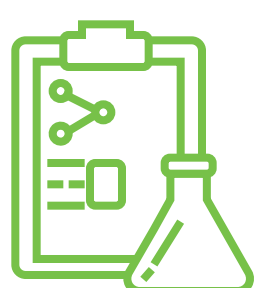


Wish more employees would use your wellbeing,
disease management and behavioral health benefits?
Turn **5%** engaged into **50%** with LifeDojo.



Achieving high enrollment, engagement and behavior change rates within employee health programming can often feel like an endless, uphill, losing battle.

Whether you have invested millions of dollars in corporate gyms, health centers and onsite services, or implemented digital therapeutics, telehealth, wellness and engagement platforms, you have experienced the cycle of launching with excitement, only to be disappointed by the lack of sign ups, the early disengagement, and the lack of measurable results after the programs reach their end.

With the pressure on to reduce healthcare costs, improve productivity, and drive up

employee engagement and retention, this lack of utilization is not going to work.

LifeDojo was founded to solve this crisis, by creating a single health engagement gateway that specializes in enrolling, engaging, and seamlessly handing off employees to your existing health benefits based on health risk, preference, and personalization.

The result? *LifeDojo's clients have seen 50% or more of their employee populations engage in their personal health within six months of offering the LifeDojo app.* Clients also see disease management, behavioral health and wellbeing utilization rates skyrocket within 12 months of launch.

A comprehensive approach to improving employee health

LifeDojo is the mobile app employees turn to first whenever they think about self-improvement. With access to free, premium services, it's seen as a **perk**, not an **obligation**.

- ✓ Employees design their *own* health improvement program, on lifestyle goal at a time.
- ✓ Over 7,000 pieces of science-based, motivating, practical health content.
- ✓ Employees choose a personal health coach to call, chat or text any time.
- ✓ Seamless in-app and coach referral system to employer's existing health benefits
- ✓ Employees can join in-app groups of their peers via chat, or keep the program private.
- ✓ 32 programs to choose from in areas of physical, mental, emotional and more.



LifeDojo brings person-centered, world-class health coaching and concierge to every employee.

Health improvement is hard. Most New Year’s resolutions fail within days. What makes the difference? Science is clear that access to a person-centered, behavioral specialist coach improves your chances by over 400%. Employees will engage in their health when they feel like they can succeed. LifeDojo coaches are uniquely trained to help every employee go from 0 to 10 with their health, while connecting them to the other benefits that will get them the help they need based on health risk.

Coach Jessica

Hey Dave! How did Yoga after work turn out?



It was great... calming *and* a solid workout. Thanks for the idea!

LifeDojo starts small and builds confidence

Employees avoid disease management, behavioral health and wellbeing benefits for many reasons, but chief among them is the **fear of failure**. LifeDojo deals with this head on by giving employees the support, guidance and focus to get one win at a time. Employees that use LifeDojo can start with goals as simple as drinking more water and walking after work, then graduate to Diabetes Prevention and depression counseling when they are ready. The key is to start small and build. Here are the health goals employees can choose to get started:



MASTERING STRESS

- | | |
|---------------------|----------------------|
| Meditation | Social Relationships |
| Positive Journaling | Sleep Routine |
| Practice Yoga | Positive Outlets |
| Deep Breathing | Well-Used Leisure |



HEALTHY EATING

- | | |
|------------------|-------------------|
| Drink Water | Whole Foods |
| Homemade Meals | Less Sugar |
| Fruits & Veggies | Disease Specific |
| Healthy Snacks | Healthy Breakfast |



FIT FOR LIFE

- | | |
|-----------------|-------------------|
| Fitness Walking | Strength Training |
| Running | Fitness Class |
| Biking | Team Sport |
| Swimming | Individual Sport |



SCIENCE OF HAPPINESS

- | | |
|--------------------|------------------------|
| Being Generous | Positive Relationships |
| Mindful Moments | Developing Flow |
| Passion Project | Gratitude Journaling |
| Mindful Meditation | Positive Narratives |

Seamless integration with existing health benefits

Every employer is different, offering a unique suite of employee benefits that span across physical, mental and emotional health. LifeDojo’s job isn’t just to enroll, engage and help employees make preventive health improvements; it is also to drive up utilization of all your existing benefits by referring employees at the right time, in the right way, to maximize the chances of success. Here are just some of the employer benefits LifeDojo has driven up utilization for by over 30% within 6

- ✓

Mental Health: EAP, Telecounseling apps, counselors within health plans
- ✓

Assessments: Biometrics, HRA’s, Doctor’s Physical, seeing specialists
- ✓

Nutrition/Diet: DPP programs, Nutrition Counseling, Healthy food access
- ✓

Mental wellbeing: Meditation classes, Yoga, employee-led clubs and groups
- ✓

Fitness: Gyms, Yoga classes, running groups, hiking groups, gym subsidies
- ✓

Substance abuse: Smoking Cessation, addiction counseling and more.

What results can you expect with LifeDojo?

LifeDojo is trusted by a diverse set of large employers to serve as the central employee health improvement hub for one reason: LifeDojo consistently achieves unprecedented results. Whether your goal is to reduce healthcare costs, improve employee engagement, or address productivity concerns including absenteeism, burnout and injury, LifeDojo’s health engagement platform can engage a majority of employees in the health solutions you are most focused on.

Summary of key LifeDojo customer outcomes across 2017-2018 book of business:

| ENROLLMENT RATES | SUSTAINED PARTICIPATION | MENTAL HEALTH MEASURES | PHYSICAL HEALTH MEASURES | DISEASE MGMT REFERRALS | BEHAVIORAL HEALTH REFERRALS | WELLBEING BENEFITS REFERRALS |
|---|--|--|--|--|--|---|
| 51% | 83% | 71% | 73% | 31% | 28% | 535% |
| average target population enrollment within 12 months | of participants sustained participation well beyond week 1 | of participants saw statistically significant improvements | of participants saw statistically significant improvements | increase in DPP and/or Health Center utilization | increase in EAP and counseling service utilization | increase in referrals to gyms, classes, groups and more |

LifeDojo clients share a passion for solving Employee Health. Here’s a selection:

