

Salesforce Customer Growth Solutions: Executive Dashboard

Explore / Commercial Operations (Internal Only) / Employer Covered Live Dashboard (Previous Year) / Employee Covered Lives Performance

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|                        |      | Q1      |        |         | Q2      |         |         | Q3      |         |         | Q4      |         |         | Grand Total |
|------------------------|------|---------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------------|
|                        |      | Jan     | Feb    | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     |             |
| Employee Covered Lives | 2021 | 122,083 | 79,597 | 152,615 | 244,158 | 200,884 | 104,877 | 99,692  | 68,690  | 423,530 | 381,740 | 351,460 | 517,820 | 2,747,146   |
|                        | 2020 | 78,591  | 56,851 | 190,754 | 132,137 | 143,420 | 100,491 | 80,088  | 91,401  | 197,651 | 410,481 | 425,888 | 746,800 | 2,654,553   |
|                        | 2019 | 231,214 | 65,195 | 120,146 | 45,725  | 209,062 | 116,070 | 45,764  | 322,766 | 211,444 | 217,270 | 225,910 | 261,473 | 2,072,039   |
|                        | 2018 | 197,413 | 81,122 | 143,047 | 21,350  | 83,757  | 109,166 | 103,002 | 135,928 | 288,716 | 265,398 | 111,804 | 303,954 | 1,844,657   |
|                        | 2017 | 62,024  | 12,300 | 8,415   | 14,109  |         | 76,022  | 101,378 | 23,039  | 30,253  | 44,645  | 9,865   | 197,762 | 579,812     |
| % YOY Growth (Month)   | 2021 | 55%     | 40%    | -20%    | 85%     | 40%     | 4%      | 24%     | -25%    | 114%    | -7%     | -17%    | -31%    | 3%          |
|                        | 2020 | -66%    | -13%   | 59%     | 189%    | -31%    | -13%    | 75%     | -72%    | -7%     | 89%     | 89%     | 186%    | 28%         |
|                        | 2019 | 17%     | -20%   | -16%    | 114%    | 150%    | 6%      | -56%    | 137%    | -27%    | -18%    | 102%    | -14%    | 12%         |
|                        | 2018 | 218%    | 560%   | 1600%   | 51%     |         | 44%     | 2%      | 490%    | 854%    | 494%    | 1033%   | 54%     | 218%        |
|                        | 2017 |         |        |         |         |         |         |         |         |         |         |         |         |             |
| % YOY Growth (YTD)     | 2021 | 55%     | 49%    | 9%      | 31%     | 33%     | 29%     | 28%     | 23%     | 40%     | 27%     | 17%     | 3%      | 3%          |
|                        | 2020 | -66%    | -54%   | -22%    | -1%     | -10%    | -11%    | -6%     | -24%    | -22%    | -6%     | 5%      | 28%     | 28%         |
|                        | 2019 | 17%     | 6%     | -1%     | 4%      | 27%     | 24%     | 13%     | 32%     | 18%     | 11%     | 18%     | 12%     | 12%         |
|                        | 2018 | 218%    | 275%   | 410%    | 357%    | 444%    | 268%    | 169%    | 194%    | 255%    | 284%    | 303%    | 218%    | 218%        |
|                        | 2017 |         |        |         |         |         |         |         |         |         |         |         |         |             |

**Employee Covered Lives** of employees that Omada c programs to.

**Data reflects:**

- Employer Sales Closed Work Market, SMB)
- **Duplicated Covered Lives** single Opp has multiple produ

**Additional notes:**

- 1H 2021 Sales Plan Goals a Covered Lives Miss. No adjust the financial plan.
- # Deals indicates unique des multiple products)

**Deal exclusions:**

These deals were removed at values which would impact M

- \*Mountain Health (O-126 2020)
- \*State of Alaska (O-09780 for Vanderbilt (VHAN parent, O-2021)
- \*Amazon (O-20240, 403K CL

|                            |      | Q1   |      |      | Q2   |       |      | Q3   |      |      | Q4   |       |      | Grand Total |
|----------------------------|------|------|------|------|------|-------|------|------|------|------|------|-------|------|-------------|
|                            |      | Jan  | Feb  | Mar  | Apr  | May   | Jun  | Jul  | Aug  | Sep  | Oct  | Nov   | Dec  |             |
| #Deals                     | 2021 | 43   | 24   | 28   | 17   | 31    | 20   | 9    | 26   | 105  | 55   | 71    | 71   | 500         |
|                            | 2020 | 65   | 37   | 37   | 26   | 40    | 32   | 39   | 49   | 72   | 94   | 66    | 54   | 611         |
|                            | 2019 | 38   | 25   | 35   | 22   | 150   | 29   | 22   | 50   | 79   | 108  | 99    | 65   | 722         |
|                            | 2018 | 7    | 4    | 11   | 5    | 8     | 11   | 16   | 35   | 64   | 72   | 71    | 34   | 338         |
|                            | 2017 | 8    | 2    | 5    | 4    |       | 6    | 4    | 6    | 12   | 13   | 6     | 9    | 75          |
| % YOY Growth (Month) #Deal | 2021 | -34% | -35% | -24% | -35% | -23%  | -38% | -77% | -47% | 46%  | -41% | 8%    | 31%  | -18%        |
|                            | 2020 | 71%  | 48%  | 6%   | 18%  | -73%  | 10%  | 77%  | -2%  | -9%  | -13% | -33%  | -17% | -15%        |
|                            | 2019 | 443% | 525% | 218% | 340% | 1775% | 164% | 38%  | 43%  | 23%  | 50%  | 39%   | 91%  | 114%        |
|                            | 2018 | -13% | 100% | 120% | 25%  |       | 83%  | 300% | 483% | 433% | 454% | 1083% | 278% | 351%        |
|                            | 2017 |      |      |      |      |       |      |      |      |      |      |       |      |             |
| % YOY Growth (YTD) #Deal   | 2021 | -34% | -34% | -32% | -32% | -30%  | -31% | -38% | -39% | -24% | -27% | -23%  | -18% | -18%        |
|                            | 2020 | 71%  | 62%  | 42%  | 38%  | -24%  | -21% | -14% | -12% | -12% | -15% | -15%  | -15% | -15%        |
|                            | 2019 | 443% | 473% | 345% | 344% | 671%  | 550% | 418% | 282% | 180% | 139% | 116%  | 114% | 114%        |
|                            | 2018 | 13%  | 100% | 120% | 25%  |       | 83%  | 300% | 483% | 433% | 454% | 1083% | 278% | 351%        |
|                            | 2017 |      |      |      |      |       |      |      |      |      |      |       |      |             |

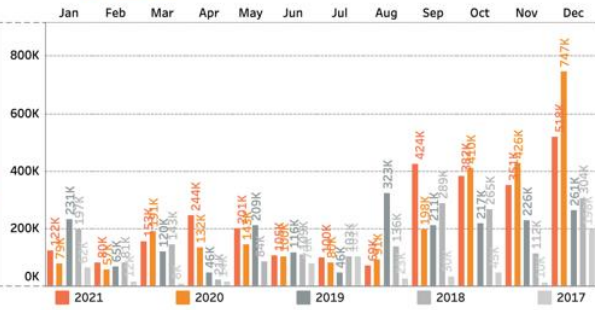
2021 % Month/YTD Sales Plan

|      |                        | Q1      |         |         | Q2      |         |         | Q3      |         |         | Q4      |         |         | Grand Total |
|------|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------------|
|      |                        | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     |             |
| 2021 | Employee Covered Lives | 122,083 | 79,597  | 152,615 | 244,158 | 200,884 | 104,877 | 99,692  | 68,690  | 423,530 | 381,740 | 351,460 | 517,820 | 2,747,146   |
|      | Sales Plan             | 612,983 | 363,212 | 455,850 | 67,840  | 337,355 | 184,488 | 106,730 | 141,358 | 244,809 | 344,304 | 236,383 | 353,572 | 3,448,884   |
|      | % Sales Plan (Month)   | 20%     | 22%     | 33%     | 40%     | 60%     | 44%     | 57%     | 49%     | 173%    | 111%    | 149%    | 146%    | 80%         |
|      | % Sales Plan (YTD)     | 20%     | 21%     | 25%     | 40%     | 44%     | 45%     | 47%     | 47%     | 59%     | 66%     | 72%     | 80%     | 80%         |

2021 % YOY YTD Sales Plan

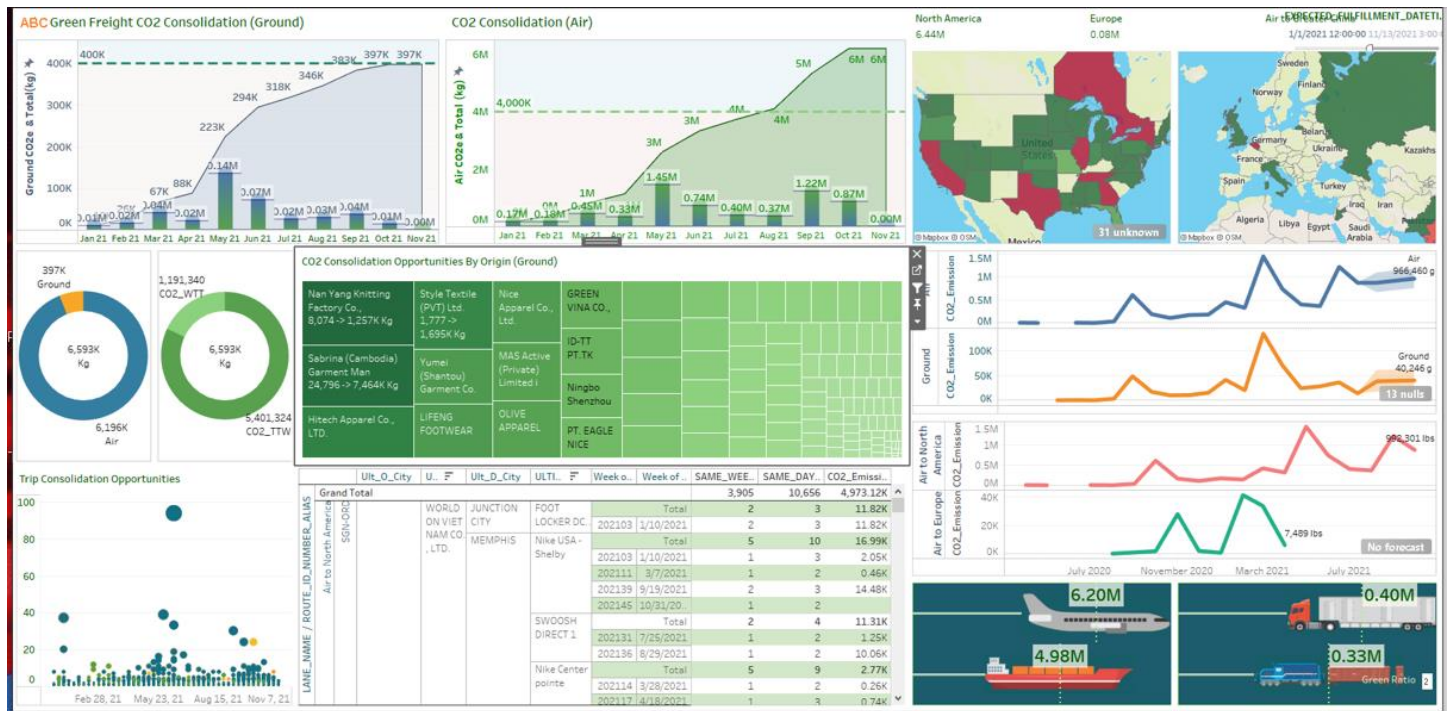


Number of Covered Lives per Month





## CO2 Consumption Solution



## Leads vs Hired



SLA Performance and Reason Code Analysis



