Agenda

1. Overview of Weight Watchers
2. Beyond the Scale
3. Weight Watchers Health Solutions Strategic Partnerships
Overview of Weight Watchers

<table>
<thead>
<tr>
<th>Membership</th>
<th>• More than 2.5 million active members in 20 countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access points</td>
<td>• 60% online, 40% Meetings</td>
</tr>
<tr>
<td>Engagement</td>
<td>• More than 36,000 meetings are held each week at more than 3,000 meetings locations</td>
</tr>
<tr>
<td>Support</td>
<td>• Supported by more than 10,000 leaders, all of whom have successfully lost weight with WW</td>
</tr>
</tbody>
</table>

Founded in 1963 by Jean Nidetch
Core service - healthy lifestyle change through a variety of interventions

Pick the plan that fits your life.

**OnlinePlus**
Follow the Plan on your own terms, 100% online, backed by 24/7 support.

**Meetings**
The heart of our brand — people sharing and supporting each other through experiences.

**Personal Coaching**
One-on-one guidance and motivation from a Coach who’s been in your shoes.
Unparalleled support for sustainable lifestyle change

24/7 Click to Chat
Virtual 1:1 Leader Support

Meetings
In-person group support

WW.Com
Engaging articles and delicious recipes

eTools
Making tracking intake, weight, and activity easier

Device synching
Seamlessly integrate your fitness tracker

Personal Coaching
Telephone 1:1 Leader Support

Connect
Peer to peer support & social media

All touchpoints are connected to WW-trained Service Providers, who have lost weight on the program
Committed to an evidence-based, scientifically proven approach

**8x** more effective for weight loss than do-it-yourself

**3x** more effective than obesity clinic programs in producing 10% weight loss

**2x** more effective for weight loss than physician counseling

**$\$** the most cost-effective nonsurgical weight loss treatment

**12x** more effective for weight loss in those with prediabetes than a self-initiated program, and produces greater improvements in glucose control

The scalable, cost effective weight management solution
• **Purpose:**
  - A systematic review to provide clinicians and insurers with empirically-based recommendations for commercial or proprietary weight-loss programs

• **Study selection:**
  - RCTs ≥12 weeks duration
  - Prospective case studies ≥ 12 months

• **Findings:**
  - Identified 141 existing commercial and proprietary weight-loss programs
Systematic review of commercial programs

Programs that met the criteria for inclusion: emphasized nutrition (dietary change, meal replacements, both), and behavioral counseling/social support, with or without physical activity

141

Generated list of commercial and proprietary weight-loss programs

32

Programs with published RCT data
RCTs had to compare commercial program to control/education and be at least 12 weeks long (included 45 RCTs from 11 programs)

11

Programs that meet USPSTF criteria

6
<table>
<thead>
<tr>
<th>Program</th>
<th>Intensity</th>
<th>Support</th>
<th>Monthly cost</th>
<th>USPSTF Criteria</th>
<th>RCTs</th>
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<tbody>
<tr>
<td>Weight Watchers</td>
<td>High</td>
<td>Group sessions Online coaching Online community forum</td>
<td>43</td>
<td>Yes</td>
<td>8</td>
</tr>
<tr>
<td>Jenny Craig</td>
<td>High</td>
<td>1-on-1 counseling</td>
<td>570</td>
<td>Yes</td>
<td>3</td>
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<tr>
<td>Nutrisystem</td>
<td>High</td>
<td>1-on-1 counseling Online community forum</td>
<td>280</td>
<td>Yes</td>
<td>3</td>
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<tr>
<td>HMR</td>
<td>High</td>
<td>Group sessions Telephone coaching Medical supervision</td>
<td>682</td>
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<td>4</td>
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<tr>
<td>Medifast</td>
<td>High</td>
<td>1-on-1 counseling Online coaching</td>
<td>424</td>
<td>Yes</td>
<td>1</td>
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<tr>
<td>OPTIFAST</td>
<td>High</td>
<td>1-on-1 counseling Group support Medical supervision</td>
<td>665</td>
<td>Yes</td>
<td>4</td>
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<tr>
<td>Atkins</td>
<td>Self-directed</td>
<td>Online community forum</td>
<td>10 for book</td>
<td>No</td>
<td>8</td>
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<tr>
<td>The Biggest Loser Club</td>
<td>Self-directed</td>
<td>Online community forum</td>
<td>20</td>
<td>No</td>
<td>1</td>
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<tr>
<td>EDiets</td>
<td>Self-directed</td>
<td>Online nutrient support Online community forum</td>
<td>10</td>
<td>No</td>
<td>1</td>
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<tr>
<td>Lose It!</td>
<td>Self-directed</td>
<td>Online community forum</td>
<td>Free</td>
<td>No</td>
<td>1</td>
</tr>
<tr>
<td>SlimFast</td>
<td>Self-directed</td>
<td>Online nutrition support Coaching text messages</td>
<td>70</td>
<td>No</td>
<td>8</td>
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</tbody>
</table>
6 programs that meet USPSTF criteria: Conclusions

