

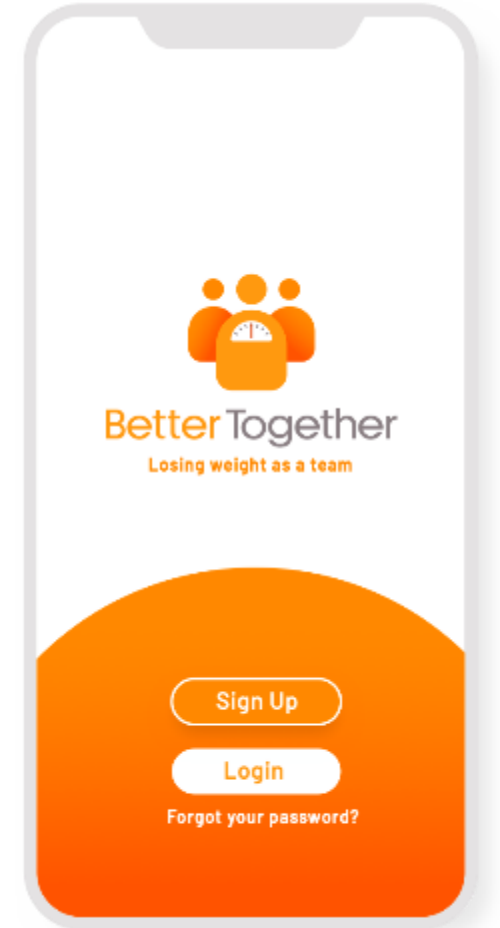


Wellness **as a team**

A social platform for a healthy lifestyle

Value Proposition for Businesses

www.bettertogether-app.com





The Social-First Approach



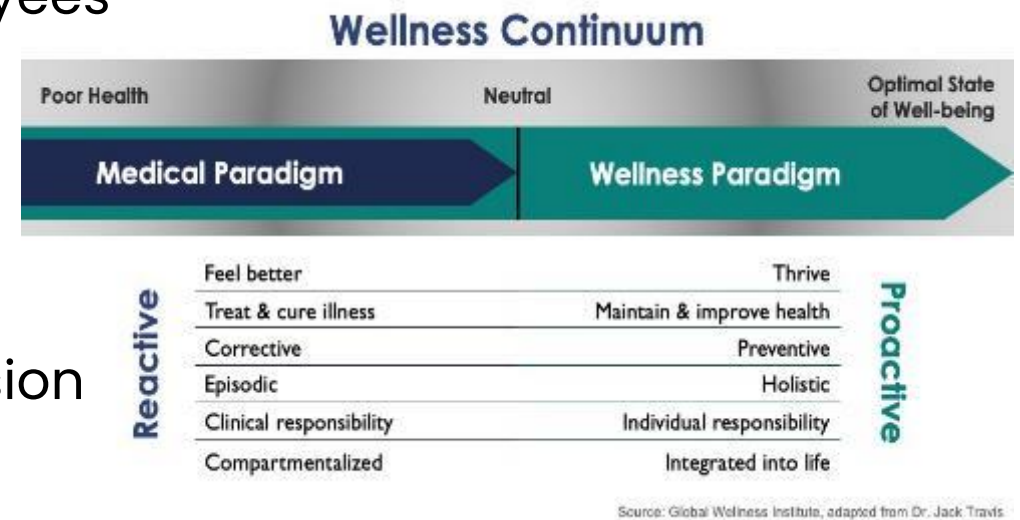
BetterTogether is digital, social group weight loss and wellness motivation and accountability platform.

Launched in 2021, our innovative platform has helped over 175,000 members lose weight and become wellbeing winners.

