



Engagement and Health Outcomes Improvement Report

General Info

1. Engagement overview

330,858
AVERAGE MONTHLY
ACTIVE USERS

71%
ACTIVE USERS

★ **18%**
Higher than the global
market average

39%
DAU RATE

Average of daily unique active
users (DAU) to monthly unique
active users (MAU) ratio

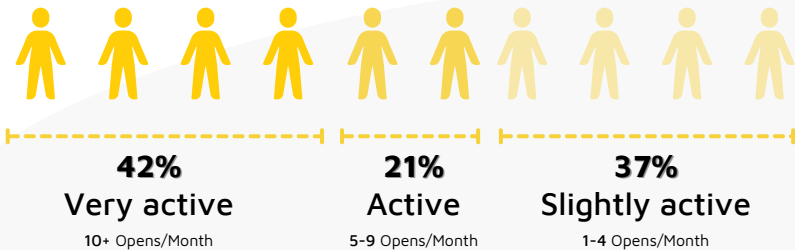
★ **23%**
Higher than the global
market average

83%
RETENTION RATE

Percentage of users who
continue using the product
over a month long period

2. Engagement activity level

Active users' segmentation



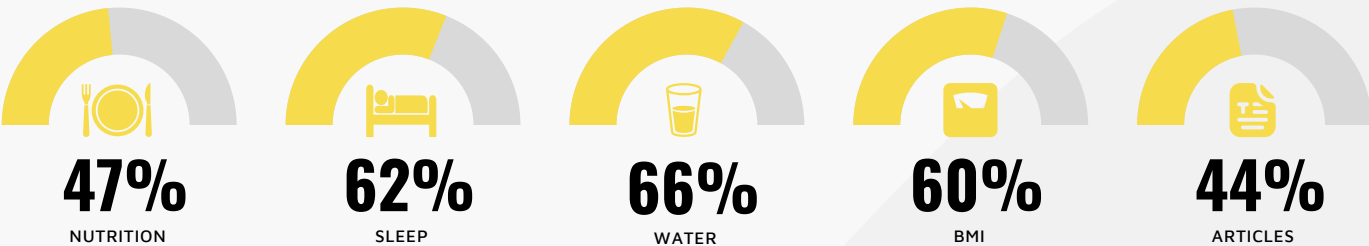
3. Feedback and engagement in the rewards program

64,923
AVERAGE COINS THAT
USERS SPEND
(HEALTH COINS)

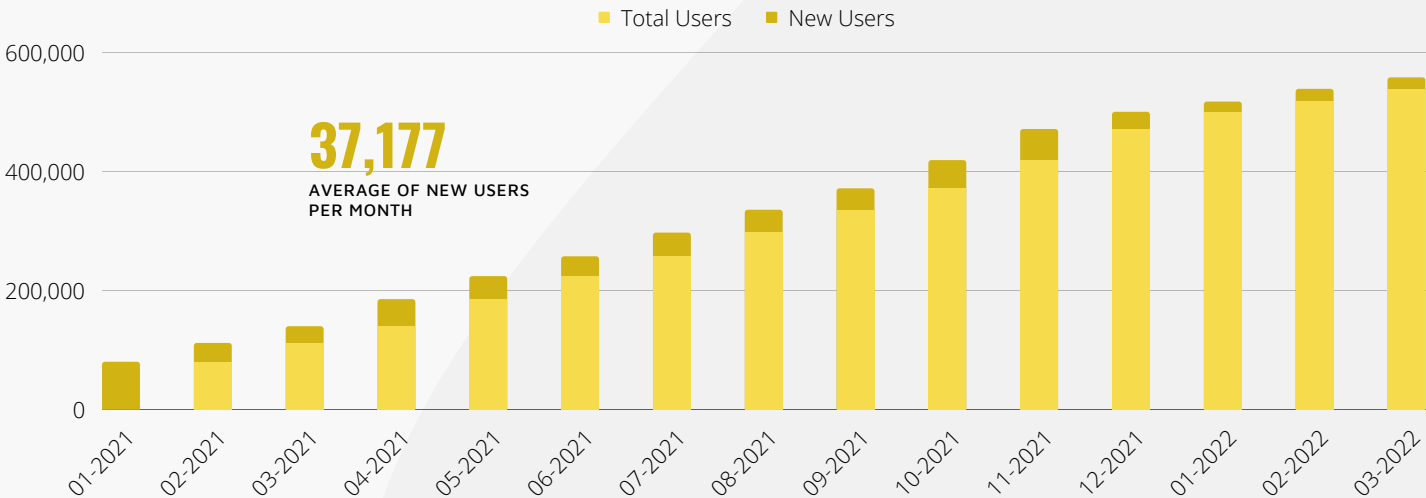
5880
AVERAGE PURCHASES
FOR REWARD (UNITS)

132,719
PURCHASE AMOUNT FOR
THE MOST POPULAR
REWARD (UNITS)

4. Average usage of features requiring user input (non-objective)



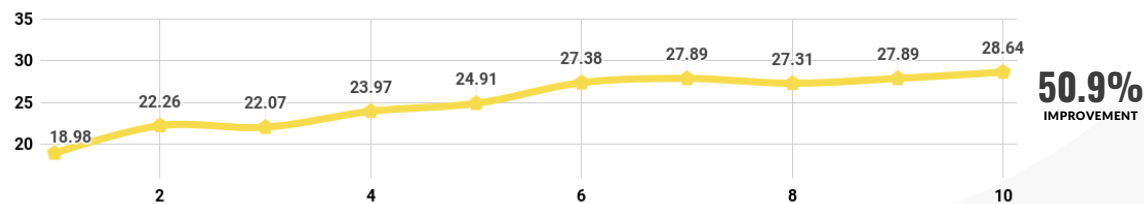
5. User Growth



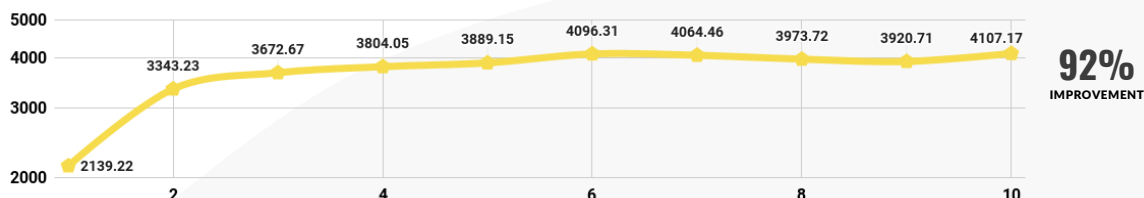
Improvement in Health Outcomes Over 10 Months



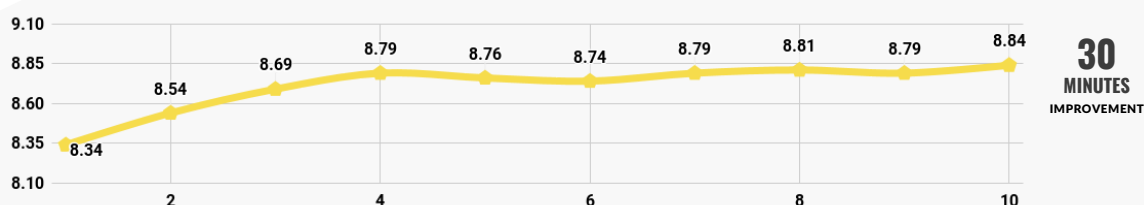
Intense Activity
(Minutes)



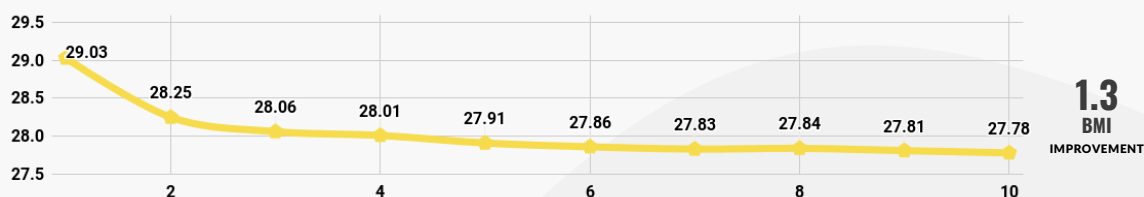
Number of Steps
(per day)



Hours of Sleep



BMI



Months in the program	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI
1	2,139	18.98	8.34	29.03
2	3,343	22.26	8.54	28.25
3	3,673	22.07	8.69	28.06
4	3,804	23.97	8.79	28.01
5	3,889	24.91	8.76	27.91
6	4,096	27.38	8.74	27.86
7	4,064	27.89	8.79	27.83
8	3,974	27.31	8.81	27.84
9	3,921	27.89	8.79	27.81
10	4,107	28.64	8.84	27.78
Improvement	91.99%	50.90%	30 Minutes	-1.3 BMI

*The data set in this page is taken from users who started with 'unhealthy' characteristics

Characteristic: Gender

59%

FEMALE

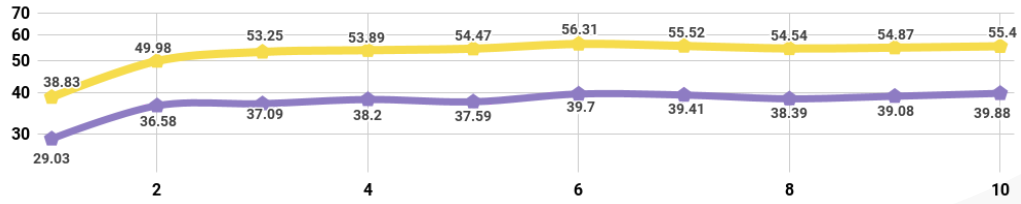


41%

MALE



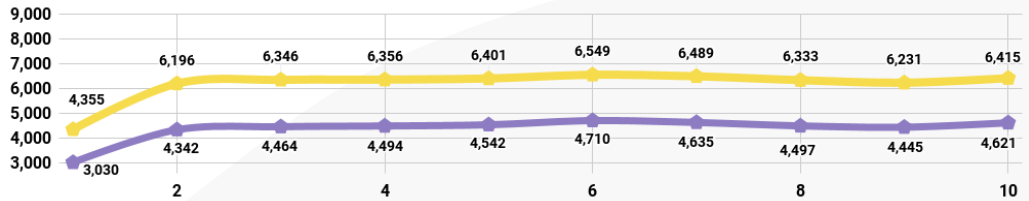
Intense Activity (Minutes)



37% / 43%
IMPROVEMENT



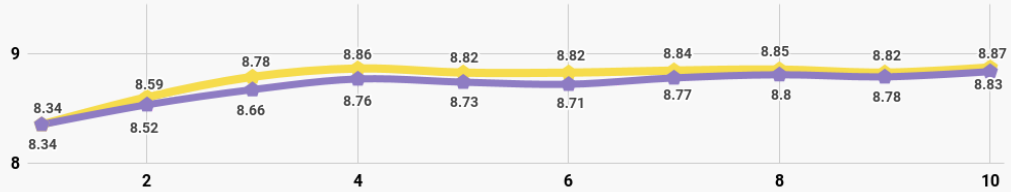
Number of Steps (per day)



53% / 47%
IMPROVEMENT



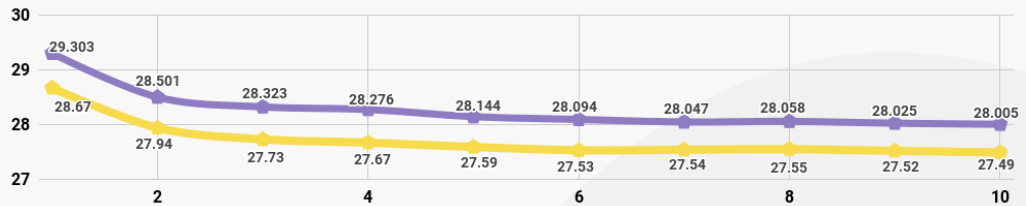
Hours of Sleep



29 / 32
MINUTES
IMPROVEMENT



BMI



1.3 / 1.2
BMI
IMPROVEMENT

Months in the program	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI
1	4,355	38.83	8.34	28.67	3,030	29.03	8.34	29.303
2	6,196	49.98	8.59	27.94	4,342	36.58	8.52	28.501
3	6,346	53.25	8.78	27.73	4,464	37.09	8.66	28.323
4	6,356	53.89	8.86	27.67	4,494	38.2	8.76	28.276
5	6,401	54.47	8.82	27.59	4,542	37.59	8.73	28.144
6	6,549	56.31	8.82	27.53	4,710	39.7	8.71	28.094
7	6,489	55.52	8.84	27.54	4,635	39.41	8.77	28.047
8	6,333	54.54	8.85	27.55	4,497	38.39	8.8	28.058
9	6,231	54.87	8.82	27.52	4,445	39.08	8.78	28.025
10	6,415	55.4	8.87	27.49	4,621	39.88	8.83	28.005
Improvement	47.30%	42.67%	31.8 Minutes	-1.2 BMI	52.51%	37.38%	29.4 Minutes	-1.3 BMI

Characteristic: **Smoke**

85%

NON SMOKERS

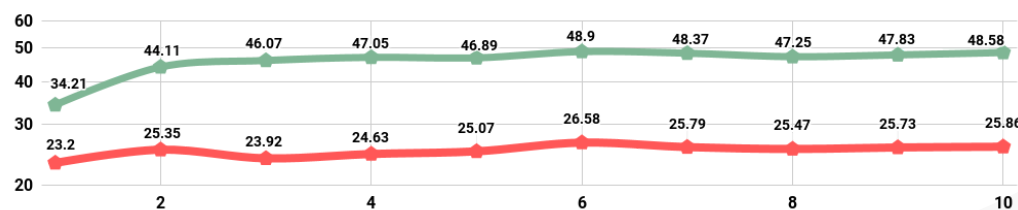


15%

SMOKERS



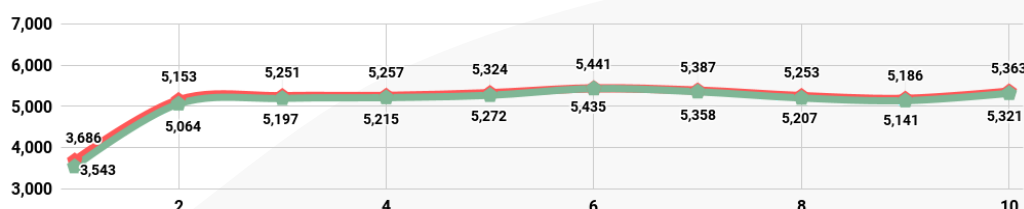
Intense Activity (Minutes)



11% / 42%
IMPROVEMENT



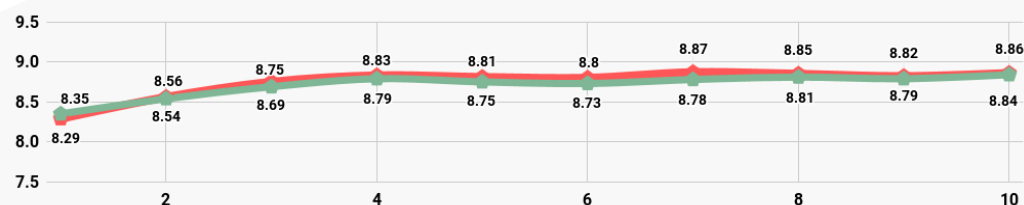
Number of Steps (per day)



45% / 50%
IMPROVEMENT



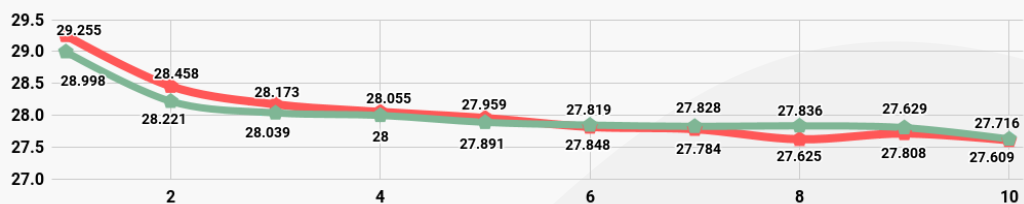
Hours of Sleep



34 / 29
MINUTES
IMPROVEMENT



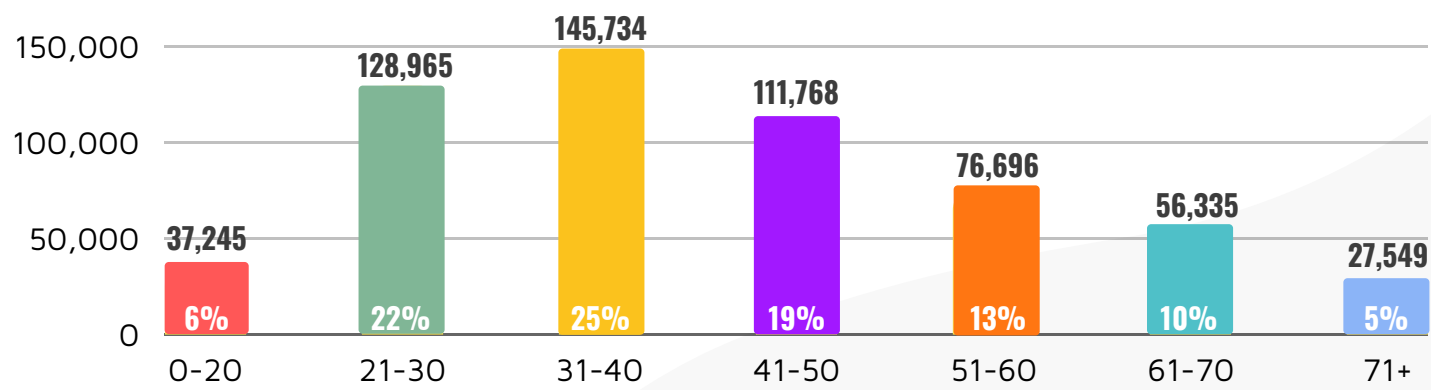
BMI



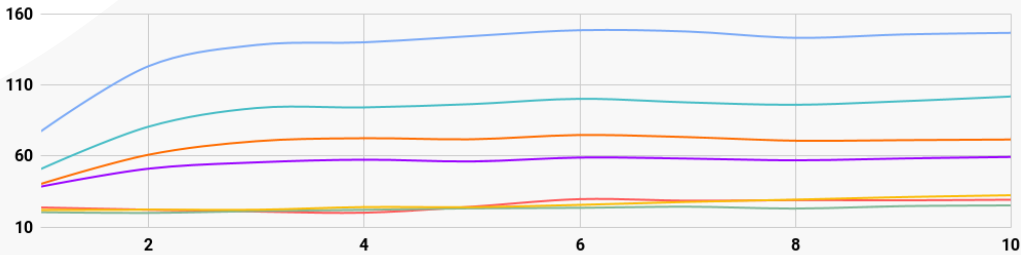
1.6 / 1.4
BMI
IMPROVEMENT

Months in the program	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI
1	3,543	34.21	8.35	28.998	3,686	23.2	8.29	29.255
2	5,064	44.11	8.54	28.221	5,153	25.35	8.56	28.458
3	5,197	46.07	8.69	28.039	5,251	23.92	8.75	28.173
4	5,215	47.05	8.79	28	5,257	24.63	8.83	28.055
5	5,272	46.89	8.75	27.891	5,324	25.07	8.81	27.959
6	5,435	48.9	8.73	27.848	5,441	26.58	8.8	27.819
7	5,358	48.37	8.78	27.828	5,387	25.79	8.87	27.784
8	5,207	47.25	8.81	27.836	5,253	25.47	8.85	27.625
9	5,141	47.83	8.79	27.808	5,186	25.73	8.82	27.716
10	5,321	48.58	8.84	27.629	5,363	25.86	8.86	27.609
Improvement	50.20%	42.01%	29.4 Minutes	-1.4 BMI	45.48%	11.47%	34.2 Minutes	-1.6 BMI

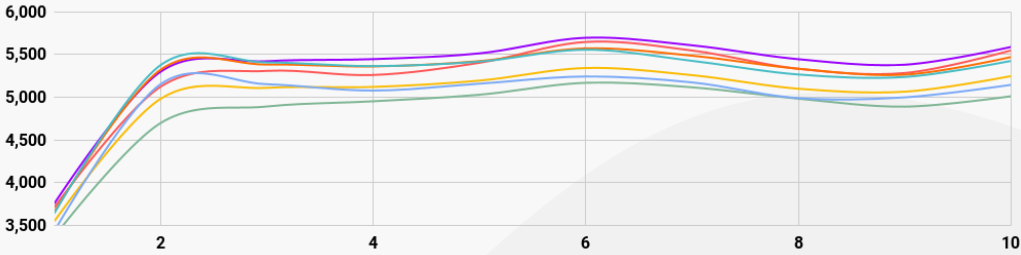
Characteristic: **Age**



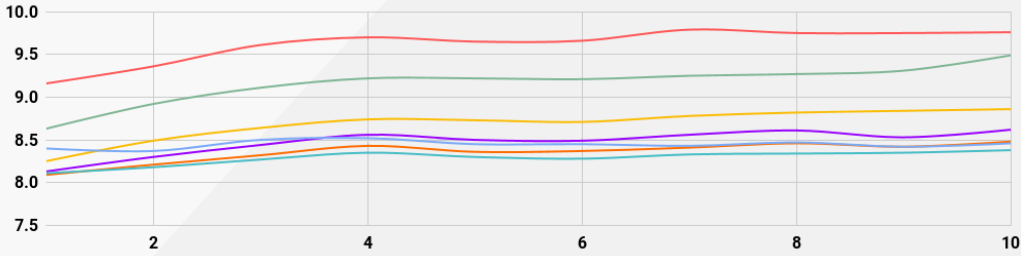
Intense Activity (Minutes)



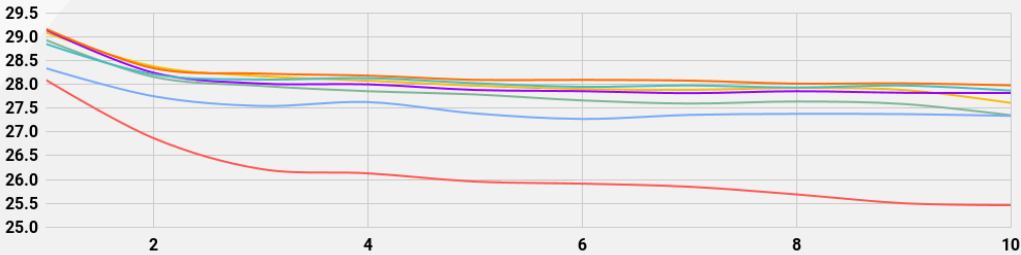
Number of Steps (per day)



Hours of Sleep



BMI



0-20

Months in the program	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI
1	3,707	23.94	9.16	28.091
2	5,121	22.4	9.36	26.872
3	5,307	21.1	9.61	26.223
4	5,259	20.3	9.7	26.131
5	5,402	24.5	9.65	25.958
6	5,646	29.8	9.66	25.914
7	5,545	28.7	9.79	25.849
8	5,332	29.1	9.75	25.688
9	5,282	29	9.75	25.502
10	5,547	29.4	9.76	25.461
Improvement	49.65%	22.81%	36 Minutes	-2.6 BMI

21-30

Months in the program	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI
1	3,368	20.64	8.63	28.929
2	4,696	20.14	8.92	28.156
3	4,891	21.42	9.11	27.966
4	4,952	22.3	9.22	27.854
5	5,028	23.34	9.22	27.786
6	5,168	23.7	9.21	27.661
7	5,115	24.5	9.25	27.595
8	4,982	23.2	9.27	27.638
9	4,889	24.9	9.31	27.585
10	5,011	25.4	9.49	27.349
Improvement	48.80%	23.06%	51.6 Minutes	-1.6 BMI

31-40

Months in the program	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI
1	3,546	22.19	8.25	29.084
2	4,980	22.42	8.49	28.377
3	5,109	22.35	8.64	28.171
4	5,120	24.24	8.74	28.076
5	5,194	24.16	8.73	27.971
6	5,341	25.78	8.71	27.9
7	5,257	27.85	8.78	27.884
8	5,099	29.46	8.82	27.921
9	5,064	31.24	8.84	27.88
10	5,247	32.53	8.86	27.607
Improvement	47.98%	46.60%	36.6 Minutes	-1.5 BMI

41-50

Months in the program	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI
1	3,753	38.61	8.13	29.142
2	5,297	51.2	8.3	28.244
3	5,420	55.62	8.44	28.015
4	5,445	57.5	8.56	27.998
5	5,512	56.28	8.5	27.88
6	5,695	59.01	8.49	27.855
7	5,607	58.3	8.56	27.813
8	5,444	57.06	8.61	27.854
9	5,379	58.38	8.53	27.821
10	5,587	59.42	8.62	27.818
Improvement	48.88%	53.90%	29.4 Minutes	-1.3 BMI

51-60

Months in the program	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI
1	3,654	40.5	8.09	29.163
2	5,321	60.99	8.21	28.337
3	5,382	70.48	8.32	28.224
4	5,360	72.56	8.43	28.181
5	5,421	71.84	8.36	28.092
6	5,570	74.82	8.37	28.092
7	5,485	73.35	8.41	28.076
8	5,332	70.82	8.46	28.012
9	5,263	71.23	8.42	28.019
10	5,469	71.66	8.48	27.976
Improvement	49.67%	76.94%	23.4 Minutes	-1.2 BMI

61-70

Months in the program	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI
1	3,638	50.96	8.11	28.847
2	5,375	80.7	8.18	28.208
3	5,406	93.78	8.27	28.1
4	5,363	94.21	8.35	28.128
5	5,416	96.53	8.3	28.022
6	5,555	100.24	8.28	27.946
7	5,425	97.71	8.33	27.974
8	5,265	96.05	8.34	27.931
9	5,236	98.56	8.35	27.972
10	5,424	101.86	8.38	27.867
Improvement	49.08%	99.88%	16.2 Minutes	-1 BMI

70+

Months in the program	Average steps per day	Average minutes of intense activity per week	Average hours of sleep per day	Average BMI
1	3,431	77.38	8.4	28.336
2	5,151	123.18	8.37	27.75
3	5,151	138.04	8.5	27.544
4	5,077	139.91	8.52	27.626
5	5,158	144.29	8.45	27.388
6	5,242	148.4	8.45	27.272
7	5,172	147.48	8.43	27.357
8	4,988	143.05	8.47	27.379
9	4,998	145.43	8.42	27.373
10	5,144	146.54	8.46	27.336
Improvement	49.92%	89.38%	3.6 Minutes	-1 BMI