

SWÖRKIT  
HEALTH

Making fitness and movement **simple and approachable** for everyone with personalized exercise and guided plans.

STRENGTH

CARDIO

YOGA

STRETCHING

Sworkit Active Days  
Challenge!

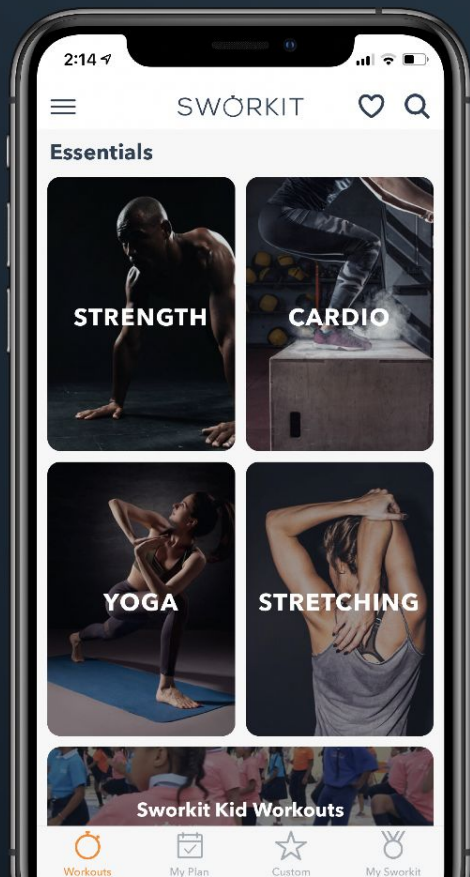
Challenge ends in 10 days

JOINED CHALLENGE



## The Power of Choice

Workouts for every goal



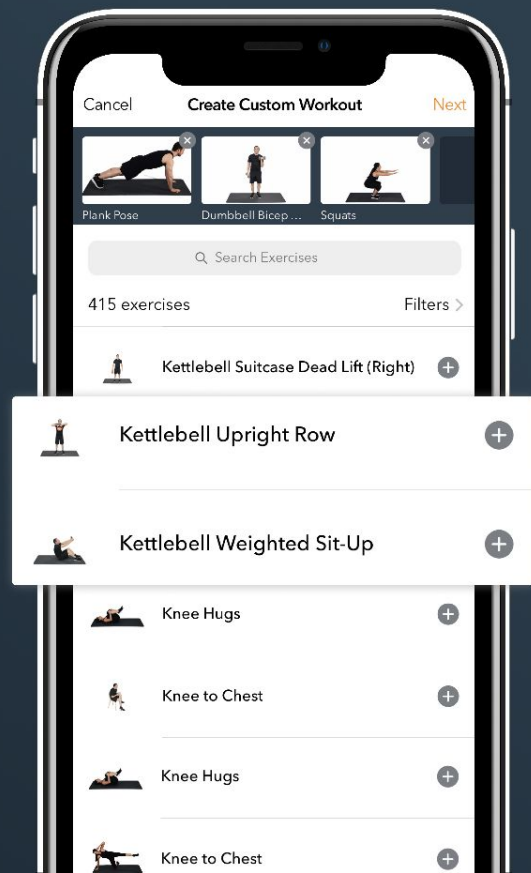
## Guided Video Workouts

Dynamic controls



## Unlimited Customization

Personalize any workout



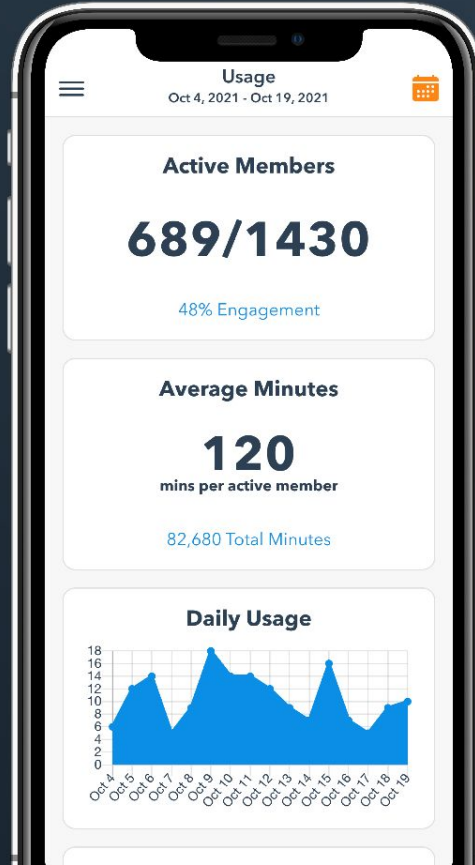
# Fitness & Step Challenges

Engage and motivate



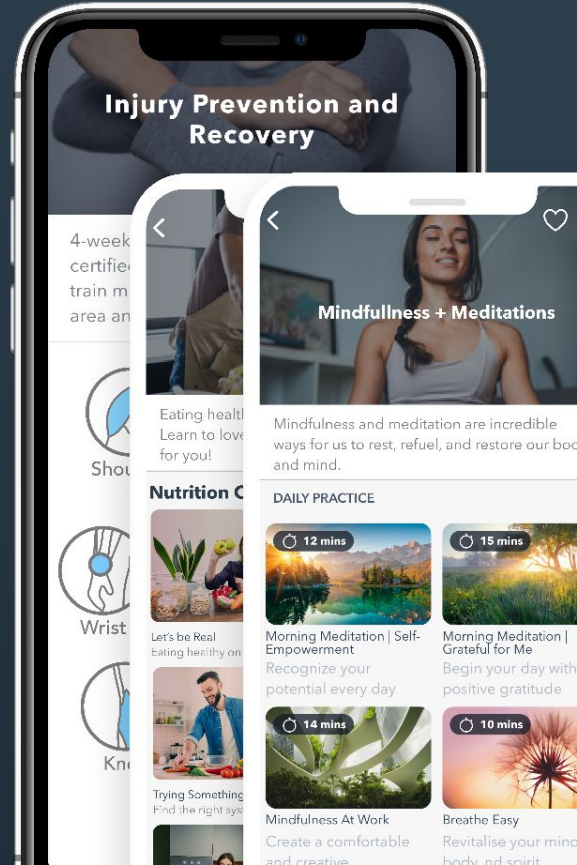
# Measurable Impact

Real-time engagement ROI



# Holistic Wellbeing

Body, mind, and prevention



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# What makes Sworkit special?