Wellness is a global trend among organizations



- Trend: promoting wellness among employees
- Preventative vs. reactive approach
- Diversed areas, many separate apps
- Lack of the social and community dimension



The Pain in Achieving Wellness Success



- Missing Social support
- Hard being engaged with the process
- Low accountability to apps
- Difficult and boring
- Men don't join structured programs



The Social Solution



Personal



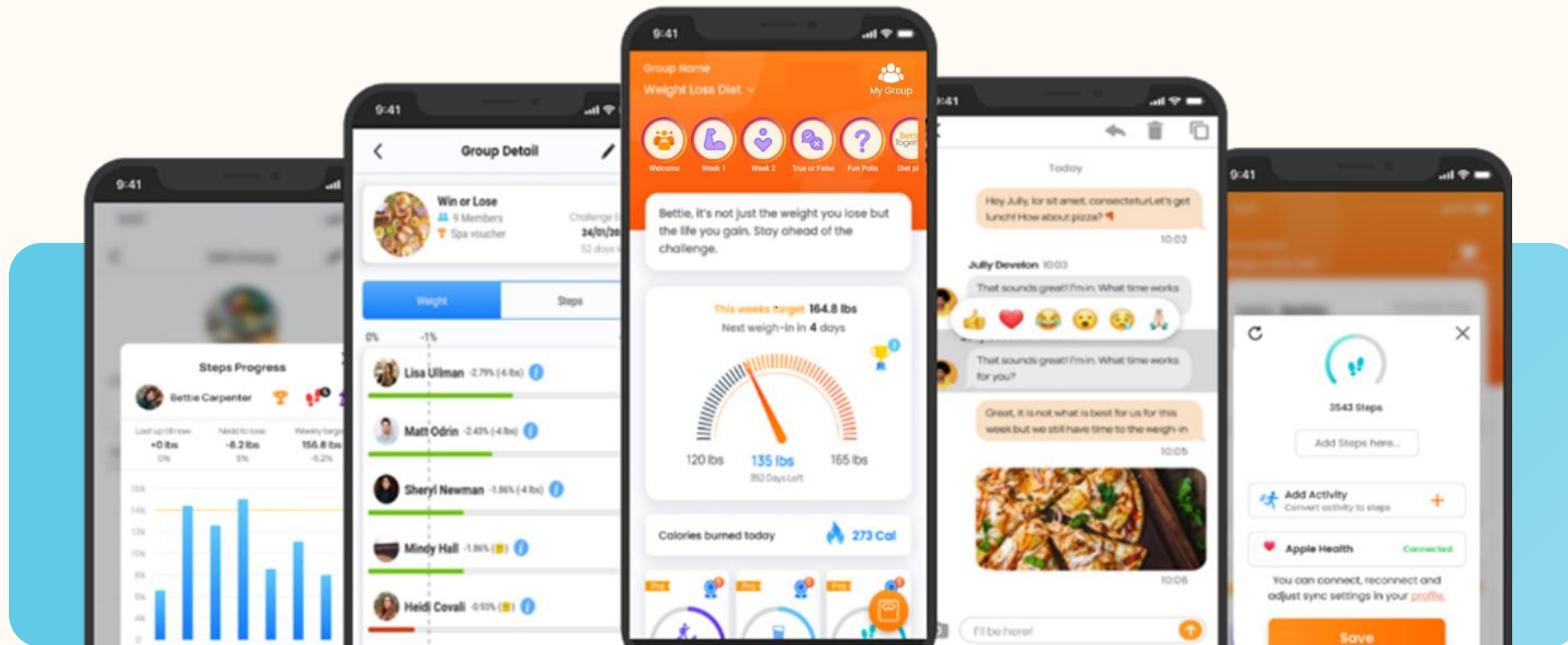
Team



Accountability



Engagement

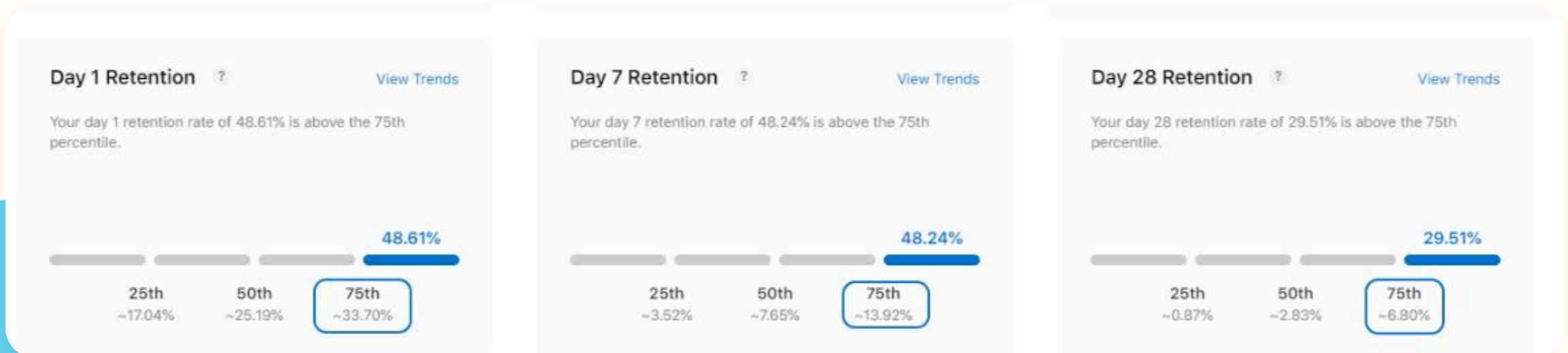


Retention Rate – Game Changer!

Mutual Accountability is the Magic

BetterTogether's 28-Day Retention Rate – 29.5%

