



MERGER MATH: 1+1=3

*HOW VIRGIN PULSE + REDBRICK =
HEALTHY, ENGAGED & SUCCESSFUL EMPLOYEES EVERY DAY*



Companies often use the math metaphor 1+1=3 to express the benefits of a merger, but is this always true? In our experience, yes. When mergers are managed and executed well, the joined company is better positioned to deliver value that exceeds the sum of its individual parts. We know firsthand that bringing together best-in-class technology, capabilities and services significantly benefits our clients and members by reducing friction in the sales cycle, decreasing administrative complexity and delivering a seamless, personalized employee experience.

Here's how the Virgin Pulse + RedBrick merger adds up to give you and your employees more — more choice, stronger engagement and better results.



CLIENT SUCCESS, GUARANTEED

With a 98% client retention rate¹, a decision-maker Net Promoter Score of 43¹, a user Net Promoter Score of 64² and guaranteed performance metrics like customer satisfaction, implementation effectiveness and platform uptime, you and your employees can count on our combined company to deliver the exceptional experience you deserve and expect, guaranteed.

DAILY SUCCESS + LOCAL IMPACT + GLOBAL REACH

Empower your entire workforce to practice and build positive habits every day. Access expert digital and live coaches to bring your programs to life locally and turn episodic interventions into daily practice. As the industry's only GDPR-compliant global habit-building platform, we help you engage your workforce in more than 190 countries and 18 languages to create a unified culture of wellbeing.¹



MORE THAN A HUB



Accelerate benefits engagement and utilization by making it easy for your employees to navigate to the right benefits at the right time. Together, Virgin Pulse and RedBrick offer an expansive partner ecosystem featuring out-of-the-box integrations with a range of health and wellness programs, including your own programs and thousands of third-party partners.

IRRESISTIBLE EMPLOYEE EXPERIENCE + MEANINGFUL RESULTS

Deliver an experience your people will love,
with the health and business outcome you need, including:

- **13.4%** less likely to develop prediabetic glucose levels²
- **23%** less likely to develop diabetic glucose levels²
- **42%** increase in productivity at work¹
- **60%** fewer health risk factors²

▼ **60%**
fewer health risk factors



- **70%** more likely to stay with their employer²
- **2.9x** lower workers compensation claims¹
- **7x** greater use of integrated benefits²
- **50%** fewer injuries¹

- **11** fewer hours of sick time¹
- **\$605** in healthcare savings per year²
- **30%** more daily steps¹

\$605
in healthcare savings per year

STRENGTH + STABILITY + EXPERIENCE THAT MEASURE UP

Here's how our combined strength, stability and experience
measure up for you and your employees:

3,300
Clients



High trust factor and
positive experience

98%
Retention



Unparalleled satisfaction

5M+
Members



High member participation
and engagement

1,000+
Employees



Strong commitment to clients

\$200M+
In revenue



Increased investment in products,
solutions and innovation

5

Companies merged in
the past 3 years



67+ years of collective experience
delivering best-in-class solutions

26 Years

Virgin Pulse + RedBrick's
combined experience



Significant learning

YOUR QUESTIONS, ANSWERED.

The market is taking notice of this merger, and for good reason. We have a successful record of bringing market leaders together and we know that when strong companies join forces, clients and members benefit. While there is a lot of excitement about Virgin Pulse and RedBrick, we understand there is also confusion in some important areas. To help you cut through this, we've compiled a list of questions we've received, with answers, straight from us.

Will I be able to access products and services from the merging companies?

Yes, you will have access to more products and services as we join forces and bring together the best of both our platforms and solutions. If you're a RedBrick client, you can offer Virgin Pulse's exciting social wellbeing challenges to ignite a culture of wellbeing globally. And, if you're a Virgin Pulse client, you can access RedBrick's expert live and digital coaching, and full-service biometric screening services.

Will I be forced to migrate?

No, you will not be forced to migrate. You'll be in full control of any upgrade and migration decisions and timing.

Will service levels be impacted?

Operational excellence is a top priority for us. From day one, we've applied what we learned from five successful mergers to actively share best practices within our combined team. We know from experience that this results in smooth operational delivery and high levels of service for you and your employees.

Will my implementation be delayed or take longer than expected?

No, we remain laser-focused on launching your program on-time and within our best-in-class implementation timeframes. We understand you may have experienced implementation delays in the past due to mergers or acquisitions, so we're guaranteeing both implementation effectiveness and on-time program launch to ensure you meet your timelines and achieve your program goals.

Will product innovation take a back seat as Virgin Pulse and RedBrick unite?

No, this merger is about accelerating both innovation and growth. We invest tens of millions of dollars in R&D annually, surpassing all of our competitors, combined. Together, and with the backing of Marlin Equity Partners, we're able to increase our investment in R&D, so you'll gain access to a continuous stream of innovation that "future-proofs" your organization.

What other questions are on your mind?

Ask us by sending an e-mail to innovation@virginpulse.com

¹ Source: Virgin Pulse

² Source: RedBrick Health

Virgin Pulse and RedBrick have joined forces to change lives and businesses for good. Together we deliver a comprehensive, full-featured solution to support all of your wellbeing initiatives, a more engaging and personalized experience for your employees, and the industry's most powerful health, wellbeing and engagement results. This adds up to healthy, engaged, successful employees, every day.

Because seeing is believing, contact us for a demo today.

