



Optimicity
LIVE. WORK. PLAY.



Unhealthy Employees Cost More:

\$11,176

per year on average than their healthier peers.

Poor Participation:

HR departments are **investing 35% more** money into wellness in 2017; however solutions are still underutilized, **less than 10% of employees participate weekly.**

Tech Disconnect:

Everyday **2.32 billion smartphones** and **78.8 million wearables** produce real-time data, employers and insurers need better tools to **understand** and **utilize these tools** to support employees.

We Can Help

OUR MISSION

To do our part in creating a future where proactive health is data-driven, science-backed, and user-centric. We make technologies that guard and protect the health of our loved ones, our community, and ourselves.

WHO WE ARE

We are a diverse team made up of risk analysts, technology geeks, actuaries, HR wellness specialists, creative designers, and proactive health advocates. We are digital-natives who believe in simple, elegant user experiences that can help create a healthier world.

OUR RESULTS



Actively engaged in 2 challenges on a weekly basis

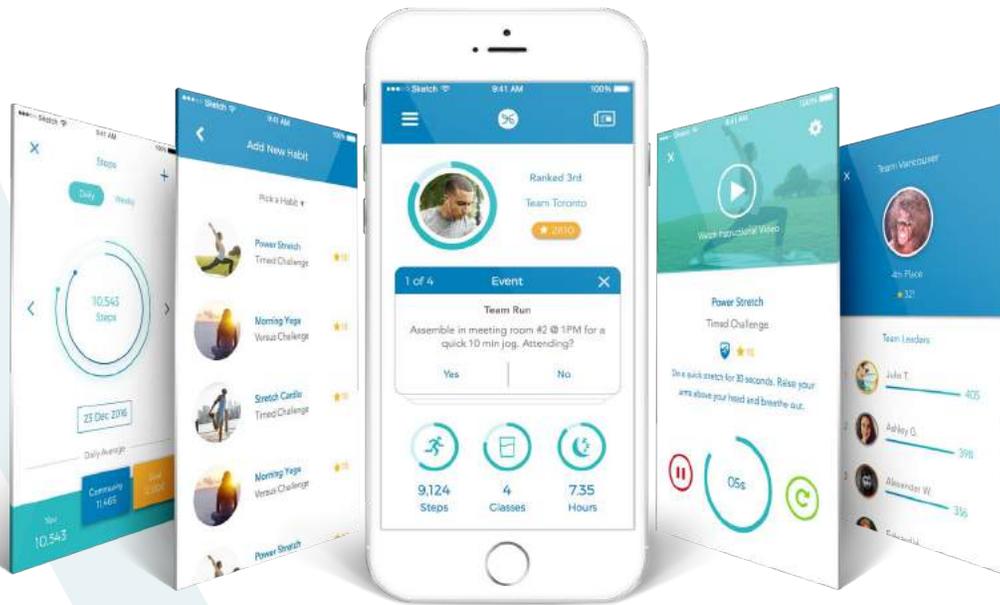


Of employees participated in the program in 2016



Saw improvements in their Health Risk Scores





The Optimity Solution

Progressive leaders invest in wellness. Whether at the consumer or enterprise level, we will help you launch an integrated wellness program using mobile apps and wearables to engage people in proactive health through competition and teamwork.

Together with the Optimity Wellness Program you will be the industry leader in wellness services.

