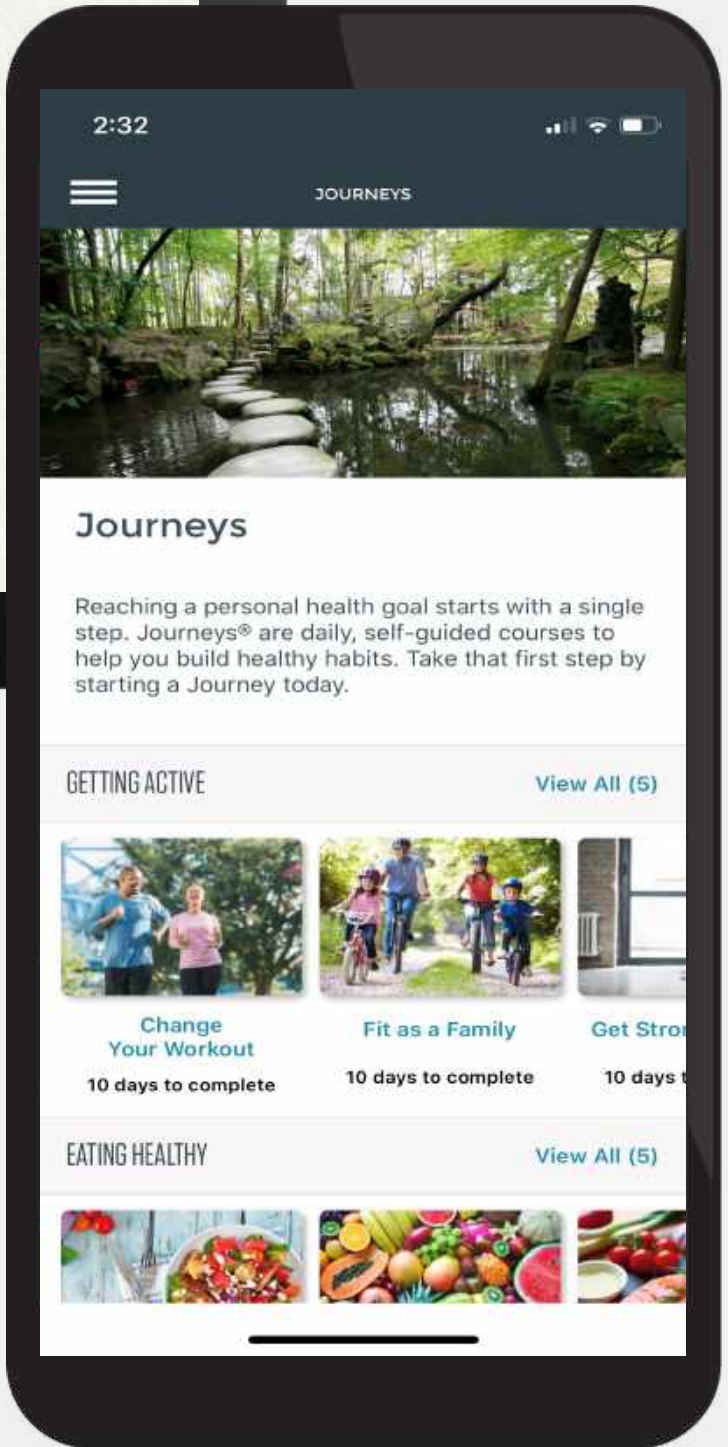
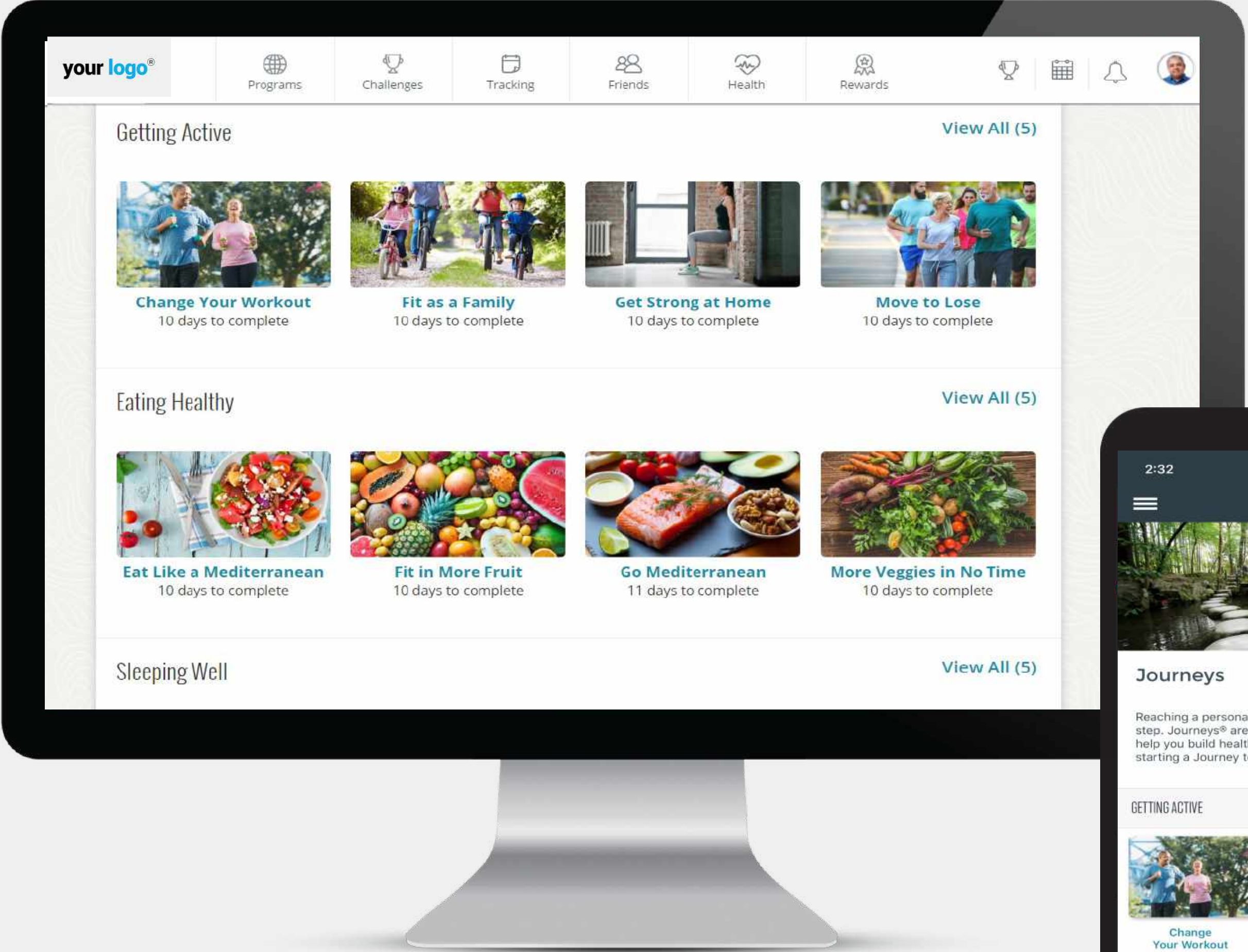
Challenges

