



HEARTLINE
FITNESS

Amenity Activation

- Design
- Product Selection
- Technology
- Community Programing
- Accessibility
- Service / Maintenance / Asset Management

Wellbeats™

fitness

IS FOUNDATIONAL



Exercise



Mindfulness



Nutrition



Wellbeats is an equitable, scalable, affordable, and easy-to-use virtual fitness benefit solution that empowers habit forming, physical and mental health



Today's Agenda

- Introductions and insight
- Why virtual fitness
- About Wellbeats
- The Wellbeats difference and demo
- Client support, best practices and case studies
- Q&A



Why virtual fitness



Physical activity is the foundation of wellbeing

Exercise benefits the mind as much as the body.

Physical

- 58% less Type 2 Diabetes risk
- 20% less heart disease risk
- 24% less stroke risk
- 13 types of cancer occur at lower rate with exercise

Mental

- Higher self-esteem
- Less anxiety
- Improved resiliency
- 10 days of exercise can reduce depression similar to antidepressants

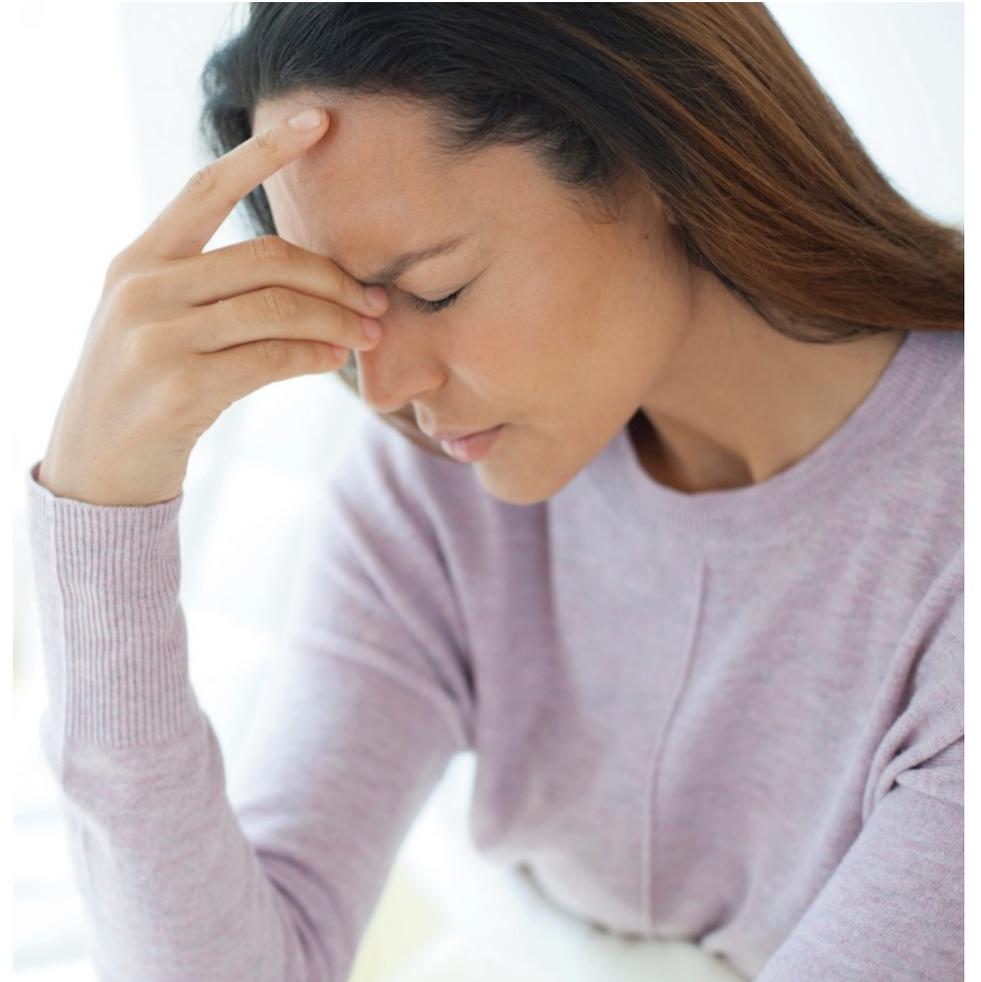
W

“Americans spend hundreds of billions of dollars per year on prescription drugs. But research shows exercise is an effective way to get many of the same benefits.”

