



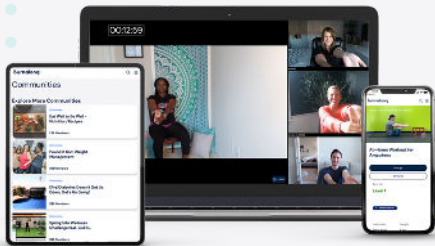
Boost employee health and business results with Burnalong+

burnalong



WHO WE ARE

We are an end-to-end digital and local health and wellbeing solution for your workforce. We combine our industry-leading platform with immersive experiences, and ongoing enablement, to drive impact for your organization.



WHO WE HELP

Corporations (from Fortune 100 to local brands; in 70+ countries), government, health plans, and health systems.

WHY WE ARE DIFFERENT

1 Choice, diversity, and locality

35,000+

On-demand and live classes

10,000+

Fitness locations¹

5,000+

Local instructors

60+

Holistic categories

2 Social connection

Group classes

Supportive communities

Digital accounts for family & friends

3 Personalization and insights

Measure engagement

Track enrollment

Category trends

AI-powered experiences

4 Inclusive

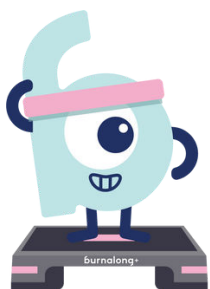
Adaptive programs

Multilingual support

INTRODUCING **burnalong+**

Combining digital and local fitness, health and wellbeing in one holistic offering.

Burnalong offers a hybrid wellness solution, with access to in-person fitness locations and live, local and on-demand classes. Participants no longer need to choose between in-person or virtual-only options.



10,000+ fitness locations

Access our world-class network of highly recognized brands

Multi-location access

Subscribers pay one fee to access locations nationwide.

Wide-range of offerings

Amenities² may include: pools, sauna, group classes, cardio equipment, strength training



"Our agency's mission is to take care of America's healthcare, therefore, we too must be well."

Michele Saggese, Centers for Medicare & Medicaid Services



HOW WE DO IT

TIERED DIGITAL SOLUTIONS

1 Core solution

Industry-leading digital health platform and inclusive events.

2 Curated approach

Core platform plus customized materials and experiences.

3 Cultural support

Wide-reaching, high-impact initiative plus curated approach.

35,000+

On-demand & live classes



10,000+

Nationwide fitness locations

KEY RESULTS

4X

more engagement than industry-standards

39%

of classes taken are non-fitness categories

68%

of users self-describe as "struggling" at start

HOW IT WORKS

- 1 Alignment on departmental, board, & business KPIs.
- 2 Machine learning from behavior to improve personalization.
- 3 Reporting, data deep-dives, trend analysis, & actionable insights for teams.



WHAT BURNALONG DELIVERS VS. COMPETITORS

- Single, holistic solution for virtual and in-person fitness, health and wellbeing, for everyone
- Chronic condition support, adaptive workouts, prenatal classes, stroke, diabetes, & cancer wellness, ensuring everyone is included
- Digital sub-accounts for family and friends
- A platform built for social support and motivation: online communities and option for live classes with family and friends
- Diverse, local instructors from across the country
- Access to local community classes from across the country
- Beyond basic reporting with trend analysis on individual or line of business

- 1 Access to Fitness locations provided by Tivity Health Services, LLC, an affiliate of Burnalong, Inc. Fitness locations are not owned or operated by Tivity Health or its affiliates. Burnalong+ Subscription with fitness location access option entitles subscriber to use the fitness location facilities and amenities available to the holder of a basic membership at the fitness locations. Facilities and amenities vary by location.
- 2 Facilities and amenities vary by fitness location. Check with participating fitness location for hours of access.

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