We offer a diverse library of company, group, and personal challenges to ensure friendly competition and increase engagement amongst one another, all of which are accessible via desktop or mobile app. Custom challenges are also available via your Client Success Team!

- Basic steps-based challenges
- “Destination” challenges (as shown here) where teams or individuals are racing to a destination
- Staged challenges, where participants unlock new content along the way as they reach a new stage
- Spotlight challenges reaching beyond activity (mindfulness, sleep, etc)
- Promoted healthy habit challenges spanning all 38 health and wellbeing categories
- Individual challenges

Virgin Pulse Journeys®

Staged online coaching & behavior change system to build new, healthier habits, one small step at a time

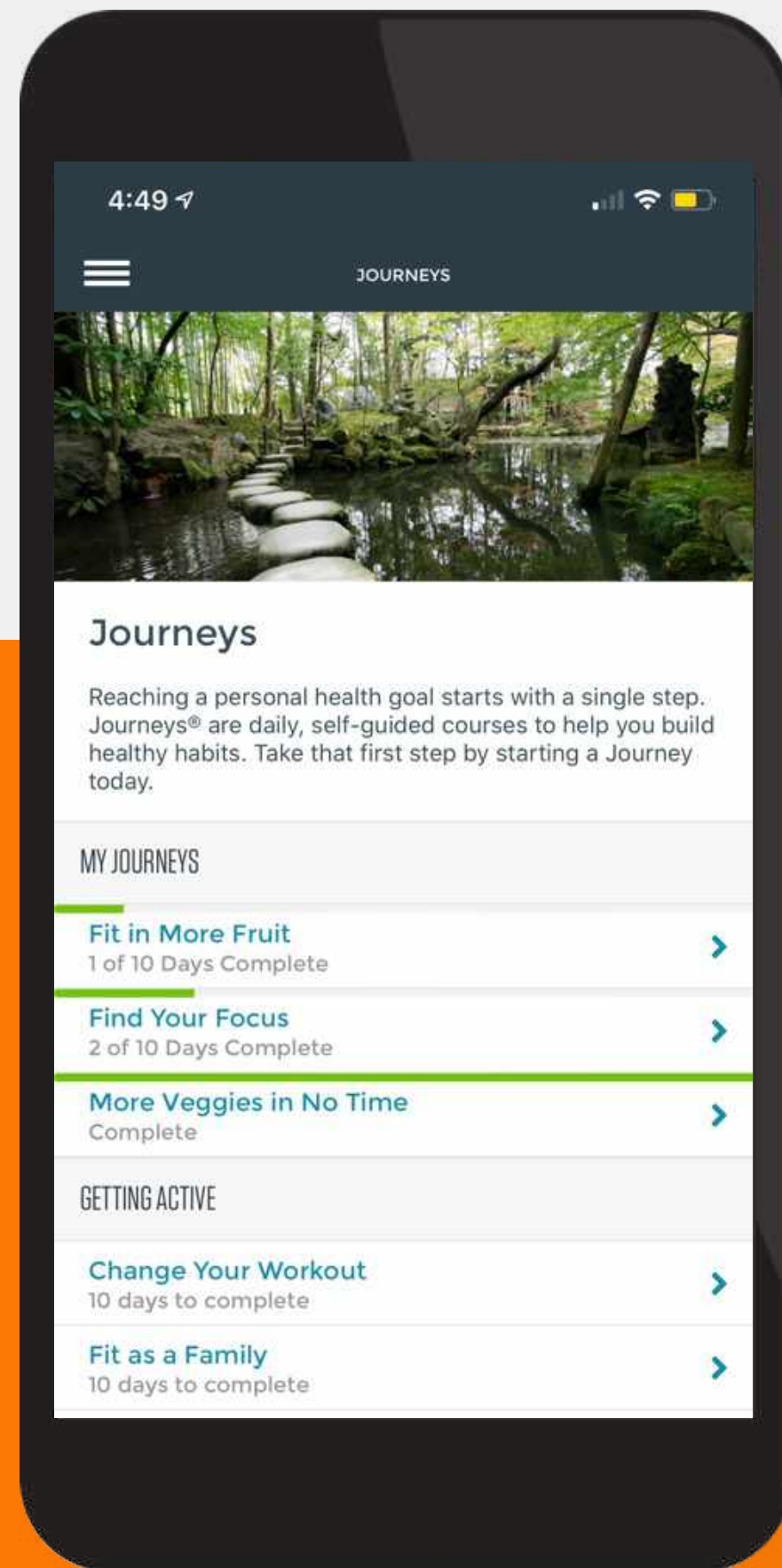


Multi-week, guided courses that help employees successfully form and adopt new healthy habits.

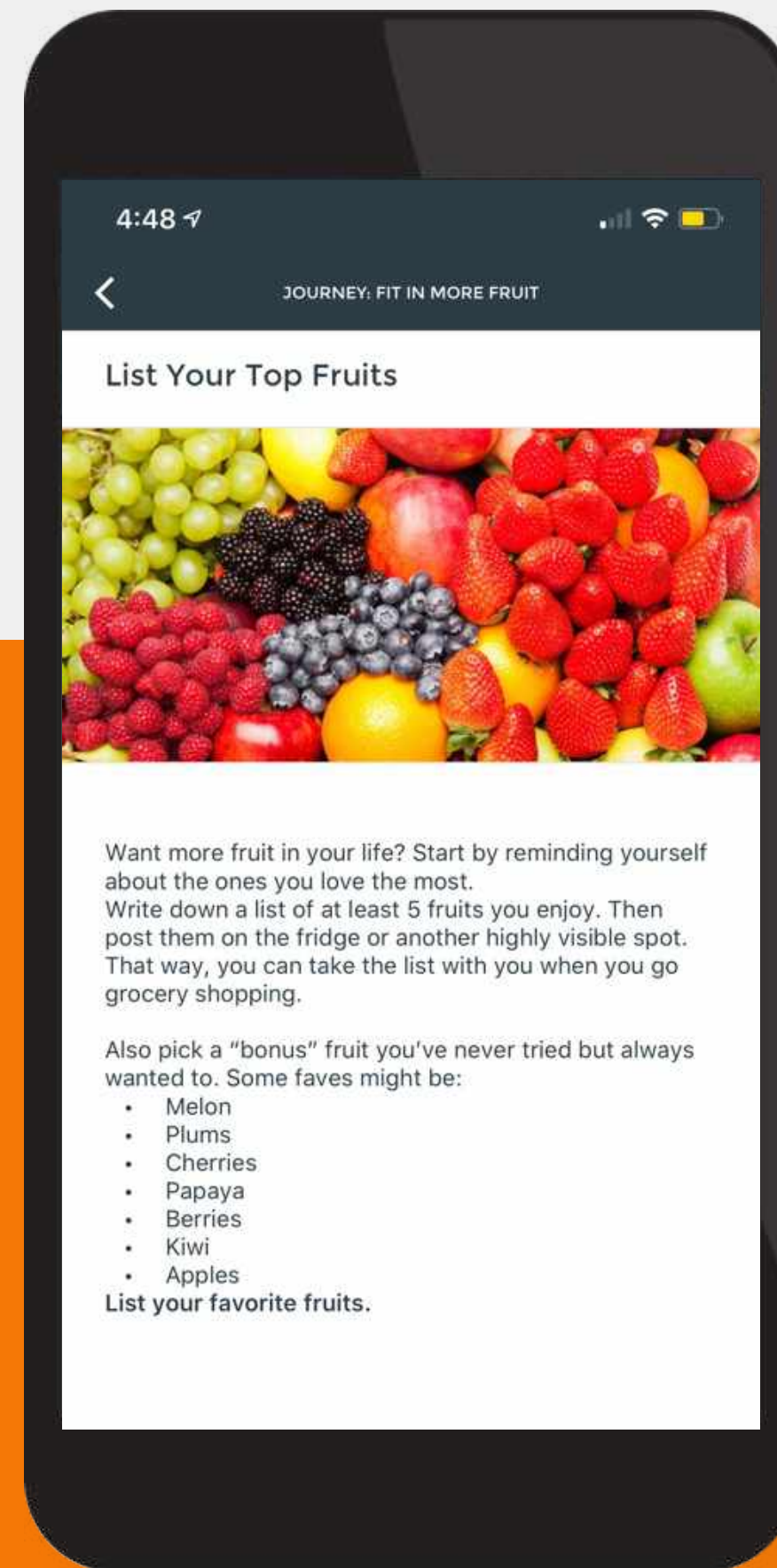
- ✓ Globally available in 21 languages
- ✓ Fully integrated and seamless experience
- ✓ Choice of 38 different topics and health conditions including reducing stress, managing diabetes, pregnancy, embracing diversity, alcohol use & tobacco free, and back pain, to name a few
- ✓ Thoughtfully paced with daily actions and literacy to ensure sustained engagement (unable to complete in just one day)
- ✓ Available to all, though appropriate journeys will be promoted where relevant by our recommendations engine via daily cards, our centralized benefits page, and our Health Engagement Guides.
- ✓ Core to the Virgin Pulse offering (not a buy up)

“Here’s what works: simplifying key behaviors into small steps, creating a supportive context and triggering behaviors at the right moment.”

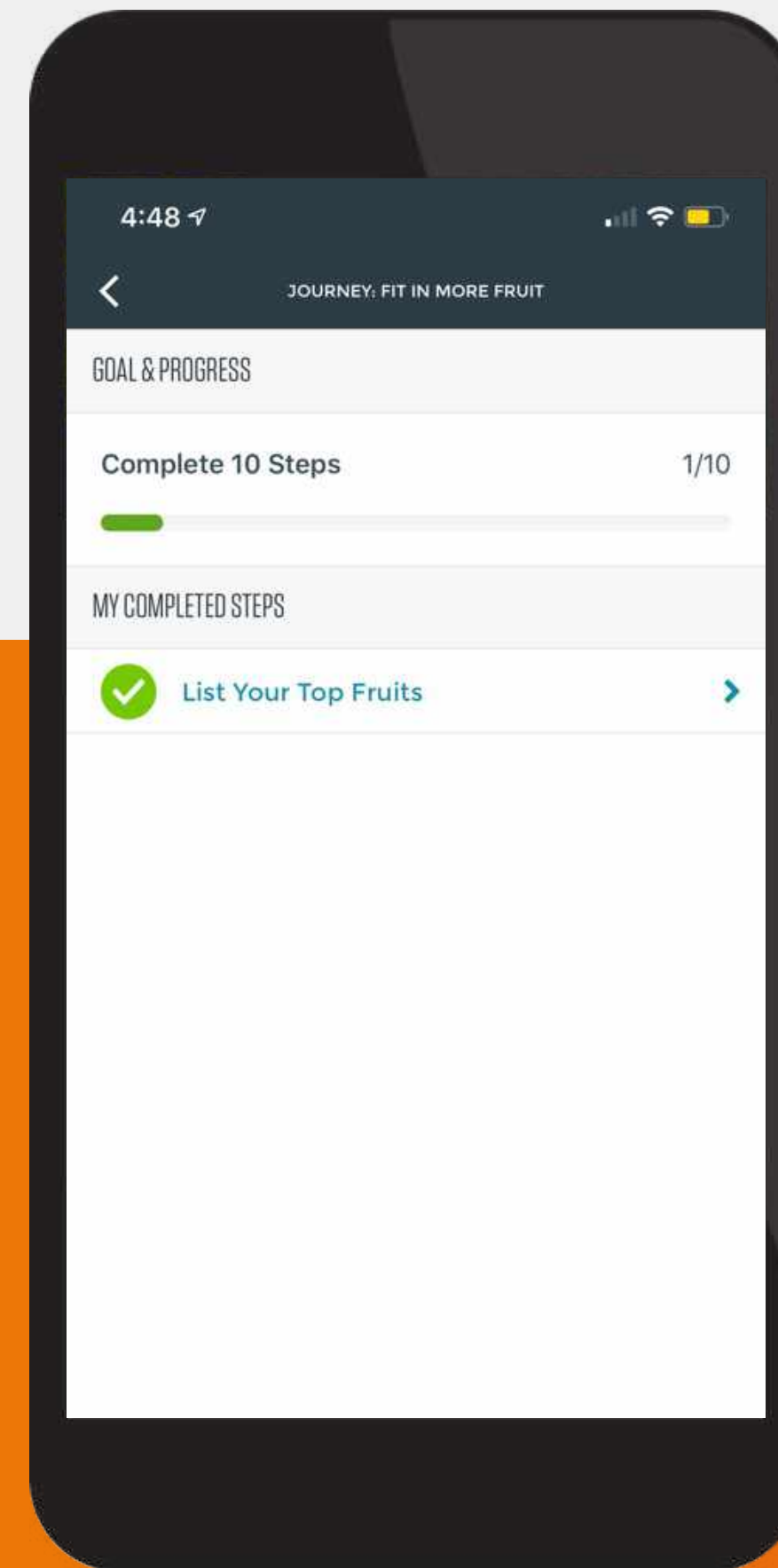
- BJ Fogg , PhD - Director, Behavior Design Lab, Stanford University



