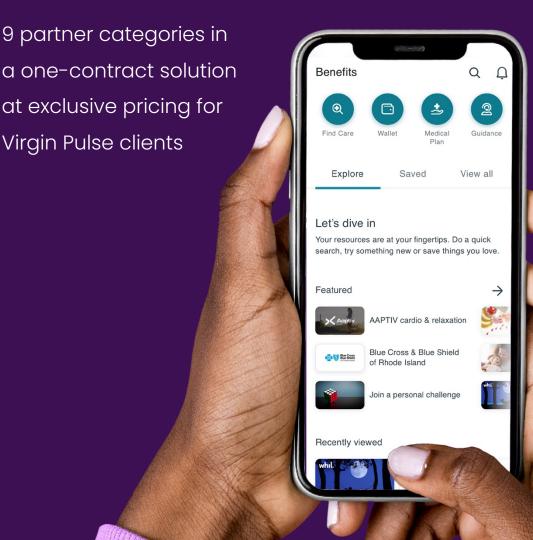


Solutions

VP+ Partner Ecosystem



Partners made easy with VP+

9 partner categories in a one-contract solution at exclusive pricing for Virgin Pulse clients



Bundles start at just \$14.99 per employee per year. Save up to 60% when bundling 4+ partners.

More choices, more flexibility, more value

- ✓ Mix and match custom bundles
- Turn on partners that fit your population's needs without adding admin burdens
- ✓ Instant boost in partner visibility, adoption and utilization to outcomes that matter

What's new?



New international partner offerings



New benefits categories



New bundle options

Same fully integrated member experience

Learn more about VP+



VP+ Partner Ecosystem

Category	Partnership Type	Available Partners
Behavioral Health	VP+	Whil, Koa Health
	International	Whil*, Koa Health*
Expert Medical Opinion	VP+	MORE Health
	International	MORE Health*
Family Benefits	VP+	Whil rethink, Ovia Health
	International	Whil rethink*
	U.S. only	Ovia Health
Financial Wellbeing	VP+	Enrich
	International	Enrich*
Fitness	VP+	Aaptiv, Wellbeats, Sworkit
	International	Aaptiv*, Wellbeats*, Sworkit*,
Musculoskeletal	VP+	Kaia Health
	U.S. only	Kaia Health
Nutrition	VP+	Foodsmart
Prescription Cost Savings	VP+	Rx Savings Solutions
	U.S.	Rx Savings Solutions
Substance Use Disorder, Alcohol, and Tobacco	VP+	EX Program
	U.S. only	EX Program

^{*}International VP+ partners are GDPR compliant and support varying international populations and capabilities







Physical Fitness

Aaptiv is the #1 Audio and Video fitness app in the App Store. VP+ helps you launch a fitness benefit featuring on-demand workout and wellness classes across a broad set of categories to support everybody and every goal, all in one secure app.

Personalized and connected experience

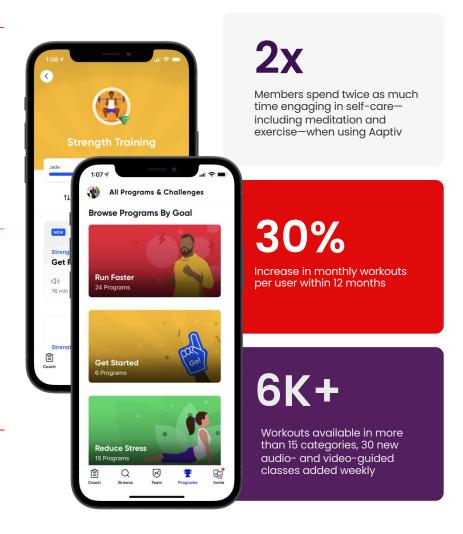
Aaptiv helps members develop longterm lifestyle changes through audio and video content. Programming is scientifically effective and personalized to each user's fitness level and interests. Virgin Pulse and Aaptiv deliver convenient, social and fun workouts with empathetic trainers and uplifting music. Members can workout anywhere, anytime.

Rewarding wellness ecosystem

Designed for every individual's lifestyle, every preference and every schedule, Aaptiv offers a full spectrum of classes including sleep, meditation, stretching, deep breathing, walking, running, strength training and various equipment-based exercises. By completing classes, members can earn points on the Virgin Pulse platform to motivate daily engagement and help individuals take control of their health.