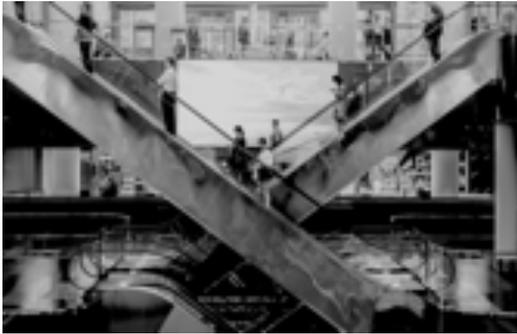


COVID-19 has pushed America into a mental health crisis

- **1,000%** increase of people with emotional distress
- Online therapy reported **+65%** in clients since mid-February
- Adults are **8x** more likely to screen positive for serious mental illness in 2020 compared to 2018



COVID19 accelerated lifestyle and technology trends



Virtual Fitness is Exploding

By 2022, 82% of the global internet traffic will come from video streaming and downloads
Q1 Health & Fitness app download was up 40% (2019/2020 quarter-over-quarter)

Virtual fitness breaks down barriers



**High
overhead
prices**



**Class
availability**



**Unable to
reach remote
members**



**Limited ability
options**



**Tough to
track usage**



**Hard to
personalize
experience**



**HEARTLINE
FITNESS**

Virtual fitness breaks down barriers



**Low cost,
high quality**



**Available
anytime,
anywhere**



**Equitable,
accessible
benefit**



**Beginner
through
advanced
options**



**Flexible
platform
integration
and incentive
reporting**



**Easy to use
and
personalized**



**HEARTLINE
FITNESS**

About Wellbeats

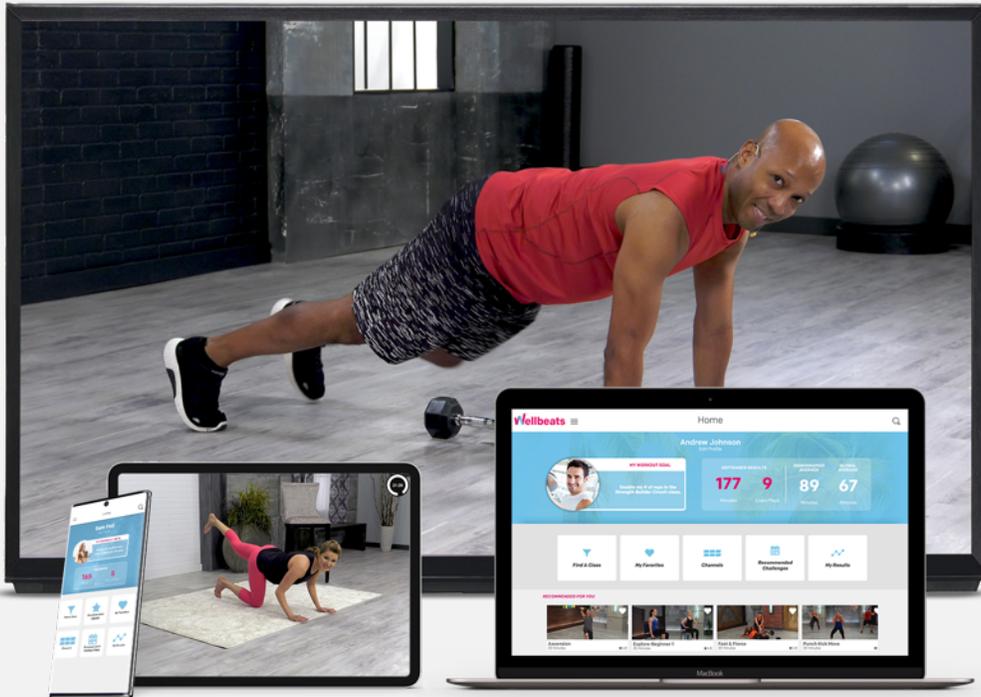


About Wellbeats

2-time
recipient of the



- Founded 2008
- Population health-based program
- 700+ classes, goal-based challenges and fitness assessments
- Available on 9 platforms
- Over 2,500+ clients in all 50 states and 70+ countries



Global capabilities and compliance

Wellbeats is dedicated to maintaining a set of regulatory and compliance standards

Available across 9 platforms and can be accessed from practically anywhere on the globe

COMPLIANCE ITEM	MARKET	STATUS
SSAE18 SOC2 Type 1 Audit	US	Completed- No Findings
HIPAA	US	Compliant
GLBA	US	Compliant
CCPA	US - California	Compliant
PIPEDA	Canada	Compliant
GDPR	EU	Compliant
WCAG 2.1 A/AA	US	Audit Results- Reasonably Accessible
SSAE18 SOC2 Type 2 Audit	US	Completed- No Findings

