

SWORKIT HEALTH

TABLE OF CONTENTS Introduction, Mission, Vision 03 Musculoskeletal Support 04 Weight Loss & Obesity 05 **Diabetes Prevention** 06 Cardiovascular Disease Prevention 07 Aging Populations Mobility & Falls Prevention 08 09 Personal Performance & Injury Prevention 10 Stress & Mental Health Lifestyle Fitness & Well-Being 11 Child & Family Physical Health 12 Additional Solutions 13 13 Technology Contact & Social Proof 13 SWORKIT |

INTRODUCTION, MISSION, VISION

73% of adults and 35% of children in the US are overweight or obese. 1 in 3 adults have prediabetes. More than half the population suffers from back, shoulder, knee or other joint pain. More than 34 million people in the United States have diabetes—that's around 10% of the total population (and 13% of adults). Taken together, heart disease, stroke, and other vascular diseases are the leading cause of death for both men and women in the US, claiming more than 800,000 lives every year. Our healthcare systems here and around the world must adapt to provide more modern, consumer-friendly solutions.

Evidence has shown that the sustained effect of increased physical activity among at-risk individuals (those who are insufficiently active) carries significant savings in estimated medical costs. The many benefits of physical activity extend beyond better health, improved functioning, and increased quality of life to include significantly reduced health care visits and mortality.

But even when empowered with this knowledge, a staggering 80% of US adults and children still aren't getting enough exercise for optimal health.

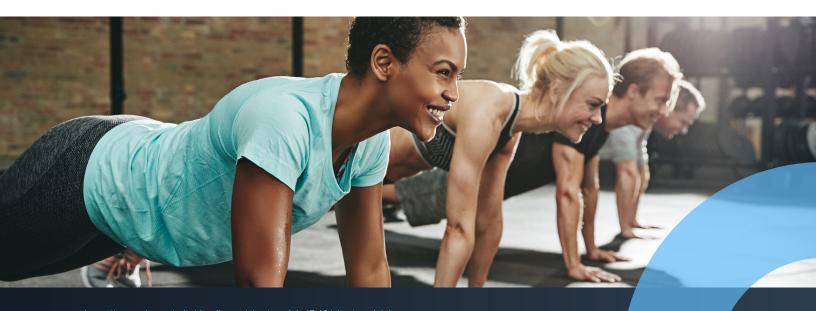
Access to a digital physical activity program like Sworkit can greatly reduce common barriers to exercise, such as environment, cost, time, accessibility, and motivation. Investing in the creation of sustainable, convenient exercise habits is critical to our longevity.

At Sworkit, we're on a mission to make the world a significantly healthier place by creating a longlasting, multi-generational impact. That means we're striving to make fitness and nutrition simple, enjoyable, and flexible for individuals, their families, and future generations.

Sworkit is a premium digital health and fitness company founded in 2012. We provide workouts, customizable plans, and resources that allow people to adopt and maintain healthy habits for life. With a custom combination of strength, cardio, yoga, and stretching workouts, we make it simple for millions of people to get in the best shape of their lives and stay in the best shape of their lives anytime, anywhere.

Our technology and experience allow us to deliver a modular and fle xible workout experience that can support the improvement of lives across a variety of conditions covered within the healthcare industry. We provide solutions for individual consumers, schools, and companies, and through partnerships with industry leaders in healthcare and employee benefits such as Virgin Pulse, UHC/Optum/Rally, and Gympass to integrate our service into a wider offering.

Sworkit Health is an opportunity for Sworkit to have an even more direct impact on Exercise Prescription for the Prevention and Treatment of Diseases. Working closely with partners and expanding the research of our own programs will ensure even greater reach for our vision and mission to make the world a significantly healthier place for all generations.





MUSCULOSKELETAL SUPPORT

More than 50% of Americans suffer from back, shoulder, knee or other joint pain. These musculoskeletal (MSK) conditions account for a sixth of all healthcare spending in the US. At about \$600 billion, the annual cost is greater than that of heart disease, diabetes, and even cancer.1,2

The good news is that there's plenty of evidence to suggest that consistent physical activity can serve as both a preventative and a rehabilitative function for reducing the impact of MSK conditions.

Sworkit provides targeted workouts for low impact mobility and increased flexibility so you can take care of yourself without worrying about hurting yourself. We'll help you get in the best shape of your life.

