



# The Future of Corporate Wellness



# Who is Peerfit?

- ▶ Founded in 2011
- ▶ One of the first in our space to do flexible fully-funded fitness in the under 65 market
- ▶ Top 3% of Inc. 5000 for 2021, Voted Top Company Culture by Forbes, Entrepreneur, and USA Today/Comparably, Emmy Award Winning Marketing Team
- ▶ Peerfit Customer Service Team 97% Satisfaction Rating in 2021



Forbes



Entrepreneur



Inc.





# Your Benefits Package, Complete

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We've **built a network of fitness experiences** across the country. Our network includes gyms, studios, on demand virtual classes and a social feature making it easier for members to workout with their peers.

Peerfit credits, our digital currency, **allows users to hop from one experience to another**, all through their online account on the Peerfit platform.

**No paperwork. No manual tracking.**

# How It Works

Example Monthly  
Credit Allotment

+24 🏋️

Example Monthly  
Credit Usage

-12 🏋️

Local Gym Membership

+

-6 🏋️

Local Bootcamp Class

+

-6 🏋️

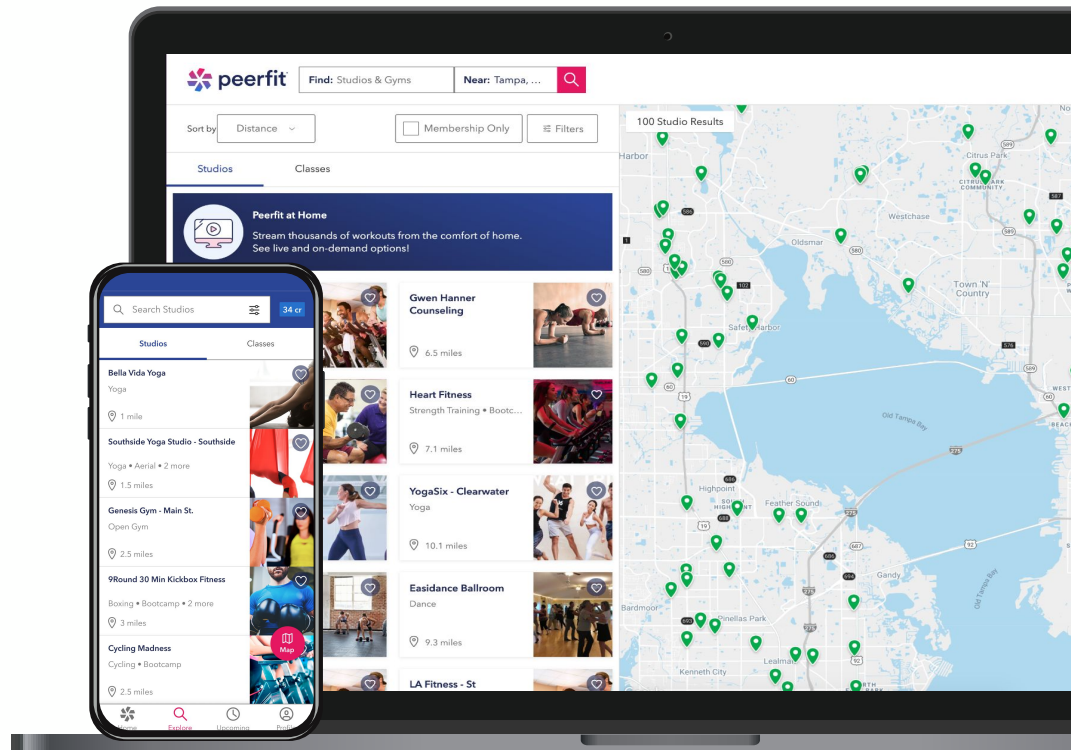
Local Yoga Class

+

-0 🏋️

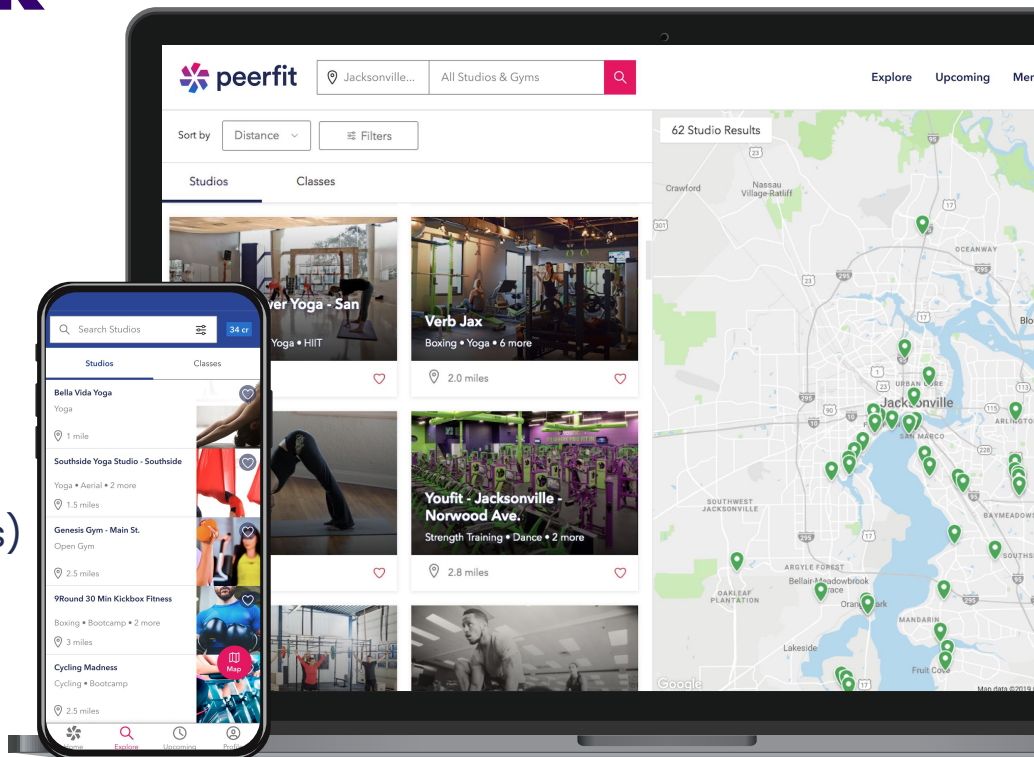
FitOn Pro Subscription

(Included in % product offerings)



# The Peerfit Network

- Studio Classes
  - Yoga
  - Pilates
  - Crossfit
  - Spin
  - Barre
  - Boxing
  - Jazzercise
  - Dance
  - Martial Arts
  - HIIT/Bootcamp
  - Etc...
- Memberships
  - Gyms (includes day-pass options)
  - Recreation Centers
  - Studios
- Virtual Offerings



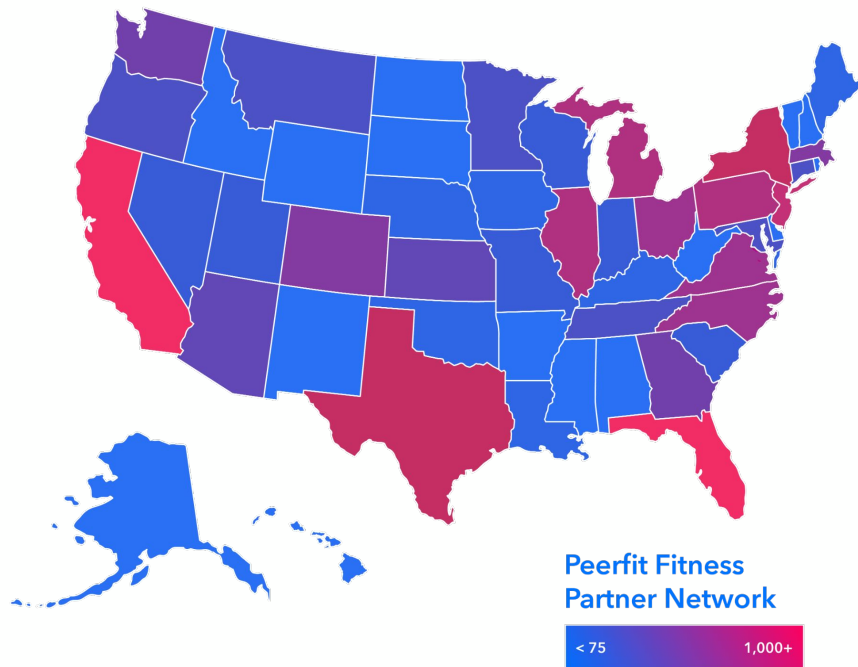
# So Many Places to Peerfit

Our current network has over **11,600+ studios and gyms.**

And our network of facilities is continuously growing. On average we add over 90 facilities per month.