**Not only a program
people use...**

1.3M+
Wellbeats
Users

70+
Countries

2,500+
Clients

**...but also a program
people love**

7.7
Monthly avg.
Class Plays per
Engaged User

★★★★☆
Average Class
Rating

75
Net Promoter
Score



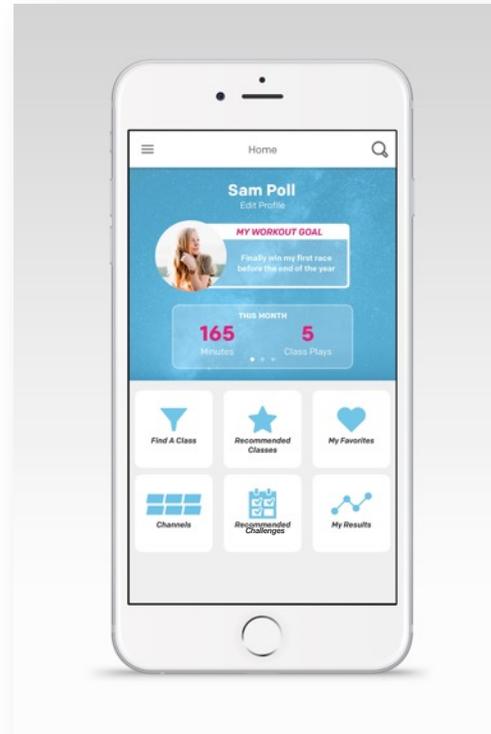
The Wellbeats difference



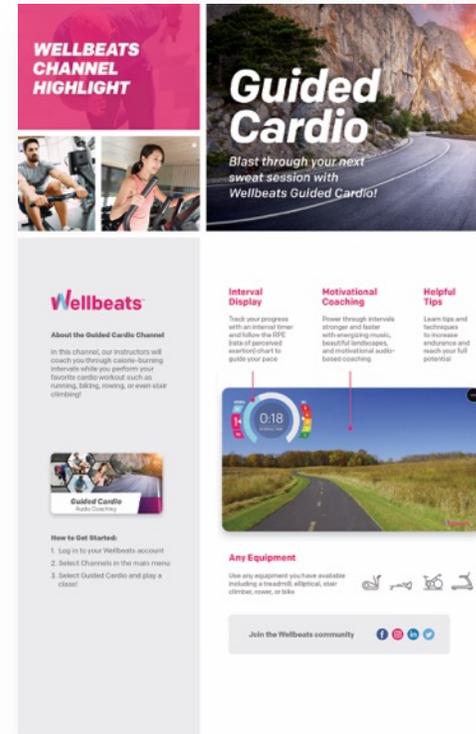
Properties choose the Wellbeats difference



High quality
content &
instructors



Personalized
technology



Client
support



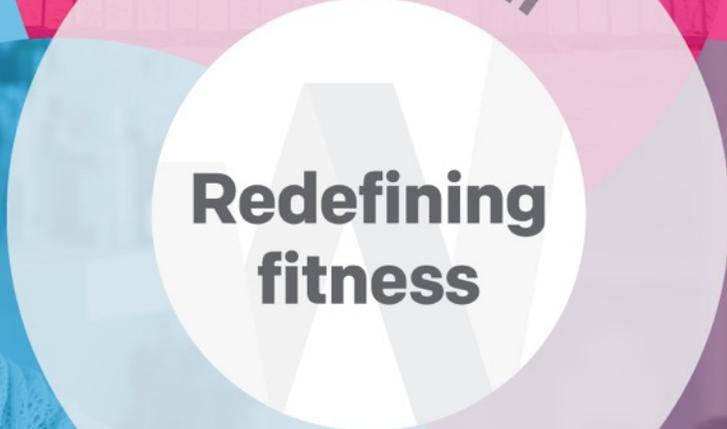
Robust
measurement



Exercise



Education



**Redefining
fitness**



Nutrition



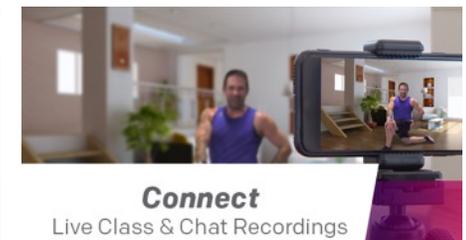
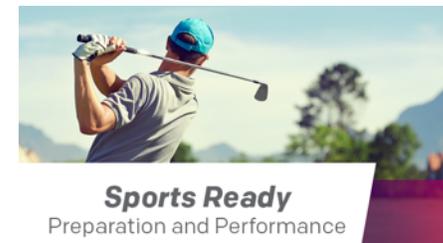
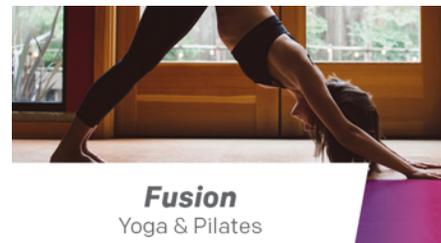
Mindfulness



