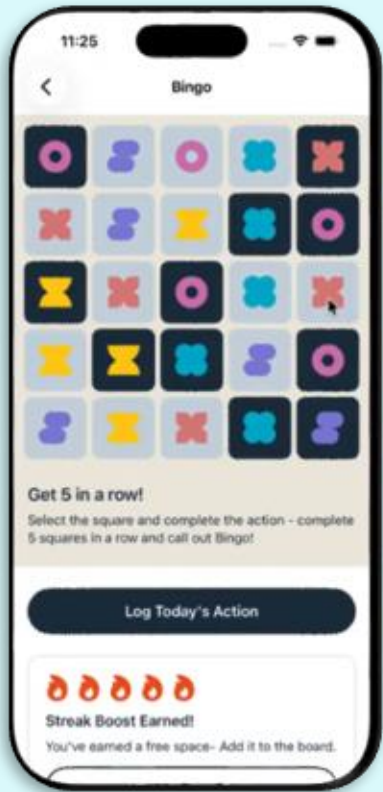


Bingo Challenge Experience

Gamified Challenges that go beyond steps

Exciting new experiences that drive higher engagement and impact health outcomes



EXAMPLE OF LATEST EXPLORATIONS

User interface and content is subjected to change for general availability.

Steps were just the beginning



New games variety
beyond steps

Sleep. Nutrition. Mental wellbeing. Financial wellness. Physical activity. Various dimensions of wellbeing become a competitive, engaging experience.



New ways to engage
through gamification

Reward participants with milestone celebrations and achievement moments that keep motivation high and encourage friendly competition.



Enable moments to
drive celebration

Rewarding moments baked directly into the challenge experience. Finish-line celebrations, and wins that drive social buzz.

Release date: 2027



Gamified Challenges

What’s driving engagement, and how we’re responding

New games variety beyond steps

THE WHY
“Steps alone aren’t enough to keep us coming back.”

CORE BENEFITS

- **Higher participation**
Drive engagement of members who weren’t appealed by steps-only formats
- **Broader wellbeing exposure**
Sleep, nutrition, mindfulness - not just steps

EXPECTED OUTCOMES

- Higher enrollment from unengaged groups
- Measurable outcomes in holistic health metrics

New ways to engage through gamification

THE WHY
“I need my members hooked, not just enrolled.”

CORE BENEFITS

- **Daily active engagement**
Builds lasting habits through consistent daily engagement
- **Fun ‘reveals’**
Builds excitement, bringing players back into the challenge

EXPECTED OUTCOMES

- Drive higher daily active users throughout
- Higher member satisfaction

Enable moments to drive celebration

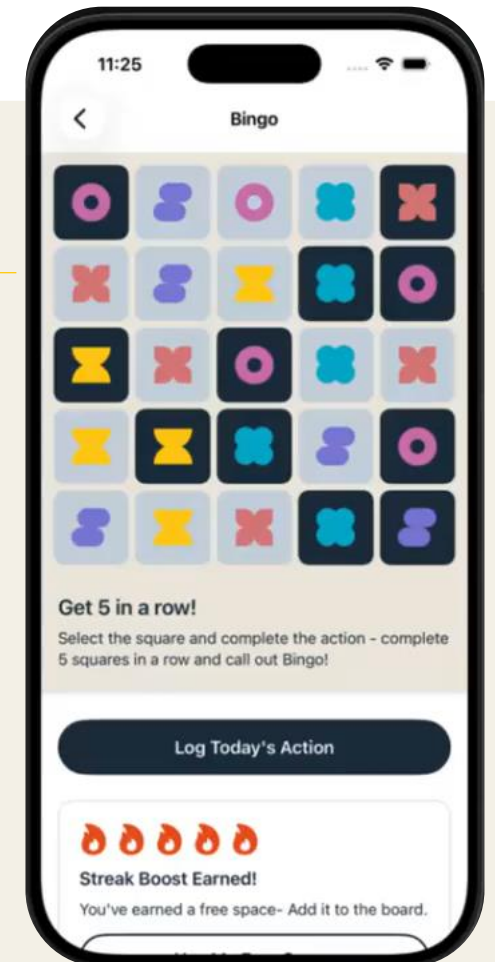
THE WHY
“Finishing feels stale. I want my team to celebrate.”

CORE BENEFITS

- **Fuels enrollment growth**
Drives increased enrollment through shared member engagement
- **Ongoing participation**
Celebrated completions make members want to come back

EXPECTED OUTCOMES

- Organic amplification driving new enrollments
- Ongoing participation and sponsor ROI confidence



EXAMPLE OF LATEST EXPLORATIONS

User interface and content is subject to change for general availability.

How the Bingo Challenge works

In-Depth Comprehension & Sentiment Interviews have validated this concept



Aim for 5-in-a-row
Fill a full line on the board — any direction — to win.

Pick a domain each day
Move, Sleep, Nutrition, Mental or Financial Wellbeing.

Complete the activity
Each domain reveals one simple task to try that day.

Log it, earn a square
The randomizer awards a tile once you log your activity.

Come back daily
Streak 5 days straight and unlock a free bonus square.

THE 5 WELLBEING DOMAINS

- Move
- Sleep
- Nutrition
- Mental Wellbeing
- Financial Wellbeing

SLEEP DOMAIN — EXAMPLE ACTIVITIES *(draft, final list TBD)*

- Watch a sleep-focused media video
- Log a related healthy habit (e.g. Mindsweeper before bed)
- Hit a target number of hours slept

Why Bingo is different — and why that's the point

A distinct format in the challenge spectrum, built for a different outcome

THE CHALLENGE SPECTRUM

Challenge	Core Mechanic	Primary Outcome
Company Step Challenge	Cumulative steps, team pressure	Physical momentum & social energy
Healthy Habit Challenge	Daily yes/no habit logging	Cements one specific behavior
Holistic Challenge	Steps + personal goals, social layer	Multi-dimensional habit building
Bingo Challenge	Gamified daily tasks, element of luck	Exposure, excitement, expanded toolbox

OUTCOMES WE'RE AIMING FOR

Re-engagement

Pulls members back into the platform daily — the pull is strongest in the first ~2 weeks by design.

Platform exploration

Exposes members to activities across every wellbeing domain — they may find something that sticks, and keeps them coming back.

Cultural buzz

A familiar, talkable format — built for office banter and town-hall shoutouts.