• Lead Market Share
  • Weight Watchers and Jenny Craig consistently have greater weight losses than control/education participants and sustain it beyond 12 months. Nutrisystem shows promise, but has no long term results
  • Low risk for adverse events

• Very-Low Calorie diets
  • HMR, Medifast, and OPTIFAST results in short-term weight losses superior to control. Unclear if they result in long-term, sustained weight loss
  • Risk for gallstone, VLCD should only be used in limited circumstances under close medical supervision within a high-intensity lifestyle intervention

“Clinicians might consider prioritizing referral only for those commercial programs that have a substantial body of evidence showing a consistent, long-term effect.”

The new Weight Watchers **Beyond the Scale** program is the biggest change to our program in 50 years and delivers our most holistic and personal approach ever.

Unlike previous programs from Weight Watchers that focused only on weight, Beyond the Scale delivers multiple ways for members to define success on the road to healthier living.
A program that understands that success on the outside, starts on the inside.

WW Empowers Me to

EAT BETTER

MOVE MORE

LIVE WITH INNER STRENGTH
Beyond the Scale

Eating Healthier: SmartPoints uses the latest nutritional science to make healthy eating simple

Moving more: Fitness that fits your life

Finding and Fueling your Inner Strength: skills and connections to tune in, unlock inner strength, and build resilience
Eating Healthier: SmartPoints uses the latest nutritional science to make healthy eating simple

Counting calories doesn’t lead you to healthier eating.

The new SmartPoints plan makes healthy eating simple by putting complex nutritional information into one simple number. Everything is still on the menu while taking our strongest stance ever on eating healthier, less processed foods.

**SmartPoints is consistent with the 2015-2020 Dietary Guidelines for Americans**
Scientific evidence shows that Americans still don’t eat enough of the healthy stuff (vegetables, fruit, lean proteins) and eat too much of the things we know contribute to weight gain and chronic disease (saturated fat and added sugar).
SmartPoints uses the latest nutritional science

Independent of weight loss, reducing intake of saturated fat

- Reduces total cholesterol and LDL \(^1,2\)
- Lowers blood pressure \(^3\)
- Reduces risk of cardiovascular (heart) disease \(^4\)

Independent of weight loss, reducing intake of sugar

- Reduces risk of heart disease \(^4\)
- Reduces risk of Type 2 diabetes \(^4\)
- Reduces risk of dental caries \(^4\)

Independent of weight loss, increasing intake of protein

- Help you feel more satisfied (than fats, carbohydrate) \(^5-8\)

\(^4\) Scientific Report of the 2015 Dietary Guidelines Advisory Committee
SmartPoints focuses on health, not just calories

All calories are not equal.