**HEARTLINE
FITNESS**

High quality content & instructors

- 32 channels include classes for any age, ability level, interest or environment
- Tutorial, basic classes through advanced
- Classes from 1-60 minutes
- Turn-key library of goal-based challenges
- Fitness assessments

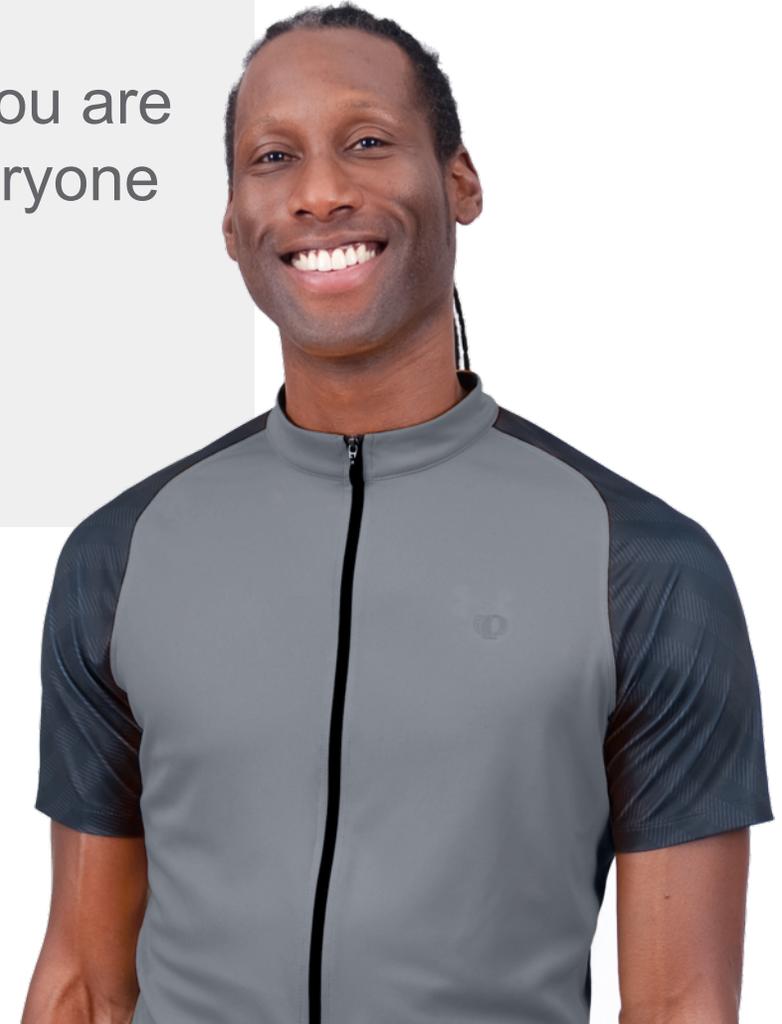


High quality content & instructors

- Highly certified, relatable instructors
- Edutainment style coaching addresses users of all levels
- Safe, family-friendly
- Trending instructors highlighted in the app
- New classes and instructors frequently added

“Fast or slow, you are still lapping everyone on the couch”