- **Hyper-personalization** fitness solution
- 10 years of consumer experience with **4.7/5.0 stars**
- Globally availability in **14 languages**
- Includes **low-acuity digital musculoskeletal** programs
- **Special population** programs for seniors, adults with injuries, families, and pre/post pregnancy
- Consistently rated **#1 for beginners**
- More **challenge offerings** with step and workout challenges
- Sworkit can offer bespoke **webinars**
- Custom reporting for workouts and steps

# Consistency is Key

TRACK YOUR PROGRESS

## Wearables and Fitness Integrations

Enjoy Apple Watch, Apple Health, Fitbit, Google Fit (and more) device-integration, tracking wellbeing and fitness activities

## Supported Integrations



Apple Health



Google Fit



Fitbit



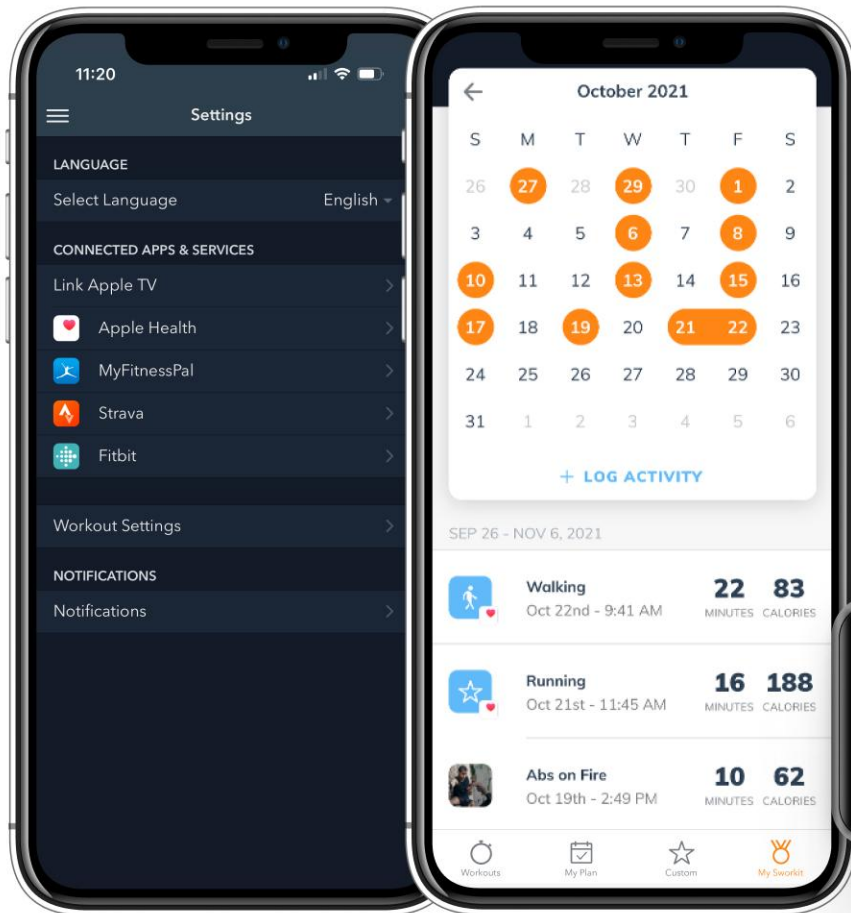
Strava



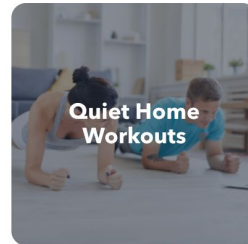
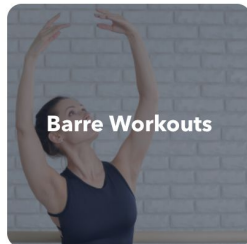
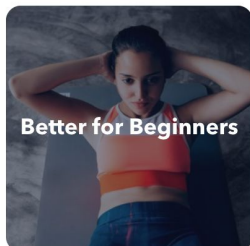
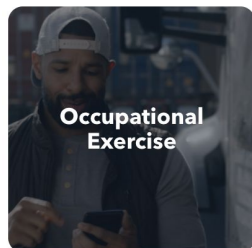
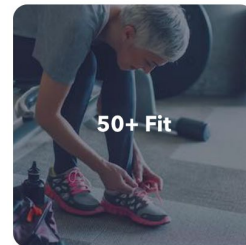
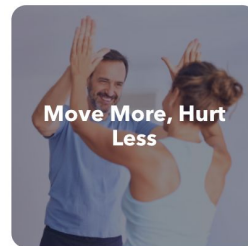
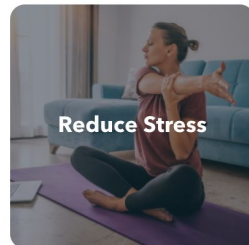
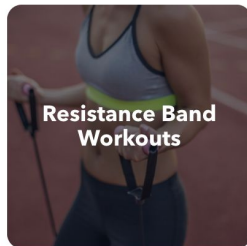
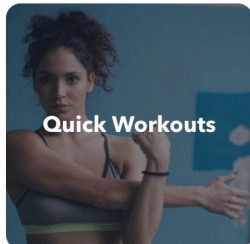
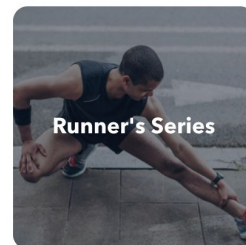
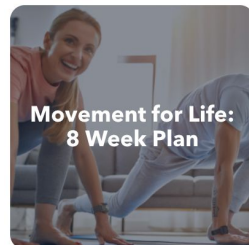
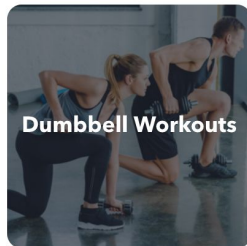
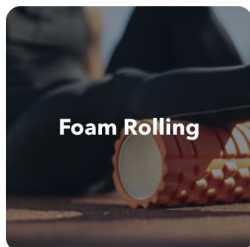
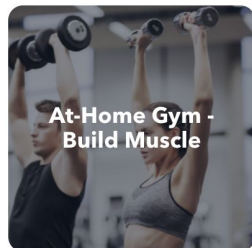
MyFitnessPal