More than 4 times better than the peer apps in the Health & Fitness category on the App Store.



* Apple App Store Benchmarks – Jan 2023



Phenomenal Network Effect!



176,254

Users

17M

Floors Climbed

22B

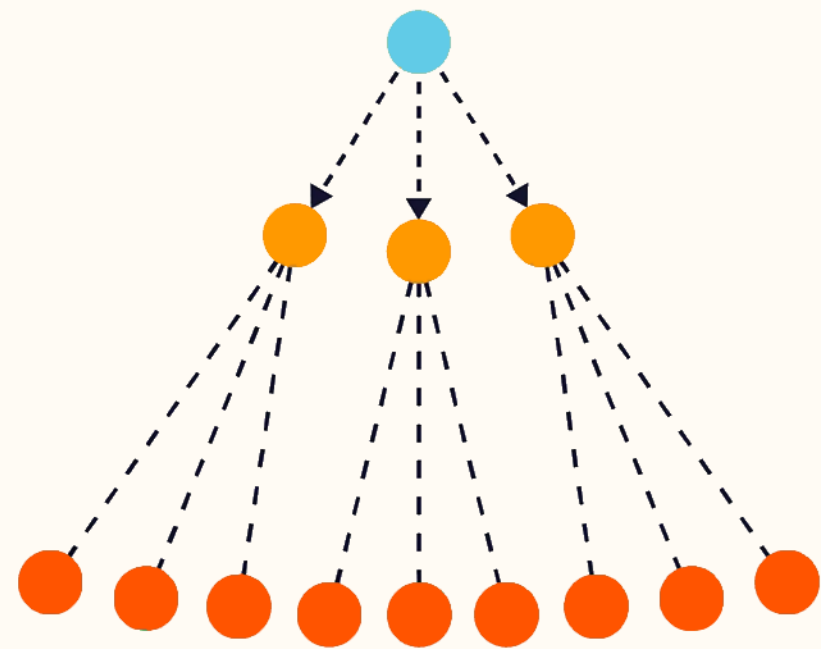
Steps Walked

512Ton

Weight Loss

**Your members will Encourage
3 Friends to Join!**

Challenge members: 130,394
Team leaders: 45,860





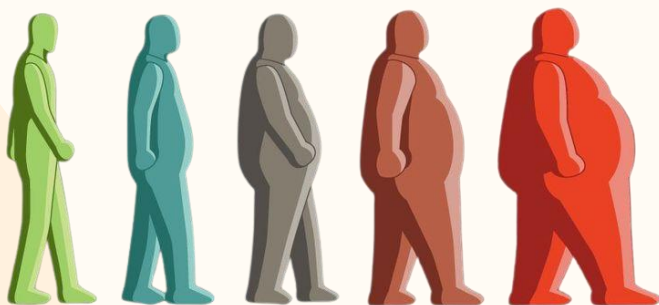
Proven Health and Financial Benefits

Results based on 122k Users, 2021-2022



\$250K Estimated Annual Savings per Company

Healthcare cost savings from Obese class reduction including direct and indirect costs for 1,000 members



