



Meet the Future of Health and Fitness



April 2023

What the member gets

All-in-one wellness care platform



Digital Wellness

- Best-in-class Fitness Classes
- Nutrition (Meal plans & 500+ Recipes)
- Mindfulness + Sleep content
- Goal-based programs
- Variety of Groups and Challenges
- Unlimited offline downloads
- Advice articles from experts
- Integration with other health devices & apps



In-person experience

- Access to an extensive network of 13,000+ local gyms, studios and community facilities
- IRL group classes
- Ability to nominate new locations
- Obtain top-quality fitness accessories



Condition Management

- Easy-to-follow, engaging condition care management curriculum taught by experts including MDs
- Content highlights include MSK, Diabetes, and more
- Compressive companion guides for easy referencing

FitOn at a Glance

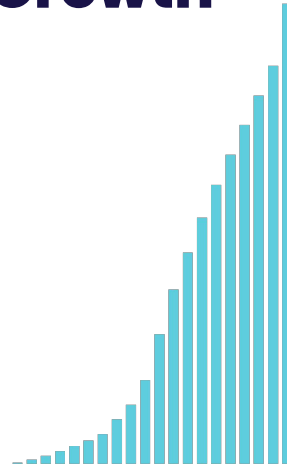
#1 Fitness App

App Store & Google Play

13+ Million

Registered Members

20X Growth

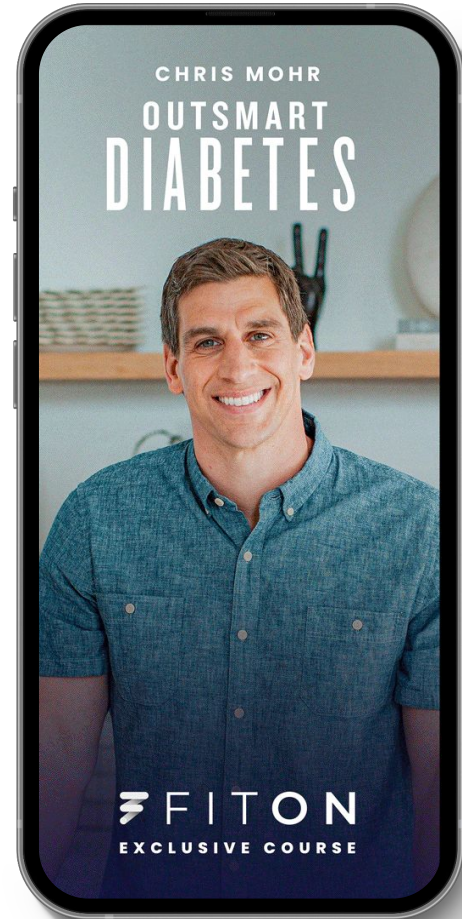
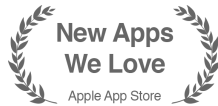


100%

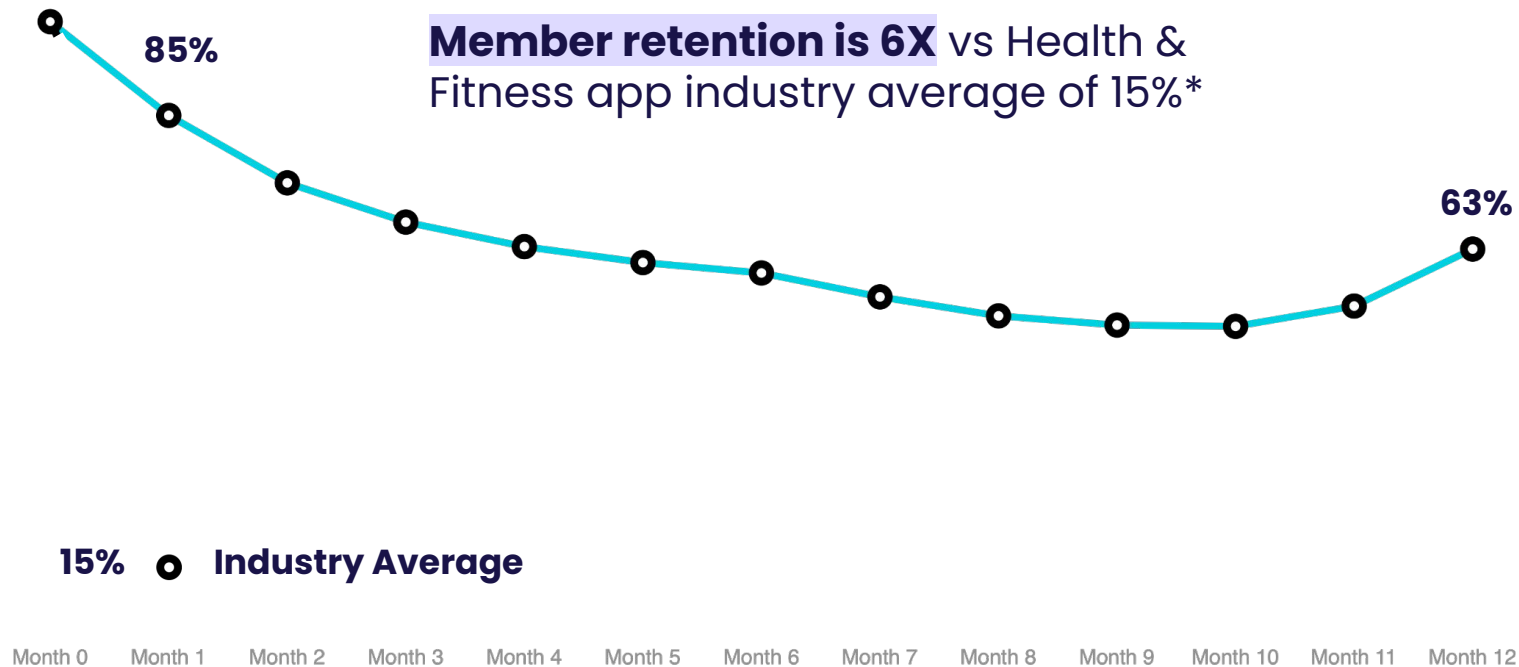
Health Plan Retention

19,000+

Employer Customers



Strong Retention



*Measured within 30 days

Members Love Us

4.9 Average Rating

NPS of 75 is unheard of!

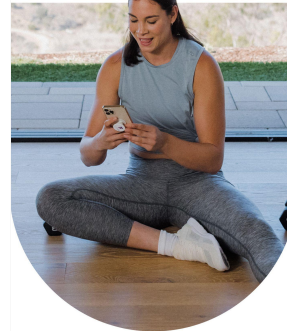
400K 5-Star Reviews



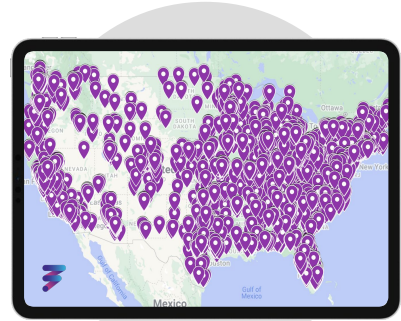
20% Eligible to Registered

Industry Avg is 4%

FitOn is the best workout app I have ever seen.



In-Person Network



Our national **13,000+** network consists of top studios, gyms, and community facilities – growing everyday.

Widest Variety

All our exclusive in-app content is **created in-house & purposefully curated** to deliver the best experiences to your members.



HIIT.
Cardio.
Yoga.
Strength.
Barre.
Meditation.
Low-Impact.
Toning.
Pilates.
Dance.
Postnatal.
+ More



Extra Motivation

We partner with celebrities representing **self-love, fun, body positivity, and being your best self.**



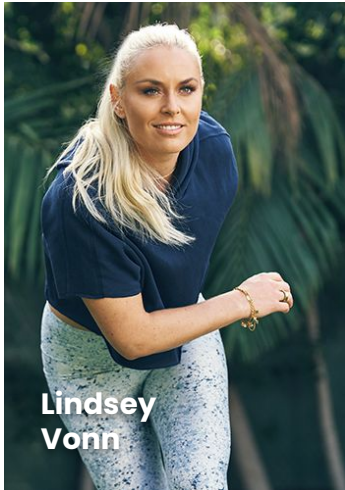
Charli D'Amelio & Family



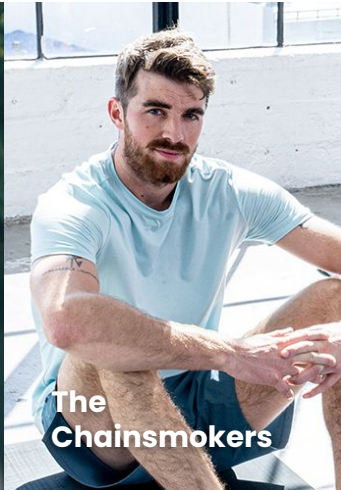
Halle Berry



Bob Harper



Lindsey Vonn



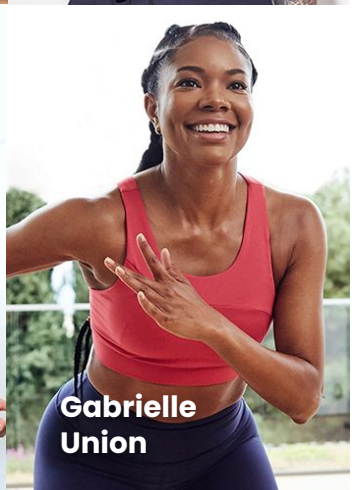
The Chainsmokers



Julianne Hough



Jonathan Van Ness



Gabrielle Union

Support Your Membership

FitOn Health Courses

Authentic experts who deliver engaging condition care management curriculum

New Conditions

Constantly creating new courses based on cost centers and/or the needs of YOUR population.

Accessibility

Captions assistance for audio and select video content



Built for your population

The FitOn Health experience can be configured to meet your people's needs.

FitOn Health Platform

Fully scalable, mix and match

Option 1	Option 2	Option 3	Option 4
Digital	Digital	Digital	Digital
	Courses	In-Person	In-Person
			Courses

We Partner with You

Full white glove service to ensure an engaging and motivating program

A robust, administrative backend provides best-in-class population insights, and includes:

- ✓ Easy eligibility file management
- ✓ Program promotional resources
- ✓ Monthly or quarterly aggregate reporting
- ✓ Security & compliance certified

98%

CS satisfaction rating



THANK YOU!





Proven Founders

Collective 30+ years experience
helping build billion-dollar brands



Lindsay Cook
CEO, FitOn



FitOn was founded by Lindsay, former **Fitbit Executive who ran the Consumer Devices Group** and led Product Marketing.



Russell Cook
President / CTO, FitOn



Russell founded AllTrails, #1 Outdoors app, which he sold for nearly 9-figures and prior to starting FitOn, ran Operations & **Growth at Postmates.**



Ed Buckley, PhD
CEO, FitOn Health



Digital health expert, Ed, founded Peerfit and has led its expansion strategy, including building close relationships with many of the largest health providers in the US.

FitOn Health



Gympass



Engagement



+5600% the Engagement (active users) of the Gympass app with 400K+ reviews & 4.9 star rating

Limited engagement 4.5 stars with 5K ratings



Network



Full access to 11,000+ incredible gyms & boutique fitness studios

Limited access to just 3,000 facilities on standard plan BUT you have to buy up to access the full network which isn't unlimited



Digital content



Holistic-health solution across nutrition, fitness, mindfulness, sleep and health courses — **all in one app.**

App aggregator of a number of different point solutions, resulting in significant barriers to adoption and very low engagement



Pricing

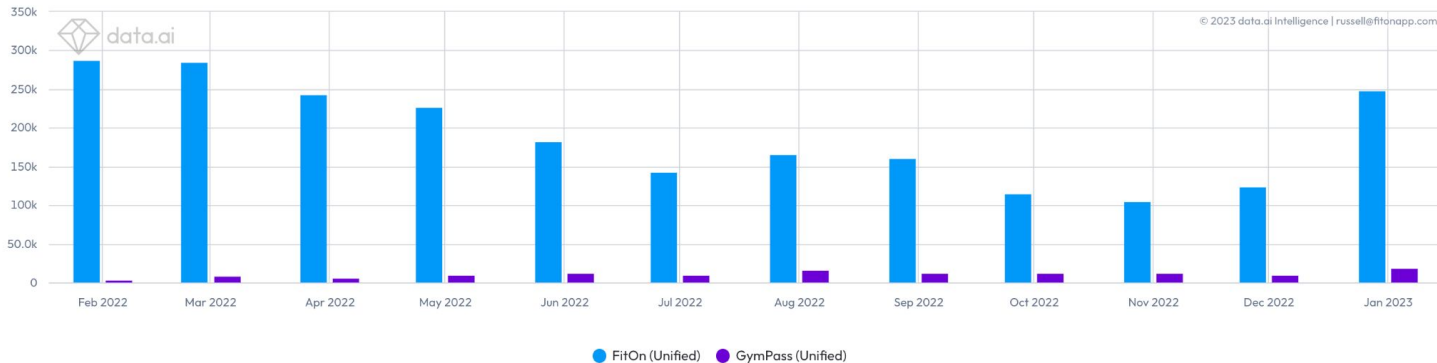


Fully funded solution and the ability for employees to buy more credits if needed.

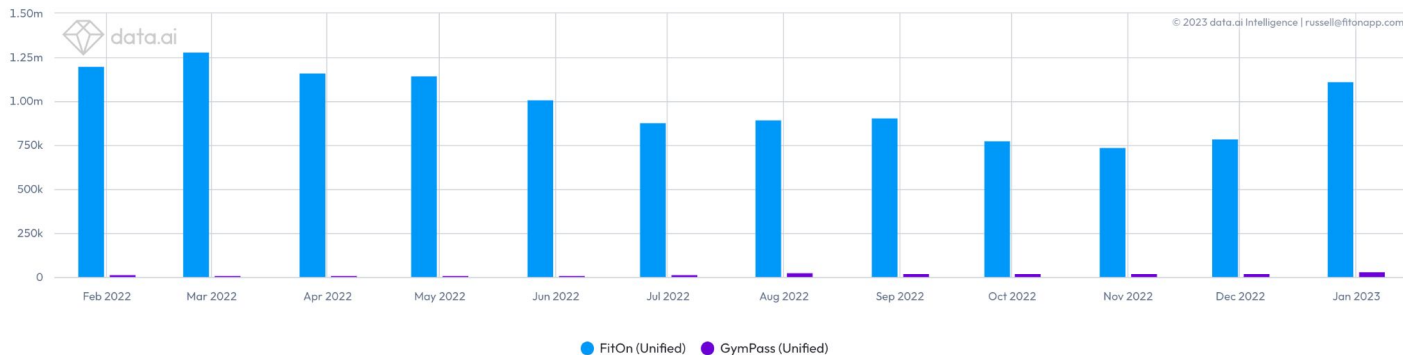
Employer paid access fee and then **employee must subsidize out of pocket.**

FITON HEALTH vs Gympass

Downloads



Active Users



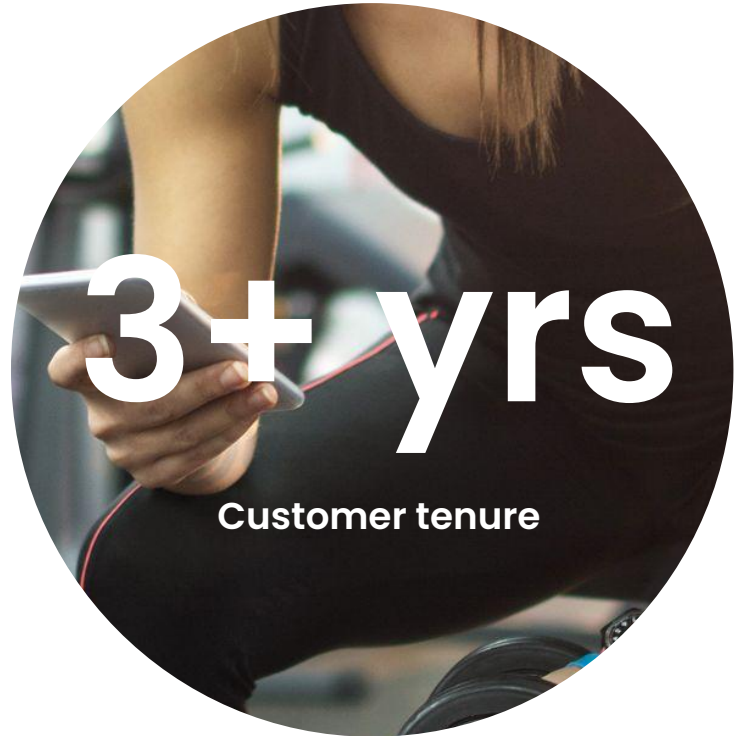
10+ Years of Proven Service



Alignment Healthcare



wellcare™



Security & Compliance

- ▶ **WCAG 2.0 Level AA Compliant**
Web Content Accessibility ensures FitOn Health's Web Content is accessible for everyone equally, including those with disabilities.
- ▶ **HIPAA Security Compliant**
Health Insurance Portability and Accountability Act focused on ensuring the confidentiality, integrity and availability of client PHI.
- ▶ **SOC 2 Type 1 Compliance**
Industry-accepted standard control attestation of FitOn Health's security posture ensuring the confidentiality, integrity, and availability of client data.



Appendix