Our internal Wellness Consultant team builds out networks based on:

- Our partnerships and integrations with studio and gym scheduling software
- Inbound requests from studios who want to be a part of the network
- **"Nominate a Studio"** feature powered by employees



# Access to the Best In-Person Fitness

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**CrossFit**

**LA | FITNESS**

**MINDBODY**

**the bar method**

**CRUNCH**



**Curves**

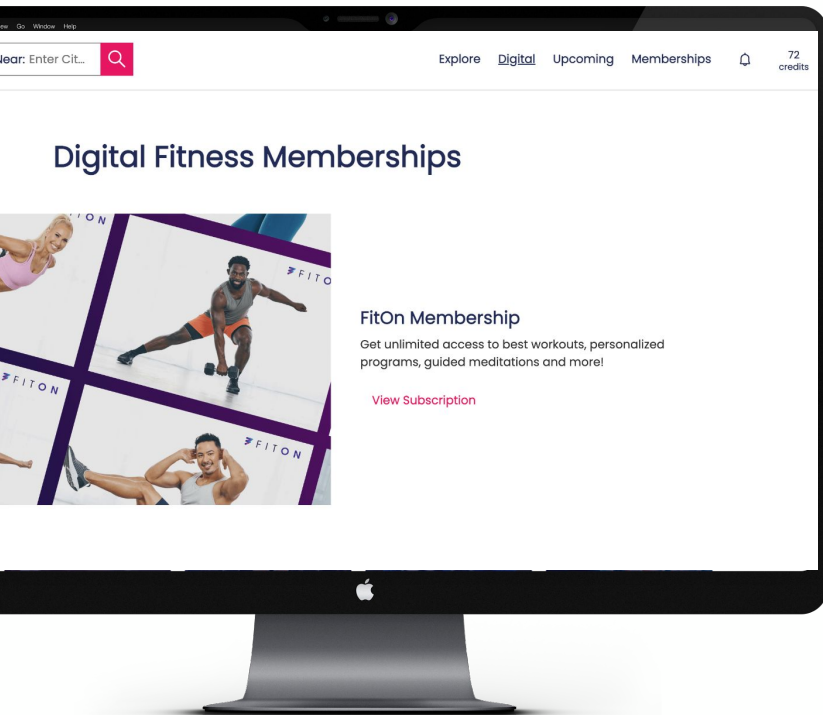
**LIFETIME**  
HEALTHY WAY OF LIFE

**ANYTIME  
FITNESS**

**Youfit**  
HEALTH CLUBS

**FITNESS 19**

# Virtual Offerings



**FitOn** is the #1 Digital Fitness App to support the health and wellness of your employees and businesses and **now part of the Peerfit solution.**

- Unlimited access
- On Demand classes
- Celebrity trainers
- Meal planning and nutrition
- Social connectivity
- Challenges
- **Health Courses**
- FitKits

