



# KROWDFIT DELIVERS RESULTS!

From getting your workforce excited about the wellness programs, to keeping them involved over time by creating engaging, meaningful programs, rather than relying solely on cute games, short-term weight loss challenges or superficial social-network escapes. To have a measurable impact on health and well-being — **and boost the bottom line** — you need to sustain engagement for years.

Sustained engagement in wellness programs lowers healthcare costs — or at least reduces their rate of increase — freeing up budget dollars to be used elsewhere. KrowdFit has proven **sustained engagement rates of 72% over 36+ months.**

## Why choose KrowdFit for your company:

- Simple, Powerful & Proven **Wellness Program**
- KrowdFit has paid out **over \$2 Million** in cash rewards!
- **Fully managed program**, no need to dedicate internal resources
- KrowdFit handles all reward fulfillment and tax reporting **for Free**
- Supports all **major wearables**, and meal logging **Apps**
- Insightful **Reporting & Analytic Tools**
- **Unlimited** skill-based, self-improvement and team **BringIt® Challenges**



KrowdFit's "KROWD Funded" rewards pool grows by **\$10,000 per month** as new members join the KROWD!



### Weekly **\$1,500 Cash Giveaway**

**Meal Logging Challenge**  
Every week we choose 12 Winners to split a **\$1,500 Cash Prize**, \$125/each.



### Monthly **\$2000 Cash Giveaway**

**Sleep Challenge**  
Every month we choose 8 Winners to split a **\$2,000 Cash Prize**, \$250/each.



### Quarterly **\$25,000 Cash Giveaway**

**Steps Challenge**  
2 Winners split a **\$5,000 Cash Prize**, \$2,500/each.

**Physical Activity Challenge**  
4 Winners split **\$20,000 Cash Prize**, \$5,000/each.



### **\$1 Million Fitness Sweepstakes**

Drawings occur every Monday, Wednesday & Friday.



**Get Started Now! Join the KROWD!**



# KrowdFit funds its own **unlimited** cash rewards pool!

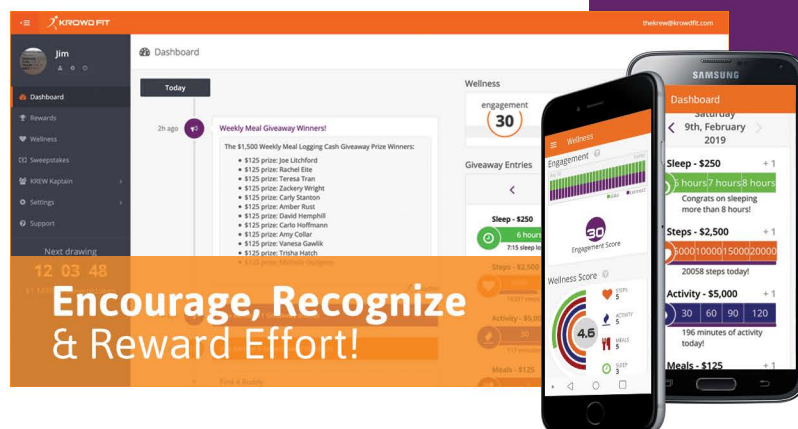
**KrowdFit** is an employee engagement and wellness incentive program designed to reward your employees' efforts to live a healthy, active lifestyle with weekly cash rewards, **up to \$5,000 per winner!**

## What is KrowdFit?

**KrowdFit** is a proven, SOC 2/Type II, HIPPA compliant employee engagement and wellness incentive program that focuses on rewarding the "Effort" our members make to live a healthy, active lifestyle.

There is no silver bullet, change occurs over time, steps by step which is why we built KrowdFit to reward the "**EFFORT**" our members make to consistently engage in healthy activities related to Sleep, Diet and Exercise. We are not rewarding the person who loses the most weight, nor are we rewarding the fittest person.

We believe if you reward the effort  
the results will follow!



Encourage, Recognize  
& Reward Effort!

## How does KrowdFit work?

KrowdFit Game Structures are participation based, rewards effort, randomized drawings, levels playing field between athlete and non-athlete, diet and exercise program agnostic.

## What wearables do you work with?

Fitbit, Garmin, Apple Watch, Jawbone, Misfit

## Can spouses and dependents participate in KrowdFit?

Yes, Employee & dependents age 13yrs+.

## Do KrowdFit rewards impact the 30% ACA limit on employers?

**No.** KrowdFit's "coalition" KROWD funded cash rewards are funded by the KROWD and randomly distributed to KrowdFit member's which allows us to provide meaningful cash incentives that complement the 30% employer limits set by the ACA.

## Can employers set targets for employees?

**Yes,** employers can set Activity Rates tied to the Entries earned for tracking sleep, steps, physical activity and meals.

## Get Fit. Get Social. **Get Paid!**™

**KrowdFit®** is a member driven, "Socially Powered. Krowd Funded"™ wellness rewards program that provides members the ability to earn cash rewards for engaging and sustaining a healthy, active lifestyle.

**\$1,500** Weekly Meal Logging Giveaway

**\$2,000** Monthly Sleep Giveaway

**\$5,000** Quarterly Steps Giveaway

**\$20,000** Quarterly Activity Giveaway

**IF YOU CHANGE NOTHING,  
NOTHING WILL CHANGE.**

Supported Biometric Devices:



## What kind of support does KrowdFit provide?

KrowdFit provides a fully managed Wellness Incentive Program. KrowdFit handles everything from launch, support, analytics, payouts & tax reporting at no additional charge to client.

## Is the company responsible for funding the rewards and tracking for tax purposes?

**No.** KrowdFit funds all cash rewards and will 1099 all members who win more than \$600 a year for tax purposes.

## How much has KrowdFit paid in rewards to members?

Over **\$2 Million** in cash.

## What type of engagement has KrowdFit driven?

KrowdFit has a proven a sustained **engagement rate of 72% for 97%** of its active membership **over 36+ months.**

**IT'S NOT ABOUT PERFECT.  
IT'S ABOUT EFFORT.**