Seamless Implementation

Complete suite of marketing tools for frictionless deployment and smooth onboarding experience. Drive and sustain engagement with dedicated company challenges, community feed, and webinars. Monthly data reporting is available to help track user engagement.



Want to learn more? Watch our Aaptiv demo.





Financial Wellbeing

Enrich empowers people to make effective personal finance, student loan and career decisions throughout their lives. VP+ helps you empower members to become financially well, helping them to live happily within their means and enabling them to plan for long-term goals.

Personalized and connected experience

Employees and members are more stressed than ever about finances. Enrich delivers personalized financial management education, gamification and adaptive learning to drive behavior change. Virgin Pulse and Enrich help members take daily actions towards greater control of their financial health to reduce the stress of financial uncertainty.

Results and rewards

Empower members with real-time feedback that supports decision-making across budgets, personal finance, loans, retirement and more. Members can earn rewards through Virgin Pulse when they complete a course, create or renew their budget or complete financial wellness quizzes.

Award-winning platform with student loan tools

Student loan aggregation and repayment analysis helps alleviate the stress members feel when navigating repayment options.

Enrich: Financial Wellness 63% Start with a financial checkup Of members say that Start with a checkup and we'll create a their financial stress has personalized plan to achieve your increased since the start financial goals. of the pandemic Fast. Clean. Easy to use. 34% See Enrich at a glance in your personalized profile. Of members Increased their 401k participation Dashboard since using the Enrich financial wellness All your favorite Enrich content in once place. platform. Topics Start achieving your golas, at Courses +25.51 Take action with our suite of financial wellness tools. Tools Credit Scores have gone up 25.51 points Connect with folks like you —and our experts, too. on average for Enrich users after 15 months Community

Want to learn more? Watch our Enrich demo.





Tobacco Cessation

Empower employees to quit tobacco with the only program that combines Mayo Clinic's proven treatment with scientific leadership in digital tobacco solutions from Truth Initiative®. VP+ helps you drive participation in smoking, vaping, and nicotine cessation to help people overcome this tenacious addiction, delivering better health and lowering risk of high health care costs.

Personalized and connected experience

The digital tobacco cessation program gives participants tailored support through tobacco treatment experts via live chat, dynamic and on-demand text messaging, a personalized quit plan, and more. Working together, Virgin Pulse and the EX Program by Truth Initiative keep members engaged as they progress towards quitting tobacco and improving their health.

Social support and rewards

The EX Program by Truth Initiative features the longest-running, largest tobacco cessation community with thousands of current and former tobacco users sharing candid advice and powerful motivation. As members interact with the community, they earn rewards on the Virgin Pulse platform, reinforcing support in making significant changes.

Trusted public health non-profit

Truth Initiative is the largest public health non-profit focused entirely on inspiring lives free from smoking, vaping and nicotine. Truth Initiative has been transforming the culture around tobacco use, informing federal agencies and empowering individuals to quit for over 20 years.



Want to learn more? Watch our EX Program demo.





Nutrition

Foodsmart makes eating well simple to create long-term behavior change. VP+ helps employers and health plans deliver an innovative nutrition offering focused on supporting the entire member population as everyone needs to eat and almost everyone needs help doing so. 91% of employees experience poor nutrition, chronic conditions or being overweight or obese.¹



Eat smarter

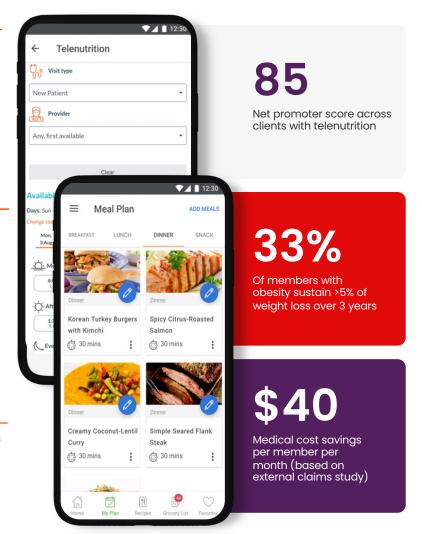
Foodsmart is the world's largest telenutrition and food care solution, backed by a national network of Registered Dietitians and a digital nutrition platform. A proprietary nutrition assessment delivers personalized insights to help members consistently make healthier food choices. Foodsmart then provides members with meal plans and recipes customized to each individual and their families.