# Virtual Health Courses

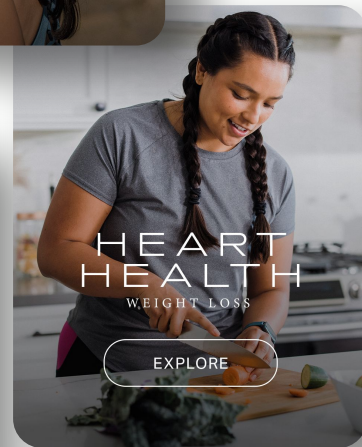
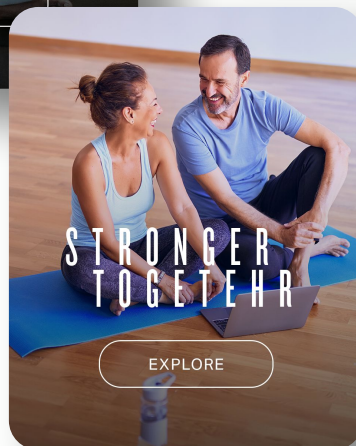
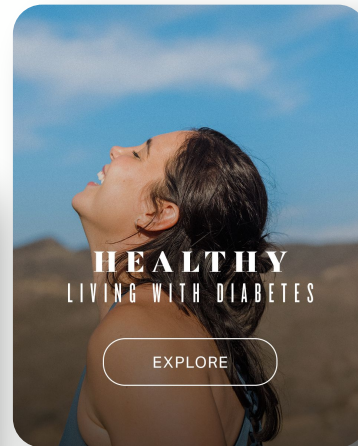
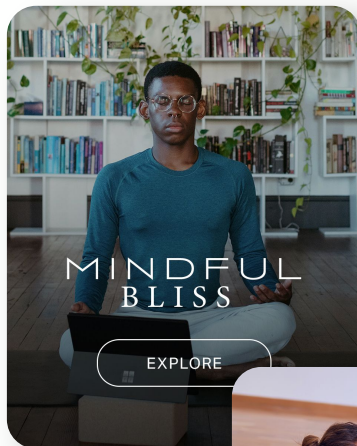
## By FitOn

Authentic experts (MDs, RDs, Clinical Psychologists, etc) who deliver engaging condition care management curriculum and accountability in month long courses

### Condition focused Courses – New

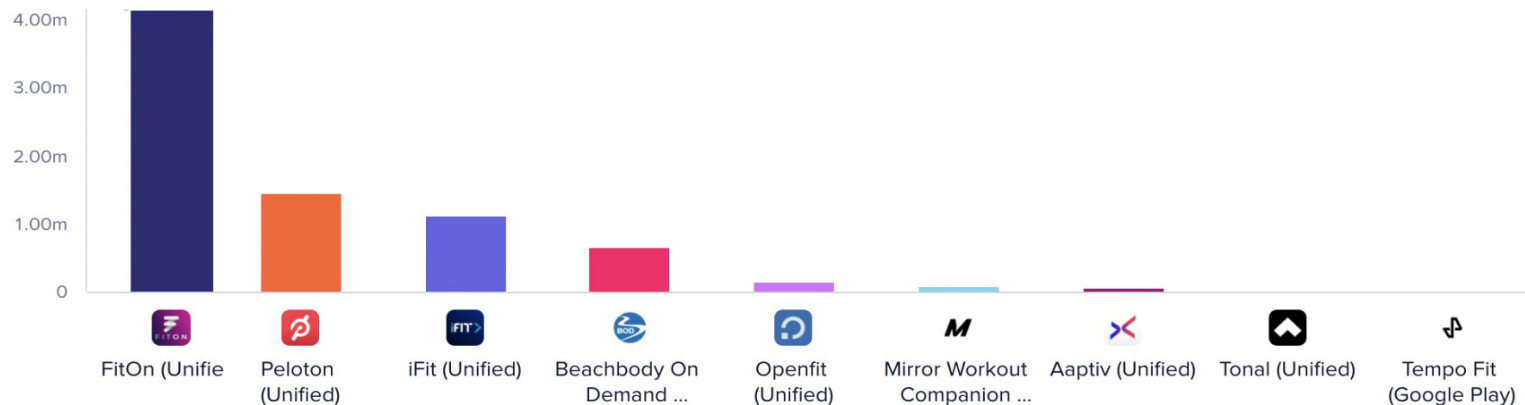
Clinically validated condition care management courses based on cost centers and/or the needs of YOUR population, including:

- Sleep
- Beating Burnout
- Loneliness
- Cut your Sugar Habit



# Redefining the Category

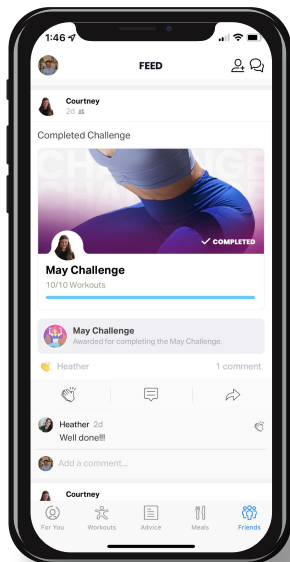
Last year FitOn drove **235% more downloads vs Peloton Digital**, 3X iFit, and over 6X Beachbody



