



INTRODUCTION TO KILTER REWARDS

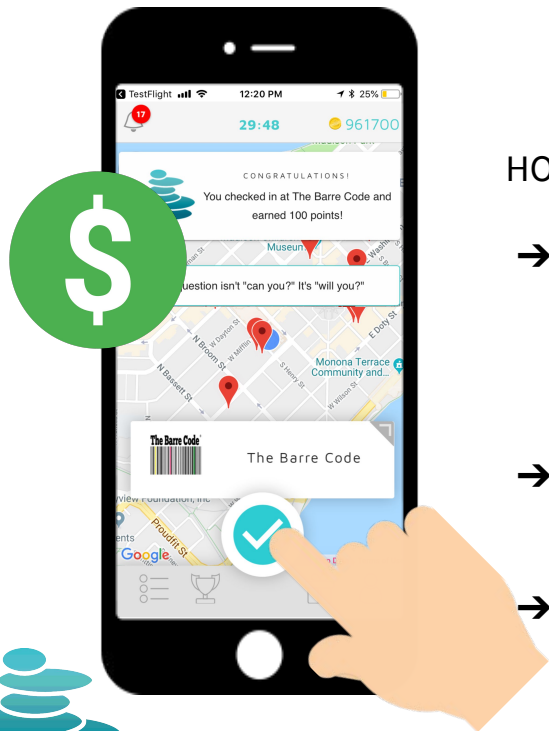
"Fitness Meets Philanthropy"

What is Kilter Rewards?

Kilter Rewards is a mobile app that incentivizes users to complete wellness related activities.

HOW IT WORKS:

- Users 'check-in' via the Kilter Rewards mobile app whenever they workout at a gym or complete any designated workout through connected applicable platforms (Apple Healthkit, Fitbit, Strava, MapMyRun, Garmin).
- Each logged workout earns points to put towards rewards and automatically triggers charitable contributions to nonprofits of choice.
- Users can redeem points for employer offered rewards or for local or online food/beverage businesses, apparel, fitness passes, spa services, and more.



What Activities Count?

Kilter Rewards Any Of the
Following (1x per day max.)

30 Minute Gym Workout

2+ Mile Run (or 30 minutes)

5+ Mile Bike Ride (or 30 minutes)

10,000+ Steps

Connected Apps/Devices

Apple Healthkit

Fitbit

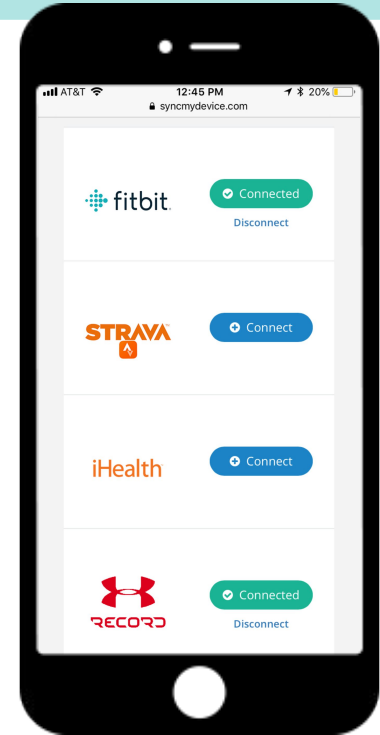
Garmin

Strava

Under Armour (e.g.

MapMyRun)

**or check into ANY gym*



How Kilter Helps My Business



Wellness is a critical component of company financial success, culture, and overall health. Many businesses are using wellness related tools to stand out from competitors.

