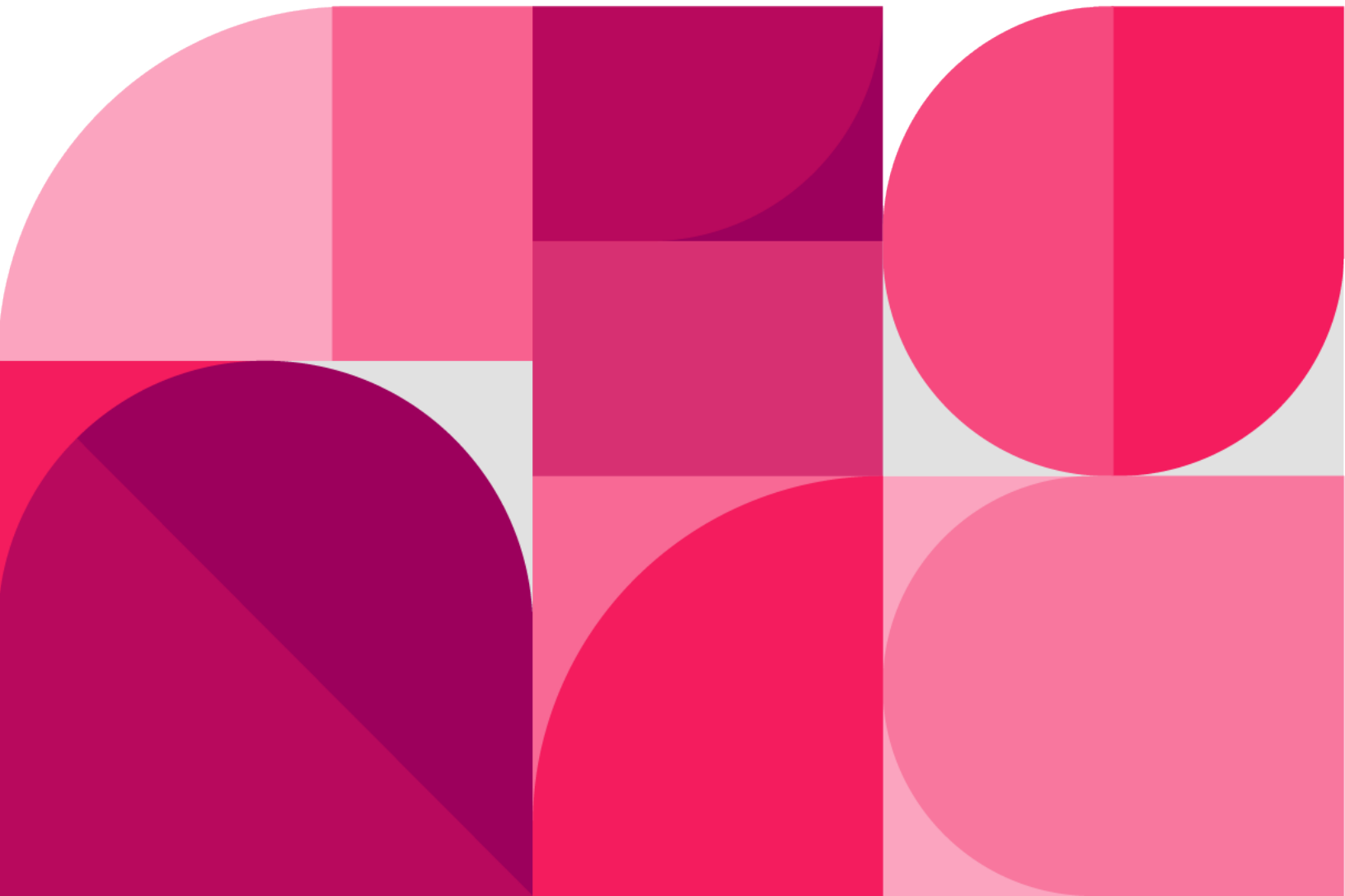


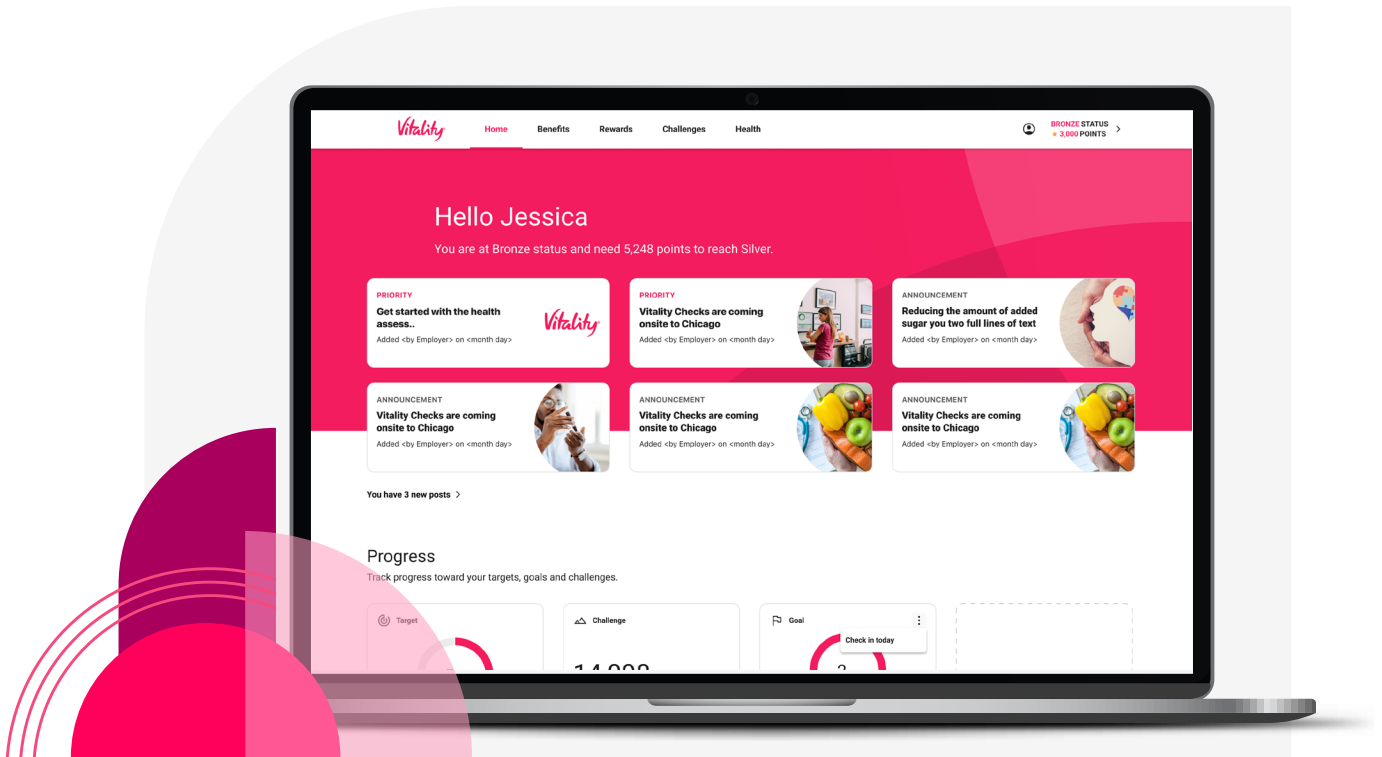
# Vitality

Leading engagement  
where wellbeing meets care

Navigating health and wellbeing is hard.  
We help make it simple and rewarding.



# Modern. Simple. Engaging.



By harnessing data from a multitude of sources, risk stratification and predictive analytics, we create personalized pathways through the use of a sophisticated recommendation engine.

The end result is a truly tailored and comprehensive approach to individualized wellbeing, but presented to members in a simple and delightful experience.

## How do we do it?

See how it manifests for our members and clients...

### ACTIVATE

Relevant content is thoughtfully curated and we prioritize health pathways that will drive the highest health value and increase the likelihood of the member engaging.

SECTION 4 OF 7

Mental Wellbeing

During the last month, how often have you had difficulty falling asleep or staying asleep, or have felt poorly rested in the morning?

Never Rarely Occasionally

Usually Frequently

#### Assessments

The onboarding assessment and NCQA-certified Health Assessment begin the member journey, and the responses are incorporated into the member's personalized program experience. Additional micro-assessments within focus areas help members further explore a particular risk area.