BMI 18.5 - 24.9 Normal Weight	BMI 25.0 - 29.9 Over Weight	BMI 30.0 - 34.9 Obesity Class I	BMI 35.0 - 39.9 Obesity Class II	BMI 40.0 - 49.9 Obesity Class III
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Obese Class Reduction Actuals:

- 30.5% of "active" Obese users reduced one Obese class or more
- 33% Started with Obese class 1 - 3
- 15.9% classified as "active" Obese class 1 - 3

Health Savings: Based on research, moving one class down save on average \$2000

** [Direct medical costs of obesity in the United States and the most populous states - PubMed \(nih.gov\)](#)

Benefits for Your Organization



Engagement

- Interactive, fun, and healthy engagement tool
- beyond professional activities.
- 8-12 weeks engagement cycles
- Dynamic team creation options



Brand Equity

- Customized to your organization's needs and messages
- Improve and enhance employer brand equity and perception
- White labeling



Wellbeing Center

- Share all your wellbeing offers into one united strategy
- 85% of the users continuously participate in the daily activity challenges
- A healthy lifestyle leads to health insurance cost reduction



Introduction to the Social First Approach



*** Click to view**

Testimonials

★★★★★ 4.7 • 5K Ratings

“ ”

Thank you guys! I found this app after my father had a stroke and had to lose weight. My entire family got on the app, and we made a nice competition out of it to show him we're all in it.

Matt Graves

Kim Mathis

“ ”

I will definitely use it again. I'm surprised at how well my parents are doing with this they're 75 and not techy. Maybe the water intake could say coffee doesn't count for water, I can't get my dad to believe that.

P.S. this app got my parents moving again !!! That's so great!

Sarah Johnson

“ ”

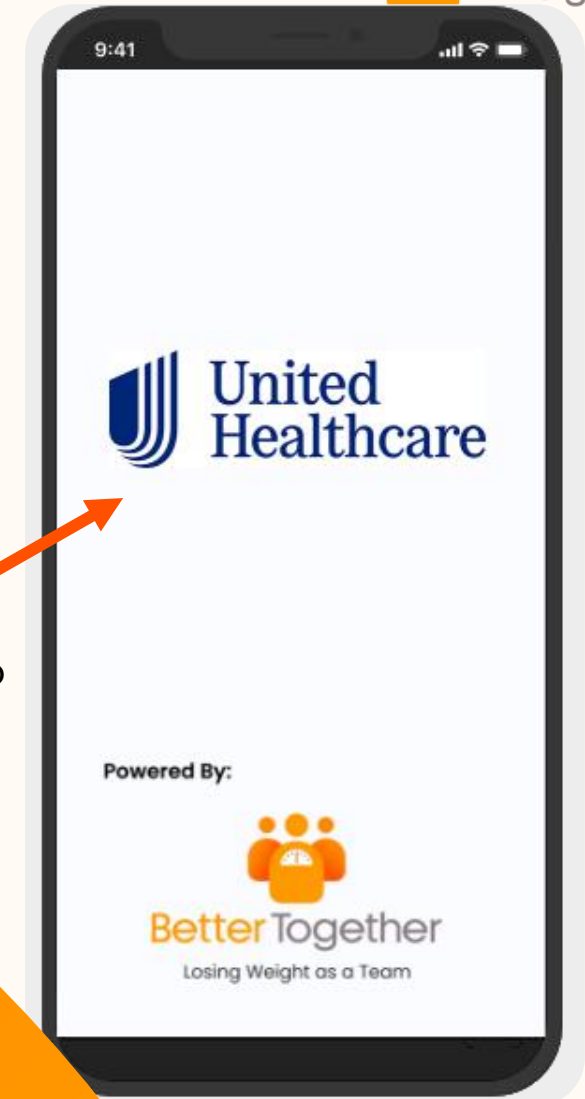
This is a great app! Through this app the girls at work and I have been able to keep each other accountable, encourage each other to stay motivated and develop better healthier habits!