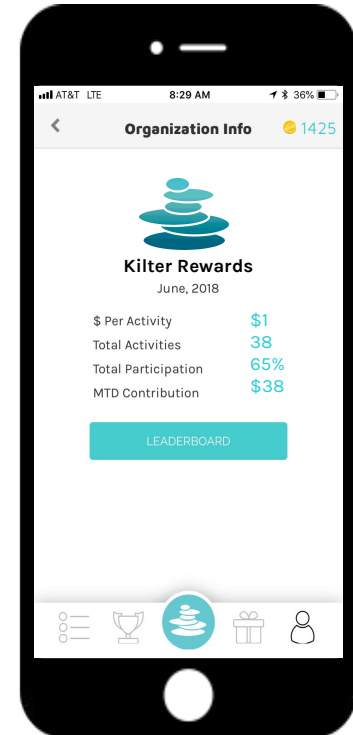
Financial Incentives

- Longer Retention, Less Turnover = **Save Time & Money on Recruiting/Hiring**
- Wellness is seen as a benefit offering to **attract top talent in a competitive market**
- A healthier workforce will help **lower healthcare utilization and lower health insurance premiums**
- A healthier workforce will save money lost from **illness, injury, and presenteeism (healthier employees are more productive at work)**



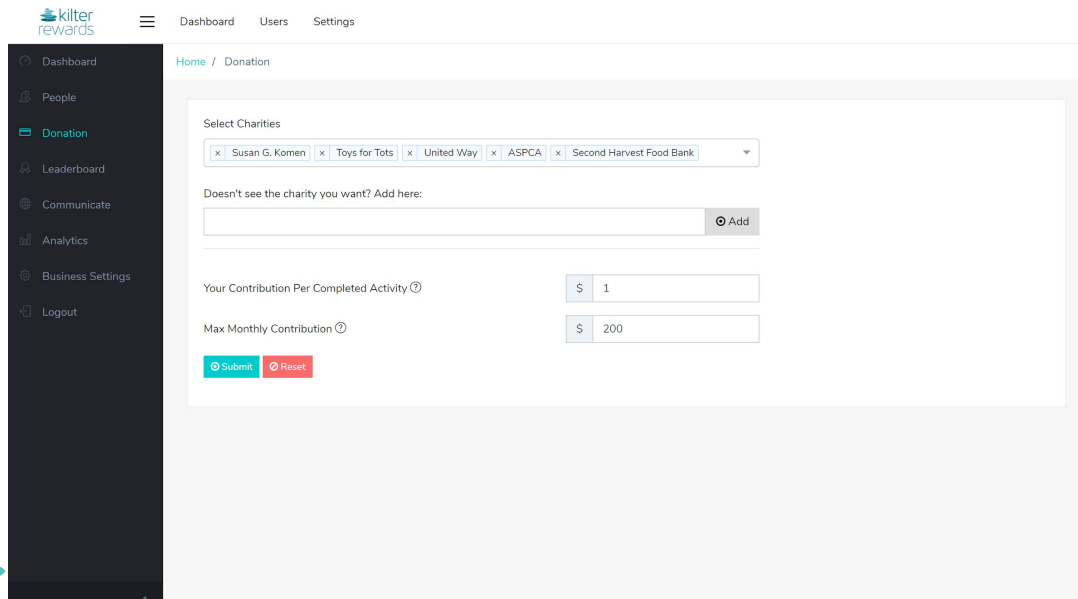
Kilter is More Cost Efficient, Gives Higher Return

- **Kilter drives higher wellness participation and adherence rates through charitable contributions as a primary incentive.**
- **Kilter makes your CSR and wellness missions ONE IN THE SAME.**
 - You save more money when you reallocate the charitable donations you already make into Kilter.
 - Unique option for employees to donate to their favorite charities without having to take a payroll deduction.
 - You get the same tax benefits as you would when making direct donations.
- **Kilter is extremely low barrier to entry**, saving time and money for administrators.
- **Kilter is lower cost and charges a flat annual fee** based on YOUR participation goals. You'll know exactly what to budget for.



Employer Charitable Donation

Employer can choose to elect a charitable donation budget each month and set a \$ value to contribute for every completed employee wellness activity.



The screenshot shows the 'kilter rewards' interface. On the left is a dark sidebar with navigation links: Dashboard, People, Donation (highlighted), Leaderboard, Communicate, Analytics, Business Settings, and Logout. The main content area is titled 'Home / Donation'. It features a 'Select Charities' section with a dropdown menu containing 'Susan G. Komen', 'Toys for Tots', 'United Way', 'ASPCA', and 'Second Harvest Food Bank'. Below this is a text input field with the placeholder 'Doesn't see the charity you want? Add here:' and an 'Add' button. Further down are two input fields: 'Your Contribution Per Completed Activity' with a value of '\$ 1' and 'Max Monthly Contribution' with a value of '\$ 200'. At the bottom are 'Submit' and 'Reset' buttons.

