



Challenges

A Diversity of Challenges, Creating Healthy Habits and Sustainable Lifestyle Changes



Support a sense of community and social connectivity by allowing members to compete with a larger support system: colleagues, friends + family, and other teams sponsored by a different organization



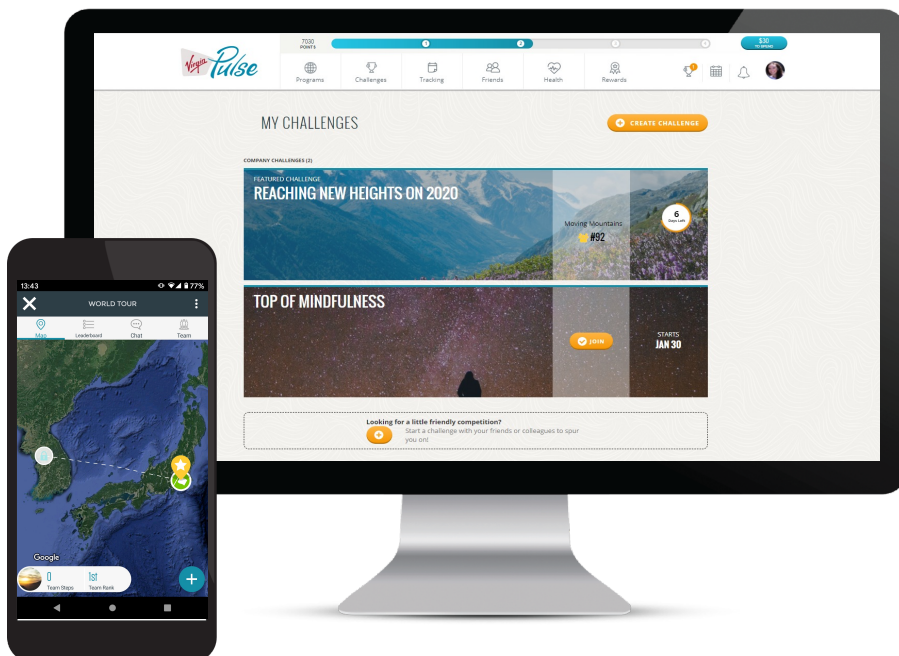
Challenges immerse members in an experience and provide social support, increasing the likelihood of establishing and maintaining healthier routines

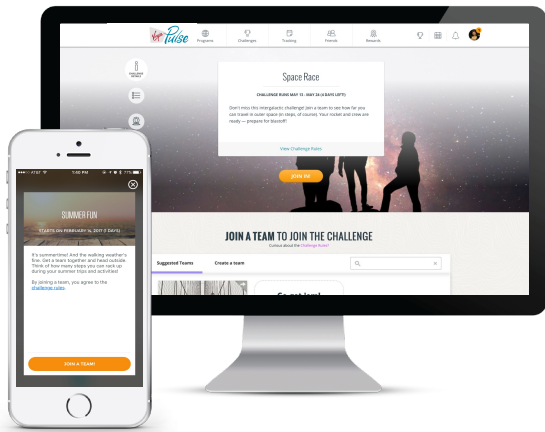


Employers can provide a dynamic and inclusive challenge experience for members to participate in both wellbeing and physical activities



Challenges afford the flexibility to be segmented for an entire population or just a sub-portion of members, with a variety of step and mindfulness challenges to address concerns specific to your populations





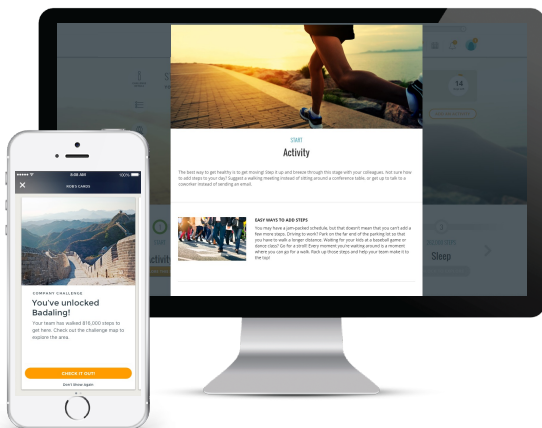
Basic Steps Challenge

Basic Step Challenges are a simplified small group experience with teams focused on reaching the top of the leaderboard by racking up their step counts.

Choose from a library of 18 themes, or easily create a challenge with your own content

Destination Challenge

With a library of 18 themes, Destination Step Challenges are an immersive team-based experience where teams travel to new destinations, learning about the location and discovering recipes along the way, virtually exploring the world on an interactive map interface.