Sharon Baker

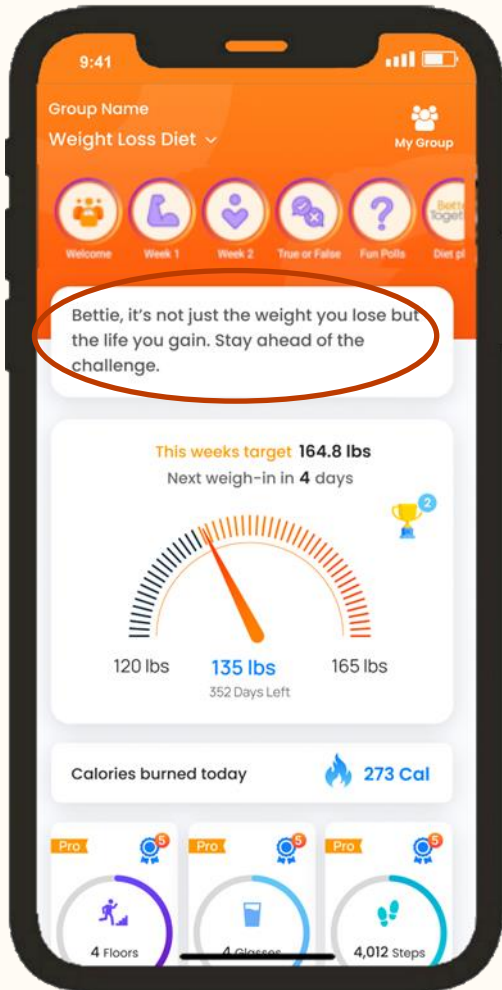
Unique Branding Within The App

- Increase **brand equity** using logo and messages
- Increase **employee loyalty**
- A **positive incentive** in the form of a reward for activity and maintaining a healthy lifestyle
- **Healthy lifestyle** leads to health insurance **Cost Reduction**

Place Your logo



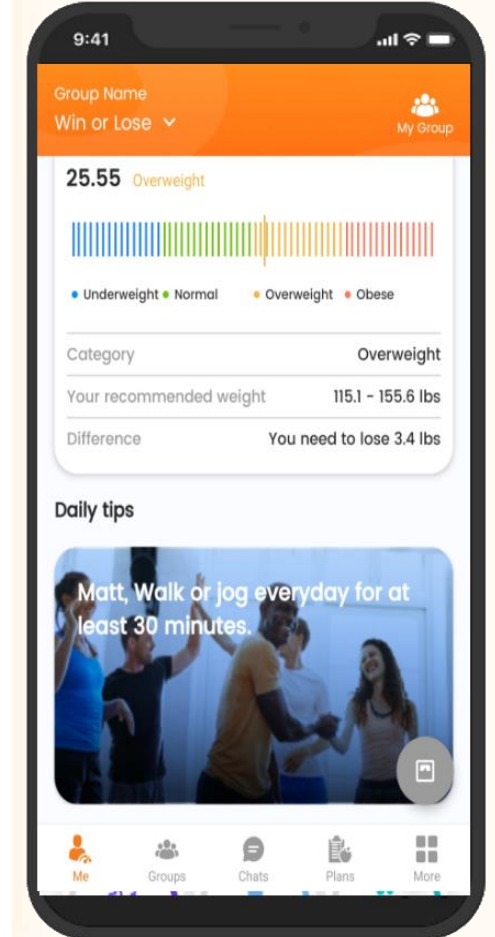
Personal Wellness Center for Healthy Lifestyle



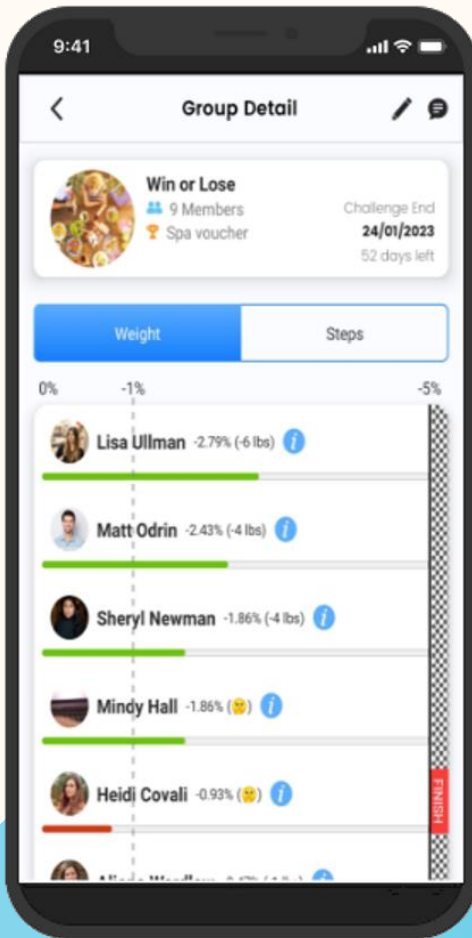
- **Personalize** your Messages and Stories
- **Motivation** by gamification to participate in **daily challenges**
- A sense of **security**, sharing weight with the group is optional