300 CALORIES

Greek yogurt, fruit and peanut parfait (2 POINTS)
Scrambled eggs, Canadian bacon, avocado, tomato and English Muffin (8 POINTS)
Pancakes with chocolate chips and maple syrup (12 POINTS)
The SmartPoints formula focuses on the most important nutrients that consumers look for and current science backs:

- **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.
- Foods like **zero-Point fruits** have naturally occurring sugar and contribute healthful nutrients like fiber, vitamins and minerals.
Everything is still on the menu with SmartPoints

Fruits and vegetables continue to be zero Points, lean proteins decrease, and foods high in saturated fat and sugar increase.
Daily and Weekly Point allocation

The **Mifflin-St Jeor equation** provides a more accurate estimate of the Resting Metabolic Rate, which more reliably predicts the calorie requirements of people with overweight and obesity.

The number of **Weekly SmartPoints** is personalized according to an optimized energy deficit to ensure improved weight loss for members with varied metabolic rates. Weekly SmartPoints are 14, 21, 28, 35 or 42.
At Weight Watchers, we know that physical activity can make you feel good, help you feel comfortable in your own skin and give you more energy.

Research shows that being physically active is key for overall health and wellbeing, as well as successful, long-term weight management.

Whether you want to get active and don’t know where to start or you’re already active and want to take it to the next level, fitness is a core part of the Beyond the Scale experience.
The Science behind fitness

Independent of weight loss, increasing fitness

- Lowers risk for high blood pressure
- Lowers risk of death
- Helps sustain long-term weight loss
- Reduce risks associated with Type 2 diabetes
- Reduces risk for heart disease
- Improves mood
- Reduces symptoms of depression and anxiety
- Increases quality of life
- Increases physical function
- Increases capacity to deal with stress
- Improves self-esteem

- **In addition, exercise is the single best predictor of weight loss maintenance**
Fitness in Beyond the Scale

**Former**

Daily and weekly targets and tracking for food, tracking only for food

Default swapping of activity points for food points

“Move more”

Achieve a baseline level of activity before you earn points

Activity PointsPlus Values

**BTS**

Personalized daily and weekly targets and tracking for both food and activity

Physical activity *because it makes you feel good* – not as a means to “earn” more food

Goals and tools *tailored to your needs to guide* you in turning moments of downtime into uptime, FitBreak gives specific ideas

Any and all movement *counts* and adds up, “some is better than none”

FitPoints
Fitness in Beyond the Scale

In BTS, members get:
• Personalized daily targets for activity, FitPoints
• Emphasis on activity because it makes you feel good, and not solely as means to eat more
• Goals and tools (see FitBreak below) tailored to their needs
• Confidence that all activity counts and adds up, “some is better than none”

FitBreak
• Integrates fitness into your day
• Turns small moments of “down time” into “up time”
• Based on your fitness goals, abilities, and preferences, FitBreak app gives you instant activity recommendations based on where you are and how much time you have (1-15 minutes)
• FitBreak tracks your activity, so you can see how these small moments of fitness add up to something bigger for your health
Why is it that eating healthier and moving more is so much easier said than done? To make significant and lasting change, we recognize that you have to work from the inside out.

Beyond the Scale helps you to find and fuel your inner strength. It gives you the confidence to start, the motivation to stay inspired, and resilience to keep going.
Fulfilment in Beyond the Scale

- **New content and curriculum** that guides members to learn non-food coping skills, brings balance and joy to life, and feel more connected, confident and hopeful
- Space changes that encourages more member-to-member interactions (seating arrangement)
- Weeklys & My Success Story
- Meeting room posters and bulletin board
- Online articles
An all new app and member homepage launched in December

What’s new?

- **Personal assessment** with questions to learn more about where you are with food, fitness, and me time
- More personalized content delivered to your homepage and inbox
- **Updated member homepage**
  - Easily see how your day is tracking with My Day
  - Find tips and articles on food, fitness, and wellbeing on Living
- **Connect**
  - A new community platform, fully integrated with new Beyond the Scale app
  - Introduce yourself, get support & tips, celebrate scale and non-scale victories

So when I started using ww and the leader told me about Connect I was pretty sceptical. I thought “ok, here’s just another facebook, twitter, etc…”. Yes the basic concept is the same, but it’s so much more than that. It’s a place for inspiration. A place to share what would you wouldn’t dream of posting on your FB or Twitter. A place to gain confidence in yourself! I’ve only used this app for about a week, but i’ve gained more in that week than months trying on my own. Thank you Connect!!! #NotOnMyOwn #nsv #wwbros

#NSV- went shopping last night to get a pair of snow pants so I could join the family skiing this weekend (instead of watching!) and I went directly to the plus sized rack for pants- but after losing 43lbs I am a size LARGE!!!!!! I couldn't believe it!!!
**Examined:** Can WW approach to lifestyle modification result in weight loss compared to that observed in the DPP-based programs?