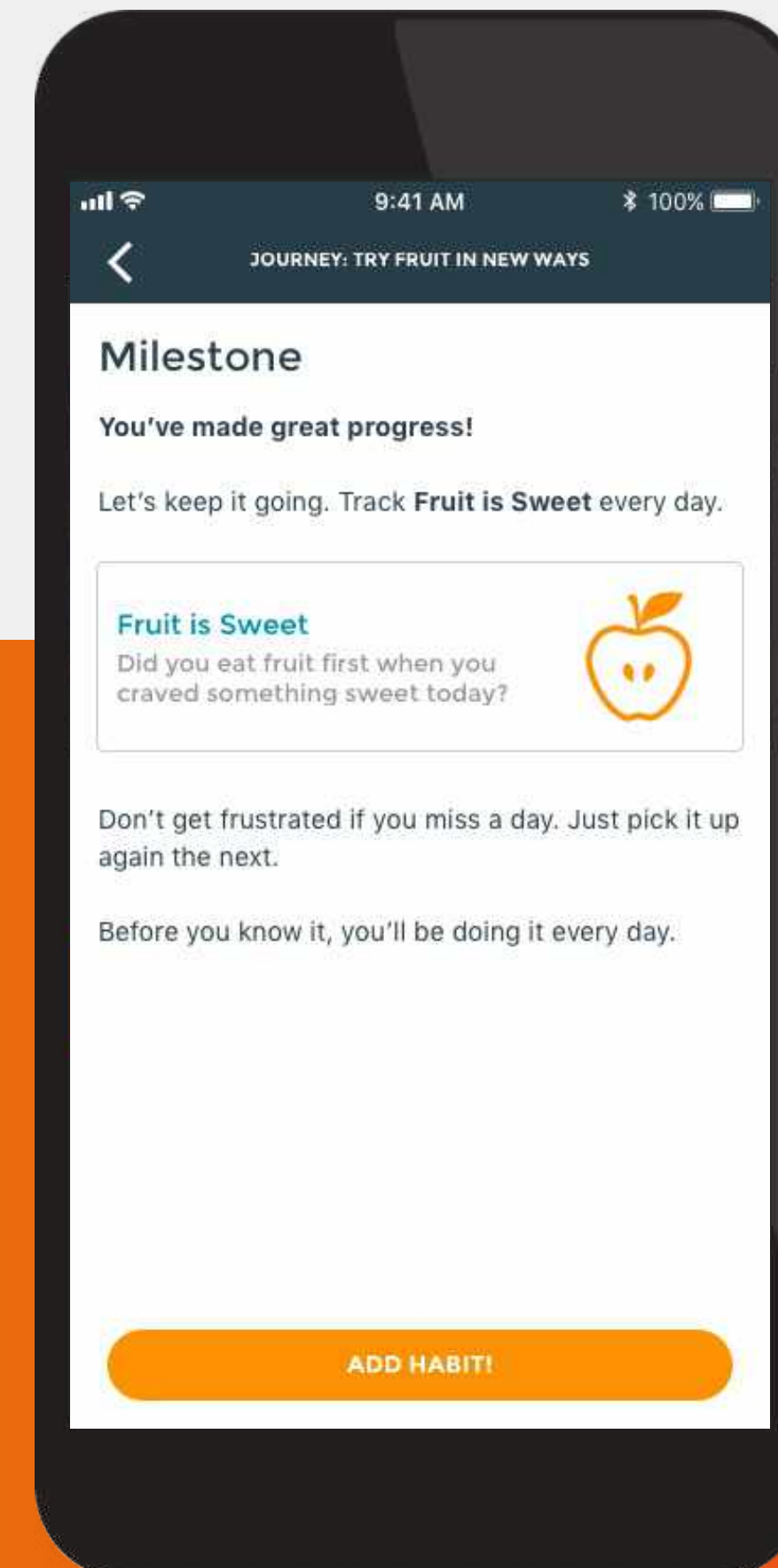
Wide range of topics



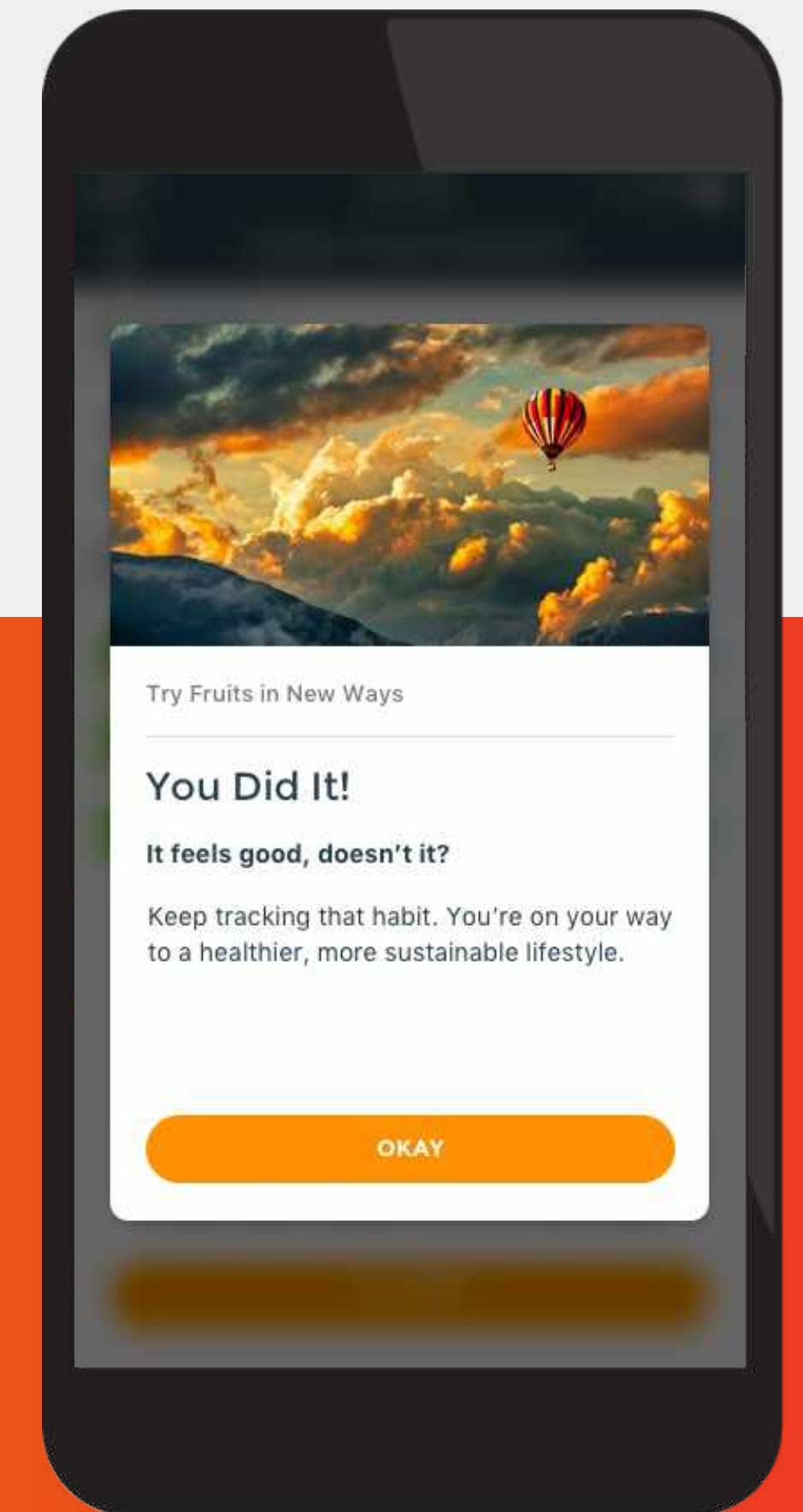
To improve health literacy



In a series of steps



Forming new habits



With support & encouragement

Journeys[®] Topics for Health Goals, Conditions & Situations

Getting Active

Move to Improve
Fit as a Family
Getting Strong at Home
Walk Your Way to Fitness
Ramp Up Your Workout

Eating Healthy

Fit in More Fruit
More Veggies in No Time
Go Mediterranean
Eat Like a Mediterranean
Smart Portions

Sleeping Well

Plan for Sleep
Get Back to Sleep
Ready Your Room for Sleep
Calm Your Mind for Sleep
Sleep for Parents

Health Situations

Beat the Blues
Dial Back the Drinking
Live Healthy: Blood Pressure
Live Healthy: Cholesterol
Live Healthy: Diabetes

Reducing Stress

Stress Less in 10 Minutes
Choose a New Attitude
Three Ways to Lower Stress
Make time for Play
Find Your Focus

Managing My Finances

Stash Some Cash
Shrink Your Debt
Organize for Financial Fitness
Maintain Financial Fitness
Financial Fitness: Plan for Emergencies

Being Tobacco Free

Consider Quitting
Prepare to Quit
Ready, Set, Go Smoke-Free
No Thanks, I'm Smoke-Free
Stay on Track, Stay Smoke-Free