User benefits:

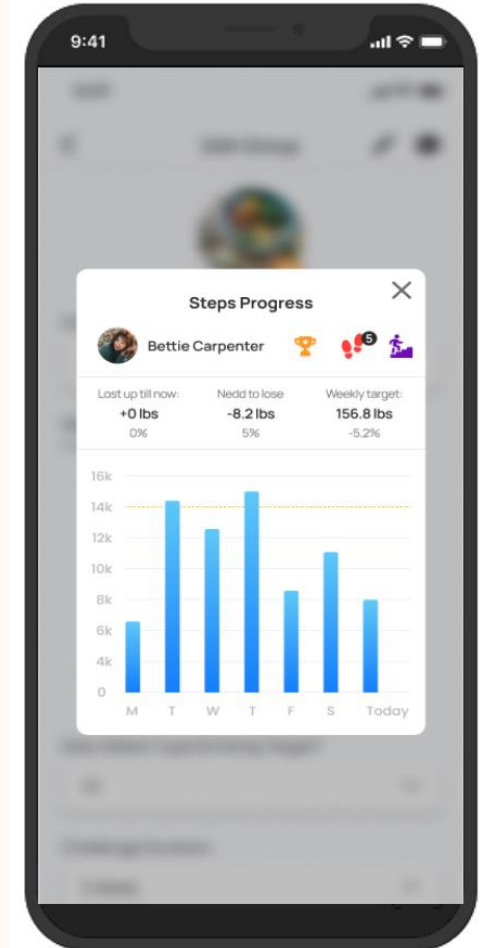
- Track targets and achievements as you go
- Sync fitness counters
- Personal weight and steps graphs
- BMI score
- Helpful **daily tips** and **stories** to help with ideas to meet wellness targets



Build A Health Community With Commitment



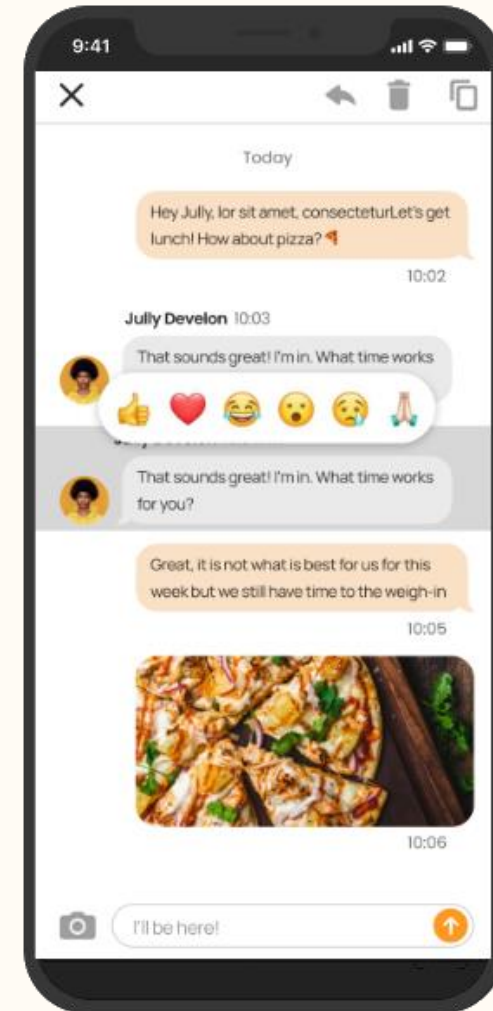
- A **social, interactive, fun, and healthy** platform
- A group tool for implementing **lifestyle changes** using the **challenge trend**
- Optional challenges for **weight loss** and **weight maintenance**