GAMIFIED WELLNESS

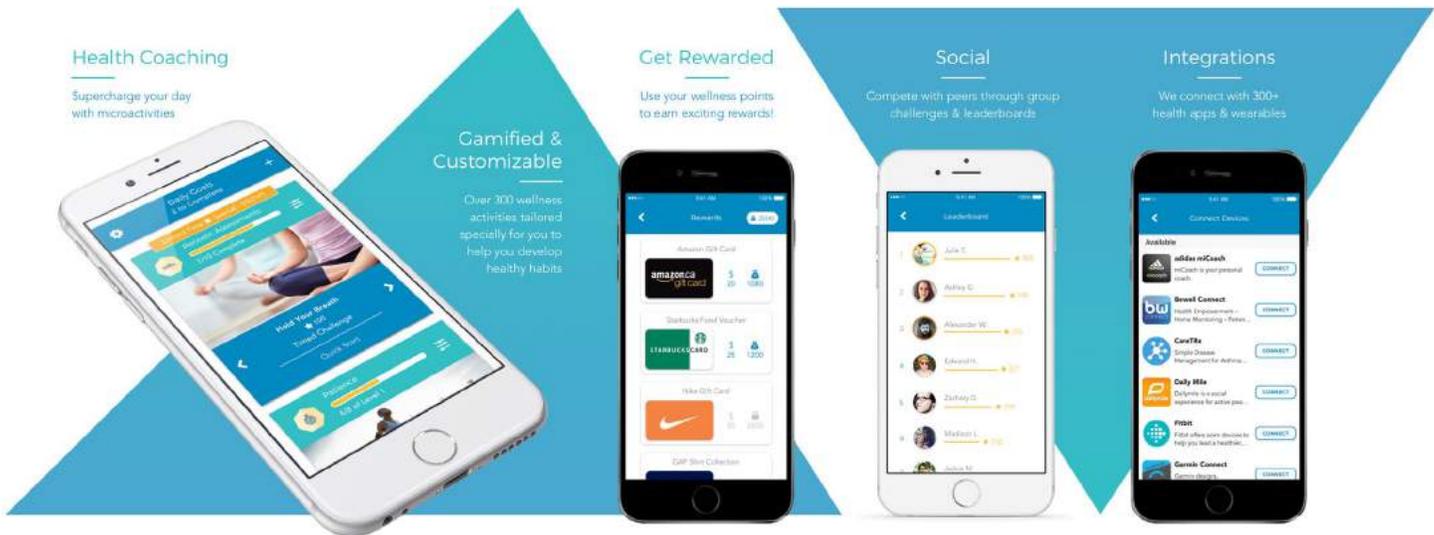
Keep people healthy and happy with office-friendly activities that engage them using goal-setting, competition, and personal progression.

CENTRALIZED RESULTS

Connect teams across offices and job-functions. Powered by analytics, you can drive results and engagement from a centralized system.

TAILORED TECHNOLOGY

Customize your wellness app to fit your needs. We help you grant employees instant access across all geographies, devices and platforms.



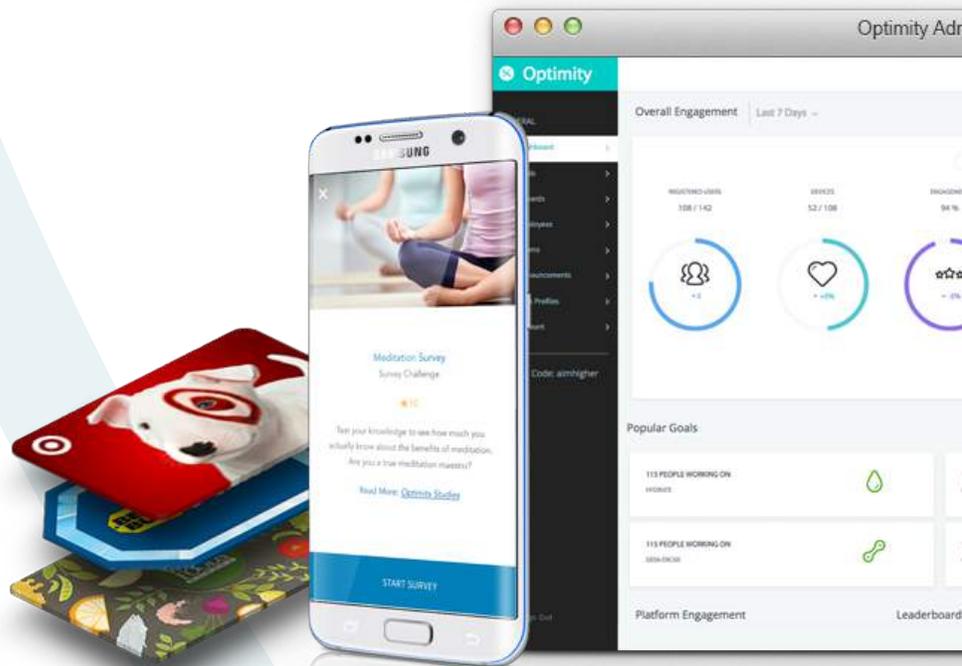
WITH YOUR PACKAGE YOU WILL RECEIVE...