KEY STATISTICS



More than 50% of Americans suffer from MSK conditions—that's a \$600B price tag.



Americans miss 264M days of work every year because of back pain alone.



70% of employees with MSK pain said their condition got worse—or they experienced new pain—while working from home.5



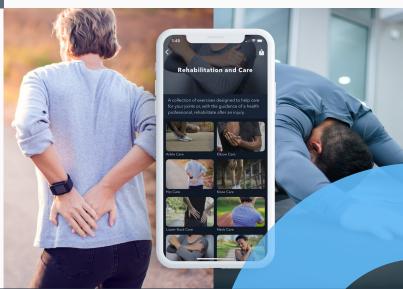
IMPACT OF EXERCISE

- Reduces symptoms of arthritis and MSK conditions
- Aids joint lubrication and nourishment and eases stiffness and pain in joints
- Maintains or improves bone density

OUR SOLUTION

Sworkit offers a wide variety of beginner strength training, rehab, and care-focused training, which can aid in musculoskeletal protection and care.

- Rehabilitation and Care Collection
- Recovery Challenge
- Upper Back Care
- Low Impact Mobility
- Ankle Care
- Knee Care
- Increased Flexibility





- https://www.hingehealth.com/state-of-msk-2021-report/
- ² https://www.bls.gov/iif/oshwc/case/msds.htm
- https://www.ncbi.nlm.nih.gov/books/NBK92521/
- https://www.boneandjointburden.org/docs/BMUS%20Impact%20of%20MSK%20on%20Americans%20booklet_4th%20Edition%20%282018%29.pdf
- ⁵ https://assets.ctfassets.net/cad7d5zna5rn/4VVX4VKRIJWrJLyWqYp9NH/94448981ace079022b1ca8422c47654f/State-of-MSK-2<mark>0</mark>21.pdf

WEIGHT LOSS & OBESITY

According to the CDC, obesity can put you at risk of developing many of the leading causes of death in the U.S. These include certain types of cancer, stroke, heart disease, respiratory disease, kidney disease, and diabetes.

At Sworkit, we understand that exercise alone might not result in immediate, consistent weight loss. However, there is plenty of evidence to suggest that regular physical activity can dramatically improve your ability to maintain a healthy lifestyle. Taken together, exercise and healthy eating habits will help you maintain weight loss over time.

Research also suggests that exercising consistently can help prevent you from regaining the weight you've already lost—a common problem among those who seek to lose weight. And in the long term, no matter how much weight you have or haven't lost, physical activity is worth it for the cardiovascular benefits alone.^{1,2,3}

KEY STATISTICS



73% of American adults are overweight or obese.4



Almost 50% of American adults will be obese by 2030.5



Healthcare costs related to obesity could reach \$956B per year in the next decade.6



IMPACT OF EXERCISE

- Helps prevent you from regaining weight you've already lost.
- Improves metabolism (the number of calories you burn in a day).
- Helps you increase and maintain lean body mass (which in turn helps improve metabolism).

OUR SOLUTION

Sworkit offers a wide variety of individual workouts and plans. Maybe you're new to fitness, or maybe you've taken a long break. Either way, we can help break down the barrier of entry. Our challenges, activity tracking, supportive community, and other excuse mitigation features provide the motivation you need to get in the best shape of your life.

- Couch to Fit: 6 Week Plan
- Beginner Fitter 6-Week Plan
- Stretch it Out
- Let's Start Moving
- Strength Basics
- Intro to Core

- Yoga for Beginners
- Beginners Cardio
- Pilates for Beginners
- Tabata Low Impact Cardio
- Easy on the Knees Full Body Strength





- ² https://www.wvdhhr.org/bph/oehp/obesity/mortality.htm
- ³ https://www.cdc.gov/healthreport/publications/compendium.pdf
- 4 https://www.cdc.gov/nchs/data/hestat/obesity-adult-17-18/obesity-adult.htm

DIABETES PREVENTION

By 2035, an estimated 592 million people will be diagnosed with type 2 diabetes worldwide. The disease has already reached epidemic proportions: in 2017, 24.7 million people were diagnosed with diabetes in the U.S. alone.