Staged Step Challenge

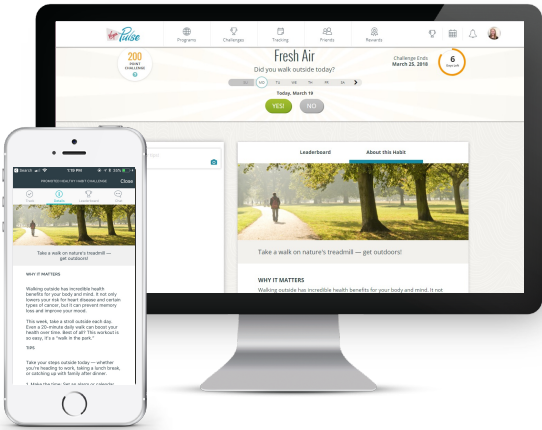
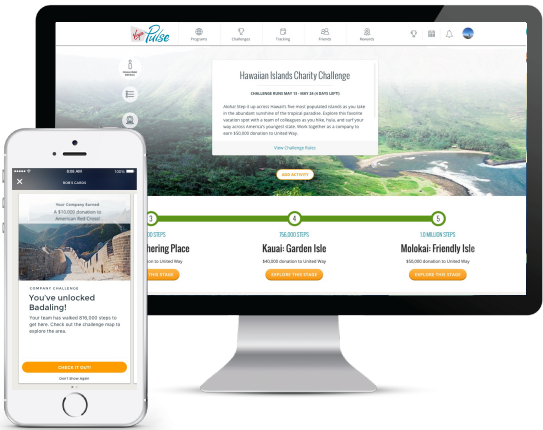
With nine possible themes, Staged Step Challenges are a team-based experience where members unlock five stages as they progress in the challenge, learning about the stage along the way. These challenges can be run for an entire population or just a sub-portion of members.

Charity Step Challenge

Leveraging the foundation of the Staged Step Challenge experience, Charity Challenges enhances the interface to highlight any employer sponsored off-platform reward like:

- donation to a charity
- extra day off
- office lunch

Choose from seven themes in the Staged Challenge library and run the challenge for an entire population or just a sub-portion of members

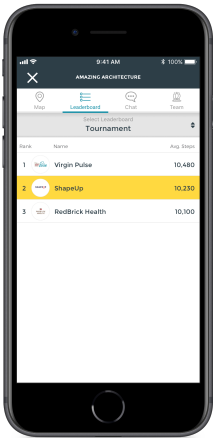


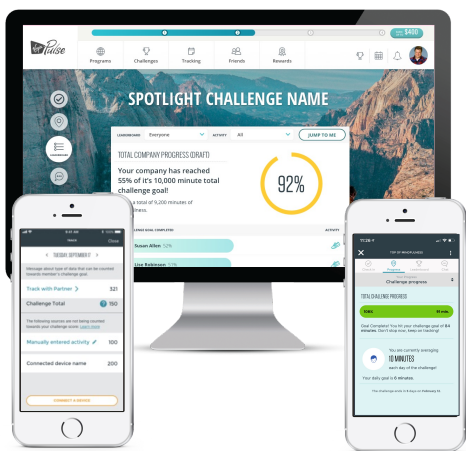
Promoted Healthy Habit Challenge

Focus on a non-step-based habit that is relevant to your organization and wellbeing priorities. Virgin Pulse offers monthly Promoted Healthy Habit Challenges (PHHC) across multiple themes (Building relationships; Embracing Diversity, Sleeping well etc.). Or spin up your own custom PHHC and focus on a habit that you'd like your members to start saying YES to throughout the challenge – and to sustain afterwards.

Cross Sponsor Challenge

Employers can boost employee engagement with the Cross Sponsor Challenge by challenging other organizations using the Virgin Pulse platform, engaging more members and providing more opportunities for fun and friendly competition.



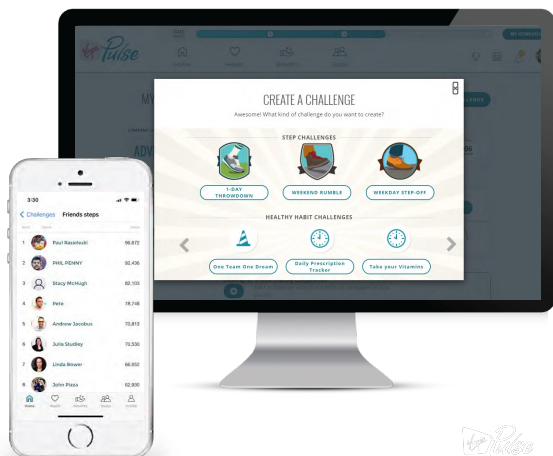
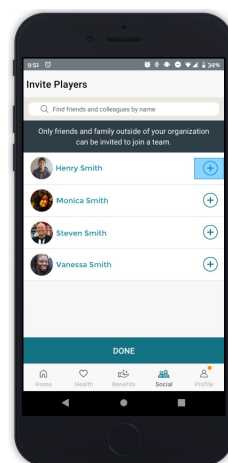


Spotlight Challenge

Spotlight challenges take a prescriptive approach that leads to long-term outcomes. This goes beyond the traditional step-based challenge. Spotlight challenges allow organizations to promote stress (and activity) to target these areas for improvement.

Family Challenge

Family challenges go beyond inter-company challenges to provide a unique opportunity which supports the employee's health journey as they build healthier routines. This feature allows employees to be on the same team as their friends and family, competing against other teams from the same sponsor, enhancing the sense of community and support.



Personal Challenge (Steps and Healthy Habits)

Members can also have some fun by creating their own personal Step or Healthy Habit challenges and getting their friends and colleagues in on the action.

Members can create three different **Personal Step Challenges**:

- 1 Day Throwdown
- Weekend Rumble
- Weekday Step-off

Personal Habit Challenges last for 7 days and focus on any area of wellbeing including reducing stress, contributing to community, safety, eating healthy, managing finances, and many more.