



Vitality Today™
mobile app.

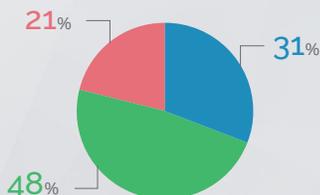
A mobile app that drives healthier behaviors.

MOBILE APP TECHNOLOGY ATTRACTS A DIVERSE POPULATION

Our mobile app technology attracts members of diverse ages and risk types as well as across **ALL INDUSTRIES**.

Members of each GENERATION

- Millennials
- Generation X
- Baby Boomers



And members of all **RISK** types



81% of app users are at risk for inadequate servings of **FRUITS and VEGETABLES**



60% of app users are at risk for inadequate levels of **PHYSICAL ACTIVITY**

EASY ACCESS LEADS MEMBERS TO RETURN

Our mobile app users return **2X** as often as website users and have **HIGH LEVELS OF PARTICIPATION** in program activities.



11 average log ins per month



38% checked into their gym



5 or more Newsfeed interactions per month

THE RESULT LINKS TO HIGHER ENGAGEMENT

Mobile application utilization is associated with **INCREASES** in **PHYSICAL** and **OVERALL HEALTH ACTIVITIES**



46% of members* began tracking their physical activity after their first mobile app log in.

LOWER-engaged members become **HIGHER**-engaged.

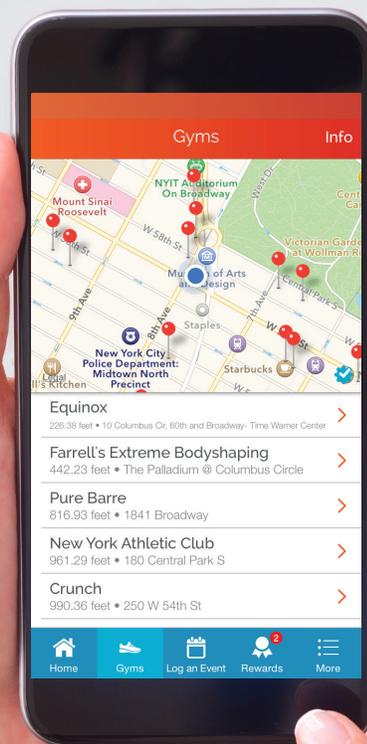


100% LOWER-ENGAGED MEMBERS (Bronze Status)



REACHED A HIGHER ENGAGEMENT LEVEL AFTER APP DOWNLOAD (Silver, Gold or Platinum Status)

* Members who were registered on the Vitality website and were participating in the program but were not earning points for physical activity.



Learn more about Vitality's mobile app and other engagement strategies by visiting VitalityGroup.com

Data was evaluated around the release of our new mobile app for members who were registered with our program for one year prior and one year following the release date.

The analysis shows an association of varying engagement levels based on mobile app usage. It is not causal.