- Subscriptions to Optimity™ software applications
- Monthly training webinars to help clients execute a highly successful program
- Annual engagement reports with tailored tips to improve performance
- Fresh proactive health content to ensure sustained engagement
- Auto-fulfillment of rewards incentives

WHAT TO EXPECT...

- 50-70% employee participation with your habit building initiatives
- Engaged employees boosting their wellness everyday
- Camaraderie amongst peers that connects your employees' professional networks
- Daily progress by employees improving their ability to self-actualize & stay healthy
- Quarterly feedback from your employees
- Decrease in your employees' risk for chronic disease conditions

LIVE.
WORK.
PLAY.



CEO PERSPECTIVE

"The Optimity platform is our most highly-adopted program at 89% employee participation! It produced a quantified ROI in 2016 with our insurer, Sun Life Financial."



Favorite: Back-pain relief

Impact: Saved \$331 per employee on health cost and drug claims in 2016

Sherry McDonald
CEO, CST Consultants

HR PERSPECTIVE

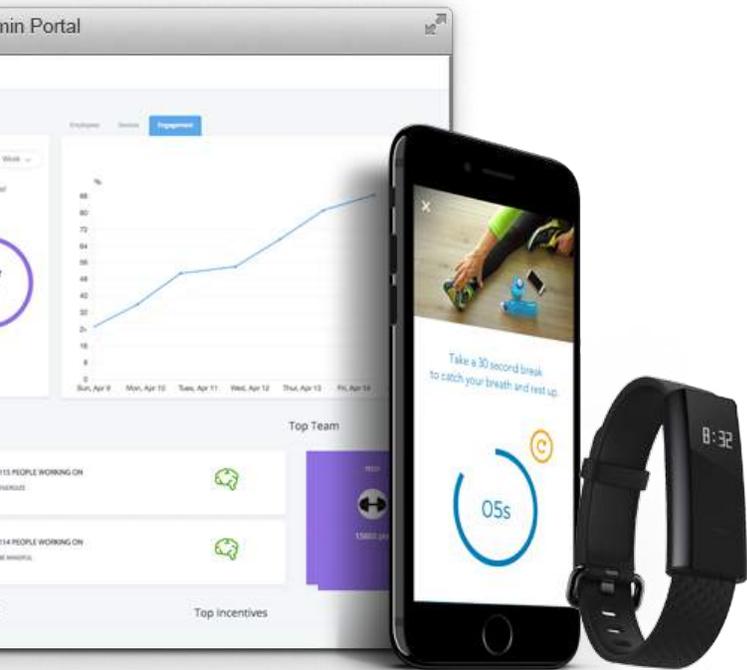
"Rather than one-time knowledge boosts, we are now receiving progressive health content every day, delivered in sync with our work schedules. This ensured the strong link between education and action!"



Favorite: 24/7 holistic health support

Impact: 56% sustained engagement
Boost in engagement score

Angel Alvarado
Director of HR, City of Marble Falls TX



EMPLOYEE PERSPECTIVE

“Excellent experience, lots of fun to compete and also great self awareness activities available. Many of the strength building exercises are now nice reminders on my Apple Watch that alert me to stretch or smile.”

“The app is very easy to use. I can sync my Fitbit steps for easy integration with the program. App notifications kept a frequent reminder towards healthy living!”

“It is very difficult to stay motivated to eat healthy and keep fit, but the notification was a small, and also very important step which I absolutely loved. They kept me focused throughout the entire day.”

“Optimity stood out by far as the strongest, most innovative company in this space. Over the last 2 years, they’ve been a valuable partner by giving meaning to data from wearables like ours.”

- Frederik Hermann
Huami, Head of Marketing & Sales



OUR RESULTS

81%

Became more proactive in their health

84%

Reported better relationships with work teams

93%

Feel more connected to their company

RESEARCH

4x

ROI in reduced medical costs

2 Days

Average reduction in absenteeism

10%

Average reduction in turnover



Why Customers Come To Us

“OPTIMITY FIXED OUR LOW ENGAGEMENT...”

Before only a small number of employees attended programs. It was a dispersed workforce. Additionally, employees on-site couldn't find the time to attend. Optimity helped us get 7x the number of people into our wellness programs.”

“WE NEEDED MORE REPORTS AND METRICS...”