Save money

Members save money by comparing grocery list prices across partners at Walmart, Instacart and Amazon Fresh, or leveraging local grocery discounts. Budget- friendly recipes make it easier to cook more affordably. Foodsmart also helps to identify employees facing food insecurity and provide SNAP enrollment support and other solutions that improve health equity. Individuals with SNAP can use EBT to buy healthy options through partnerships with Walmart & Amazon Fresh.

Save time

Foodsmart's meal planning includes thousands of recommended recipes that are integrated with grocery lists and grocery partners to help members plan custom meals for their family and order groceries in <5 minutes instead of >2 hours per day.



Want to learn more? Watch our Foodsmart demo.





Musculoskeletal

Best-in-class multimodal digital therapeutic using technology and a human touch to impact the leading cost driver for organizations, musculoskeletal health. Kaia Health's 6-week Essential Program helps you rapidly adopt Kaia Health into your organization and provides maximum visibility to improve outcomes and help control costs.

Personalized and connected experience

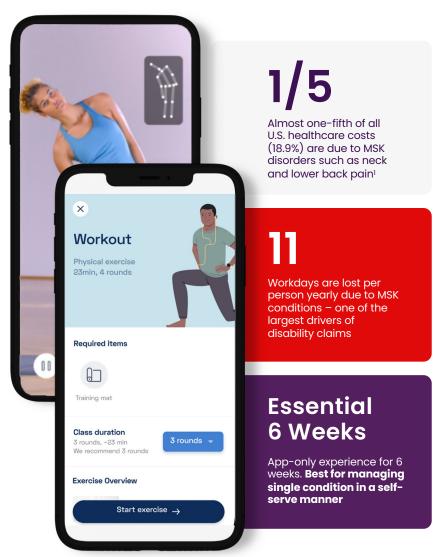
Kaia Health's programming combines a variety of mobility, strengthening, breathing and wellness exercises for back, shoulder, neck, hip, knee or osteoarthritis pain. Virgin Pulse and Kaia Health work together to empower and motivate members to take control and self-manage their conditions with an effective, non-pharmacological, digital alternative in a six-week intervention program.

Real-time feedback and rewards

Our built-in computer vision technology provides corrective exercise feedback in real-time using a member's mobile device or tablet camera—no additional hardware is required. As members complete classes, they can earn real-time rewards in the Virgin Pulse platform to support ongoing healthy habits and self-management of care.

Evidence-based approach

Kaia Health has completed multiple randomized control trials to demonstrate safety and efficacy, providing peace of mind.



Want to learn more? Watch our Kaia Health demo.





Musculoskeletal

Best-in-class multimodal digital therapeutic using technology and a human touch to impact the leading cost driver for organization's musculoskeletal health. Kaia Health's Extensive Full Offering for VP+ helps you rapidly adopt Kaia Health into your organization and provides maximum visibility to improve outcomes and help control costs.

Personalized and connected experience

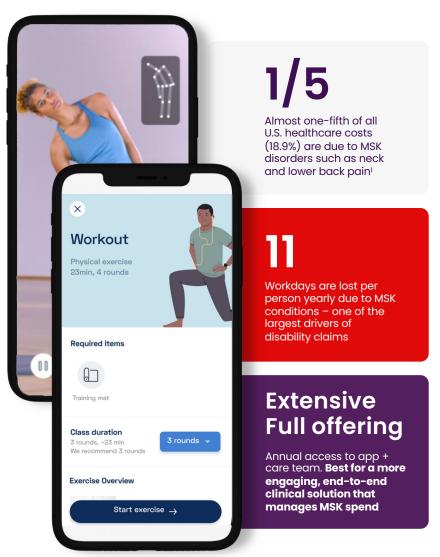
Kaia Health's programming combines a variety of mobility, strengthening, breathing and wellness exercises for back, shoulder, neck, hip, knee or osteoarthritis pain. Virgin Pulse and Kaia Health work together to empower and motivate members to take control and self-manage their conditions with an effective, non-pharmacological, digital alternative, along with care team support.