Virgin Pulse



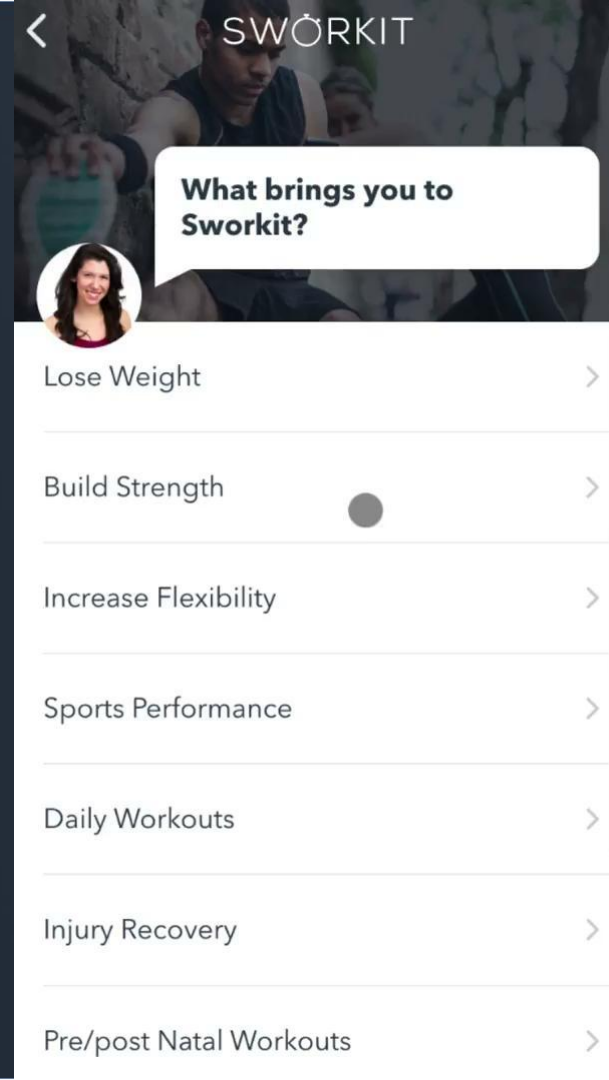
# Full of Variety, Always On-Demand



# Helping Individuals Reach Their Goals

SworKit's Workout Recommendation Engine algorithm for plans and workouts is based on 10+ dimensions:

- Fitness goal
- Current activity level
- Interests
- Age
- Current weight
- Injuries & pain level
- Past activities
- New workout releases
- Similar users' activity
- Member lifecycle journey



# SworKit Features

WORKOUTS FOR ANY GOAL

## 6 WEEK PLANS

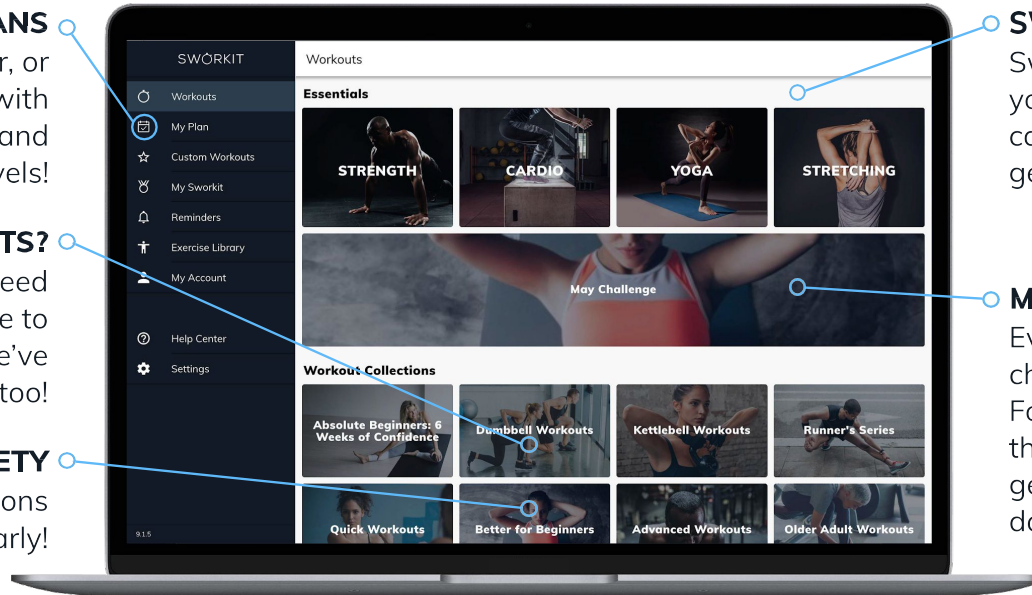
Plans to get leaner, fitter, or stronger - each with beginner, intermediate, and advanced levels!