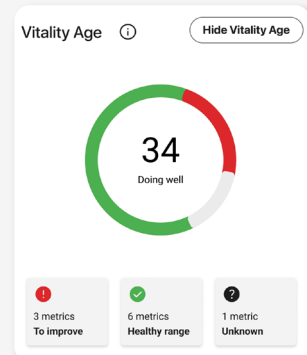
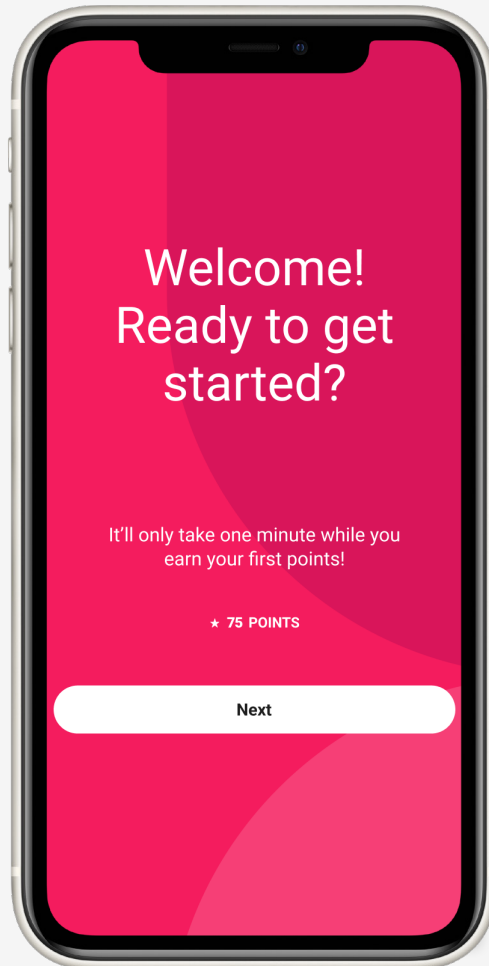
To improve

Blood glucose

145 mg/dL

#### Health profile

Each member's health profile dynamically changes according to their health status and program engagement, providing a clear view of where they're doing well and what needs improvement.



#### Vitality Age

A member's clinical age, adjusted to reflect lifestyle behaviors and biometric outcomes, addresses overconfidence regarding health status.

✓ You have goals ...  
Let us help you get there

#### Multi-channel communication

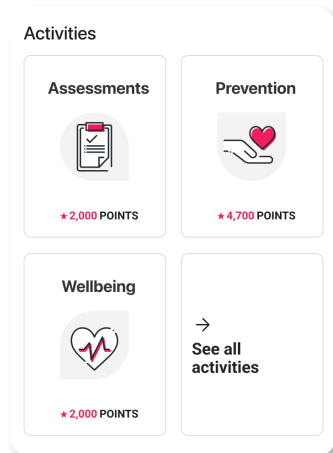
At every step along the way, communications guide and encourage members through their areas of interest and greatest impact, resulting in a dynamic and relevant user experience that drives and sustains engagement.

### Ongoing strategic support

Our consultative implementation process enables us to understand a client's culture, demographics, and communications style to establish a launch and ongoing program that aligns with their goals and takes into account their diverse employees and organizational values. We use these insights to work with you to ensure a successful launch and to drive uptake.

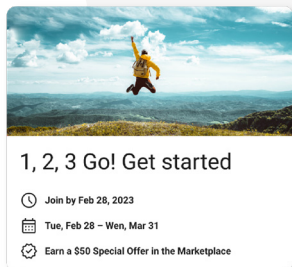
### ENGAGE

Members enjoy a simplified and personalized experience and are nudged toward recommended activities that impact their health most, creating real engagement that matters.