Pregnancy

Trimester 1: A Healthy Start
Trimester 2: Keep it Up
Trimester 3: Finish Strong

COVID-19

Build a Solid Routine
Make an Advanced Care Directive
Self-Care During COVID-19

Heart & Lung Health

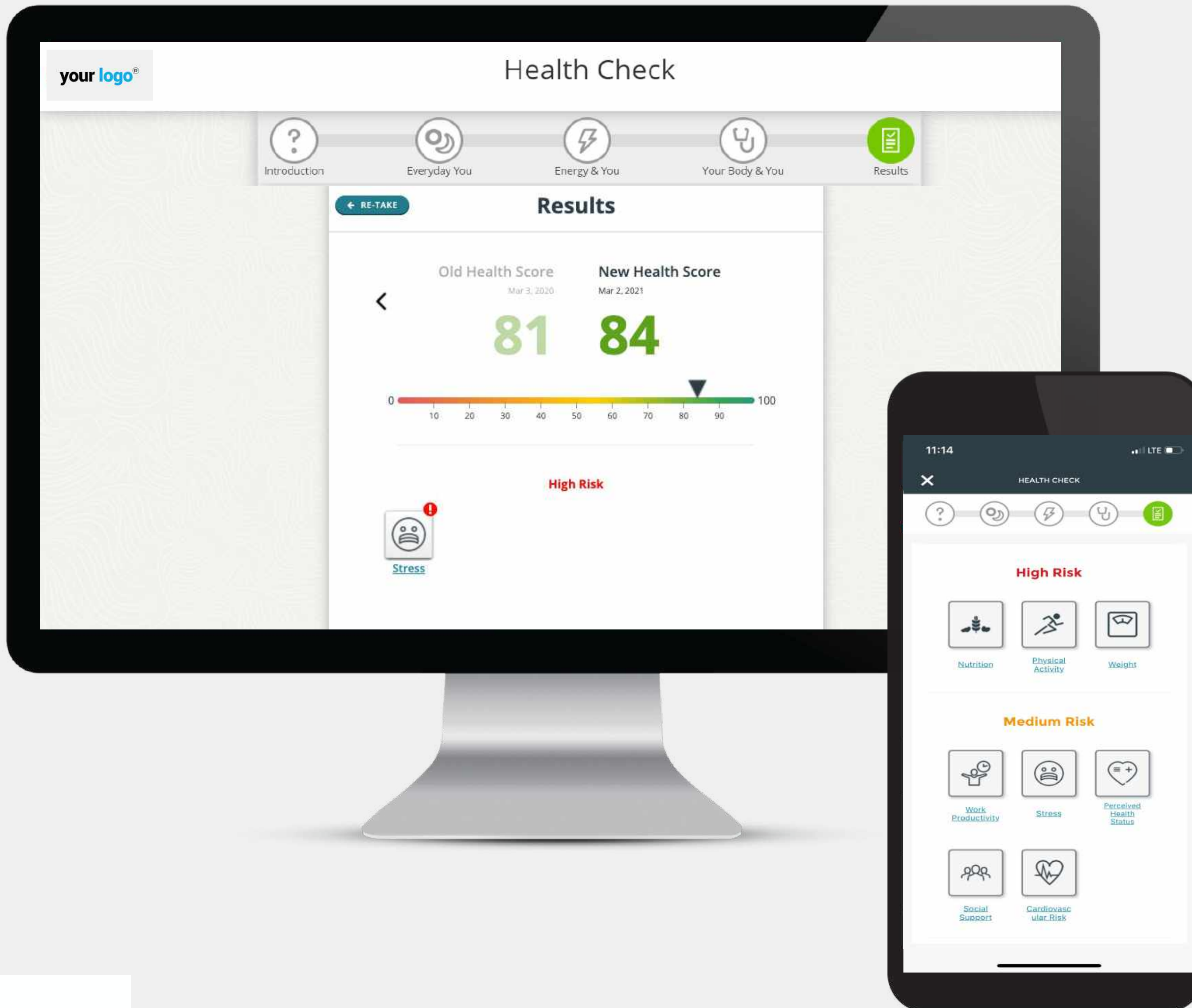
Breathe Easier With Asthma
Live Better with COPD
Live Well With Heart Failure
Live Better With Coronary Artery Disease