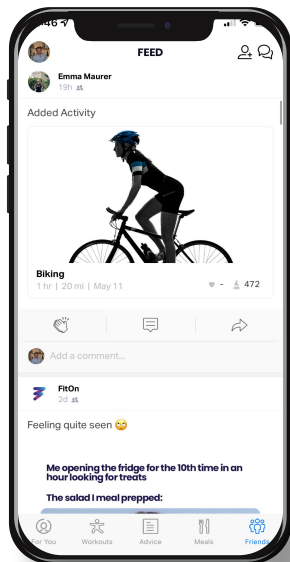
App Annie Intelligence, Jan-Dec 2021, Worldwide

Contains Peerfit Confidential & Proprietary Information - Public Disclosure Prohibited

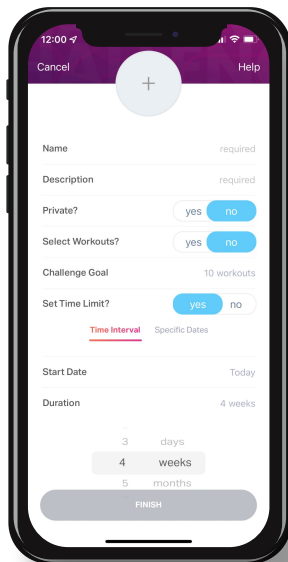
# Connectivity, Advice & Education



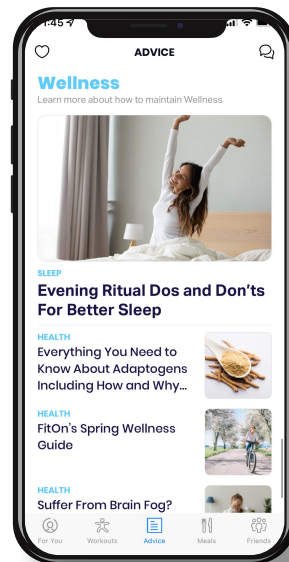
**Social Interactions**  
Robust social features to  
engage with friends



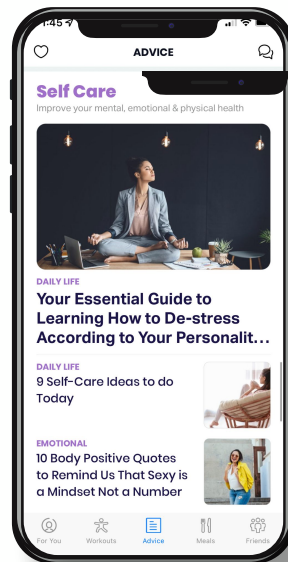
**Activity Tracking**  
Track all activities and  
see what others are  
doing!