- Coach Caesar



High quality content | customizable challenges

Inspire your to work[out] together and stick to their fitness goals

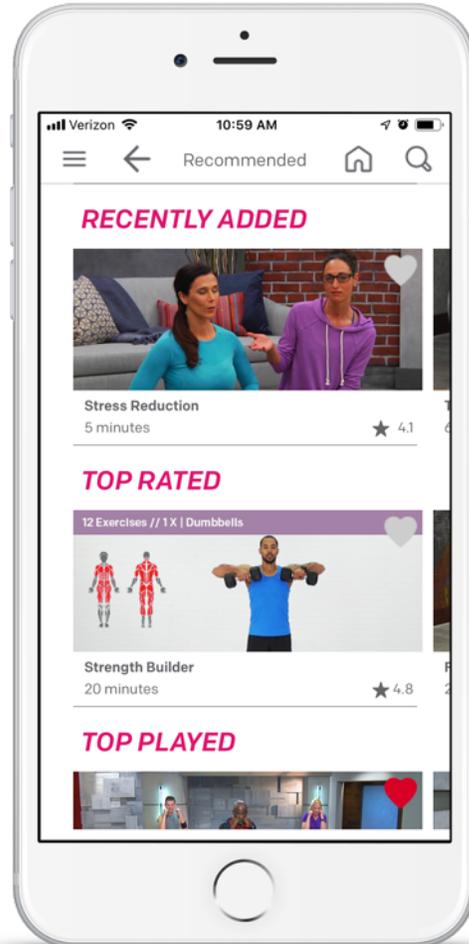
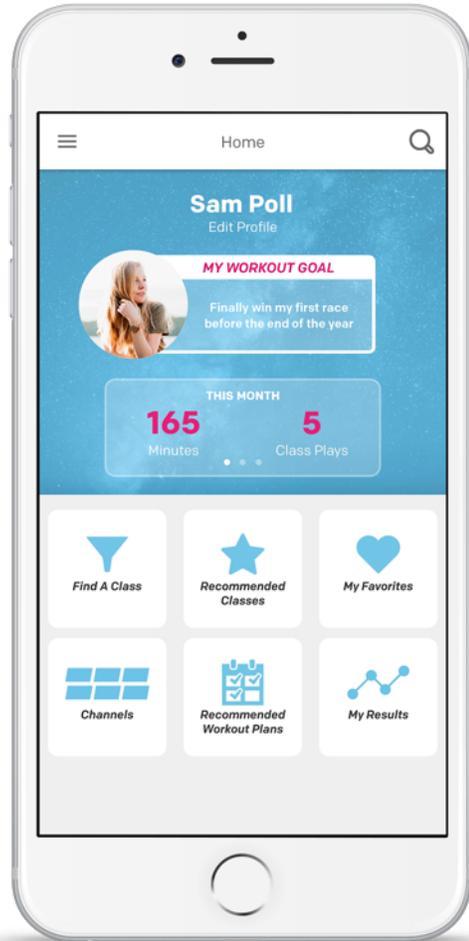
- Library of 24+ goal-based challenges
- Customize challenges to your unique employee population
- Integrated challenges can engage whole person and population with exercise, nutrition, mindfulness or build-your-own activities
- Ongoing challenge reporting and measurement to track program success
- Marketing support includes how to guides and video tutorials

The image displays two screenshots of the Wellbeats app. The top screenshot shows a detailed view of the 'Family Fitness Fun Challenge'. It features a header with the Wellbeats logo, a photo of a family, and a description: 'Workout with the whole family! This challenge is designed for families with kids ages 6+ to help stay active, have fun, and experience a variety of workouts - including strength training, dancing, circuits, and yoga! Don't forget to share your fitness fun progress with us using #WellbeatsFamilyChallenge.' Below the description is a 'Recommended Equipment' section with icons for a Yoga Mat, Dumbbells, and Step and Risers. A 7-day workout schedule is shown in a table format:

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
WEEK 1	Rev Your Engine Sports Ready Kids (Ages 6-14) 30 min	Walk The Plank Definitions (Lean Sculpting) 20 min OR REST	Cardio Core Circuits (Strength & Conditioning) 20 min	Walk The Plank Definitions (Lean Sculpting) 20 min OR REST	Yoga Barre Blend Fusion (Yoga & Pilates) 20 min	Bring It Tabata Kinetics (HIIT) 20 min AND/OR Outside Activity	REST
	Focused Strength	Add-On Strong Definitions (Lean Sculpting)	Kickboxing Punches	Add-On Strong Definitions (Lean Sculpting)	Balance Mindset	Pushing Your Limits Kinetics (HIIT)	REST

The bottom screenshot shows the 'Challenges' screen of the app. It includes a header with the Wellbeats logo and navigation icons. A text block reads: 'With a Challenge, our fitness experts help you work towards a specific goal. We take the guess-work out of finding classes that are best suited for you to receive personalized results. These pre-written Challenges are 4-8 weeks in length. Some focus on specific goals such as weight loss or stress relief, while others may introduce you to specific styles of exercise like our kettlebell training. All YOU have to do is choose a plan and get started!' Below this is a grid of challenge cards, each with a photo and title: 'Family Fitness Fun' (4 WEEKS), 'Move with Heart' (4 WEEKS), 'Nourish Your Everyday' (2 WEEKS), 'Every Move Matters' (4 WEEKS), 'Work(Out) From Home' (4 WEEKS), 'Yoga at Home' (4 WEEKS), 'Give Me an Office Break' (4 WEEKS), 'Get Started' (4 WEEKS), 'Lose Weight' (8 WEEKS).