For the last 2 years, we ran wellness programs but had no standardized method to track attendance. Our wellness coordinator is using lots of spreadsheets and manual effort. We are much more administrative than strategic. Now, we are able to report our key metrics with Optimity with just a few clicks.”

“OPTIMITY FIXED OUR FRAGMENTED PROGRAMMING...”

We had traditional wellness initiatives such as Lunch and Learns, team challenges, and biometric screenings. They are all separate and don't work with each other. We have independent initiatives at different offices and have trouble sharing the effort and scaling best practices. So we brought in Optimity to get on the same page.”

“OUR HR DEPARTMENT IS UNDERSTAFFED AND WE NEEDED HELP...”

Our VP of HR is very busy and our small HR team supports hundreds of staff. We get new requests for wellness and culture needs all the time, but we just can't support everyone. So...”

... Optimity is a game-changer for wellness!

Results & ROI

	TRAITS	RESULTS	ROI
PROFESSIONAL & FINANCIAL SERVICES	<ul style="list-style-type: none"> • Millenials expect culture and recognition • Fast-paced, busy professionals • High-turnover 	<ul style="list-style-type: none"> • 81.8% saw that Optimity improved their health and quality of life • 69.4% learned to manage stress 	<ul style="list-style-type: none"> • ~74% Avg participation • Track: Absenteeism, Turnover, Para-medical claims, Drug claims • 2-5x ROI
CITIES & MUNICIPALITIES	<ul style="list-style-type: none"> • High average age (~45), long tenure • Dispersed workforce • Low engagement • High health spend 	<ul style="list-style-type: none"> • 74.8% sustained daily usage after 6 months • 42.3% participated in back-stretches and exercises • HR director saved 80hr+ of admin work 	<ul style="list-style-type: none"> • ~60% Avg participation • Track: Health costs, Benefits claims • 4-5x ROI
TECHNOLOGY FIRMS	<ul style="list-style-type: none"> • Highly sedentary • High recruiting costs • Benefits and culture expectations 	<ul style="list-style-type: none"> • 92.1% felt more connected to their organization • 71.3% saw improved activity levels 	<ul style="list-style-type: none"> • ~65% Avg participation • Track: Health costs, Benefits claims • 4-10x ROI
HEALTH ORGANIZATIONS	<ul style="list-style-type: none"> • Shift-worker • Poor sleep • High-stress 	<ul style="list-style-type: none"> • 83.5% saw improvements in their health risk scores • 78.2% saw improved activity levels • 52.1% improved their posture 	<ul style="list-style-type: none"> • ~80% Avg participation • Track: Recruitment costs, Health costs, Benefits claims • 2-4x ROI
INSURANCE COMPANIES	<ul style="list-style-type: none"> • Fragmented and outdated health data • Needs operational efficiency • Need to simplify 	<ul style="list-style-type: none"> • Unified data structure • Up-to-date health information • Cohesive data wallet from multiple data sources 	<ul style="list-style-type: none"> • Time saved in underwriting • Improved data accuracy • Number of new policies sold • 10-50x ROI

Human Impact

What does it mean when we save
\$100,000 for a client? *

*based on average annual cost of turnover, claims, and disease treatment

= 1.5 Prevented Cases
of Turnover



"We are promoting good culture - core values, leadership and reduce the number of stress and health related absences."

- Total Rewards, EY

= 18 Avoided Cases of
Carpal Tunnel



"We chose Optimity because it was a platform that helped to facilitate health and safety. It was a fun way for staff to get aware and access to information."

- CEO, Levitt-Safety

= 11 Prevented Cases
of Heart Failure



"Optimity supports in driving home core values of unity, whole health, positive mindset."

- COO, Frontline Technologies

= 7 Prevented Cases
of Diabetes



"I get returns in terms of health dollars spent, ultimately it would also improve morale, health, engagement."

- HR, St. Joseph's Hospital

= 2 Prevented Cases
of Short-Term
Disability



"Insurance is transforming into life-style brands. Our focus is in finding simple actionable solutions. We feel the design of the Optimity micro-activities and ease of compliance will be a differentiator."

- Products & Innovation, Besurance

ENGAGEMENT SAVES LIVES.

814 Mission St, 6th floor, San Francisco, CA, 94103 USA

111 Peter St. Suite 300 Toronto, ON, M5V 2H1 Canada

www.myoptimity.com | Phone: +1 (416) 428 6125 | engage@myoptimity.com