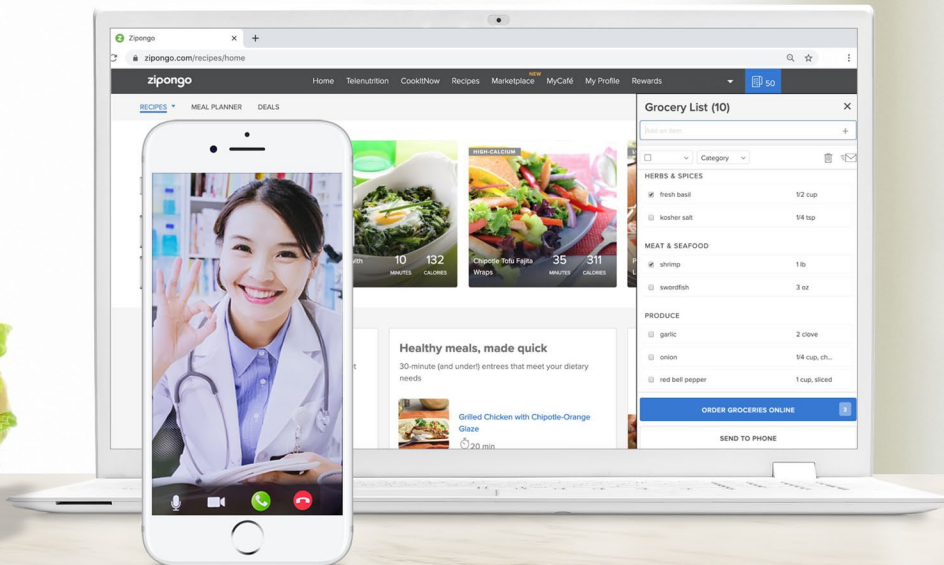


foodsmart™

Telenutrition powered by Foodsmart: We make healthy eating easy, affordable, and accessible for all



91% of our population is Obese/Overweight, has a chronic condition, or has poor nutrition. With 1/3 of individuals working remotely and unemployment at its highest point since the Great Depression, things are likely to get worse.

How do we reverse this trend? Imagine having a personal shopping assistant walking your members through a customized journey to eating healthier. This is a reality with Foodsmart, the leading digital nutrition platform in the market that has helped its over 1 million users.

Foodsmart's telenutrition coaching (powered by our national RD network), meal planning, and suite of other tools create personalized solutions to address every challenge someone faces in eating healthy. Our Foodsecure program can help members who are struggling financially by supporting targeted food subsidies and SNAP integration, while our Foodscripts program provides tailored support and meals to manage or reverse chronic conditions.

Key Features:

- **Telenutrition guidance** from a national network of Registered Dietitians
- Nutrition Assessment based on National Institute of Health research
- Customized meal planning for your members and their families
- Meal plans and recipes integrated with **online grocery ordering through Walmart, Amazon Fresh, and Instacart**
- Healthy delivery and takeout integration **with Grubhub**
- Cook recipes based on ingredients on hand with CookItNow
- Foodsecure creates targeted food subsidies, SNAP integration into grocery ordering, and custom grocery discounts
- Prepared meal kits or frozen meal delivery
- Foodscripts program to **manage or reverse chronic conditions** (e.g., Diabetes, CHF) through food subsidies and telenutrition guidance
- Workplace cafe recommendations

Why Foodsmart?

Foodsmart helps your population make sustainable changes to eating behaviors.

33%

of Obese Users lost
>5% body weight
over >24 months

\$350

cost savings per
member per year

• Year 1 results

- 20% average enrollment in Y1
- ROI of >2x Year 1, up to 5x after

• Nutrition improvement

- 80% of Unhealthy users improve nutrition
- 56% of Overweight & Obese lose weight

• Users love it

- 96% of users value Foodsmart as a sponsored benefit
- NPS of 65

Want to learn more about how Foodsmart can help your members improve their nutrition? Contact Mark Brodzeller for a demo
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