Build-in Chat Messages

- Increase teams' **engagement**
- Stream App **announcements** that drive user progress
- **Chat** with your challenge's colleagues
- Progress and **achievements notifications**

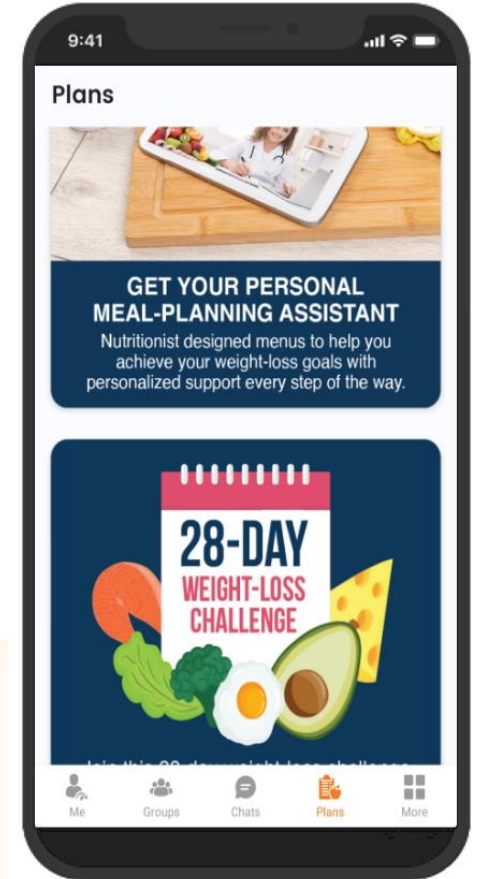




Social Wellness Center For Healthy Lifestyle



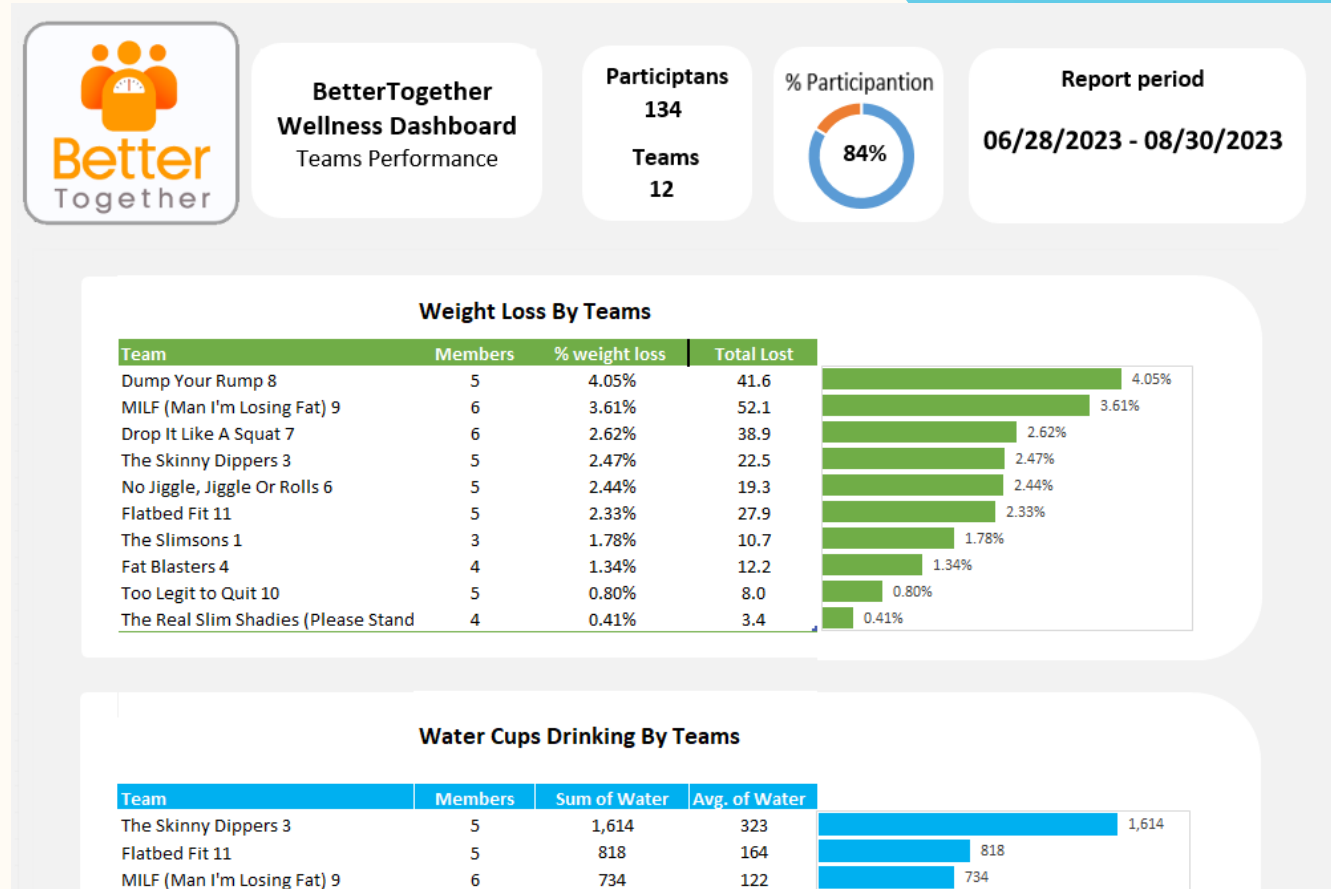
- **A feed** for sharing Wellness activities information
- Platform to **connect your wellness offers** into a united strategy (gym benefits, Yoga classes, organic food in the cafeteria, etc.)
- Customized to your organization's needs and messages