Real-time feedback and rewards

Our built-in computer vision technology provides corrective exercise feedback in real-time using a member's mobile device or tablet camera—no additional hardware is required. As members complete classes, they can earn real-time rewards in the Virgin Pulse platform to support ongoing healthy habits and self-management of care.

Evidence-based approach

Kaia Health has completed multiple randomized control trials to demonstrate safety and efficacy, providing peace of mind.



Want to learn more? Watch our Kaia Health demo.





Mental Health

Koa Health provides effective, accessible mental health resources across the continuum – addressing the urgent need to support the missing middle, meeting the needs of all individuals at all points in their unique journey.

Tools and interventions

Cognitive behavioral therapy (CBT), positive psychology, mindfulness, meditation, relaxation techniques, psychoeducation, emotional regulation, acceptance and commitment training (ACT)

Global mental health solution

Supports 15 countries, 3 languages and GDPR compliant

User Experience

In-the-moment activities, new routines, programs, and focus areas for burnout, sleep, stress, feeling down, loneliness, social anxiety, relating to others, communication, and supporting children

Evidence based

Koa Foundations contains several evidencebased techniques that have been show in research to reduce stress, anxiety, and depression as well as increase wellbeing, sleep quality, and focus.

Flexible and personal

Support that adapts to people's unique circumstances across a range of conditions and can be accessed conveniently by phone.



60-85% of participants showed improvement in their mental health and wellbeing

Participants spent 15 minutes on average engaging with the app

Source: RCT from Koa Health





MORF Health®

Second Medical Opinion

MORE Health provides members faced with serious life changing illness access to the best medical minds in the world, when they need it most.

- Award winning Virtual Co-Diagnosis second opinion technology puts patients at the center of their care to give them peace of mind.
- Over 10,000 physician specialists provide the highest level of healthcare outcomes
- Case Managers deliver virtual second opinions to members in just 5 days, the fastest turnaround time of any second opinion provider in the market.
- MORE Health is GDPR and HIPAA compliant, accessible in nearly every country and available in more than 125 languages.



125 Supported languages Employee benefits and insurance subscribers \$2,250 Additional Cost per employee of poor medical care 88% Of second opinions result in major changes

Want to learn more? Watch our MORE Health demo





Family Benefits

Providing you end-to-end support for building, raising, and supporting a healthier family.

With VP+, you bring digital health support to families

VP+ helps you connect your members to Ovia Health's solutions. Ovia Health is a comprehensive family-building support system that you can provide directly to your members. Our solutions are there for families trying to conceive, have a healthy pregnancy, and thrive as parents.





Proven Results

Family Building

The Virgin Pulse and Ovia partnership is designed to help families grow using the paths to parenthood that make the most sense for them.

The fertility tracker makes it easy for members to understand where they are in their cycle, when to take an ovulation test, and even when to seek help. Health programs span endometriosis education, PCOS management, male fertility, and more.



30%

reduction in ART dependence



30%

reduction in multiple aestations

Pregnancy Management

Pregnancy is exciting, confusing, wonderful, and complicated — we get it! Virgin Pulse and Ovia are here to fill gaps between provider visits and help them have the happiest, healthiest pregnancy possible.

By tracking symptoms and following physician-developed clinical programs such as breastfeeding preparation, gestational diabetes prevention, mental health education, & more, we help members identify concerns before they emerge.



28%

reduction in pretermdelivery and NICU stays



34%

reduction in c-section



18%

reduction in preeclampsia

Children's & Family Health

From the first days postpartum through little one's early years and beyond, Virgin Pulse and Ovia Parenting are meant for parents with kids of all ages. Created with the entire family in mind, our programs span common concerns from allergies to returning to work after leave. Specialists support sessions such as sleep coaching and lactation.



91%

Breastfeeding initiation rate



31%

Rate increase in perinatal mental health treatment utilization



92%

infant vaccination adherence rates



88%

1-year employee retention postbirth

Ready to learn more?

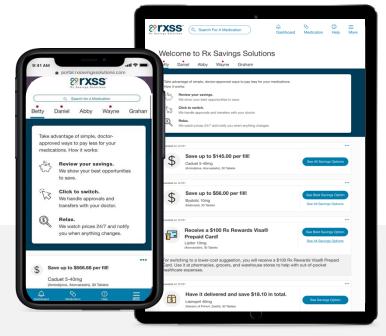
Watch our <u>Ovia Health demo</u> to see how the digital health solution works and the benefits for your members.