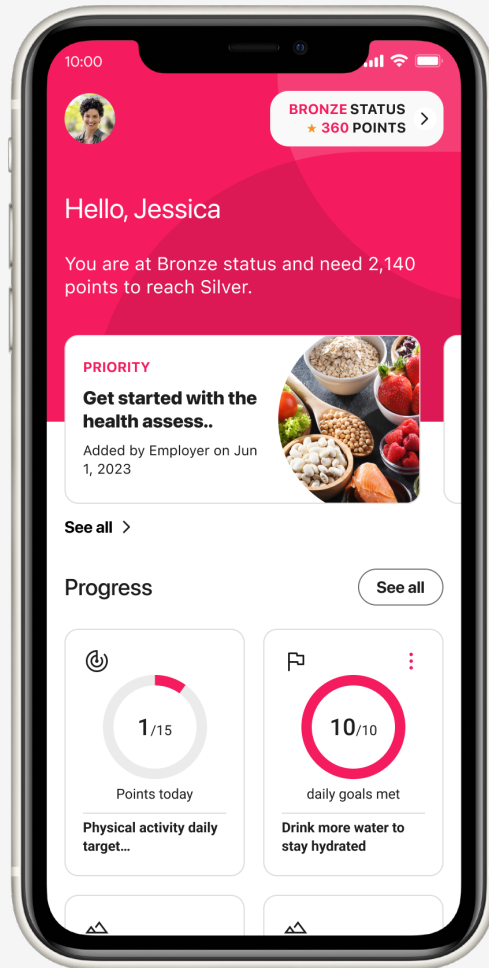
#### Core activities

Foundational wellbeing activities promoted across the entire population.

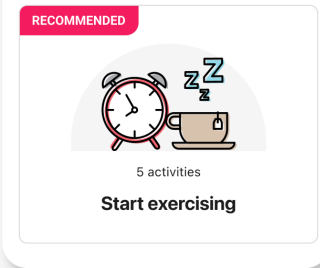


#### Challenges

Built to be fun and non-judgmental, challenges support a level playing field. With individual, team and peer-to-peer\*\* options, the highly flexible design and chat functionality\* also encourages camaraderie and teamwork.



#### Focus areas for you

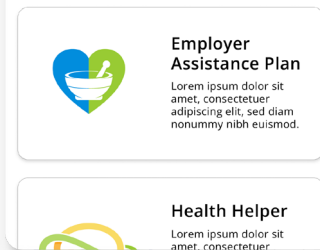


#### Focused health topics

Simplified navigation to encourage engagement for each individual's needs, prioritizing recommended activities of the greatest interest and impact to their health.

#### Benefits

Quick access to the benefits offered by your employer.



#### Integrated benefits and programs

Vitality integrates with multiple device, biometric, coaching, and high-appeal reward partners. We also integrate seamlessly into any other vendor, initiative or program with the flexibility to customize the experience to the client's needs - whether it be our pre-vetted partners or theirs.

### Ongoing strategic support

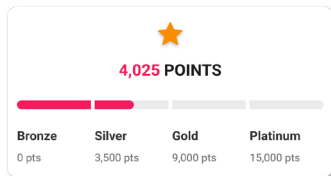
Our Wellness Strategy Manager meets with you regularly to ensure continued program engagement. We review reporting and analytical results with you to evolve strategies and initiatives to drive participation in specific areas of interest or need.

\*Available Q1 2024.

\*\*On roadmap.

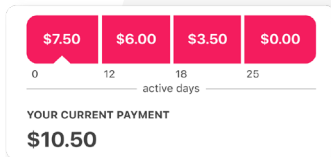
### REINFORCE

Validity has pioneered new frontiers in rewards, with actuarially-driven, proven incentives that use behavioral science to promote intrinsic motivation and long-term change. Rewards are billed back on a monthly basis upon redemption, not when initially earned.



#### Points and Status

Points accumulate to determine a member's Vitality Status – an aspirational tool that unlocks incentives and drives long-term engagement.



