



weightwatchers
reimagined

The WW Program for CWRU

January 11, 2021



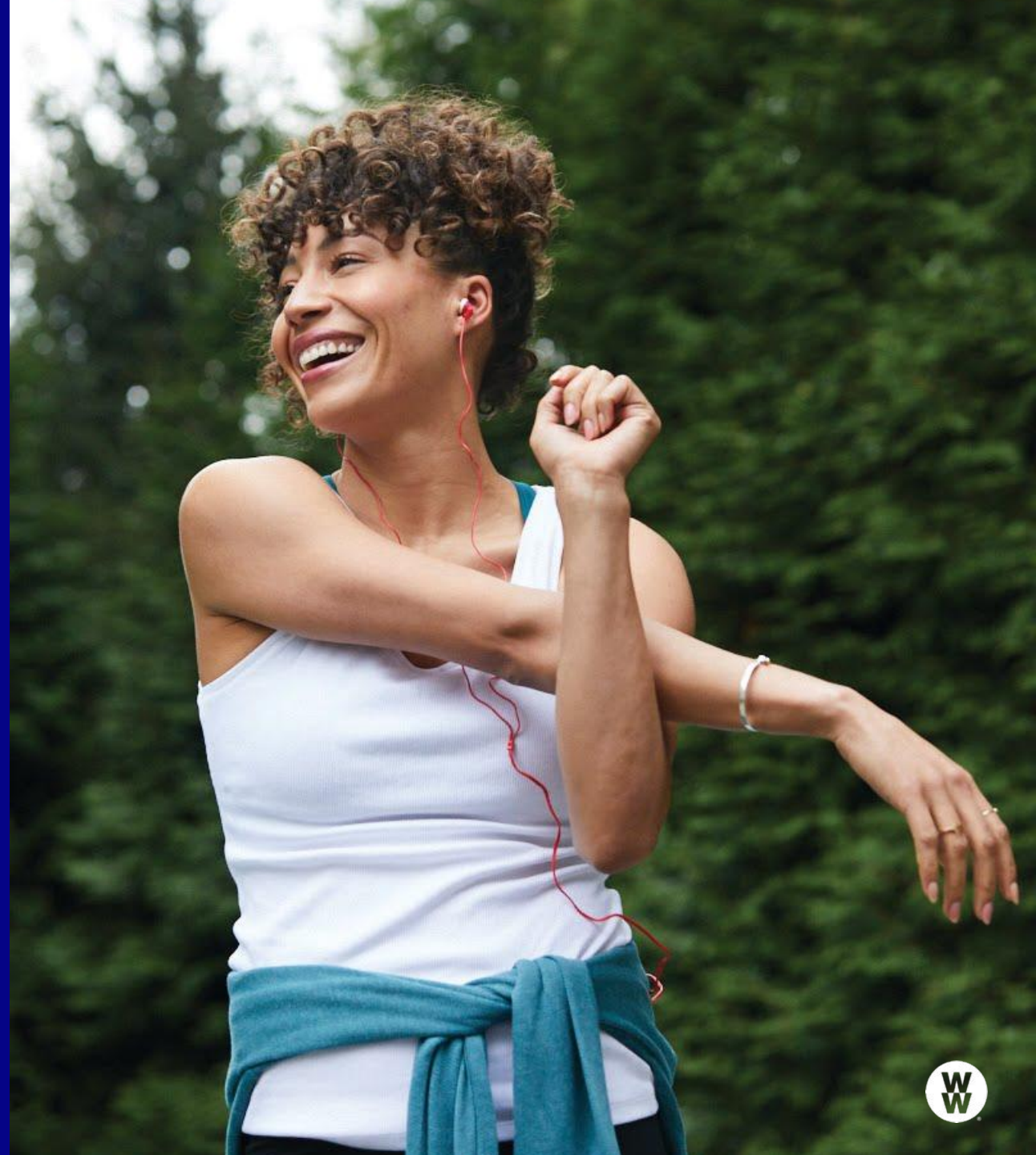
All benefits eligible employees can get an exclusive discount of 50% off the retail price and can join now for as low as \$8.48 per month.