Pharmacy Transparency & Cost Savings

- Patented technology: Imports pharmacy benefit files and analyzes all clinical therapies and costs
- Exceptional engagement:
 Personalized, private and proactive alerts sent to members via email, SMS or direct mail of opportunities to save on medication costs
- Flexible platform: Market-leading transparency technology supports every plan, PBM, benefit design and formulary
- Concierge-level support: Pharmacy professionals handle doctor approvals, pharmacy transfers and help members maximize benefits



What Makes Rx Savings Solutions Different?

Rx Savings Solutions helps members find lower-cost drug alternatives to curb out-of-pocket costs, ease financial stress, and cut organizations' pharmacy claims spending.

Nearly half of the U.S population—46.8 percent—used prescription drugs in the past month, including two-thirds of adults ages 45-64, according to the Centers for Disease Control and Prevention (CDC).¹ While prescription drug use held steady between 2014 and 2018, spending rose 29 percent to \$1,118 per person during that span.² Approximately half of prescription drugs are not taken as prescribed, as cost is a well-documented barrier to proper medication adherence.³, ⁴

Together, Rx Savings Solutions and Virgin Pulse simplify the pharmacy benefit and make prescription drugs more affordable. Integrated within their daily routine, members access Rx Savings Solutions' personalized savings opportunities through the Virgin Pulse platform.

Rx Savings Solutions analyzes all medication therapies and costs, then alerts members when they can save on out-of-pocket spending. As members activate their account and opt in for SMS savings notifications, they earn rewards through Virgin Pulse. It's the clearest path to controlling pharmacy costs.



Add Rx Savings Solutions to your Homebase for Health® to transform pharmacy, one claim at a time.

46%

Engagement rate among members with claims \$1,317

Average annual savings per concierge-driven behavior change



Agnostic Technology

 Works with any existing pharmacy benefits manager, health plan or engagement solution



No Plan Disruption

 Overlays existing benefits without changing current plan design



Personalized, Proactive Member Engagement

 Proven program maximizes engagement and savings



Minimal Tech Lift

 Dedicated teams ensure a smooth onboarding and launch

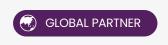


Savings for Plan and Members

 For every \$1 a member saves, the plan saves an average of \$2







SWÖRKIT

Fitness

Sworkit Health is a hyper-personalized global fitness solution designed to support and engage employees in traditional, remote and hybrid work settings by making fitness simple and approachable.

Video-Guided Workouts

Sworkit understands your employees are busy and is designed to cater to individual needs and wants when it comes to physical activity — simply choose a workout or create your own, set the timer, and get started!

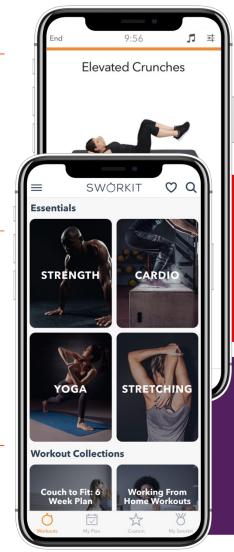
Anywhere, anytime. Sworkit provides both audio and video guidance for a complete fitness experience.

Fitness for All Employees

Enjoy a versatile collection of Strength, Cardio, Yoga, Stretching, low-acuity MSK, Injury Recovery, Barre, Stress Reduction, Sports Focused workouts and more! Inclusive workouts target adults and kids of any level, age or goal in 13 languages. By completing workouts and fitness challenges, members can earn points on the Virgin Pulse platform, encouraging even more engagement.

Backed by Science, Designed to Help You Succeed

Sworkit is aligned with the American College of Sports Medicine's training guidelines and leverages behavioral science to help employees avoid common pitfalls and build sustainable, healthy habits for success while also promoting engagement.



13

Languages available — one comprehensive global fitness offering

1000+

Video guided workouts available for all experience levels and ages

100M+

Workouts completed by Sworkit members with over 150K 5-star reviews

Want to learn more? Watch our Sworkit demo.