**Who:** 225 adults with prediabetes, 83% female, 63.4% white, 51 years, BMI 37, A1c 5.9%

- **Design:** 52-week randomized controlled trial
  - **WW:** Activation session about pre-diabetes and WW then integration into standard WW program
  - **Control:** Counseling by HCP on self-initiates lifestyle change for small weight loss and increased PA, using NDEP Small Steps, Big Rewards materials

Marrero et al, AJPH 2016.
Weight Watchers for Prediabetes: results

Results: Compared to those in Control, people with prediabetes in Weight Watchers had significantly greater reductions in weight and A1c.

Those in the Weight Watchers group achieved weight losses comparable to those seen in the DPP program (at 6 months WW -5.5 kg, DPP -5.6 kg).

Marrero et al, AJPH 2016.
Examined: Does WW produce greater improvements in glycemic control in people with type 2 diabetes than standard diabetes nutrition education?

- **Who:** 563 adults with T2D, 72% female, 46% white, 55.2 years, 104 kg, A1c 8.4%

- **Design:** 52-week randomized controlled trial
  - **WW:** Standard WW Monthly Pass program (weekly meetings, eTools), 2 phone calls with CDE, unlimited phone and email access to CDE
  - **Standard Care:** 1 session of diabetic nutrition and education lead by dietitian, educational handouts, recommended meal plan

Results: Compared to those in standard care, people with diabetes in Weight Watchers had significantly greater improvements in weight loss (overall, and more likely to achieve ≥ 5%) and glycemic control (overall, and more likely to achieve HbA1c < 7.0)
## Overview of Weight Watchers Health Solutions

### Quick Stats:

<table>
<thead>
<tr>
<th>Number of Employers:</th>
<th>At Work Meetings per Week</th>
<th>Average employee pool size</th>
<th>Specialized &amp; effective program for members with Diabetes</th>
</tr>
</thead>
<tbody>
<tr>
<td>250-300 Strategic Clients</td>
<td>~4,000</td>
<td>15K-20K per employer</td>
<td></td>
</tr>
</tbody>
</table>
## Flexible Offerings: the Suite Life

<table>
<thead>
<tr>
<th></th>
<th>Meetings</th>
<th>Weight Watchers for Diabetes</th>
<th>OnlinePlus</th>
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</thead>
<tbody>
<tr>
<td>Confidential weigh-ins</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>At Work Meetings</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Unlimited Community Meetings</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Guidance from WW Leader and group support</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Unlimited Access to a Certified Diabetes Educator</td>
<td></td>
<td>✓</td>
<td></td>
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<tr>
<td>Digital tools and Mobile Apps</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>24/7 Expert Chat Support</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Follow plan completely online</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
How we Support You

Our **ongoing implementation** support includes:

- Program Design & Requirements
- Marketing & Communications
- Client Set-up & Validation
- Confirmed Readiness

Assistance doesn’t stop at launch, we suit a full program life-cycle.
Promotion and Engagement

On-Site Events

Video Series

Direct Mail

Webinars
Data and Reporting: Tracking Success

Our comprehensive reporting capabilities include:

- Enrollments
- Meeting Attendance
- Demographic
- Results & BMI
Connecting the **Weight Watchers Health Solutions** Platform to You

- Member Data & Reporting
- Benefit Offerings
- Account Management & Implementation
- Promotion & Engagement

Science
Innovation
Privacy
Security

weightwatchers health solutions
Partnership Opportunities

For more information on Weight Watchers Strategic Partnership Opportunities, please contact:

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Questions?