- **Choose/add the nonprofits you want employees to be able to choose from**
- **Public Relations and community outreach improvement**
- **Use donated funds for tax breaks each year**

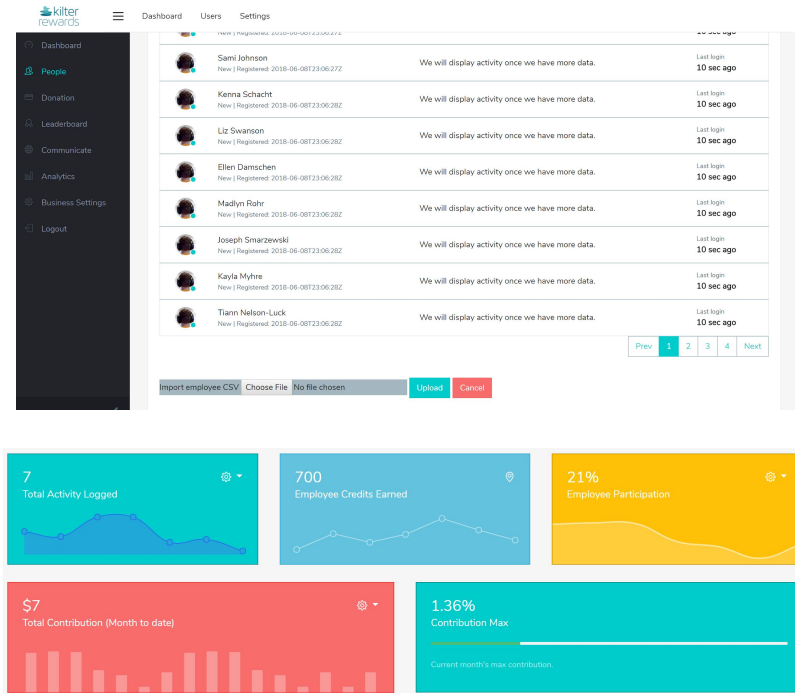
Employer Portal

Easy Administration

- One time setup (*the Kilter team sets it up for you, no fee*)
- Upload CSV for all employees to get invited to join
- Easily add new employees/remove employees that have departed

Data Analytics

- Insights into individual & aggregate employee activity and participation
- Insights into charitable contribution breakdowns and community impact



Employer Challenges & Rewards

Customize Challenges

- Maximize participation and engagement through various fitness challenges that anyone can compete in (*steps, distance, by workout type, etc.*).

Create Rewards

- Add additional incentives for employees to work for (*e.g. gift cards*).
- Employees will simply redeem points for your rewards through the app.

The image displays three overlapping screenshots of the Kilter Rewards app interface. The top-left screenshot shows a 'GYM SHARK FITNESS CHALLENGE' with a sign-up date of July 1st and 4/11 entries. The top-right screenshot shows an 'AMAZON FITNESS CHALLENGE' with 20 days left. The bottom-right screenshot shows a 'LULULEMON FITNESS CHALLENGE' with 34 days left. Below these, two more screenshots are shown: one for 'Free Redemption of Under Armour Gift Card' and another for 'Free Redemption of Lululemon Gift Card'. The Under Armour screenshot shows an 'Offer Details' modal with fields for Product Name, Description, Reward Type (set to FREE), Price (\$100), Points Needed (15000), Offer Category (Apparel), and checkboxes for Online Code and Offer Available. The Lululemon screenshot shows a 'CHANGE IMAGE' button and text indicating a \$75 gift card is available for 11,250 points.

Employee Challenges



The 'Challenges' tab engages employees with some healthy competition to compete for exclusive prizes.