OUR PURPOSE

We inspire healthy habits for real life.*

*** For people, families, communities, the world—for everyone.**



WW Ecosystem

Inspiring healthy habits means more than food tracking.

Just like you, we aim for engagement in a variety of activities to help people get healthier.

WW addresses total wellness across three dimensions

1

Physical

- Weight
- Nutrition
- Activity
- Sleep

2

Mental

- Positive mindset
- Stress
- Meditation
- Gratitude

3

Social

- Friends
- Family
- Coworkers
- Communities

Our most customized
program ever: ***myWW+***TM





Our most holistic weight-loss program, **EVER.**

Members take a NEW, comprehensive *health and lifestyle quiz* that gives them a 360° view of their overall wellness.

PLUS an evidence-based *personal assessment* that matches them to the scientifically proven WW food plan that best aligns with their needs.



Through myWW+ we get to know members, so they can lose weight, their way. Our program experience is enhanced, interactive and personalized end-to-end with new features such as:

Personalized starting point

Helps identify the areas where a member is strong, and where they could use a boost and showcases the tools/features that could benefit them most.

Progress report

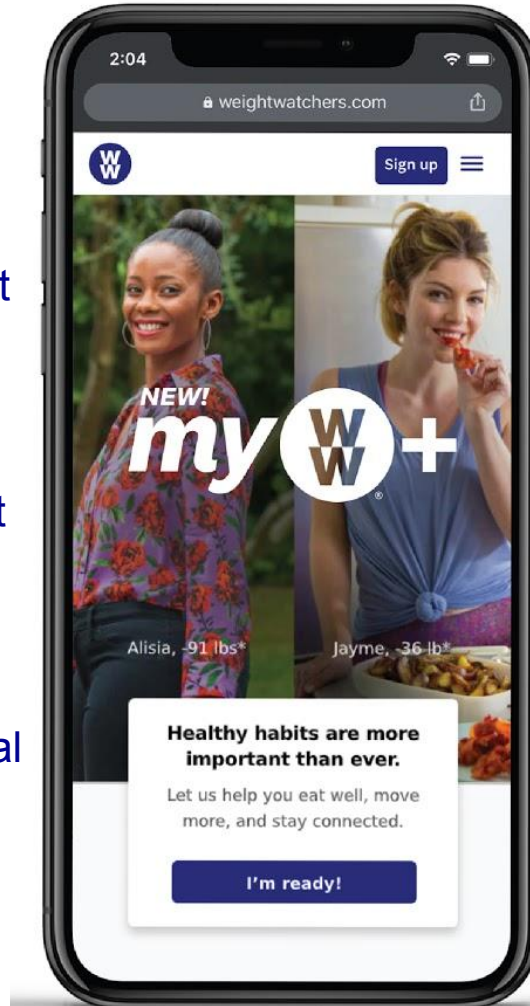
A detailed, weekly analysis of each component of wellness, powered by tracking data.

My action plan

If members want, we'll help them choose a goal for the upcoming week.

5-Minute Coaching

Get healthier habits with quick audio lessons.



Cook what you have! (recipe suggester)

New meal planning tools that help members customize what they want to eat throughout the week, based on preferences and the foods they have on hand.

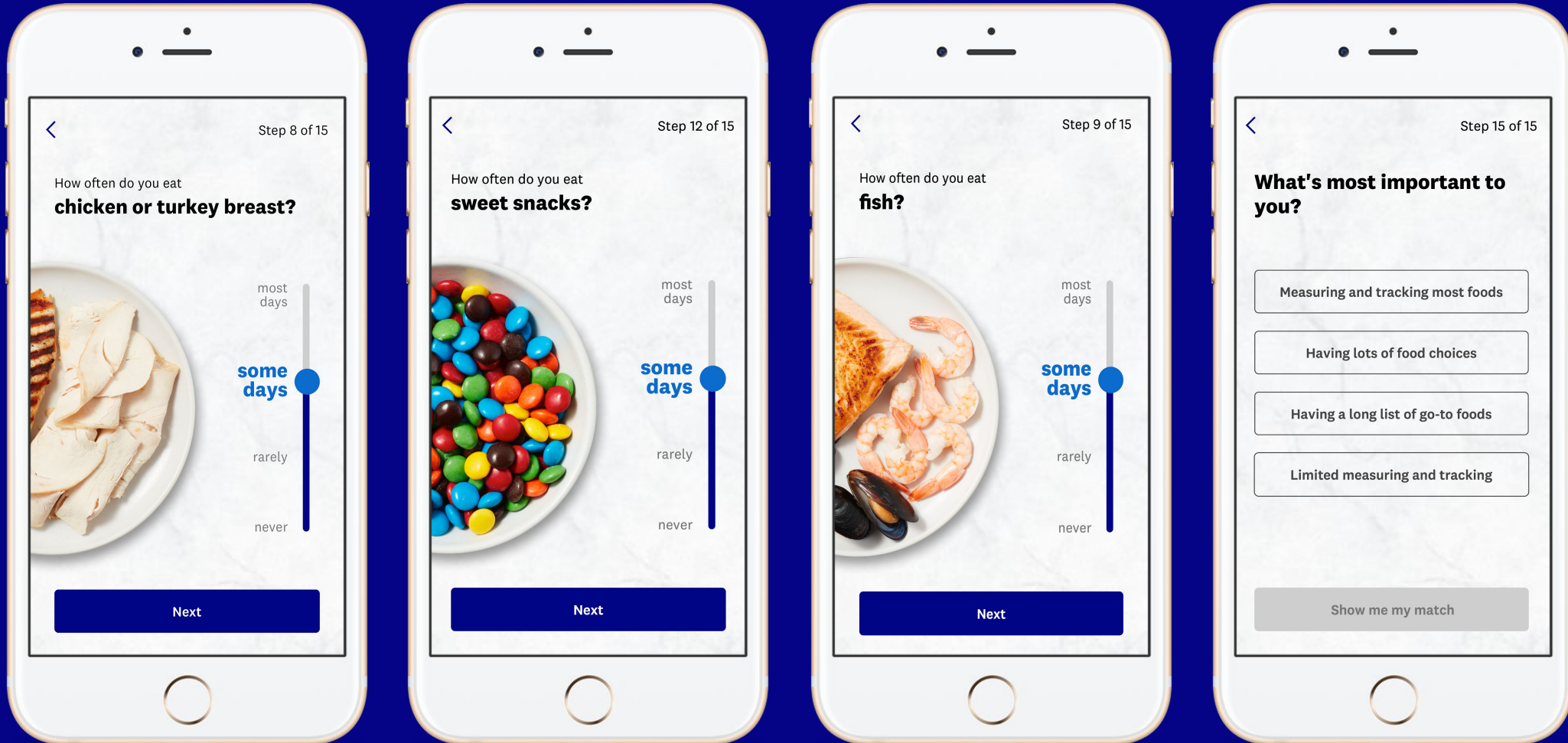
Meal Planner

Easy-to-use feature helps members plan for the week ahead, with their lifestyle, eating preferences, dietary and time restrictions accounted for.

Personalized recipe carousel

Personalized recipes will help inspire members by offering personalized recommendations based on their previously tracked foods, their remaining SmartPoint balance and overall recipe popularity.

Members take an evidence-based personal assessment that matches them to a plan



What are SmartPoints®?

The SmartPoints system makes healthy eating simple by putting complex nutritional information into one simple number

- **Calories** establish the baseline of how many SmartPoints the food will be worth
- **Sugar and Saturated Fat** increase the SmartPoints value
- **Protein** decreases the SmartPoints value
- Some foods have a SmartPoints value of zero

Nutrition Facts
Instant Oatmeal, Flavor Variety
Serving Size: 1 packet (43g)

Amount Per Serving	
Calories 160	Calories from Fat 25
% Daily Value*	
Total Fat 2.5g	4%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 260mg	11%
Total Carbohydrates 32g	11%
Dietary Fiber 3g	12%
Sugars 9g	
Protein 4g	
Vitamin A	20%
Vitamin C	0%
Calcium	8%
Iron	10%

* Percent Daily Values are based on a 2000 calorie diet.

Cereal, hot, oatmeal, instant, with cinnamon and spice, uncooked

6

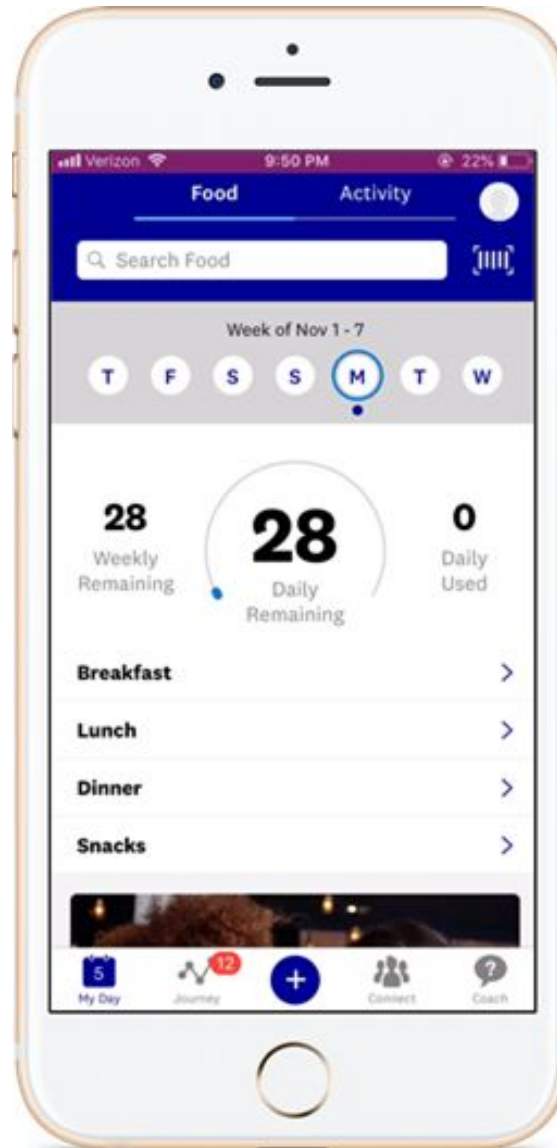
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What's included in your
WW membership



The WW App

Our award-winning app offers personalized digital experience tailored to members' needs



KEY FEATURES

- Barcode scanner
- 8,000+ Recipes
- Device agnostic
- Weight tracking
- WellnessWins
- Content
- Activity tracking
- Sleep tracking
- Water tracking
- Connect
- Food tracking
- Wellness partners



Google Home



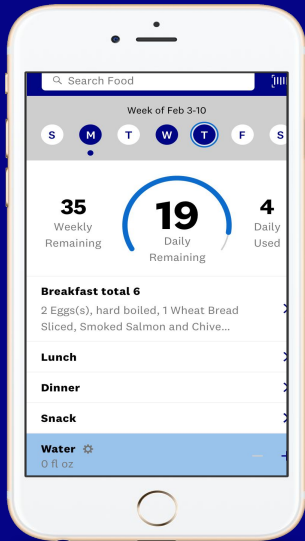
Apple Watch



Amazon Echo

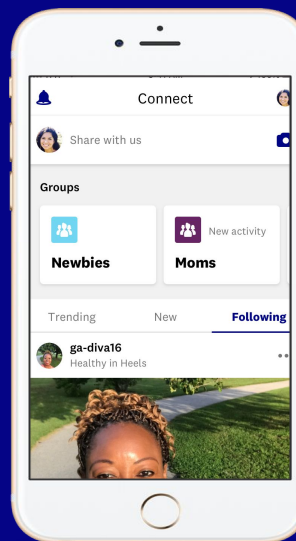


Enhanced Digital Experience



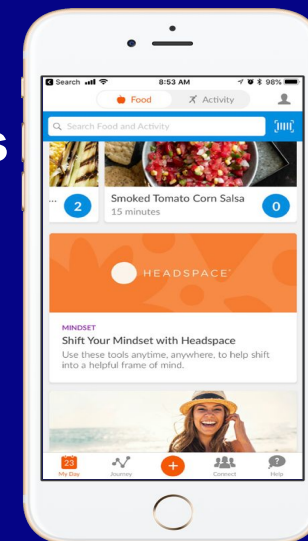
Water Tracking

A healthy pattern of eating includes all food and beverages we consume over time—fluids, and more specifically water, are vital for good health.



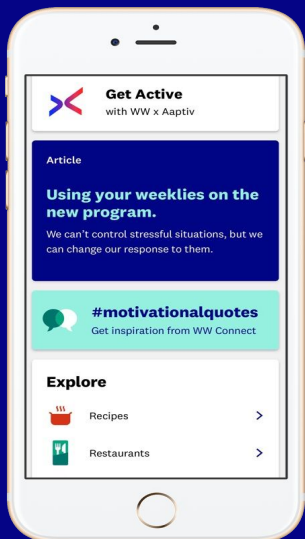
Virtual Workshops

provides our members with more flexibility than ever before by enabling them to access Workshops anytime, anywhere.



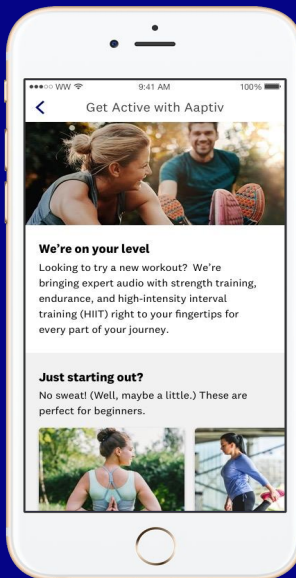
Headspace®

provides curated mindfulness and sleep experiences, from a global leader in the meditation and mindfulness space



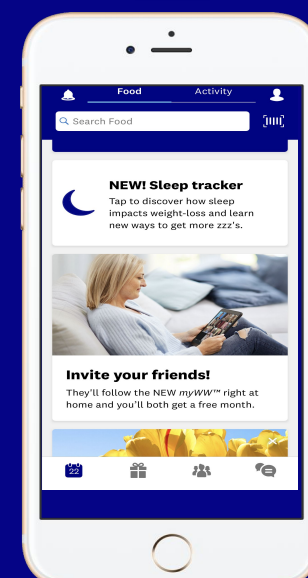
Aaptiv and FitOn

on-demand audio and video workouts, which include yoga, walking, and strength training routines, allow members to get moving when, where, and how they want to



Connect Groups

our members-only community in the app helps members find others with shared interests, identities, and in similar stages of their journey



Sleep

is critical to your weight-loss and wellness journey, and it's especially important to get sufficient sleep during times of anxiety and stress

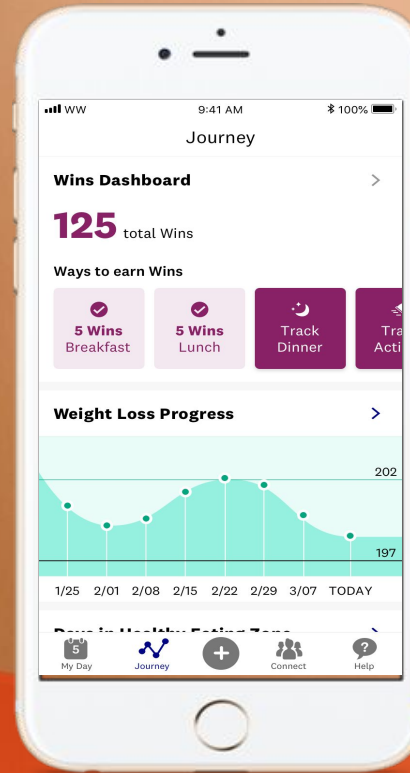


WellnessWins™

Our one-of-a-kind rewards program rooted in the best behavior change science – members are rewarded for healthy behaviors

Daily activities such as food and activity tracking turn into wins that can be redeemed for exclusive products and experiences

Members can also use wins to donate to those in need through WW Good



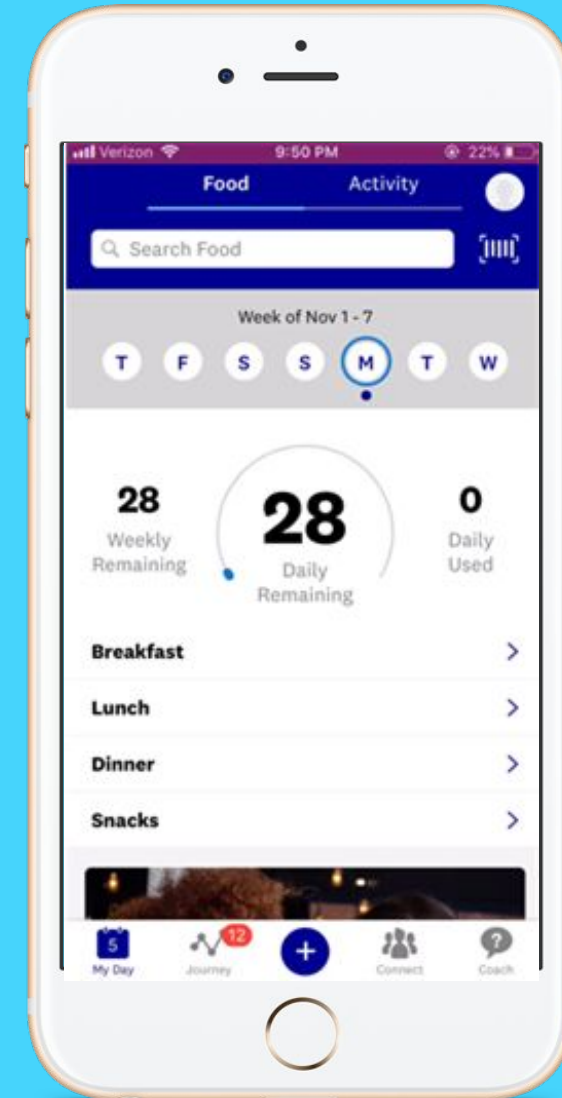
CWRU &
WW Partnership



Digital

Follow the program 100% online. Our app will keep your employees inspired.

- Employees can participate entirely online through the WW app, providing them with a benefit that meets them where they are
- App is designed to keep employees motivated and connected
- Access to our expert Coaches through 24/7 chat for when they need support



Workshops + Digital

All the benefits of the WW app, plus live support

Combines the features of our award-winning app with live, expert WW Coach and member support

Employees can choose between Virtual Workshops through the app and in-person Workshops held at WW Studio locations





This is *your* year!

Make your New Year's resolutions a reality with the **NEW myWW+**, our most holistic weight-loss program ever.

***FREE UNSTOPPABLE KIT OFFER:** To get a free kit, you must purchase a WW membership plan between January 1 and February 28. Available only where WW membership plans are offered through your employer or health plan, and in participating areas only. One kit per member. Kit must be redeemed by March 14. While supplies last. Over \$100 in value includes \$50 worth of coupons. U.S. addresses only. Please allow at least 3 to 4 weeks for delivery. Offer not available to current members. Offer may be revoked at any time and may not be redeemed for cash. Nontransferable. Void where prohibited.

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Over
\$100
in value!

Can't stop,
WWon't stop.

Too hot
to handle.

While supplies last. Kit contents may vary.

Get a FREE Unstoppable Kit*
with your purchase of a WW membership!

The image shows a woman smiling while holding a large white tote bag with the WW logo and the text 'Can't stop, WWon't stop.' To her left is a box of 'DONE IN ONE' meal kits. In front of her are several blue WW-branded items: a spoon, a glass, a small container of snacks, a blue glove with the text 'Too hot to handle.', and a blue water bottle. A blue circular badge in the top left corner says 'Over \$100 in value!'. A small blue box next to the meal kit box says 'Over \$50 in savings! on products available in www.ww.com/shop participating WW studios and grocery stores'.



What you'll get with **myWW+**

- ✓ **A customized weight-loss plan** that fits your lifestyle
 - ✓ **New app tools** like a sleep tracker and 5-Minute Coaching
 - ✓ **A complete look** at your wellness thanks to weekly progress reports
- And so much more!

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Sign up today!

1

Sign up for WW at

[WW.com/us/cwru](https://www.weightwatchers.com/us/cwru)

2

Redeem your Unstoppable Kit by March 14 at

[WW.com/unstoppable](https://www.weightwatchers.com/unstoppable)

Wellness that Works.™

Cost per month

WW program	Retail price per month	CWRU contribution	Your cost per month
Digital	\$19.95	Over 50% of the cost	\$8.48
Workshops + Digital	\$44.95		\$19.11

Join now! Visit WW.com/us/cwru