**Challenges**  
Create and participate in  
challenges



**Advice**  
Daily content to help  
all aspects of life

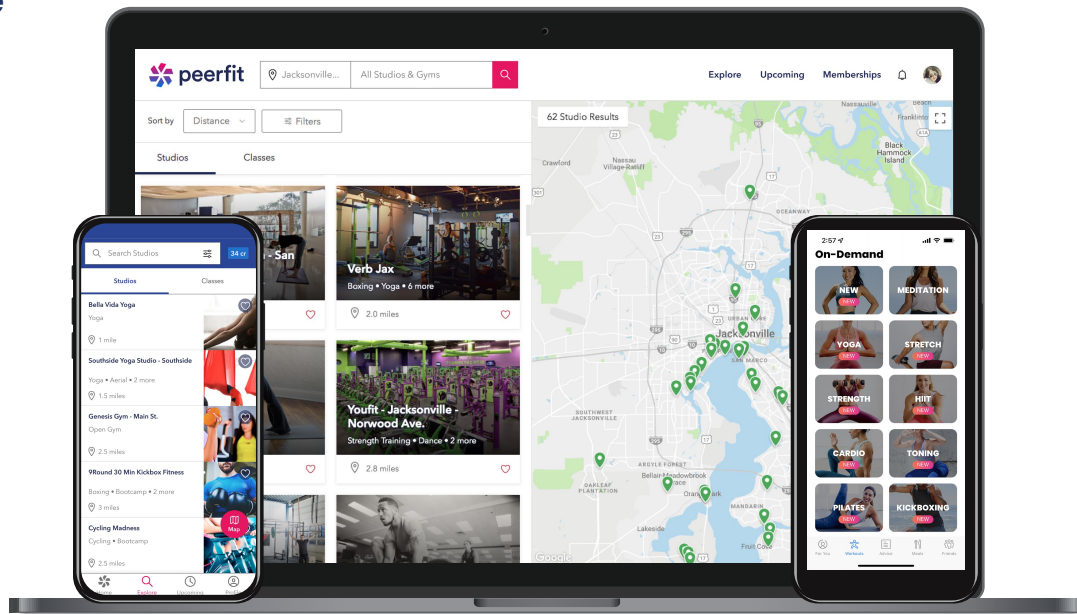


**Self Care**  
Creating a more  
holistic experience

# We Do the Heavy Lifting

Our account managers\* partner with your HR/Benefits team to ensure success of the program.

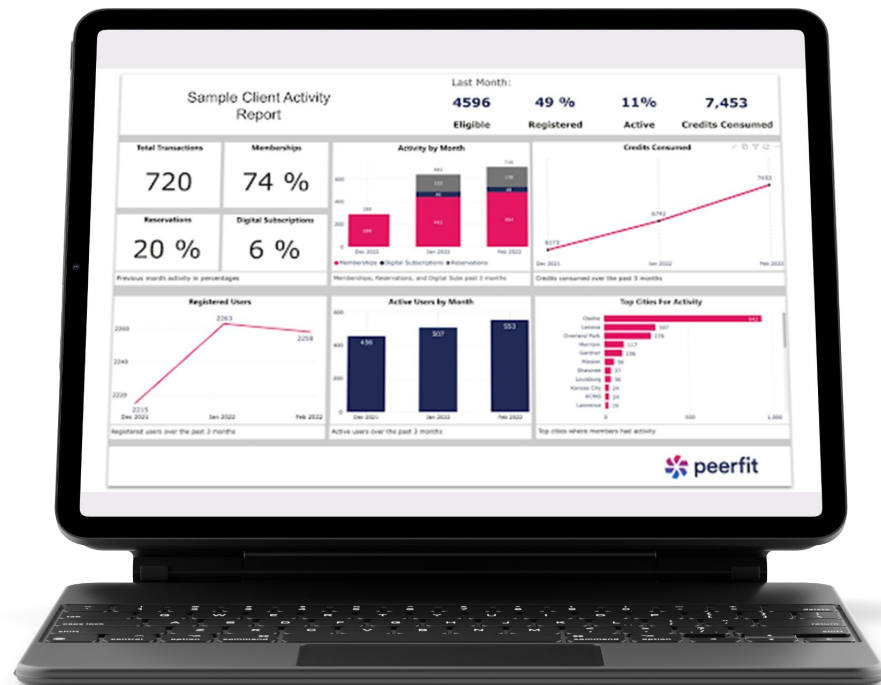
- ▶ Implementation
- ▶ Reporting: Enrollment & Engagement
- ▶ Marketing materials support throughout the lifecycle of the program.
- ▶ We drive end-user engagement
- ▶ Ideas and materials for fitness challenges and internal events



\*Account Management support varies by product type

# Client Reporting

- ▶ Manage members through eligibility files
- ▶ Resource Toolkit for promoting the program
- ▶ Monthly or Quarterly engagement reports to inform strategy, and breakdown of activity by type of classes, studio, reservation, memberships and more



# Security & Compliance

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- ▶ **WCAG 2.0 Level AA Compliant**
  - Web Content Accessibility ensures Peerfit's Web Content is accessible for everyone equally, including those with disabilities.
- ▶ **HIPAA Security Compliant**
  - Health Insurance Portability and Accountability Act focused on ensuring the confidentiality, integrity and availability of client PHI.
- ▶ **SOC 2 Type 1 Compliance**
  - Industry-accepted standard control attestation of Peerfit's security posture ensuring the confidentiality, integrity, and availability of client data.