#### Earn Apple Watch\*

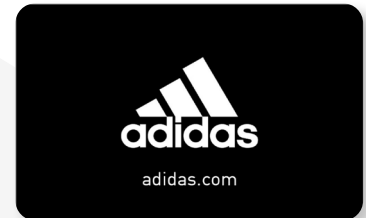
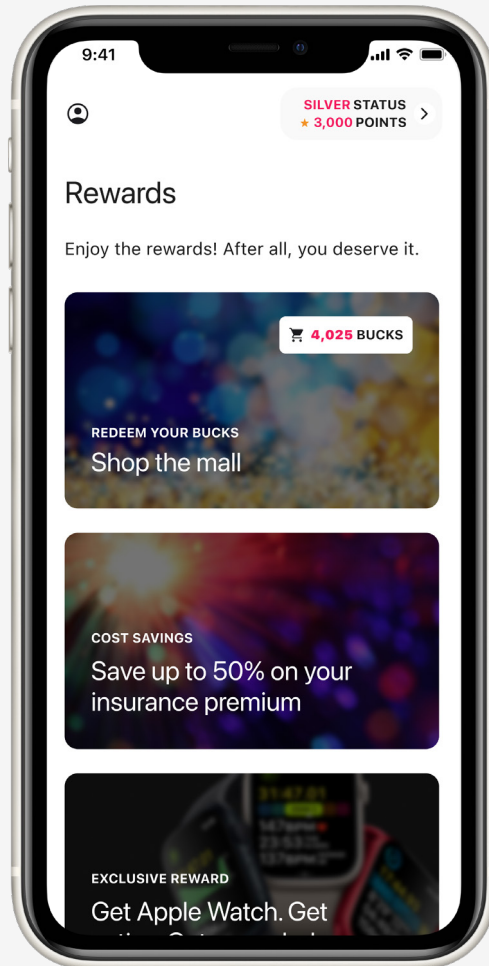
For employers looking to place further emphasis on physical activity, members can earn an Apple Watch through verified activity.

#### Vitality Active Rewards

Active rewards allows members to earn a spin on the "Vitality Wheel" for achieving dynamic weekly physical activity targets.

#### Instant rewards\*\*

To drive deeper engagement in areas of focus or high impact, you can add instant rewards in the form of a gift card to specific program activities (i.e. completion of the health assessment, biometric screening, etc).

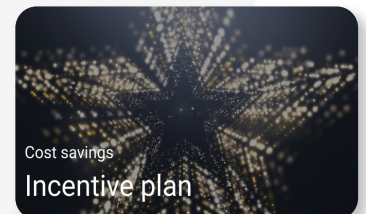


#### Rewards mall\*\*\*

Members earn rewards currency by engaging with the program, incentivized further with bonuses for reaching each new status level. They can then use it to purchase gift cards and devices for globally recognized consumer brands.

#### Vitality Squares\*

A monthly game of chance that gives members the opportunity to win prizes, from Vitality Points up to a \$500 gift card.



#### Your incentive plan

A highly configurable mechanism used to drive immediate and longer-term program engagement or to target specific activity engagement and outcomes\*\* criteria. Completion unlocks valuable employer-fulfilled rewards.

### Ongoing strategic support

We work with you to understand your incentive budget and desired strategy. We help you to build multi-year strategies that maximize engagement within each unique population.