Personalized technology



- Easy to use and navigate
- Personalized to promote goals
- Track and measure results
- Recommendation engine used to personalize and serve up content
- Regular communication with users through email, push notifications and in-app notifications
- Ability to create customized messages



Wellbeats Engage



Engage with your friends and family...**Engage** with your community...**Engage** with *your* fitness journey

- Challenges
- Social interaction and community
- Personal goals and awards
- Creating healthy habits
- Insights into how your body responds

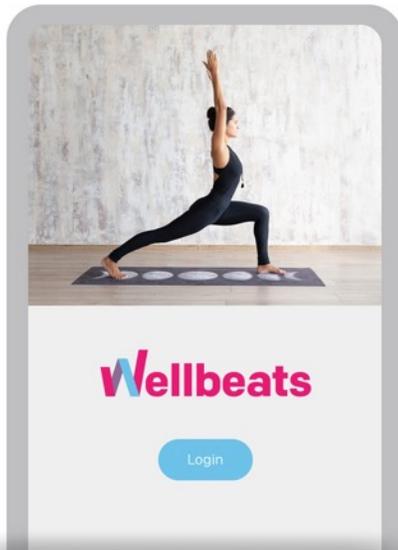
Wellbeats new member journey

1



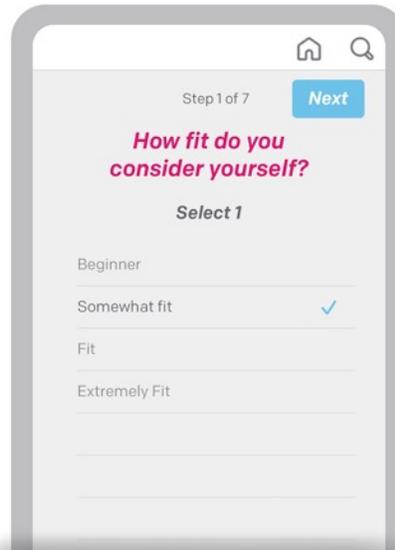
Welcome

2



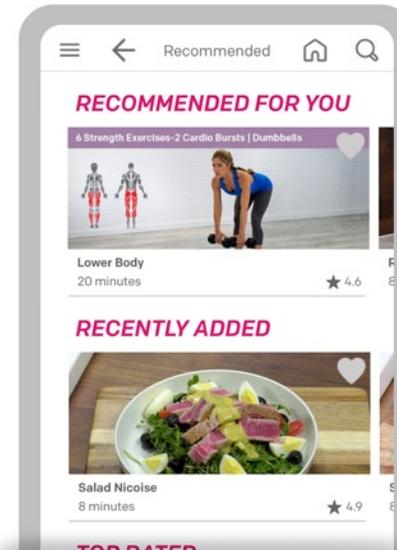
Log-in

3



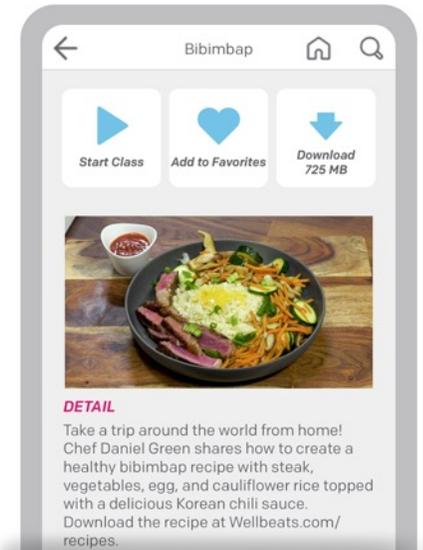
Tell us about yourself

4



Recommendation

5



Play a class

Client support



Wellbeats Implementation Process

1

Kick-Off Call

- Process Overview
- Target Launch Date
- Next Steps Email

2

Launch Prep

- Eligibility File Prep
- Whitelisting
- Welcome Campaign Settings
- Pre-Launch Marketing

3

Launch Day

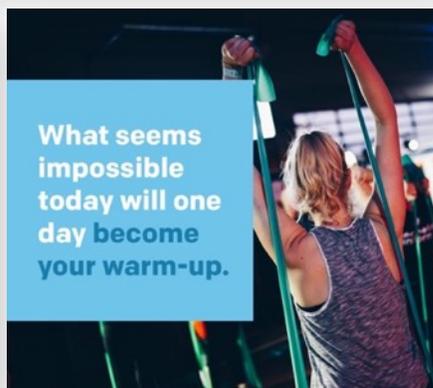
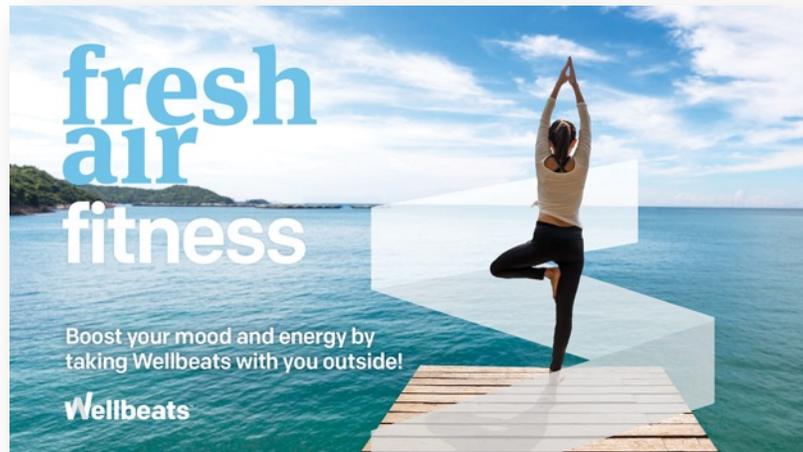
- Eligibility File Loaded
- Member Accounts Created
- Welcome Email Sent from Wellbeats

