

The New Real Appeal Experience

RALLY®

Real  
Appeal®



## Enhancing the Real Appeal Experience

We took user feedback to design a new platform and new tools to better support your employees in meeting their weight loss goals.

### New features include:

- Goal-tracking system
- Improved class experience
- Upgraded food and activity tracking



2

The new Real Appeal experience provides the same great classes, content, and coaches in a new platform designed to drive more engagement for even better results.

We took user feedback — from formal surveys, informal feedback, and interactive sessions with our participants — to design a new platform and new tools to better support participants in meeting their weight loss goals.

### Timing:

- July 1: New participants of all clients
- Jan 1 2020: All participants transition over to the new platform; the old platform will no longer be available

### New features (explained in detail in notes on slide 2):

- New goal-tracking system
- Improved class experience
- Upgraded food and activity tracking
- Easier sign-in and sign-up with Rally ID

### New program set-up (explained in detail in notes on slide 3-4):

**The new Real Appeal experience puts forward a year-long program that matches the feedback we received from participants on how they want to engage with the program.**

- The platform is moving to a 26 weekly + 6 monthly group sessions format.
- There are weekly sessions and weekly educational content in the first half of the year. During the second half of the year, we provide more flexibility to participants as they come to us for support in keeping their weight loss on track. Our educational content is still served up on a weekly basis, while group sessions move to a once-a-month cadence to free up more time for participants and their coaches to connect when one-on-one support is needed.
- Participants have access to their personal health coach, via unlimited 1:1 sessions and 24/7 messaging, throughout the full year.

### New bells & whistles coming down the line with this new platform:

- **Break-out sessions:** Later this year, we'll be adding break-out sessions that deep dive on particular topics — such as stress, nutrition, or exercise — so that participants can get support and develop tools around the topics most relevant to them right from the start.
- **Communities:** We'll also be adding communities later this year. Communities will help participants feel connected and stay motivated as they connect on topics of common interest.

| Features                                         | Rally Experience      | Legacy Experience  |
|--------------------------------------------------|-----------------------|--------------------|
| Educational content                              | 52 weeks              | 52 weeks           |
| Group sessions                                   | 26 weekly + 6 monthly | 52 weekly sessions |
| Unlimited 1:1 sessions                           | ●                     | ●                  |
| Personal health coach                            | ●                     | ●                  |
| 24/7 access to coach messaging                   | ●                     | ●                  |
| Food tracker                                     | ●                     | ●                  |
| Activity tracker                                 | ●                     | ●                  |
| Success kit                                      | ●                     | ●                  |
| Group chat                                       | ●                     | ●                  |
| New goal-tracking system                         | ●                     |                    |
| Daily dashboard                                  | ●                     |                    |
| Integration with more 3 <sup>rd</sup> party apps | ●                     |                    |
| Improved video experience                        | ●                     |                    |
| New scheduling dashboard                         | ●                     |                    |

This slide shows you a feature comparison for the new (i.e., Rally) experience vs. the legacy experience.

**Group sessions through 24/7 access to coach messaging:**

The new Real Appeal experience puts forward a year-long program that matches the feedback we received from participants on how they want to engage with the program. There are weekly sessions and weekly educational content in the first half of the year. During the second half of the year, we provide more flexibility to participants as they come to us for support in keeping their weight loss on track. Our educational content is still served up on a weekly basis, while group sessions move to a once-a-month cadence to free up more time for participants and their coaches to connect when one-on-one support is needed. Participants have unlimited access to their personal health coach, via 1:1 sessions and 24/7 messaging, throughout the full year.

**Food tracker through Activity tracker:**

We’ve made improvements to both our food tracker and activity tracker in the new experience, with more extensive databases of information and a better user interface.

**Success kit:**

We’ve moved the content included in the Real Success Guides (orange booklets originally included in the Success Kit) to digital only. Participants will have access to all the same valuable content in a more digestible weekly format.

**Group chat:**

Participants can continue to chat with other members in their group sessions — now in the same screen.

**New goal-tracking system to Daily dashboard:**

We’ve introduced a new goal-tracking system that makes it easier for participants to set and track achievable goals that address nutrition, physical activity, and weight loss. Participants can select actions to work on each week and track their progress in their daily dashboard.

**Integration with more 3rd party apps:**

The new experience integrates with more food and activity trackers, like FatSecret, MyFitnessPal, and Apple Health — to name a few.

**Improved video experience:**

Our new platform dynamically adjusts to a participant’s internet bandwidth for an improved video experience, without the need for downloads or plug-ins.

**New scheduling dashboard:**

If participants’ calendars change, they can easily schedule and reschedule their weekly group sessions in their scheduling dashboard.

# RALLY® | How To Enroll

## New Members Enrolling After 7/1

- All URL's will direct members to the new registration site including custom or vanity Real Appeal URL's.
- Dual login will be available for both new members on the new platform and current active members.
- New app available