Back, Muscle & Joint Health

Beat Lower Back Pain
Ease Arthritis Pain
Move Better With Arthritis

Embracing Diversity

Explore Your Identities
Talk About Race

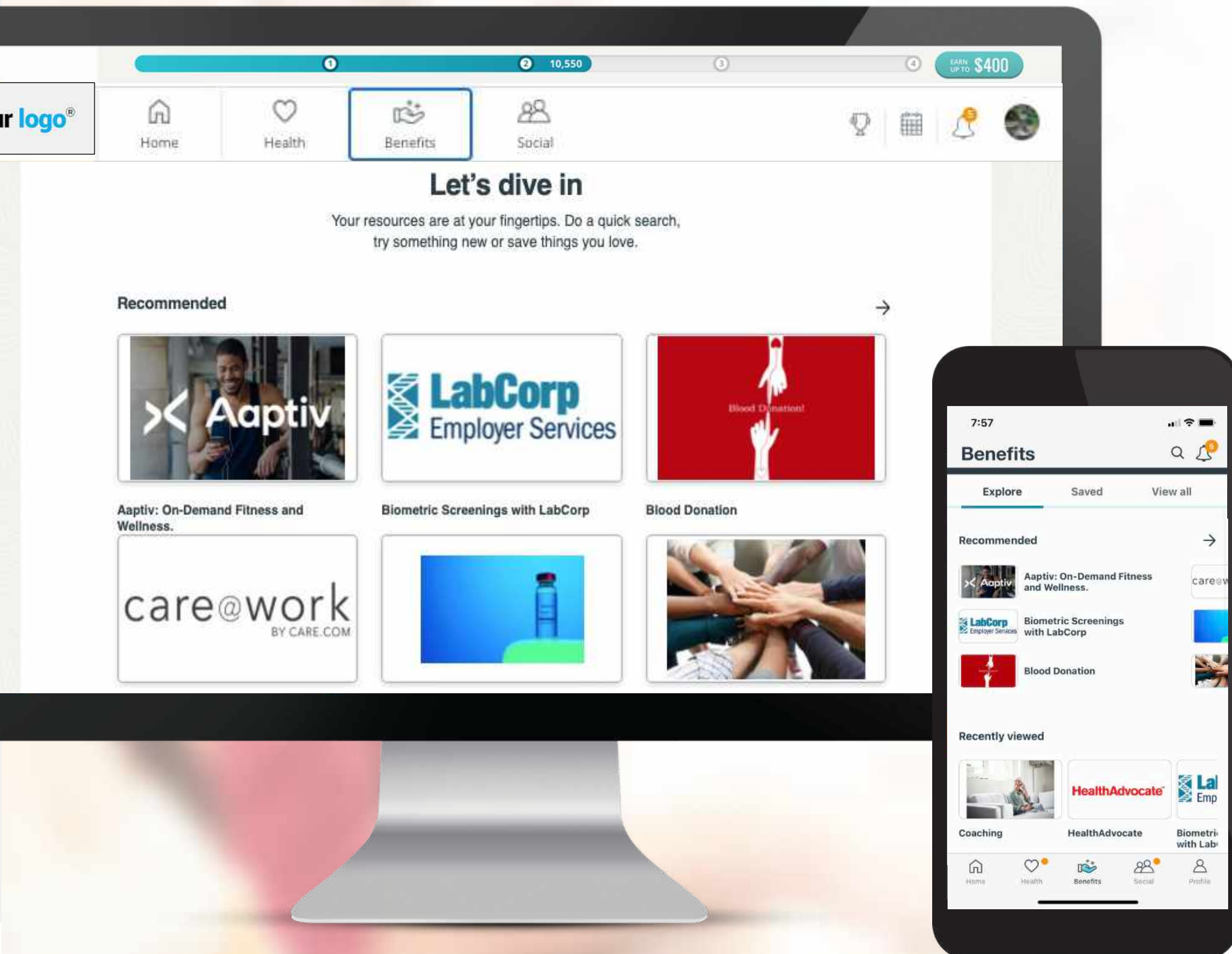


Health Check is Virgin Pulse's flagship health assessment. It uses NCQA certified content to offer members a fresh look at their lifestyle and personal health.

- Dynamic, evidence-based tool that educates members about their health risks and guides them to improve their health and wellbeing.
- Commonly promoted upon enrollment, via the members "Health" tab, and via Daily Cards.
- Additional surveys easily created via the administrative toolset or by your client success team to survey your workforce for feedback, awareness, or to validate their learning!

Promoted Programs & Benefits

- We blend cutting-edge digital experience with the human connection to create a better experience, broaden reach, and deliver meaningful results.
- Unified experience encourages participation in multiple programs simultaneously.
- As member data becomes available, they are presented with multiple opportunities for engagement in real time.
- Members who may benefit from multiple programs will see them all as options, presented in a manner that emphasizes the most critical/significant, but enables the member ultimately to choose their own focus.



Supplementing & Enriching Through Partnerships

More options — leverage our ecosystem of value-add partners or let us integrate your preferred vendors

Virgin Pulse Partners

We've built a broad ecosystem of partners with broad spectrum of leading vendors, which are structured in two ways:

- Referred, contracted through partner
- Certified, reviewed against Virgin Pulse security standards, contracted through Virgin Pulse for ease of purchasing
- List of partners reflected on the next slide, dated Q1 2021, though note this continues to evolve quarterly with many more in queue!

VP Partner “Fast Track”

90-Day Certification

Virgin Pulse will rapidly certify preferred vendors of Atrium within 90 days. Fast track certification includes:

- Contracting & renewals
- Performance guarantees
- Invoicing
- Annual security and privacy audits
- Basic reporting (adoption, usage)

VP+ Pre-bundled Partner Offering

A deeply integrated bundle of four or seven pre-screened and fully integrated vendors offered at a 60% savings. Partner categories include:

- Musculoskeletal
- Family Health
- Tobacco Cessation
- Nutrition
- Fitness
- Mindfulness
- Financial Wellness



oviahealth™

ex program

zipongo

Aaptiv Wellbeats

whil.

Enrich

Virgin Pulse Partner Ecosystem

Extending Program Impact

- ### Global Framework
- Digital Wellbeing & Priority Content
 - Live Guidance & Coaching
 - Mental & Behavioral Health
 - Condition Focused Therapeutics
 - Health Assessments and Surveys
 - Gaps-in-care Pathway
 - Curated Lifestyle Rewards
 - Benefit Navigation



Certified Partners

A collection of logos for certified partners including: vida, SilverCloud, MOREHealth, Livongo, MAVEN, Wellbeats, Workplace Options, Hello Heart, Lifespeak, selfhelpworks, LabCorp, Aaptiv, wellness corporate solutions, Wellsource, QuestDiagnostics, myStrength, PACK HEALTH, kaia health, monj, foodsmart by sponge, whi., Enrich, meQuilibrium, Hinge Health, CVS minute clinic, truth initiative, FinFit, AYCO, oviahealth, Rx Savings Solutions, PACK HEALTH, higi, Sleepio, Quit Genius, Jellystone, and Healthcare Bluebook.

Authorized Partners

A collection of logos for authorized partners including: peerfit, zeamo, AGS, and EasyWay.

Ecosystem

A collection of logos for ecosystem partners including: striiv, WITHINGS, STRAVA, Apple WATCH, fitbit, GARMIN, myFiTage, dayzz, helpsy, LabCorp, 2Morrow, headspace, Airbo, higi, higi, azumio, POLAR, MISFIT, and a smartwatch icon.