Members Usage Reports

- Cross teams report
- Competition between teams
- Average team weight loss %
- Member's participation
- Total counters
- Detailed achievements



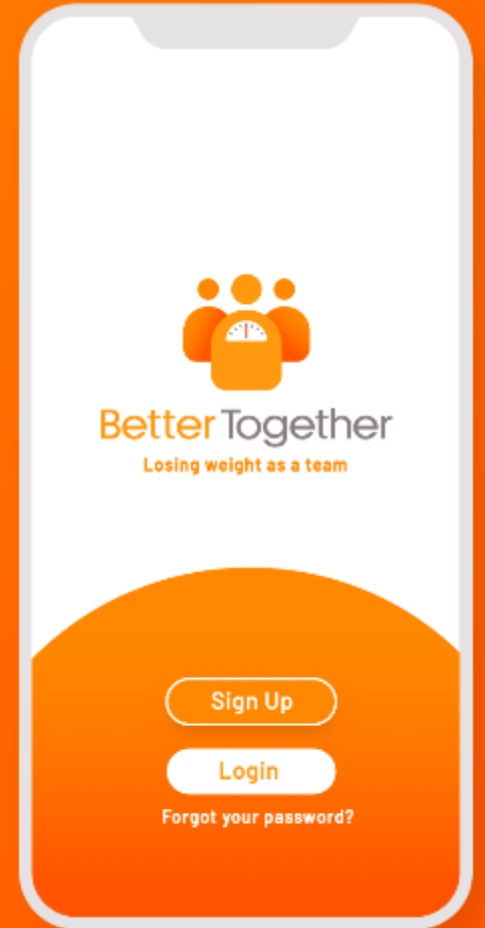


Pricing Plans

Benefit	Premium	PEPM+
All Pro features included	✓	✓
Unlimited number of groups	✓	✓
Ads Free	✓	✓
Dedicated Customer Success support	✓	✓
Your logo on the app welcome screen	✓	✓
Customized Stories, Messages, and images	✓	✓
Weekly members reports	✓	✓
Family Sharing	✗	✓
Minimum monthly fee	\$250	\$399
Price	\$7.5 user/month	\$2/Employee/Month
Term	Per Challenge duration	Annual
Payment	Onetime	Monthly/Annual



Thank You.



www.bettertogether-app.com