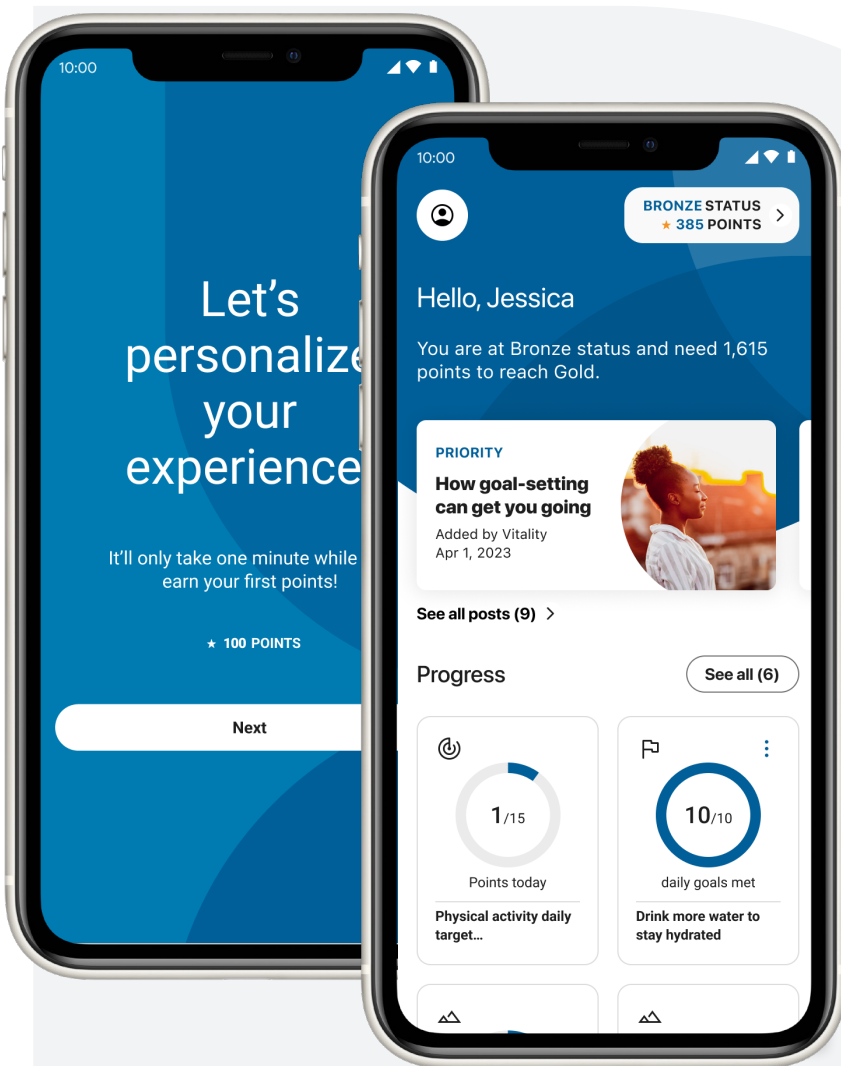
\*Available Q1 2024.

\*\*On roadmap.

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## CUSTOMIZE

We built our program to empower you to create a truly personalized and engaging wellness experience that aligns perfectly with your culture and strategic objectives.



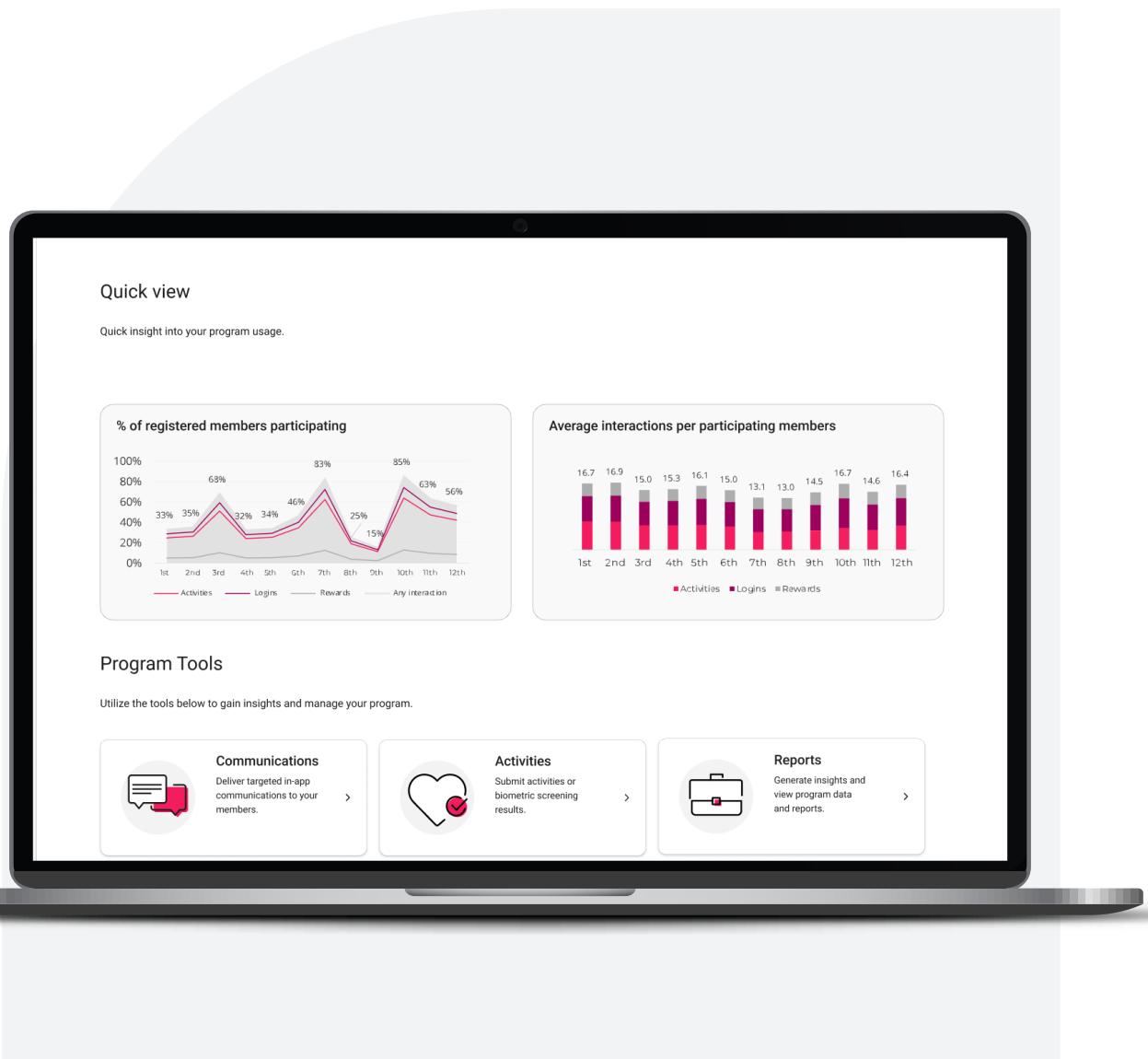
### Customizable program elements include:

- Branding and custom primary and secondary colors on the website and mobile app\*
- Individual and team challenges
- Incentive design
- Addition of questions to the health assessment
- Health topic configurability
- Ad hoc surveys presented to members directly on the Vitality website and app
- Branching logic for challenges, incentives and communications
- Seamless integration of your benefits and services
- Robust communications in various formats including push notifications and in-portal messaging

\*Only colors can be customized in mobile app.

## SUPPORT

When we partner with you, we provide a wide range of resources and support with different access levels by group to help construct a program that meets your populations' unique needs. The Admin Center is a centralized place for users with specialized access to further understand and target populations to create the most impact.



### Challenges admin

Create individual and team challenges with a wide range of configurable options to choose from to drive participation and inspire behavior change.

### Activities

Submit individual or group activities to award points for employer-specific benefits, events and activities.

### Data & reporting

View a variety of standard reports, on-demand reports and an interactive dashboard to help understand program engagement and risk data based on defined population segments in order to make informed decisions about program strategy.

### Communications

Access to pre-made and customizable comms, in addition to push notifications and in-portal messaging tools to promote employer-specific benefits, events and activities or to drive engagement in specific areas of the program.

### Access rights customization

Configure individualized access at various role levels throughout the organization.

### Why choose Vitality?

For over 25 years, companies like yours have trusted Vitality to engage their populations in health and lifestyle behaviors that impact their quality of life. Our proven, flexible total wellbeing engagement v personalizes member experiences to make health journeys simple and rewarding.



#### Data, expertise, & assets

Organically grown and built by a global health insurer, we're industry leaders in understanding risk prediction, how to engage people in their health and the impact of health behavior change.

**>600 million**

member months of health and behavioral data

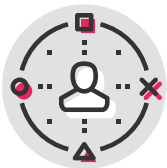


#### Engagement & behavior change that matters

We communicate content to members in a relevant and thoughtful manner, reflective of their areas of interest and highest value intervention opportunities. Our rigorous definition of engagement gives us a focused approach that predicts risks and personalizes member journeys.

**82%**

of members are engaging regularly



#### Seamless integrations that improve utilization

Expand and amplify benefits and programs important to you. Tap into our carefully vetted, best-in-class partners or embed yours within our ecosystem.

**48%**

of members are engaging in integrated programs, benefits and initiatives



#### Best-in-class strategic support

We measure everything and provide you with continuous tracking and feedback, along with best-in-class client and member support.

**9.8/10**

average rating for Wellness Strategy Managers



Disclaimer: App in development. Screens subject to change.

Visit us at  
[Vitalitygroup.com](http://Vitalitygroup.com)

*Vitality*<sup>®</sup>