- Challenges can be set up by the employer to be open to employees only, or the public
- Employers can choose from a bucket of pre-set challenges, or create their own
- Employers can assign prizes for the winners, or select an amount to be donated to charity based on participation
- At the end of the duration of the challenge, a winner is drawn and prizes dispersed.



Employee Rewards

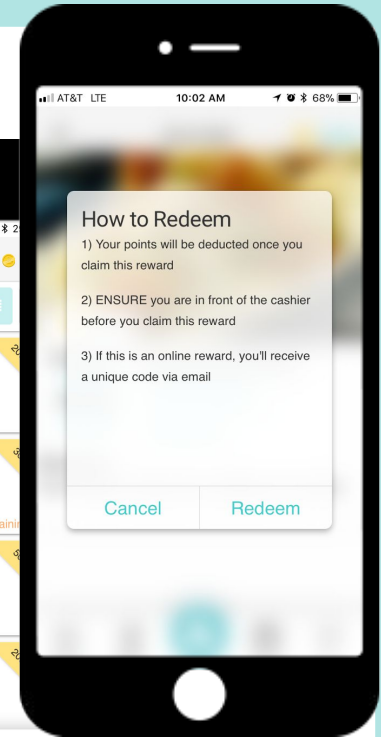
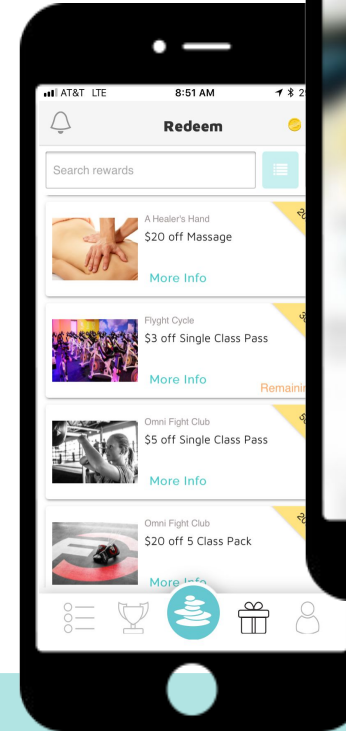
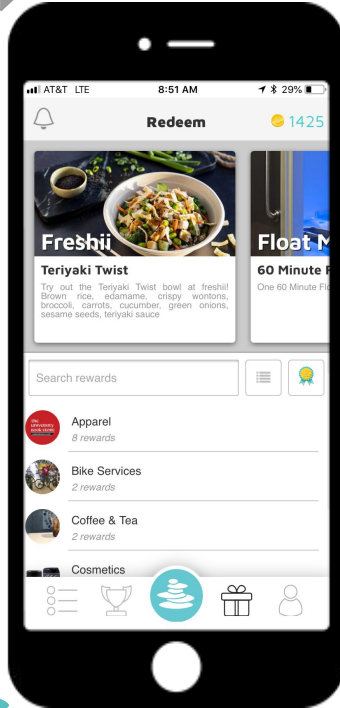
In addition to charitable contributions, employees will earn 100 points for every completed activity.

Employees may then browse through our 'Redeem' tab to see what rewards are available, organized by category.

After a user clicks redeem on a reward, they are given a promo code that they use at the point of purchase.

The points are then deducted from their account.

Rewards May Be Offered By:
3rd Party Vendors (Coffee, Fitness Passes, Apparel, Etc.)
You as the Employer



The Wellness Ecosystem

Kilter is working to build a network of locations where users can spend points for healthy food options, to reinforce healthy behavior change.



Employee Charitable Donations

Charitable contributions happen automatically for employees! They simply choose the charity they want to donate to in the Kilter app. Then we seamlessly reward every completed activity.



Our Mission/Overview

Kilter aims to make a positive impact on the overall health of the world. We believe it starts at the individual level. Those more engaged in their own health are better for their families, their companies, and their communities.

- Kilter helps support community and charitable outreach
- Incentivizes employees to engage with each other in a healthy manner
- Lowers financial and administrative burden for employers
- Adds an additional employee benefit in monetary rewards

Join Us!



Thank You!

Thank you and please contact us if there are any questions.

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