The CDC recommends physical activity as an important way to manage life with diabetes. Exercise can help prevent common complications from diabetes by reducing the risk of heart disease and nerve damage. It's especially important for older people with diabetes to exercise since they're at a much higher risk of functional disability, cardiovascular disease, and even premature death.

Not getting enough exercise can increase your chances of getting type 2 diabetes in the first place. Physical activity helps your body regulate blood sugar and blood pressure, raise good cholesterol, lower bad cholesterol, and manage your weight.

KEY STATISTICS

34.2M Americans

34.2M Americans currently live with diabetes.



The estimated yearly cost of diabetes is \$327B.



1 in 3 American adults has prediabetes—that's 88 million people.



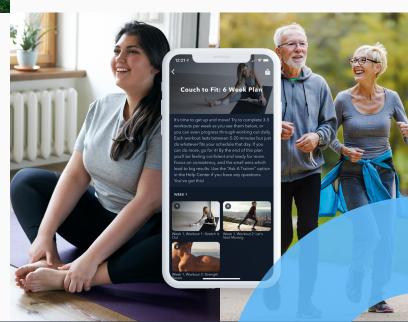
IMPACT OF EXERCISE

- Improves blood glucose control in type 2 diabetes
- Contributes to weight loss and improves general well-being
- Reduces risk of developing complications from diabetes (like cardiovascular problems)
- May prevent or delay development of type 2 diabetes

OUR SOLUTION

Since many people with type 2 diabetes cite "lack of time" as a barrier to regular exercise, we recommend highintensity interval training (HIIT), which is characterized by brief, intermittent bursts of vigorous activity.

- Movement for Life: 8 Week Plan
- Couch to Fit: 6 Week Plan
- Beginner Fitter 6-Week Plan
- Lose-Weight Challenge
- Ultimate Functional HIIT Circuit
- Easy on the Knees Full Body Strength





- https://www.cdc.gov/chronicdisease/resources/publications/factsheets/diabetes-prediabetes.html
- https://care.diabetesjournals.org/content/30/1/43
- https://care.diabetesjournals.org/content/41/5/917

CARDIOVASCULAR DISEASE PREVENTION

The leading cause of death for both men and women in the United States is heart disease. Together with stroke and other vascular diseases, heart disease kills more than 800,000 people every year. It's also an expensive disease. The CDC estimates that one out of every seven dollars spent on health care goes toward cardiovascular disease (CVD)—that's a total of more than \$300 billion in annual health care costs and lost productivity.

Certain risk factors increase your chances of developing CVD. These include hypertension, hyperlipidemia, smoking, being overweight, eating an unhealthy diet, and—you guessed it—being inactive.1

Numerous studies have shown that reducing these risk factors also decreases your chance of having a heart attack or other kind of cardiac event (such as a stroke). Regular exercise in particular can have a favorable effect on many of the risk factors for cardiovascular disease.2

KEY STATISTICS



The leading cause of death for both men and women in the US is heart disease.3



\$1 out of every \$7 spent on health care goes toward cardiovascular disease.3



Regular exercise can reduce the risk of stroke by 25-30%.4



IMPACT OF EXERCISE

- Reduces blood pressure in hypertensive patients
- Decreases fat levels (plasma triglycerides)
- Increases "good" cholesterol (plasma HDL cholesterol)
- Decreases "bad" cholesterol (plasma LDL cholesterol)
- Prevents hardening of arteries (atherosclerosis)

OUR SOLUTION

Sworkit provides workouts and programs for those of all ages and fitness levels. These workouts can be used as a preventative measure to establish healthy habits in children, adults, and the elderly.

For those who already suffer from cardiovascular disease, Sworkit offers specially designed workouts and fitness plans that take into account your specific needs. These workouts provide a gradual increase in intensity levels so you can safely build up your strength.

In particular, Sworkit's Fit+50 and Movement for Life programs are designed to provide safe, low impact workouts that can help you maintain healthy exercise habits without the risk of injury or cardiovascular stress.





- https://www.cdc.gov/dhdsp/pubs/docs/Best-Practices-Guide-508.pdf
- ² https://www.ahajournals.org/doi/full/10.1161/01.CIR.0000048890.59383.8D
- https://www.cdc.gov/dhdsp/pubs/docs/Best-Practices-Guide-508.pdf
- 4 https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3263535

AGING POPULATIONS MOBILITY & FALLS PREVENTION

The good news about getting older—and there is good news—is there's plenty of evidence to show that adults 65 and older gain substantial health benefits from regular physical activity. Plus, those benefits continue to accrue throughout your life. Exercise can help limit the development and progression of chronic diseases and disabling conditions, and can positively impact psychological and cognitive health in older adults.

About 30% of older adults fall down at least once a year. In fact, falls are the leading cause of fatal and nonfatal injuries for this age group. Since muscle tissue usually provides padding, protects joints, and preserves bone density, weak fallers—who don't have as much muscle tissue—tend to fracture bones more easily. Those who exercise tend to have less muscle atrophy. One systematic review even found that among older adults who had implemented an exercise program, there was a 17% drop in falls. 1-3

KEY STATISTICS



Physical activity can reduce the risk of developing breast cancer by 20-40%.4



Physical activity can reduce the risk of colon cancer by approximately 30% and the risk of death from prostate cancer by 33%.5



Physical activity can reduce the risk of stroke by 25-30%.6



IMPACT OF EXERCISE

- Exercise has been shown to prevent disease, lower the risk of falls, improve mental health and general well-being, strengthen social ties, and improve cognitive function.
- Evidence also indicates that physically active people have a lower risk of heart disease, stroke, type 2 diabetes, certain cancers, depression and dementia.
- A combination of balance and strength training reduces the risk of falls, which in turn lowers the risk of fractures for elderly people.
- Increased joint mobility, ability to continue favorite activities.

OUR SOLUTION

Sworkit has paid particular attention to the needs of aging populations by providing a variety of activities that can be adapted to pre-existing physical conditions or pains. Our extensive catalog of low impact workouts has enabled our older members to maintain consistent and life-changing habits for over 9 years.

Sworkit's Movement for Life: 8-Week Guided Program encourages the formation of weekly and daily habits for increasing movement. Perfect for aging populations, individuals with low-impact needs, and those who have been diagnosed with a chronic condition like heart disease, cancer, or diabetes. and are looking to gradually increase their physical activity.





- ¹ https://pubmed.ncbi.nlm.nih.gov/22302742/
- ² https://www.physio-pedia.com/Falls_and_Exercise
- ³ https://www.degruyter.com/document/doi/10.7556/jaoa.2012.112.1.17/pdf
- https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3076351
- ⁶ https://www.ahajournals.org/doi/10.1161/01.str.0000091843.02517.9d

PERSONAL PERFORMANCE & INJURY PREVENTION

A staggering 8.6 million sports injuries are estimated to occur every year. To avoid being injured, we already know that it's crucial to use proper form in all physical activity. Having access to audible as well as visible guidance while learning new exercises can help ensure better form and prevent the kinds of injuries that occur when fatigue sets in.1

Strength training and conditioning also give you the chance to learn new patterns of movement, improve coordination and peripheral skills, stabilize joints, improve posture and mobility, strengthen supporting muscles, and bring muscle imbalances into equilibrium—each of which helps to prevent injury.²

But if you've already been injured, it's important to engage in active recovery. At least one study has found that active recovery can reduce lactic acid buildup in the muscles, increase blood flow to muscle tissue, remove metabolic waste from the muscles, and reduce muscle tears and pain.3

KEY STATISTICS



An estimated 8.6 million sports injuries occur each year.1



According to the CDC, nearly half of all sports injuries in children are preventable.4



In the UK, 14% of adults who worked out at home during lockdown reported injuring themselves while exercising.5



IMPACT OF EXERCISE

- Proper warm-ups prepare the body and the mind for strenuous activity and are an important factor in injury prevention.
- Purposeful active recovery can increase the overall effectiveness of any training program and can include the performance of low-intensity exercise following a strenuous workout.

OUR SOLUTION

Sworkit workouts include warm-ups and both audio and video guidance as an important way to prevent injuries from occurring during activity.

Sworkit offers cooldown routines specifically to help protect your body and prevent future injuries.