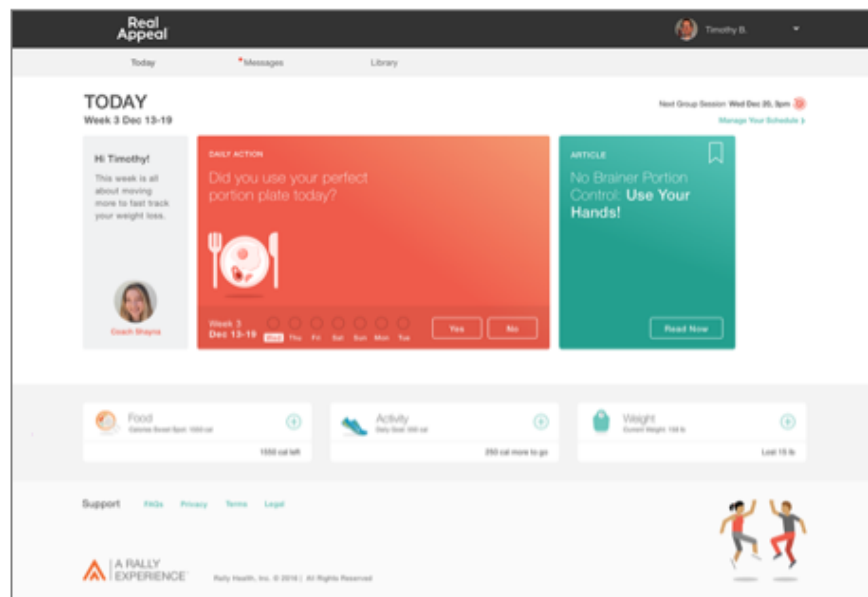


## Members Participating prior to 7/1

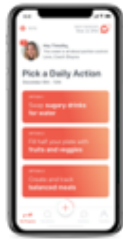
- Members enrolled prior to 7/1 and currently participating will continue to participate using the Core platform and app.



- All active members will be transitioned to the new platform 1/1/2020.



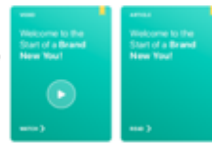
The Daily Dashboard makes it easy for members to engage in Real Appeal. Participants can access their food, activity, and weight trackers and join group sessions straight from their Daily Dashboard. They can also check in on and report their progress against their goals in their Daily Dashboard.



Users select a goal...



Check-in throughout the week...



Explore resources and educational materials...

Engage in additional one-time activities...

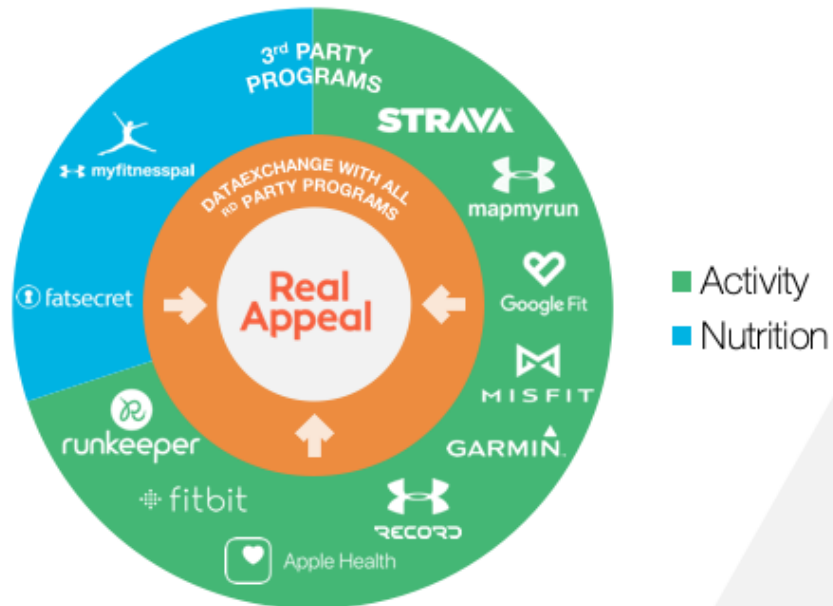


And join their Live Sessions



Track their weight...

Participants can also access the new experience — classes, content, goal-tracking, and more — through the Real Appeal app.



The new experience integrates with more third-party apps, so your participants have more options to track their nutrition and activity.

*List of integrated food trackers for reference:*

- *FatSecret*
- *MyFitnessPal*

*List of integrated activity trackers for reference:*

- *Apple Health*
- *Google Fit*
- *Fitbit*
- *RunKeeper*
- *MapMyRun*
- *Strava*
- *Misfit*
- *Garmin*
- *UA Record*
- *Nokia Health*

## RALLY® | 2019 Reporting

Outcomes reporting will continue to be delivered on a quarterly basis.

Reporting will include data from both the new platform and the legacy platform beginning August 2019 through January 2020.





"I have a family history of diabetes, so I knew I had to make changes. Real Appeal has given me the tools to eat healthier and taught me the right amount of exercise that will make a difference."

**Sandy**  
Real Appeal member  
**60 lbs lost**


Real Appeal members who attended 4 or more sessions during the program lost 60 pounds on average. Talk to your doctor before starting any weight loss program.



"As soon as I started using the tracker, I realized I wasn't eating the right amount of calories, fats and sugars. Now, I still eat the foods that I want because I eat in moderation."

**Pete**  
Real Appeal member  
**80 lbs lost**

Real Appeal members who attended 4 or more sessions during the program lost 80 pounds on average. Talk to your doctor before starting any weight loss program.



"Real Appeal is there for you. It totally fit into my lifestyle and day to day routine."

**Veronica**  
Real Appeal member  
**75 lbs lost**

Real Appeal members who attended 4 or more sessions during the program lost 75 pounds on average. Talk to your doctor before starting any weight loss program.



"This really helped me change my life for the better. I feel like a better mom because I'm able to go outside and run around with my kids."

**Tashawna**  
Real Appeal member  
**37 lbs lost**

Real Appeal members who attended 4 or more sessions during the program lost 37 pounds on average. Talk to your doctor before starting any weight loss program.

Real Appeal has already seen tremendous success, with over 620,000 registered participants and over 2 million pounds lost. The new Real Appeal experience provides the same clinically-validated intensive lifestyle intervention program with a better digital experience. -- We're excited to see what your employees can achieve in this new platform!