# Product Options



## Peerfit Pro

- ▶ Unlimited access to **Virtual Content** (via FitOn Pro) only on this product

- Popular On Demand Workouts
- Content Tailored to You
- Activity Tracking
- Challenges
- Meal Plans & Recipes
- Social Connectivity
- Celebrity Workouts
- And MORE!

- ▶ **Quarterly** Reporting

 Minimum lives covered: 250

 **Cost: Flat PMPM**



## Peerfit Select

- ▶ Unlimited access to **Virtual Content** (via FitOn)
- ▶ **6 10 or 15** credit subsidy options for employees to spend on in-person experiences in the Peerfit network
  - Gym Visits
  - Studio Class Reservations
    - Yoga, Pilates, CrossFit, Spin, Zumba, Barre and more
  - FitOn Health Courses

- ▶ **Quarterly** Reporting

 Minimum lives covered: 250

 **Cost: Flat PMPM**



## Peerfit Elite

- ▶ **Credit subsidies are customizable** and can be tiered within populations. This product gives employees full control over how to spend their credits.
  - Memberships
  - Gym Day Passes
  - Studio Classes
  - Monthly Reporting
  - Full Account Management
  - Unlimited access to **Virtual Content** (via FitOn Pro)
- ▶

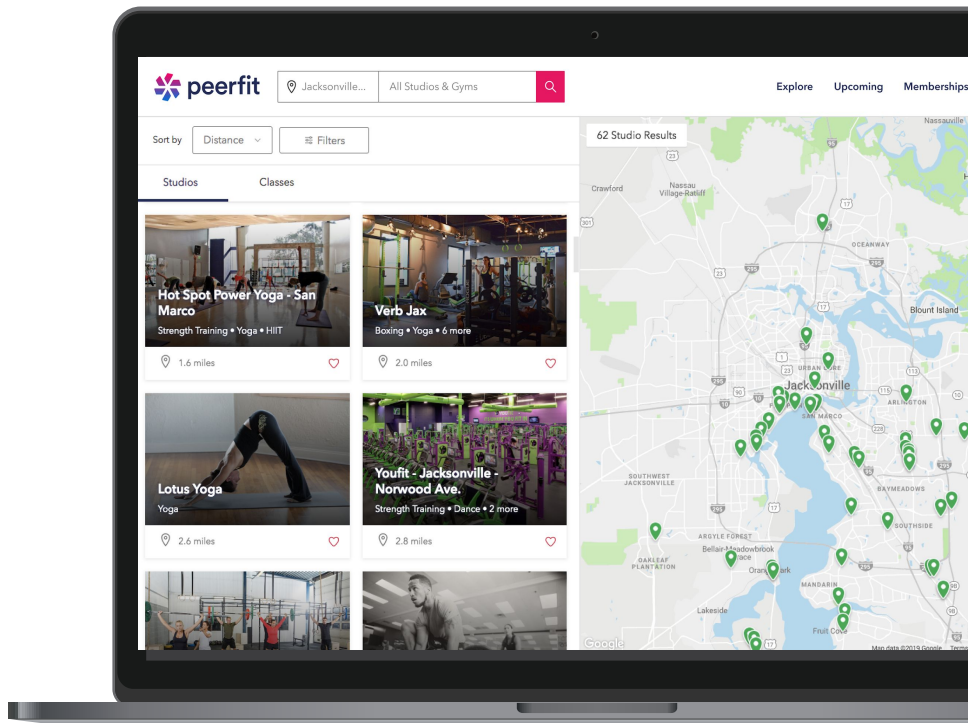
- ▶ **Monthly** Reporting

 Minimum lives covered: 100

 **Cost: PMPM plus credit usage**

# Why Peerfit?

- Attract employees who have not engaged in traditional fitness programs or subsidy offerings
- Eliminate the need for employers to manage paperwork and manual tracking through a fully-integrated, online platform
- Give the ability for employees to invite each other to workouts, building community and enhancing culture
- Large national network makes Peerfit a manageable benefit regardless of where employees reside
- This program will contribute to organizations interested in building a healthy population.



# Thank you.