- Sports Conditioning Collection
- Foam Rolling Collection
- Recovery Challenge
- Long Distance Recovery
- Stretch
- Protective Core and Back Cooldown
- **Active Recovery**





- http://www.apta.org/PTinMotion/News/2017/1/4/SportsInjuries/
- ² https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5932411/
- ³ https://www.racmn.com/blog/the-importance-of-strength-and-conditioning-for-specialized-athletes
- https://www.cdc.gov/nchs/data/nhsr/nhsr099.pdf
- ⁵ https://www.bupa.com/newsroom/news/lockdown-sport-injuries

STRESS & MENTAL HEALTH

Exercise can be one of the most effective ways to manage psychological wellbeing. Deciding to exercise—and then following through on your decision—can provide you with a feeling of achievement. But your body also experiences physical changes at the chemical level.

When you exercise, your body releases all kinds of hormones and neurotransmitters—such as serotonin, dopamine, and beta endorphins—that allow it to return from a state of stress to one of equilibrium. That increase in neurotransmitters can help reduce anxiety and depression; plus, exercise provides you with a healthy outlet for anger, frustration, and other kinds of emotional distress.

KEY STATISTICS



1 in 5 Americans experience a mental health condition in any given year.1



At some point in their lives, more than 50% of Americans are diagnosed with a mental health condition or disorder.1



During COVID-19, more than 40% of those surveyed reported at least one adverse mental or behavioral health condition related to the pandemic.²



IMPACT OF EXERCISE

- Reduces levels of stress hormones, such as adrenaline and cortisol, while stimulating the production of endorphins, which are your body's natural painkillers and mood elevators.3
- When practiced regularly, can increase self-confidence, improve your mood, help you relax, and improve your sleep.4
- Can reduce symptoms of mild depression and anxiety; can also make it less likely to develop depression or anxiety in the first place.5

OUR SOLUTION

Sworkit offers a variety of workouts that can be completed in as little as five minutes—that's enough to shift your mood in a positive direction. We also provide a number of more calming routines such as yoga and general stretching to reduce tension and calm your body.

- Strength Essentials Collection
- Yoga Essentials Collection
- Monthly Challenges
- Feel Good Yoga
- Feel Great Cardio
- Morning Stretch
- Daily Cardio





- https://www.cdc.gov/mentalhealth/learn/index.htm
- ² https://www.cdc.gov/mentalhealth/index.htm
- https://www.health.harvard.edu/staying-healthy/exercising-to-relax
- https://www.mayoclinic.org/healthy-lifestyle/stress-management/in-depth/exercise-and-stress/art-20044469

LIFESTYLE FITNESS & WELL-BEING

By now, it's probably clear that being physically active helps everyone live longer, healthier lives.

Here are some of the other major wins:

- Lower risk of heart disease, stroke, type 2 diabetes, high blood pressure, dementia and Alzheimer's, several types of cancer, and some complications of pregnancy
- Better sleep, including improvements in insomnia and obstructive sleep apnea
- Improved cognition, including memory, attention, and processing speed
- Lower risk of obesity and related chronic health conditions
- Better bone health and balance, with lower risk of injury from falls
- Fewer symptoms from depression and anxiety
- Better quality of life and sense of overall well-being

As important as it is to exercise, researchers have also begun to focus on the dangers of an overly sedentary lifestyle. Spending too much time sitting down has been linked to higher rates of heart disease, type 2 diabetes, colon cancer, lung cancer, and premature death.1

KEY STATISTICS



Only 23% of US adults meet the federal physical activity guidelines.2



Physical inactivity accounts for 11% of US healthcare costs—that's \$117B per year.3

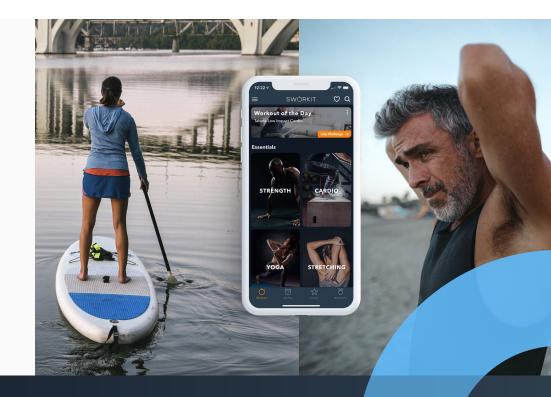


The most important thing to remember is: "Move more, with more intensity, and sit less."

OUR SOLUTION

Sworkit's home workout program helps you fit a solid, targeted workout into whatever free time you have available. Simply choose the kind of routine you want-strength, HIIT, yoga, or stretching—and enter in the number of minutes you have. Sworkit provides an efficient, video-guided, precision-timed workout.

Sworkit also offers public challenges which aim to motivate and connect members to foster a sense of belonging and accountability.





- https://www.heart.org/en/healthy-living/fitness/fitness-basics/aha-recs-for-physical-activity-in-adults
- ² https://www.cdc.gov/nchs/fastats/exercise.htm
- https://www.sciencedirect.com/science/article/pii/S0033062014001236?via%3Dihub

CHILD & FAMILY PHYSICAL HEALTH

As parents, you know that children are influenced by their surroundings. Your kids notice everything—the good stuff and the bad stuff—even when you wish they didn't. They notice when you work out, and they notice when you spend the evening on the couch.

When you exercise together as a family, you're not just teaching your kids healthy habits. You're also showing them how to work together as a team to achieve a goal.1

Becoming a parent can be an incredible adventure. It can also be incredibly stressful. Parenting often involves an interruption to your normal health routines, and it can be hard to start those up again. At Sworkit, we understand that you have time constraints—and that you might feel guilty for putting yourself first. We've got solutions that make fitness simple, enjoyable and flexible—so it fits your life.

KEY STATISTICS



Less than a quarter of children 6 to 17 years old participate in 60 minutes of physical activity every day.2



35% of children are overweight or obese.3



39 million children under the age of 5 were overweight or obese in 2020.1



IMPACT OF EXERCISE

- Increased confidence, which is critical in adolescence and beyond
- Healthy habits and lifestyle choices that will influence children throughout their lives
- Opportunities to spend time together as a family and connect

OUR SOLUTION

Sworkit lets you decide exactly how long your workout will last providing flexibility to exercise about your busy schedule.

Workouts for kids, guided by kids.

Over 15,000 schools across the world are being provided access to Sworkit

- Quick Workouts Collection
- Pre and Post **Pregnancy Collection**
- Sworkit Kid Workouts Collection
- Fit in 5 Minutes
- 7-Minute Workout
- 5 Minute Yoga Boost
- Simple Daily Stretch





- https://www.osrpt.com/2018/02/benefits-family-exercise
- ² https://www.cdc.gov/healthyschools/physicalactivity/facts.htm
- https://www.cdc.gov/nchs/data/hestat/obesity-adult-17-18/obesity-adult.htm

ADDITIONAL SOLUTIONS



EMPLOYER SOLUTIONS

Sworkit provides a fully managed wellness solution to help build healthy company culture by engaging employees to be more active.

Employers and HR leaders come to us because they want to:

- Reduce stress and anxiety among employees
- Lower healthcare costs company-wide
- Encourage teamwork
- Provide a versatile wellness program without creating more work for themselves

LEARN MORE



STUDENT MANAGEMENT SYSTEM

Sworkit's Student Management System provides teachers with tools and curriculum to support in-person and remote learning.

Sworkit makes it simple to incorporate physical fitness technology into schools and meet national PE standards.

Teachers and coaches come to us because they want to:

- Support a culture of lifelong physical activity and movement
- Easily monitor student progress and physical activity
- Verify students meet weekly or monthly physical activity requirements

LEARN MORE



WORKOUT PLAYER COMPONENT

Our web and native Workout Player SDK enables partners to bring Sworkit's world-class workout experience in their own apps at a fraction of the cost and effort.

Fitness brands and wellness apps come to us because they want to:

- Save money and engineering time
- Increase membership value of their own subscriptions and offerings
- Strengthen the user experience of their own apps and services
- Provide access to over 1000 workouts across a variety of disciplines

LEARN MORE





















TECHNOLOGY

Sworkit is an app-based fitness program that provides a full variety of over 1,000 video-guided strength, HIIT, yoga, barre, Pilates, kids, and stretching workouts that can be done in 5 minutes, 60 minutes, or ANY time in between.

Customize your workouts to fit your exact needs. With Sworkit, you can re-order your videos just like you'd re-order songs in a playlist. Filter based on focus area, body part, goal, impact level, and more—and choose the music you want to work out to!

CONTACT



PARTNERS





