Fitness, Nutrition & Mindfulness

Deliver inclusive, virtual fitness, nutrition, and mindfulness classes to employees anytime, anywhere. VP+ helps employers and health plans launch a wellness benefit across a broad set of categories that works for everybody and every goal.

Accessible wellness offering

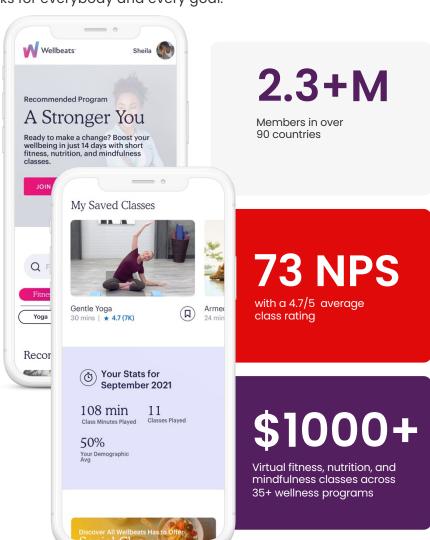
Wellbeats makes wellness easy and accessible for organizations of all sizes, health plans, university campuses, and the U.S. military. Wellbeats provides organizations with a fitness and overall wellbeing solution that reaches the needs of diverse populations.

Real-time feedback and rewards

Wellbeats' easy-to-use, personalized experience eliminates the top barriers to working out and engaging in wellness solutions. Explore more than 35+ programs and over 1,000 virtual classes with something for every age, stage, interest, and ability level. User-friendly filters help members find what they are looking for with classes that range in length from one minute to one hour and that earn members rewards through their Virgin Pulse platform.

Designed to support the new normal

Empower your members with fitness, nutrition, and mindfulness classes that fit their new normal. Wellbeats' high-quality, expert-led fitness classes offer something for everyone, whether they are an expert at yoga or new to running, looking for ways relieve stress or only have five minutes to unwind. Wellbeats' nutrition category features healthy eating tips, cooking tutorials, and recipes while mindfulness classes focus on meditation, breath, and movement for an approachable and accessible way to relax the mind and body. Wellbeats' social community features allows members to scheduled classes and goalbased challenges provide a road map for members to achieve their goals.



Want to learn more? Watch our Wellbeats demo.





Whil — Personal Wellbeing

Whil's Personal Wellbeing solution helps employees learn mindfulness techniques and manage stress, anxiety and sleep issues in a changing world...

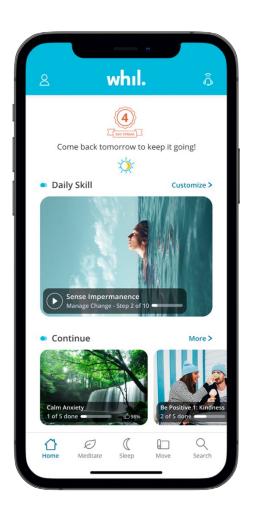
Evidence-based training that leverages neuroscience, positive psychology and adult learning theory.

Personalized and tactical meditations to learn, reinforce and apply new life skills.

Available in 9+ languages to help employees reduce stress and improve focus.

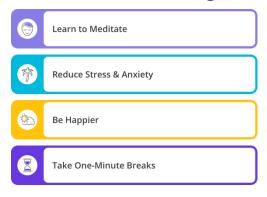
Integrates into your current ecosystem (Wellness, LMS and EAP platforms).

134 digital mini-courses with 25+ Challenges and 3,100+ sessions, tips, articles and exercises



8 evidence-based training collections to improve mental, emotional and physical wellbeing.

Personal Wellbeing





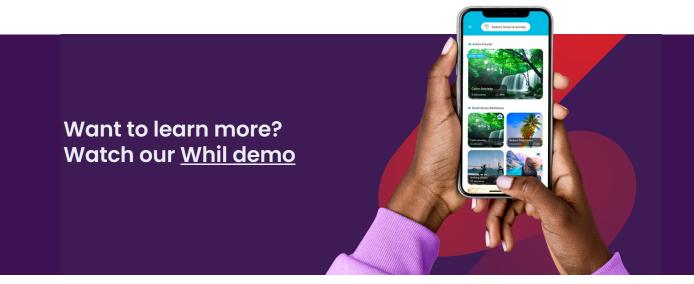
Example courses include:















Whil — Professional Resilience

Whil's Professional Resilience solution helps employees build emotional intelligence, create high performing teams and a healthy company culture.