## WANT WEIGHTS?

Most workouts don't need weights, but if you'd like to add small equipment we've got that too!

## VARIETY

New workout collections are added regularly!



## SWORKIT ESSENTIALS

Switch it up depending on your mood! Select strength, cardio, yoga, or stretching to get a list of those workouts.

## MONTHLY CHALLENGES

Every month there's a new challenge to follow along! For each day of the week, there's a new workout, never get bored again with your daily workout!



# Ask a Trainer Advice

GET ADVICE FROM SWORKIT'S CERTIFIED PERSONAL TRAINERS

**YOUR EMPLOYEES HAVE ACCESS TO SPEAK DIRECTLY WITH OUR TRAINERS AT ANYTIME USING THE ASK-A-TRAINER FEATURE IN OUR APP**

Example questions:

- Which program should I start with?
- How can I gain more muscle mass?
- Do you have any lower impact workouts?
- How many days per week should I workout?
- How do I stay motivated to create a consistent habit?
- What exercises are best for sciatica relief?

## MEET YOUR TRAINERS



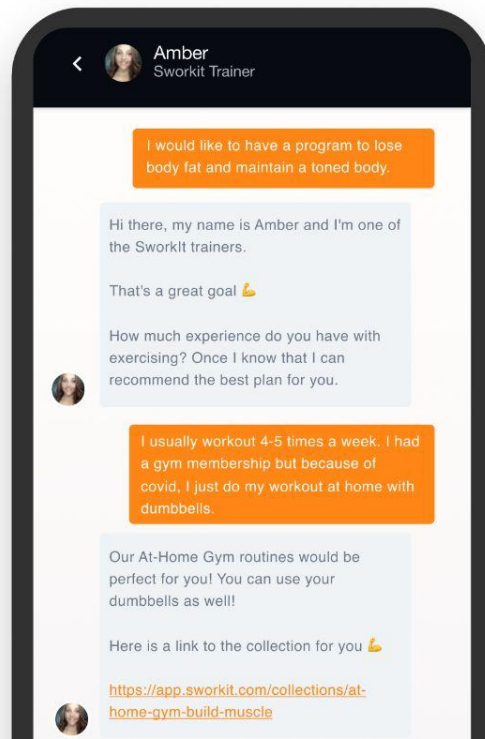
### STEPHEN HILL, PT, DPT, CSCS

Stephen is a Certified Strength and Conditioning Specialist, Physical Therapist, and one of Sworkit's Fitness Trainers. He loves helping members with injury prevention, exercise modification, strength training, and creating custom workout plans.



### AMBER STEELE, PT, DPT, CSCS

Amber is a Certified Strength and Conditioning Specialist, Physical Therapist, and one of Sworkit's Fitness Trainers. She loves helping members, answering their fitness and nutrition questions, and creating custom routines based on members' personal goals.



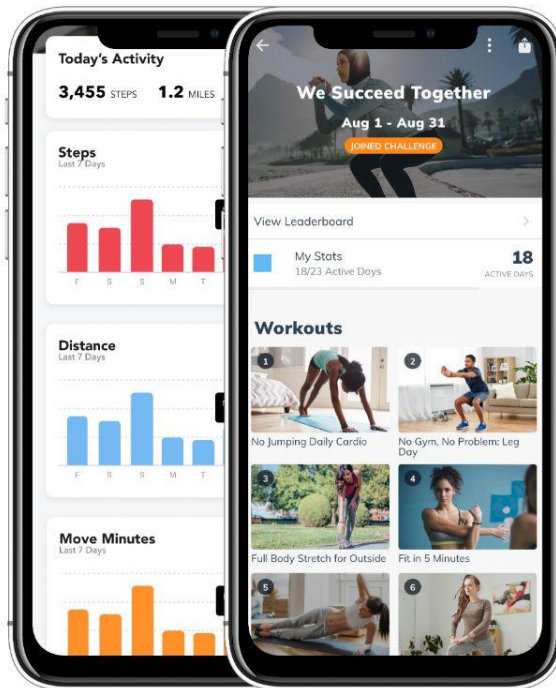
# Sworkit Challenges

IMPROVE TEAM MORALE & ENCOURAGE TEAMWORK

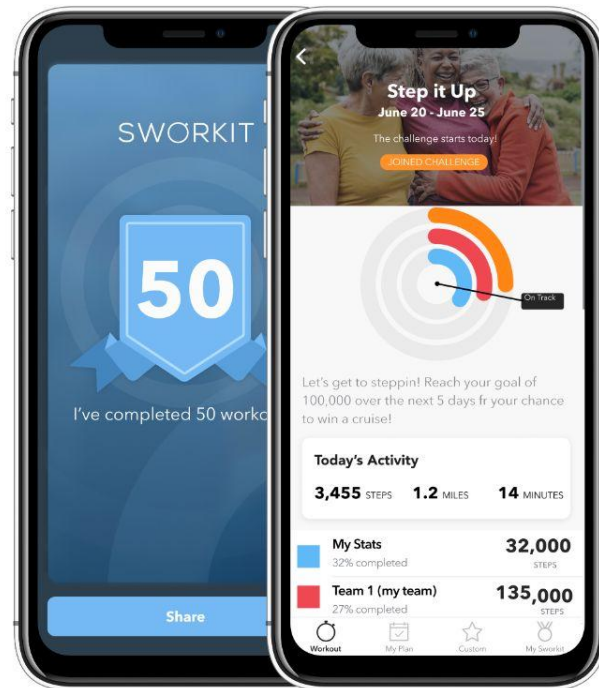
CUSTOMIZE YOUR CHALLENGE



FITNESS & STEP CHALLENGES



MOTIVATE & ACHIEVE TOGETHER



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# Sworkit Challenge Ideas



## Group Target Fundraiser

A donation of \$1,000 will be made to American Heart Association when the group achieves a total of 1000 active days! So get active for a great cause.



## Walk a Marathon Challenge

This individual success challenge will encourage participants to complete an average of 7500 steps per day over 7 days to reach 26.2 miles.



## Team vs. Team Challenge

The competition starts right away with a prize for the best team name. Teams will then compete to see who can reach the most steps or active workout minutes.



## Individual Success Target

Everyone in the group has a target goal of completing 10 days of workouts in two weeks. Leaderboard is optional, and all workouts count!



## Couch to Fit Challenge

Everyone in the group participates in a pre-configured set of Sworkit Workouts in our Couch to Fit Program. Other collections and programs are also available.



## Beat the Boss

Who can step or work out more than the senior leadership? Involving leadership in challenges is a surefire way to spark unrivaled competition.



## Active Days Challenge

Level the playing field for maximum participation, where any activity for the day counts! The more days you participate, the more chances you have to win!



## The Swealfie Challenge

Maximize fun and social interaction by sharing a daily selfie of you completing your activity for the day.



## Climbing Everest, First Up Wins

Competing as individuals or as teams, 58,070 steps first! Bonus points for taking the stairs or climbing hills.

# Sworakit Engagement Portal

## LIVE PERFORMANCE METRICS

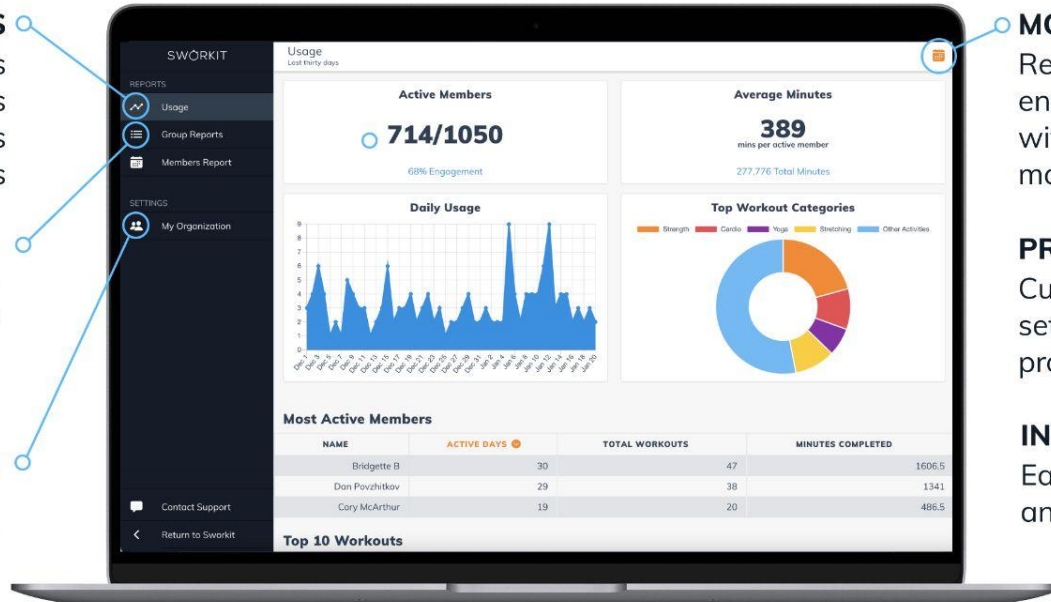
- # of enrollment employees
- # of active employees
- # of activated accounts
- Top company workouts

## MANAGE EMPLOYEE GROUPS

Organize your employees by department, regions, or teams to create incentivized challenges

## TAKE CONTROL

Company admins can remove access and manage employee invites



## MONITOR ENGAGEMENT

Review past and current engagement levels and work with your dedicated success manager to reach goals

## PRIVACY

Customizable privacy settings are available to protect employee rights

## INVOLVE YOUR TEAM

Easily invite other admins and export reports

# Sworkit LIVE

WORKOUT TOGETHER WHILE REMOTE!

## LIVE WORKOUTS

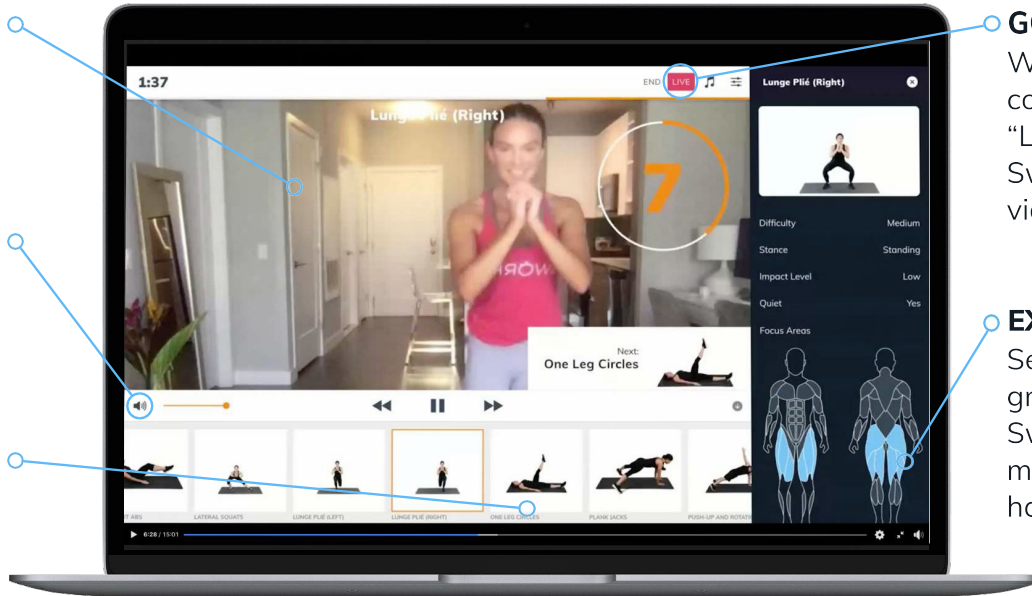
Connect with your team and run your own live workouts with the Sworkit LIVE player

## TURN IT DOWN

Adjust the Sworkit audio so that you can listen to your instructor

## WHAT'S NEXT

See what exercises are coming up next



## GO LIVE ON DESKTOP

When you're on a desktop computer you can tap the "LIVE" button to replace the Sworkit video with your own video!

## EXERCISE DETAILS

See target muscle and joint groups for each exercise. Sworkit also shows how to make the exercise easier or harder

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# SworKit Health Live Classes for 2023: Movement & Motivation

Webinars are for all clients. Company-specific webinars are available as an add-on.

- January: Exercises for a Healthy Posture
- February: Movements to Release Back Pain
- March: Stress Relief: Deep Breathing & Seated Stretching
- April: Movements to Prevent Knee & Hip Pain
- May: Seated Chair Yoga
- June: Family-Friendly All Ages Workout
- July: Pilates for a Healthy Core & Spine
- August: Combat Tight Shoulders & Neck Aches
- September: Light Movements: Beat the Afternoon Slump
- October: “Neck Hump / Tech Neck” Relief
- November: No Sweat, Full Body Cardio
- December: Feel Good Stretch

SWÖRKIT


LIVE: VIRTUAL GROUP WORKOUT

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**Movements to  
Release Back Pain**

Better understand the causes and associated risk factors of acute and chronic back pain.

Learn and try simple exercises designed to help prevent and relieve back pain.



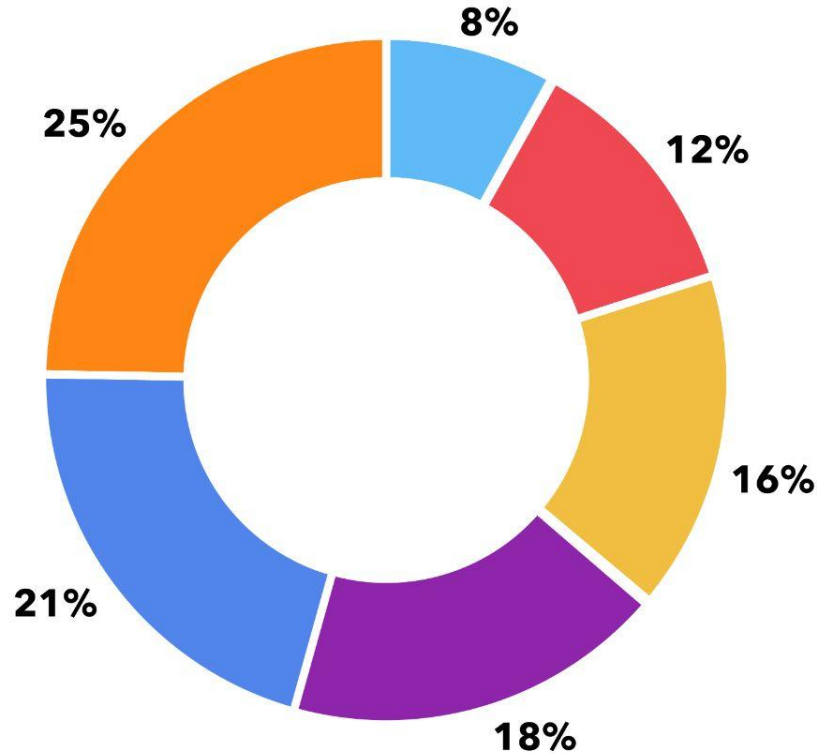
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#SWORKIT

# Clients & Partners



# Top Reasons for Partnering with Sworkit



- Exceptional Wellness Benefit**  
Employees value Sworkit as a quality benefit they want
- Overall Employee Health**  
Sworkit reduces employee health risks and absenteeism
- Play Together**  
Sworkit challenges elevate company morale and social connection
- Power of Choice**  
Sworkit offers a variety of diverse physical activities
- Mental Health**  
Reducing stress through exercise, mindfulness, and education
- 1:1 Trainer Advice**  
Employees can speak directly to Sworkit coaches for advice and motivation



# Real World, Industry Specific Results



## Top 3 Reasons Companies Partner with Sworkit Health

- #1 Wellness Benefit that Adds Value
- #2 Improve Overall Employee Health
- #3 Boost Social Connection; Company Morale

## Additional Stats

70% of all corporate employees have worked out with Sworkit at least once

On average, Sworkit Health challenges increase employee engagement by 25%





LOCATION: BELMONT, CA

COMPANY SIZE: 150 EMPLOYEES

INDUSTRY: COMMERCIAL SUPPORT SERVICES

### Results

After a 7-day, gamified Sworkit challenge, 75% of employees enrolled in the app, which led to an increase of 475% app usage since launch.





LOCATION: GREENSBORO, NC

COMPANY SIZE: 150 EMPLOYEES

INDUSTRY: TRANSPORTATION

### Results

Jet It launched Sworkit Health in April 2021. Jet It's CEO, a pilot himself, offered a "Beat the CEO" 60-day fitness challenge. This led to a 50% increase in active users. Since launching, Jet It retains a 100% employee activation rate.



LOCATION: UK, EGYPT, SAUDI ARABIA, & USA

COMPANY SIZE: 400-500

INDUSTRY: DATA ANALYTICS

### Results

Incorta Egypt launched with a 10-day Sworkit fitness challenge. After 100% employee enrollment and participation at Incorta's Egypt location, Incorta leadership expanded Sworkit Health access to Incorta employees worldwide.

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# User Stories



**135.000+**  
**5-Star Reviews**



**ALLISON, 49, USA**

"I'm a Director & Physiotherapist at The Sibley Group. We signed up to Sworkit to bring more focus to wellness at our company. I've personally been very off and on with exercise, but now I've been more consistent than ever, thanks to the 1:1 coaching I'm receiving from Tori. Thank you!"



**NATHALIA, 38, Brazil**

"I was an absolute beginner when I started working out with Sworkit 3 years ago. With Sworkit I made exercise a habit and try to work out at least 4 times per week. I even have my grandmother and 5 year old son using it now too :)"



**MIKE, 29, USA**

"I'm currently studying for my MBA and work full time at Wise. I started using Sworkit after a soccer injury and it helped be get back to challenging exercises. I was already paying \$59.99 for Sworkit, but when my work offered start paying I was even more thrilled. I enjoy being able to host live workouts with the team."



**DAVID, 34, USA**

"I like that Sworkit gives me more customization options that other on-demand video platforms. I use Sworkit when I'm not able to make it to the gym and even sometimes when I do for core and stretching. Sworkit's challenges are a great way for me to stay motivated to do just that little bit more."

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# Sworkit's Health Outcomes Survey



**80%**

of survey participants reported that Sworkit has had a positive impact on their progress to overcome their chronic condition



**83%**

of members who reported prediabetes have seen a positive impact on their A1C results since using Sworkit



**82%**

of members who reported back, knee, and joint pain have reported less pain since using Sworkit



**85%**

of members say Sworkit helped improve their back, neck or joint pain condition.



App Store  
Best App



★★★★★  
135,700+  
5-Star Reviews

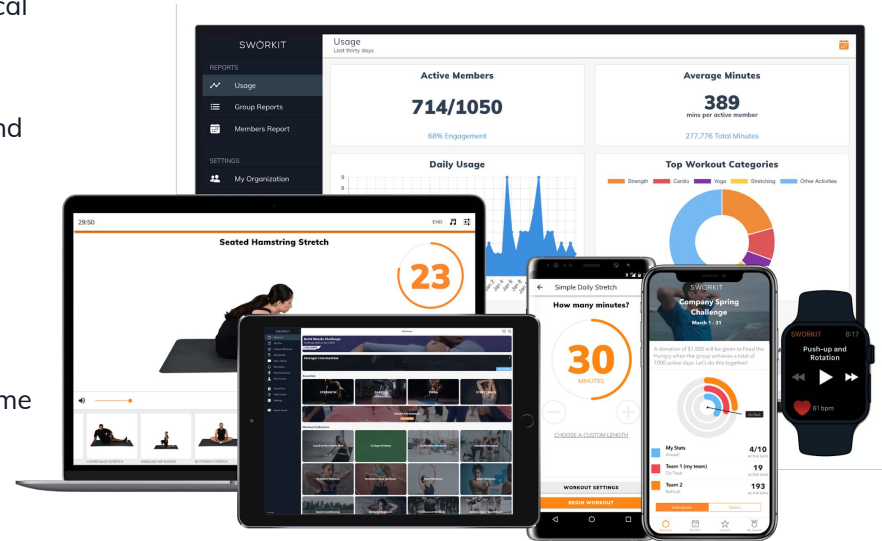


GOOGLE PLAY  
EDITOR'S CHOICE



## SworKit helps connect employees and reduce stress with a top-ranked fitness app providing video and audio-guided workouts.

- Inclusive video and audio-guided experience with diverse physical activity offerings
- Over 1000+ Workouts and fitness plans for absolute beginners, seasoned athletes and everyone in between, including families and older adults in need of low-impact options, and low-acuity MSK
- Certified trainers are available to answer questions and provide plans to help members reach fitness goals
- Wearables and fitness integrations (Apple Health, Google Fit, Strava, MyFitnessPal, Fitbit, Virgin Pulse, and more)
- Company-wide or team fitness and step challenges with real-time engagement dashboard access available
- Admin and employee onboarding live video sessions
- Global availability, with 14 languages available: English, German, Spanish, French, Italian, Hungarian, Portuguese, Russian, Turkish, Hindi, Japanese, Chinese, and Korean
- Monthly Live Classes & Webinars for all clients with bespoke webinar options available



# 100M+

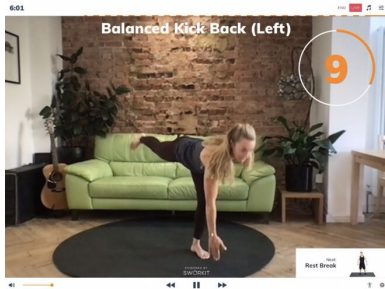
Workouts completed by SworKit members.

# 4.7 Stars

App Store and Google Play rating out of 5.0

# Additional Sworkit Services

- Bespoke wellness webinars for fitness, mental health, nutrition, sleep, and more
- Virtual group fitness, yoga, and meditation classes
- Corporate wellness retreat hosting and facilitation
- Bulk group gift purchasing of Sworkit for employees or clients
- Community Health Initiatives



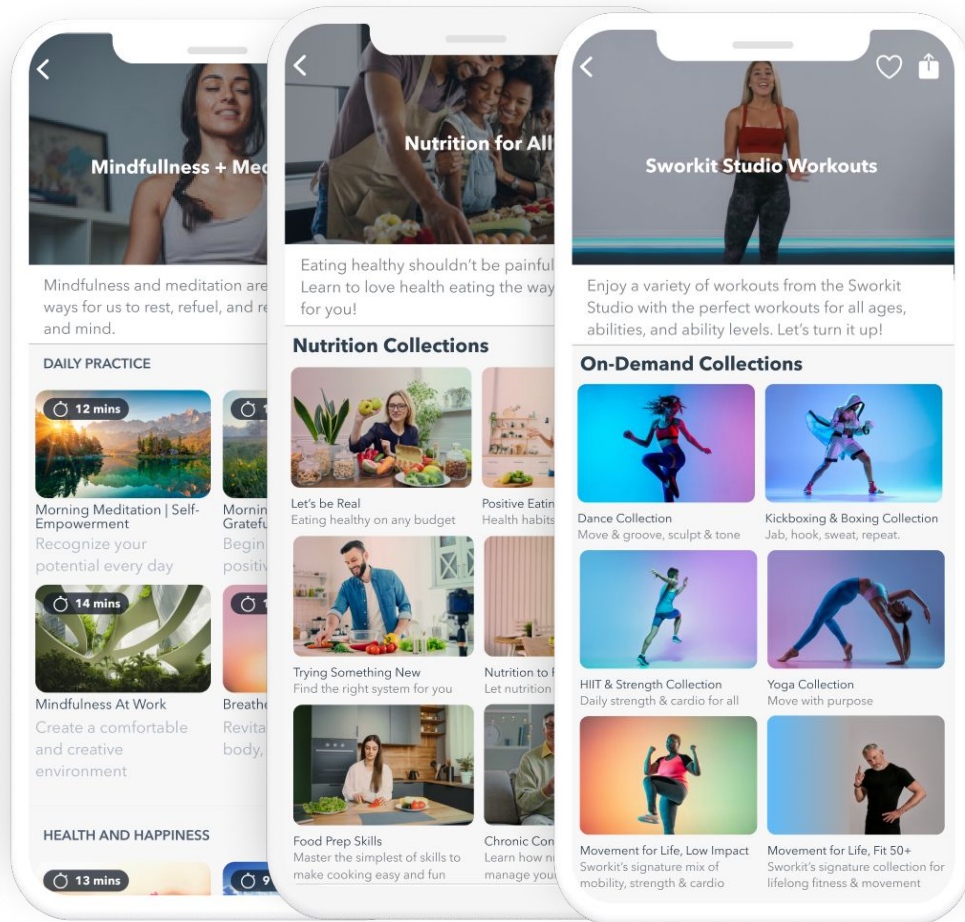
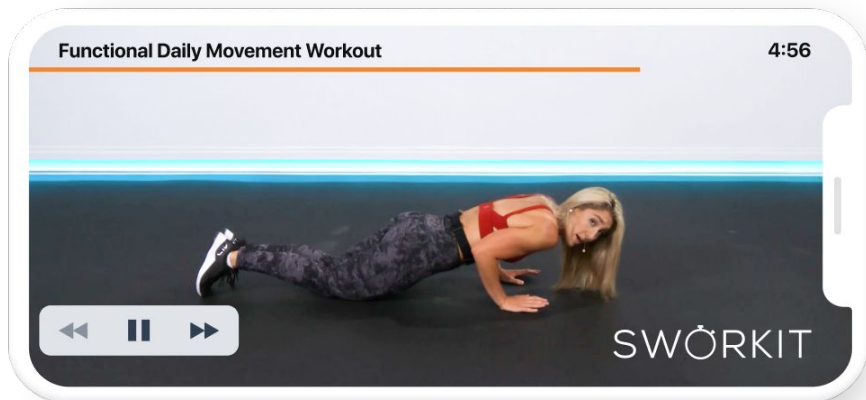
# Coming to Sworkit in 2023:

**Mindfulness & Meditations** (Launched)

**Nutrition Library** (Q2)

**Studio On-Demand Workouts** (Q2)

**Buddy Challenges & Group Workouts**



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# Diversity, Inclusion, and Health Equity Commitments

## **Team & Leadership Diversity**

SworKit Health is a minority-owned organization with an predominately minority or non-male team. We are committed to fair and diverse hiring practices to ensure visibility beyond our own networks.

## **Diversity of Content and Instructors**

Our content includes diverse instructors and imagery to invite members of varying ethnicities, fitness levels, and physical abilities to a welcoming and supportive environment where they can focus on their health.

## **Supporting Inclusion**

SworKit is committed to creating an environment where everyone feels welcome, respected, and represented, catering to a variety of backgrounds, abilities, and goals

## **Improving Access to Care**

SworKit democratize access to top-tier physical activity instruction by removing barriers to access such as limited transportation, income disparity, environment, or educational background.

## **Addressing Health Disparities**

SworKit provides accessible, customizable, educational, affordable, and motivating fitness solutions. By making fitness more accessible and inclusive, it can help to bridge the gap in health disparities and promote a healthier lifestyle for all.

## **SworKit Youth Initiative**

SworKit's has made it's fitness technology freely accessible for schools, students, teachers, and coaches worldwide, to break down barriers to access and cut the rate of childhood obesity.

# Featured in...

theguardian

kidspot  
*Thousands of Mums. One Spot.*

lonely planet

alphr.com

engadget

marie  
claire

SHARK  
TANK

USA TODAY

Women's Health

SHAPE

SELF

lifehacker

CNBC

Parade

GMA

MENS JOURNAL

THE TIMES

healthline

GLAMOUR

GREATIST

TRAVEL+  
LEISURE

ACTIVE.

GEAR PATROL

The Washington Post

Good Housekeeping

HUFFPOST

teenVOGUE

USA TODAY

Evening Standard.

FAST COMPANY

COSMOPOLITAN

Backed by science. Trusted by millions.



#1 fitness app based on a study at the University of Florida of over 20 fitness apps