4

Post Launch

- Admin Training
- Marketing Resources & Toolkits
- Reporting
- Member Support
- Client Success

Strategic communications approach

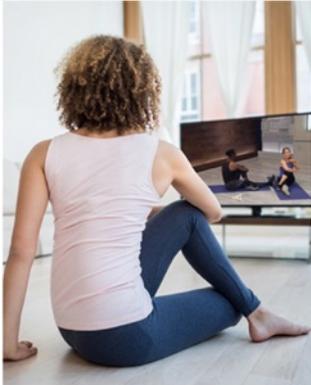


Wellbeats

4 Ways to Stream Wellbeats Classes on a TV

Workout at home? Prefer to play classes on a larger screen? Size up your Wellbeats experience by streaming the same classes you know and love on your TV.

Here are 4 different ways to stream Wellbeats classes on a TV.



1. Connect Your Laptop, Tablet, or Mobile Device to Any TV with an HDMI Cable

Display Wellbeats on any TV by connecting to your laptop, tablet, or mobile device with your own HDMI cable.

Steps to connect via HDMI cable:

1. Locate an available HDMI port on your TV.
2. Connect one end of your HDMI cable to the HDMI port on your TV.
3. Connect the other end of the HDMI cable to your laptop, tablet, or mobile device*.
4. Switch to the HDMI source on your TV.

For more details on connecting via an HDMI cable, [click here](#).

*Some devices (including tablets and phones) may require an adapter.

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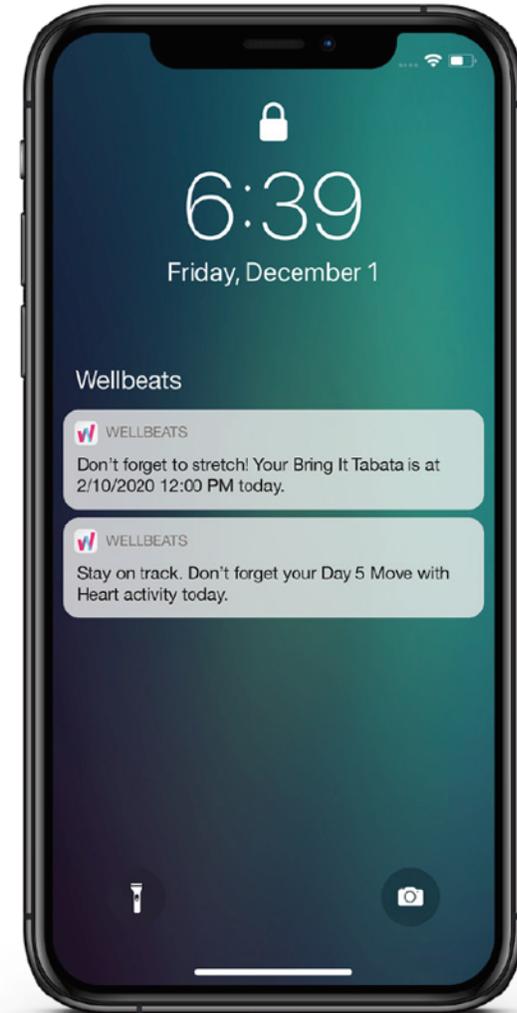
Thoughtfully designed to drive engagement:

- Diverse monthly marketing campaigns and education
- Promotes key messaging across multiple mediums
- Establishes brand consistency and recognition