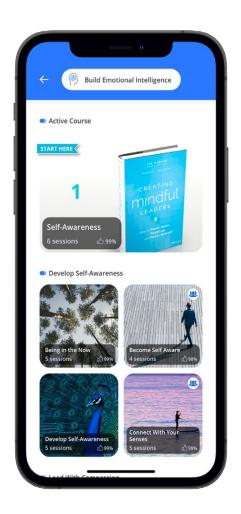
Targeted programs for leaders, supervisors and culture / wellbeing champions at any level.

Credentialed experts and a variety of programs to support a diverse and inclusive workforce.

Success Toolkit and Team Training Guides to create a culture of wellbeing.

Available in 9+ languages. The perfect micro-training for post pandemic professionals.

124 digital mini-courses with 30+ Challenges and 3,700+ sessions, tips, articles and exercises



8 training collections for personal growth, teamwork, emotional intelligence and leadership skills for the future of work.

Professional Resilience



For Leaders, Supervisors and Employee Champions at Every Level



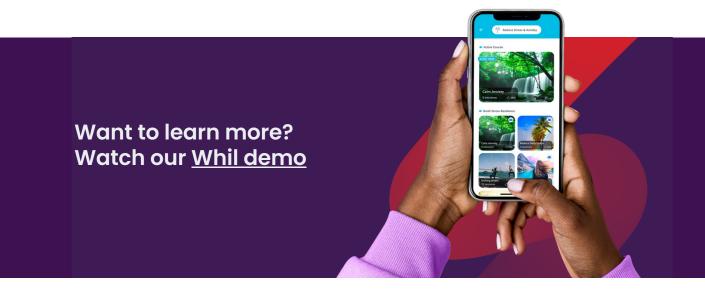
Example courses include:















Whil — Parenting & Caregiving

Whil's Parenting and Caregiving solution helps caregivers raise more resilient children, including those with developmental and learning challenges.

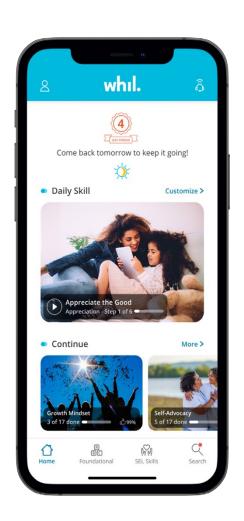
Clinically-validated with robust digital & live support for all age ranges and caregiving situations.

Supports the whole family by empowering any caregiver to manage challenging behaviors at home.

Deep clinical expertise for children with developmental challenges, including 1:1 tailored approaches for each child.

Equitable access for employees from diverse backgrounds with no diagnosis required.

110+ digital mini-courses with Challenges and 2,400+ sessions, tips, articles and exercises.



14 training collections for parenting life skills, including raising children with Autism, ADHD and other developmental challenges.

Parenting & Caregiving



Example courses include:









Want to learn more? Watch our Whil demo





Mental Health Mindfulness Essentials

Science-based mindfulness solution designed to help employees reduce stress and improve their mental wellbeing. Deliver an introductory subset of library content to increase employee mindfulness and productivity.

An introduction to mindfulness and stress reduction, with access to Whil's top three (3) Personal Wellbeing training collections, including any new courses that may be added to such collections in the future: "Learn to Meditate", "Reduce Stress and Anxiety", and "Be Happier.

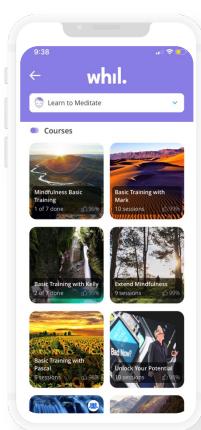
Evidence-based training that leverages neuroscience, positive psychology and adult learning theory.

Integrates into your current ecosystem (Wellness, LMS and EAP platforms).

96%

Of participating learners say Whil "helped me reduce stress" 88%

Virgin Pulse members clicked on Whil promotion with 55k completing at least 2 sessions and 22k completing at least 1 entire week + program





Whil | Mindfulness Essentials

Top three (3) Personal Wellbeing training collections

Top 3 Collections



Example courses include:









