

VIRGIN PULSE & ZIPONGO



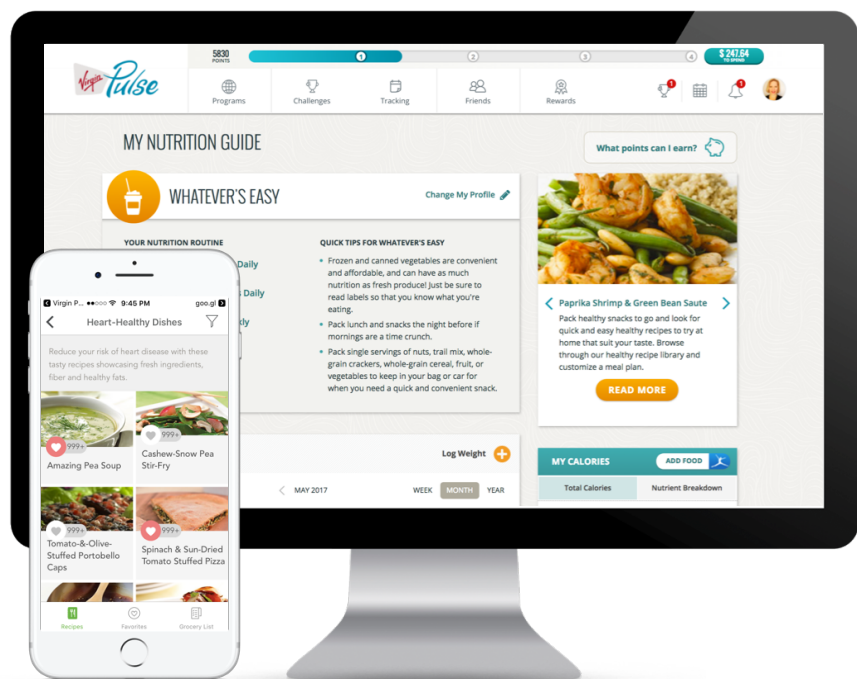
A deeply integrated digital nutrition program, powered by Zipongo, that takes the guesswork out of healthy eating with personalized meal recommendations based on biometrics and food preferences.

It's no secret that poor nutrition is a key driver of rising employee healthcare costs. What you may not know is that poor nutrition can also negatively impact workforce productivity by contributing to absenteeism and presenteeism, which further eat away at your bottom line. Poor eating habits are a leading cause of chronic disease, making it vital that employers offer programs that help employees improve their eating behaviors.

Virgin Pulse has partnered with Zipongo, a leading digital food and nutrition platform, to make it easy for members to find healthy recipes, plan meals and create grocery lists based on personal preference, nutritional breakdown or dietary restrictions.

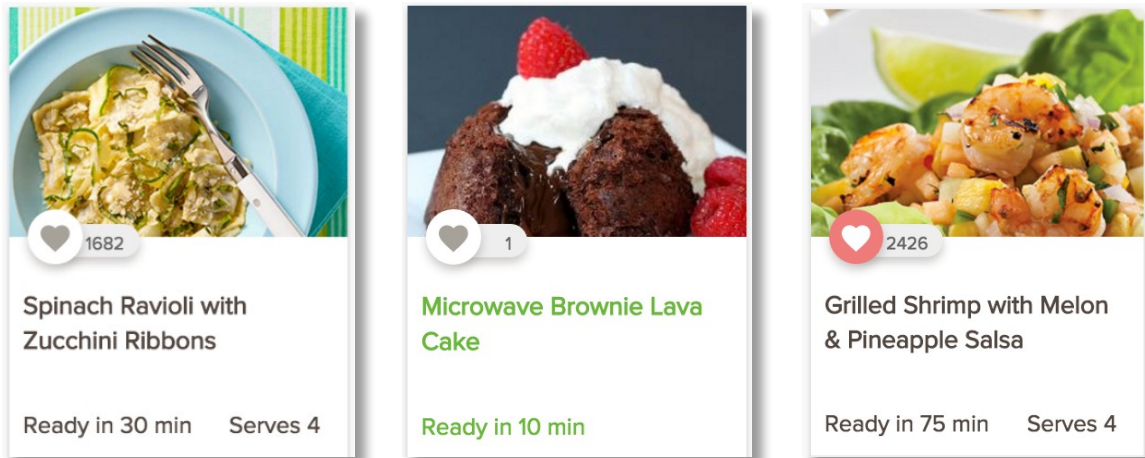
Seamlessly Integrated with the Virgin Pulse Platform:

- Customized program, delivered through our Nutrition Guide, supports members with personalized eating recommendations
- Promote to the right employees based on risk factors and self-reported interest
- Healthy recipes are automatically sorted, selected and displayed based on biometrics and self-selected food preferences
- Encourage program use by rewarding your employees for completing their nutrition profile, trying new recipes, and more



MAKE IT EASY TO EAT WELL

With Virgin Pulse and Zipongo, employees learn to eat healthier through personalized nutrition plans



With direct access to Zipongo's rich healthy recipe library and planning tools, employees can filter on food preferences and restrictions, create meal plans, find grocery discounts and automatically generate shopping lists. Zipongo makes healthy eating easy, convenient and affordable.

How does it work?

- Zipongo adds personalized nutrition plans, recipes and healthy eating tips to the Virgin Pulse platform
- Virgin Pulse facilitates account management, program integration and ongoing client support
- No additional cost for base program
- Additional programs available including Food@Work

Here's how Zipongo adds value:

- White labeling reinforces your brand
- Personalized recommendations tailor the experience to each member based on biometrics and eating profile
- Recommendations span key eating profiles including meat eaters, vegetarians, vegans and more
- Meal planning is made easy with click-and-drag recipes
- Easy, actionable tips and rewards support reduced waist circumference, BMI and more!
- Access anywhere, anytime via web and mobile experience