Targeted messaging for engagement

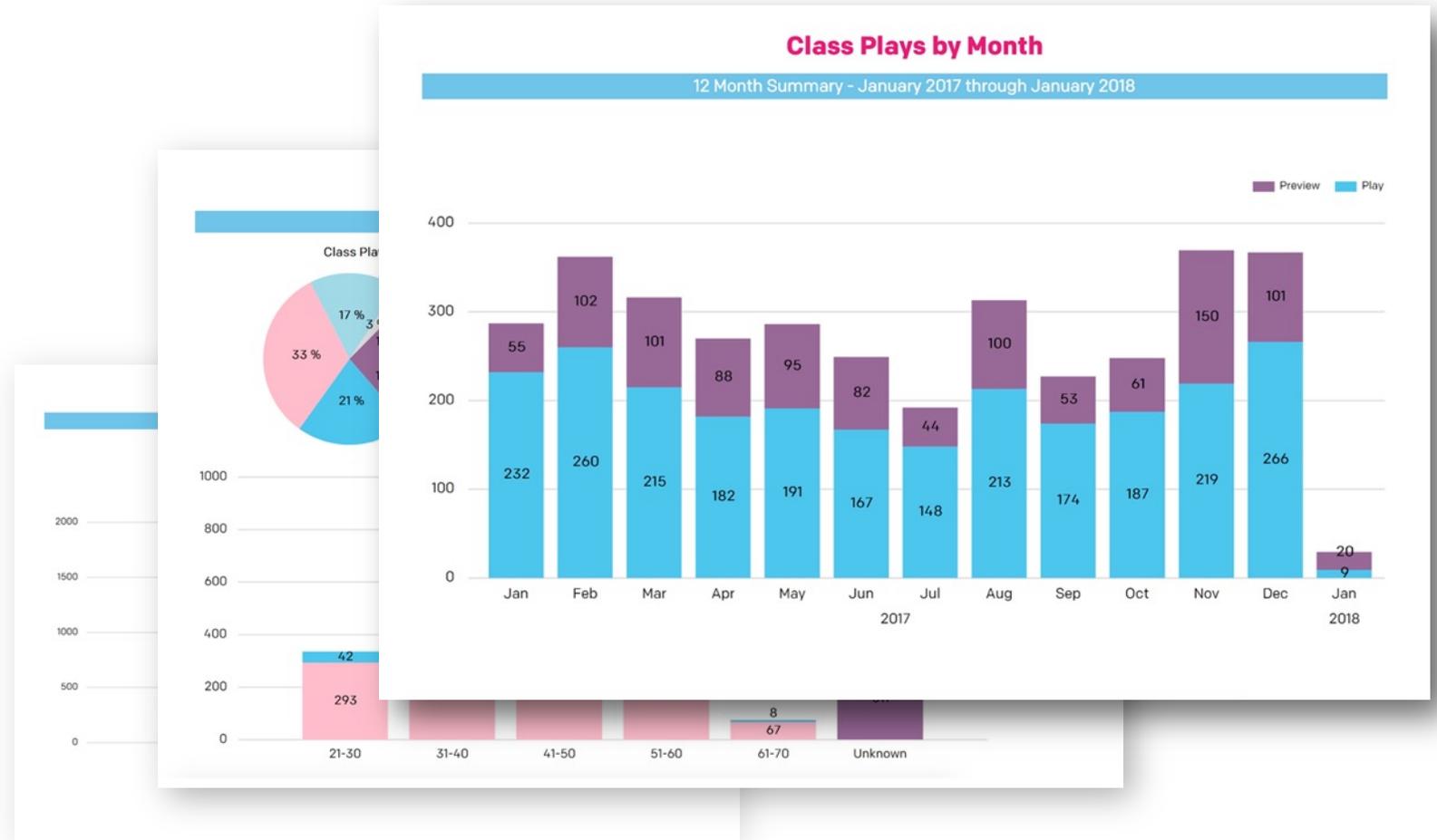
Wellbeats behavior-based messaging system

- Onboards and welcomes new users into platform
- Recognizes engagement in platform
- Triggers timely, relevant messages
- Behavior-based reminders
- Re-engages existing users
- Prompts user feedback and reviews



Robust measurement captures members wellbeing journey

- Standard monthly aggregate reports
- User data and incentive reporting package available



Innovation roadmap

New Content

Top format refresh
Nutrition, education
and recipes
Mindfulness and Tai Chi
MSK, pre and post shift
Audio cardio and walking
Athletic performance
Combo Classes



New Features

Wellbeats Engage
Challenge enhancements
Channels by customer
Device integration
Spanish subtitles
Personal awards and goals
Healthy habits creator
Affinity groups

Real people, real results: Josh Wright



Josh Wright lost 150 pounds so he could fly

“Starting out at your heaviest, I think that was the hardest thing...getting into a gym and being comfortable working out in front of other people. These instructors and videos completely changed the way I look at exercise and working out. I’ve gone from someone who knew absolutely nothing about working out, to being able to train and help other people. I credit most of it to Wellbeats.”



Why innovative leaders love Wellbeats



**Easy to use,
administer & integrate**



**Affordable
pricing model**



**High quality content
& instructors**



**Engagement
campaigns available**



**Monthly metrics
and data**

“We are all going to do things differently and your fitness platform will be at the forefront of that.. in terms of overall inclusiveness Wellbeats is by far the best choice for serving the beginner, intermediate and advanced on their fitness and health journey”

Tyler R. Mayer

Director Of Fitness & Wellness, Desert Highlands Golf Association



HEARTLINE
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Ready. Set. Sweat.

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