

Want to know the BEST way to improve your employees' physical activity?

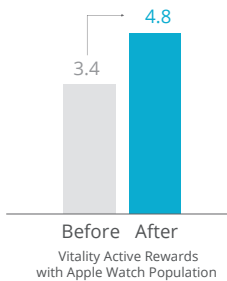
Vitality Active Rewards™ with Apple Watch motivates members to engage in physical activity through the ability to pay for Apple Watch.

A recent six-month analysis of Vitality Active Rewards with Apple Watch participants illustrates that not only do members exhibit substantial increases in activity, but – more importantly – those increases have been sustained in the months following the benefit's launch.

PHYSICAL ACTIVITY INCREASES

PHYSICALLY ACTIVE DAYS WENT UP

Members had **40%** more active days per week.



DAILY STEPS ALSO WENT UP



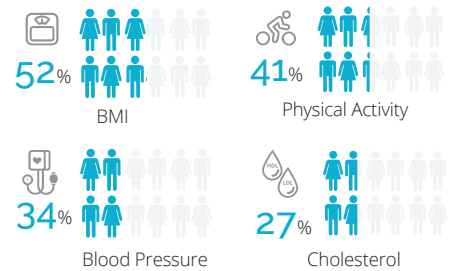
The increase in average steps per day compared to before the launch of Vitality Active Rewards with Apple Watch benefit



RISK FACTORS

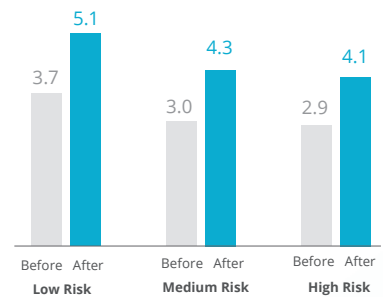
IT ATTRACTED A VARIETY OF MEMBERS WITH HEALTH RISK FACTORS

Percentage of at-risk members engaged included:



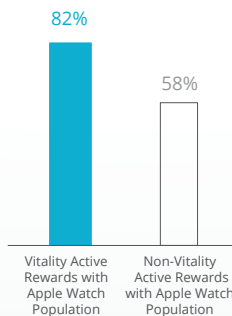
REGARDLESS OF RISK LEVEL, PHYSICAL ACTIVITY INCREASED

Members within each risk category increased the number of active days per week.

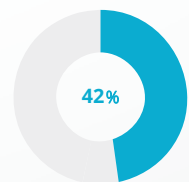


IMPACTS LIFESTYLE AND ENGAGEMENT

Members are **24%** more likely to track their activity.



42% of members engaged with the mobile app for the first time within a week of their first Active Rewards goal.



Vitality Active Rewards with Apple Watch is designed to reward employees for incorporating physical activity into their daily lives, and to motivate them to boost their activity levels with real-time rewards for reaching weekly and monthly activity targets.

Learn more about Vitality Active Rewards with Apple Watch by visiting VitalityGroup.com

