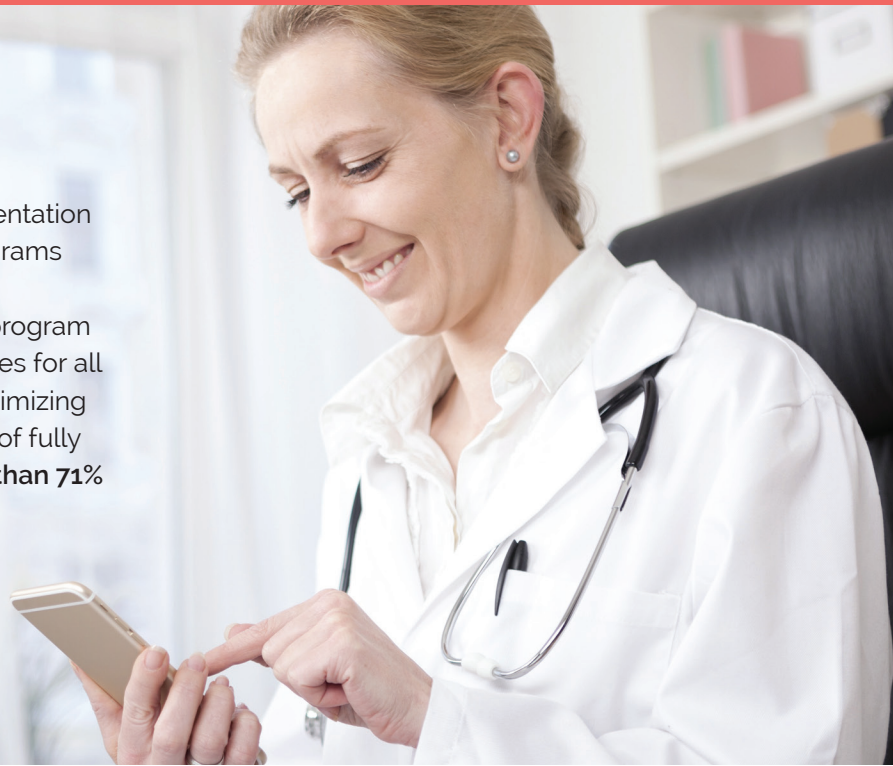


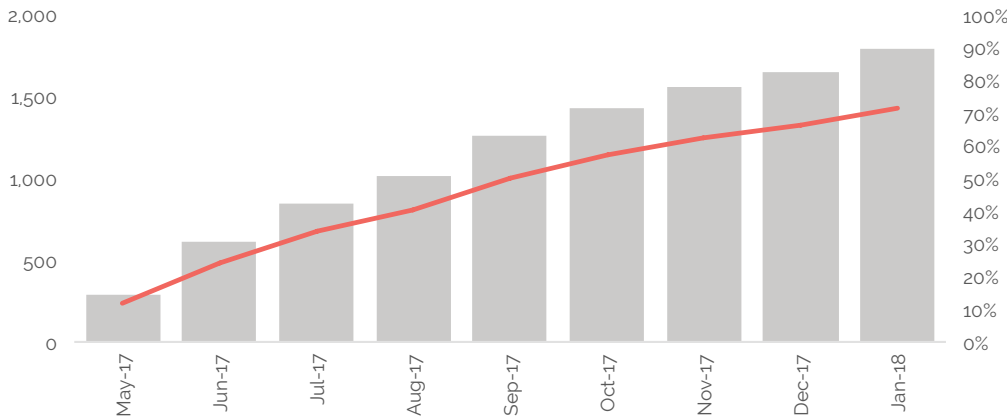
IMPLEMENTATION CASE STUDY



In 4Q 2016, CoachCare began a pilot implementation with one of the largest weight loss clinic programs in North America, which progressed to a full implementation beginning in May 2017. This program paid the full cost of the CoachCare license fees for all clinics in its network with the intention of maximizing participation and data collection. The impact of fully subsidizing CoachCare is substantial – **more than 71% of clinics implemented within 9 months.**



CLINIC IMPLEMENTATION AND % OF TOTAL CLINICS IMPLEMENTED



Due to the full subsidy, clinics elected to onboard very quickly with 291 clinics in month 1 alone (12% of all clinics). Implementation progressed to 1,787 clinics as of January 2018 (71% of all clinics). These clinics provide the program a trove of high-value data, and a full subsidy maximizes clinic adoption.

DEVICE PURCHASES



11+
sets per clinic

Strong adoption also drives strong device sales.

Device sets purchased per clinic during the implementation period.

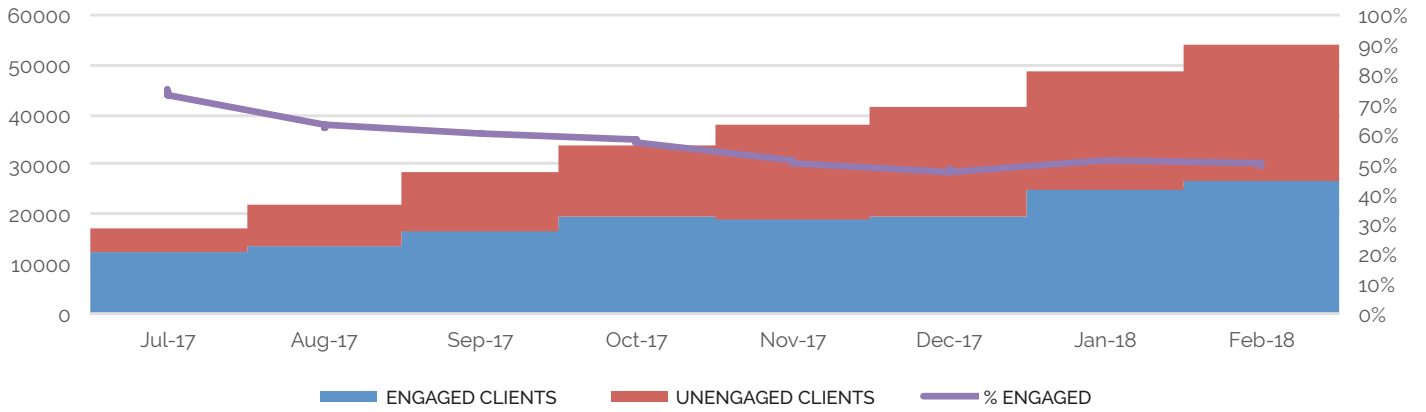


20,000+
sets total

Total device sets purchased during the implementation period.

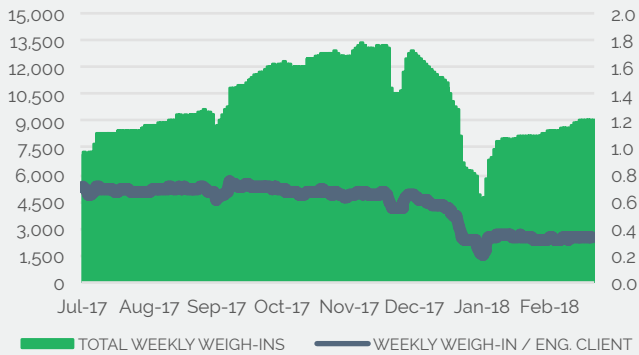
Devices provide significant revenue and data for clinics and the overall program.

ENGAGED AND UNENGAGED CLIENTS



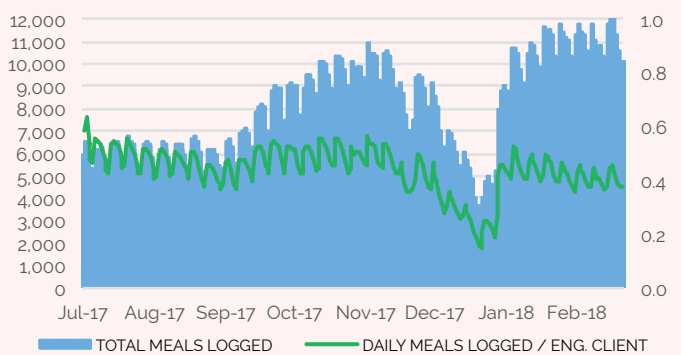
Engaged clients stabilized at above 50% and held at that level for many months, **even including clients that left the program**; this is significantly higher engagement than typical weight loss programs that see limited client engagement after several months and no engagement once a client leaves the program.

FREQUENCY OF WEIGH-INS



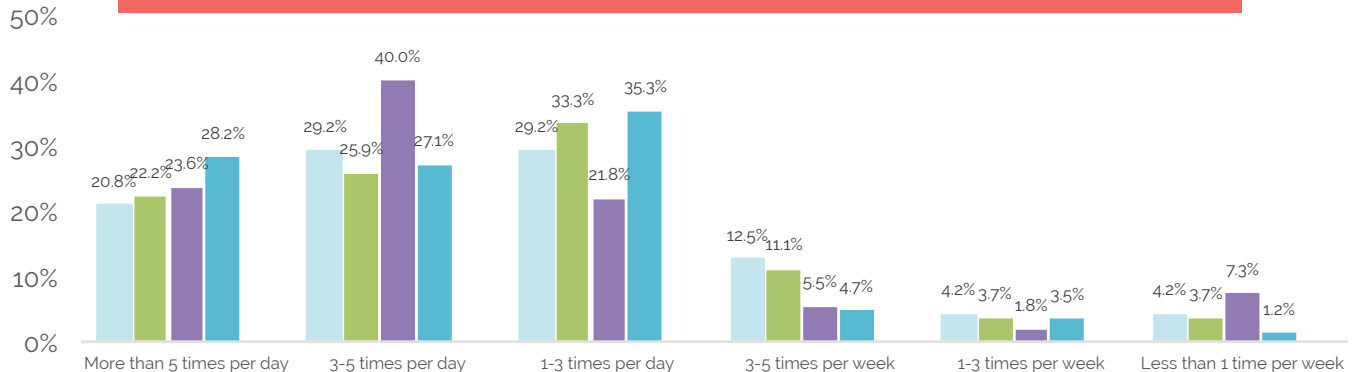
Recording approximately 10,000 weigh-ins per week; engagement rebounded after the holidays, **even including clients that left the program**.

FREQUENCY OF MEAL LOGGING



Recording 10,000+ meals per week; volatility driven by less logging on weekends; engagement rebounded after the holidays, **even including clients that left the program**.

91% OF CLIENTS REPORT USING THE APP AT LEAST 1X PER DAY



Clients surveyed across multiple dates reported extremely high frequency of engagement with **91%** reporting at least daily use in the most recent survey.