



Active&Fit Direct Trustmark Benefits

Quarterly Marketing Review
August 25, 2021




A 3-Pronged Strategy for Member Self-Pay Fitness Program


Digital Fitness Choices

FREE 200 Workout Videos
Available to All Eligible Members


 Curated Member Experience

 4,000+ Workout Videos
Available to All Enrolled Members

Well-being Choices

 Live Lifestyle Coaching:
Exercise, Nutrition, and more

 Digital Resources,
Education & Classes

 Connected!
250+ Trackers & Apps

Fitness Membership Choices



Standard Fitness Network Choices

(11,000+) include Fitness Centers, Gender-Specific, Instructor-Based, Senior Centers, and sessions at Fitness Studios, Yoga, Pilates & more.

Member price: \$25/mo.



Premium Fitness Network Choices

(5,000+) include higher priced Fitness Centers, unique experiences like Rock Climbing Gyms, Rowing Centers, and sessions at Fitness Studios, Yoga, Pilates & more.

Member price: \$30–\$200/mo.
(substantial discounts on most memberships)



97% Member Satisfaction

69 NPS



 YouTube

Active&Fit Direct Branding and Public Service

Fitness Class, Monday through Friday

Free Public Access

- NO Long-Term Member Contracts
- NO Cost to Employer or Health Plan
- NO Eligibility Reports, Payroll Deductions, or Subsidization Requirements

Active&Fit Direct Program Updates

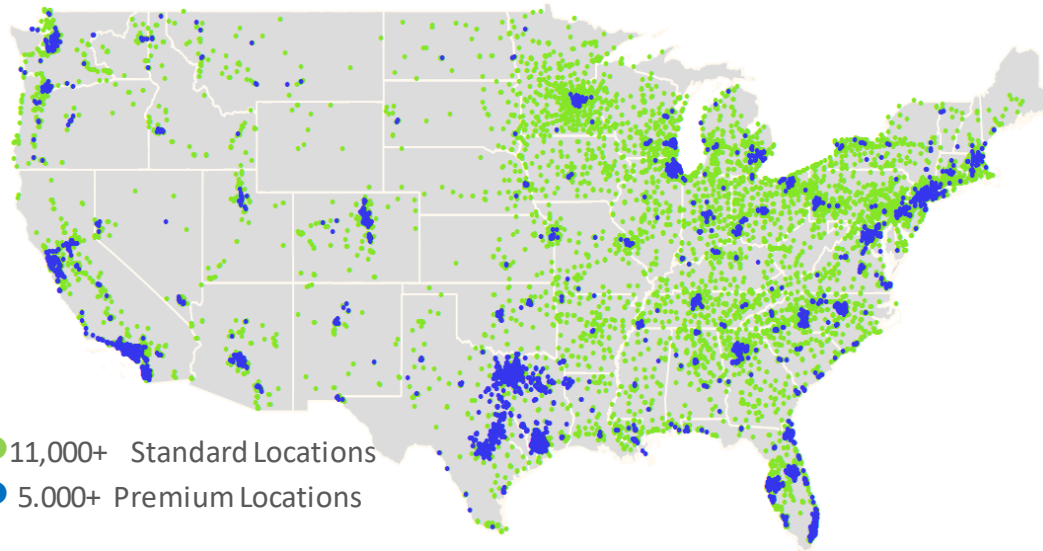
- Active&Fit Direct continues to make enhancements which include:
 - Expanded digital exercise member experience and digital workout videos from 1,500+ to 4,000+
 - Workout classes available anytime on YouTube and Facebook
 - 200 free digital workout videos available to all of your eligible employees/members, before they enroll
 - One-on-One Lifestyle Coaching to support start a fitness plan, improve their nutrition, or achieve other health goals
 - Marketing Portal– for all future marketing materials
- New Features: **16,000+ total fitness centers**
 - Premium Fitness Center Network – **5,000+ premium options**
 - Spouse Feature

Active&Fit Direct Standard and Premium Networks – 7/1/21



Access to 16K fitness centers, fitness studios, outdoor group exercise sessions, community centers, and more

	Standard Network	Premium Network
Member Cost	\$25/Month (plus tax)	Monthly buy-up option (substantial discounts on most memberships)
Fitness Studios	Smaller location, limited services, typically only group fitness classes (Yoga Studio)	Higher-priced studios: Yoga, Pilates, CrossFit, Cycle, F45, Barre, Boxing
Fitness Centers	Traditional Coed Fitness Center with cardio and strength equipment (LA Fitness, YMCA) and Gender Only Fitness Centers (e.g., Curves)	Higher-priced fitness centers: YMCAs, Life Time, aca, Crunch, UFC Gym
ActiveOptions	Instructor-led group fitness classes in non-traditional settings (parks, senior centers, churches)	Higher-priced instructor-led group fitness classes in non-traditional settings (parks, boot camps)
Activity-Based	Lower cost Swimming, Boot Camps, Martial Arts, Indoor Rock Climbing	Higher priced Swimming, Boot Camps, Martial Arts, Indoor Rock Climbing



- 11,000+ Standard Locations
- 5,000+ Premium Locations



Daily Workout Classes on YouTube and Facebook

Follow [@MyActiveandFit](#) on [Facebook](#) where we're hosting 30-minute virtual workouts every Monday – Friday. Workout of the Day posted at 630am PST . Classes available anytime on YouTube and Facebook, designed for all levels! Classes are led by a certified instructor and focus on a different type of exercise each day.

- **Mondays:** Upper Body Blast
Exercises focused on your upper body. Dumbbells and resistance bands will be used. Home hacks for equipment provided.
- **Tuesdays:** Yoga Flow
Ignite your body, mind, and spirit. Focus will be on deep breathing and controlled yoga flows. A yoga mat is recommended.
- **Wednesdays:** Lower Body Blast
Workout focused on your lower body (including glutes). Dumbbells, resistance bands, and gliders will be used. Home hacks for equipment provided.
- **Thursdays:** Yoga Core
Ignite your body, mind, and spirit. Class will include deep breathing and controlled yoga flows with a focus on your core. A yoga mat is recommended.
- **Fridays:** Fitness Mixer
Your favorite exercises from the week will be remixed to end the week with a little fitness fun.



Active&Fit Direct Unlimited Lifestyle Coaching



We've got you covered. The Active&Fit Direct program is always looking for new ways to help our members to achieve and maintain optimal health, no matter where they may be. That's why we're thrilled to announce the new Healthy Living Program!

- At **no additional cost**, enrolled members can participate in the Active&Fit Direct Healthy Living program which includes weekly one-on-one telephone based sessions with a trained Lifestyle coach (up to 52 sessions per benefit year).
- Coaches provide motivational, goal-oriented lifestyle coaching in areas such as fitness, nutrition, stress, and sleep. The program is customized to support you as an individual, and help you set and reach your goals at your own pace.
- Once enrolled, members will receive information on how to call to initiate their coaching benefit. These sessions are tailored towards health and wellness areas like being active, healthy eating, lifestyle choices, and managing conditions.
- The initial kick-off session lasts for up to 30 minutes, with subsequent sessions lasting approximately 15 minutes.
- Accountability helps keep your health on track, so enroll and take advantage of the all-new lifestyle coaching feature!



Digital Workouts

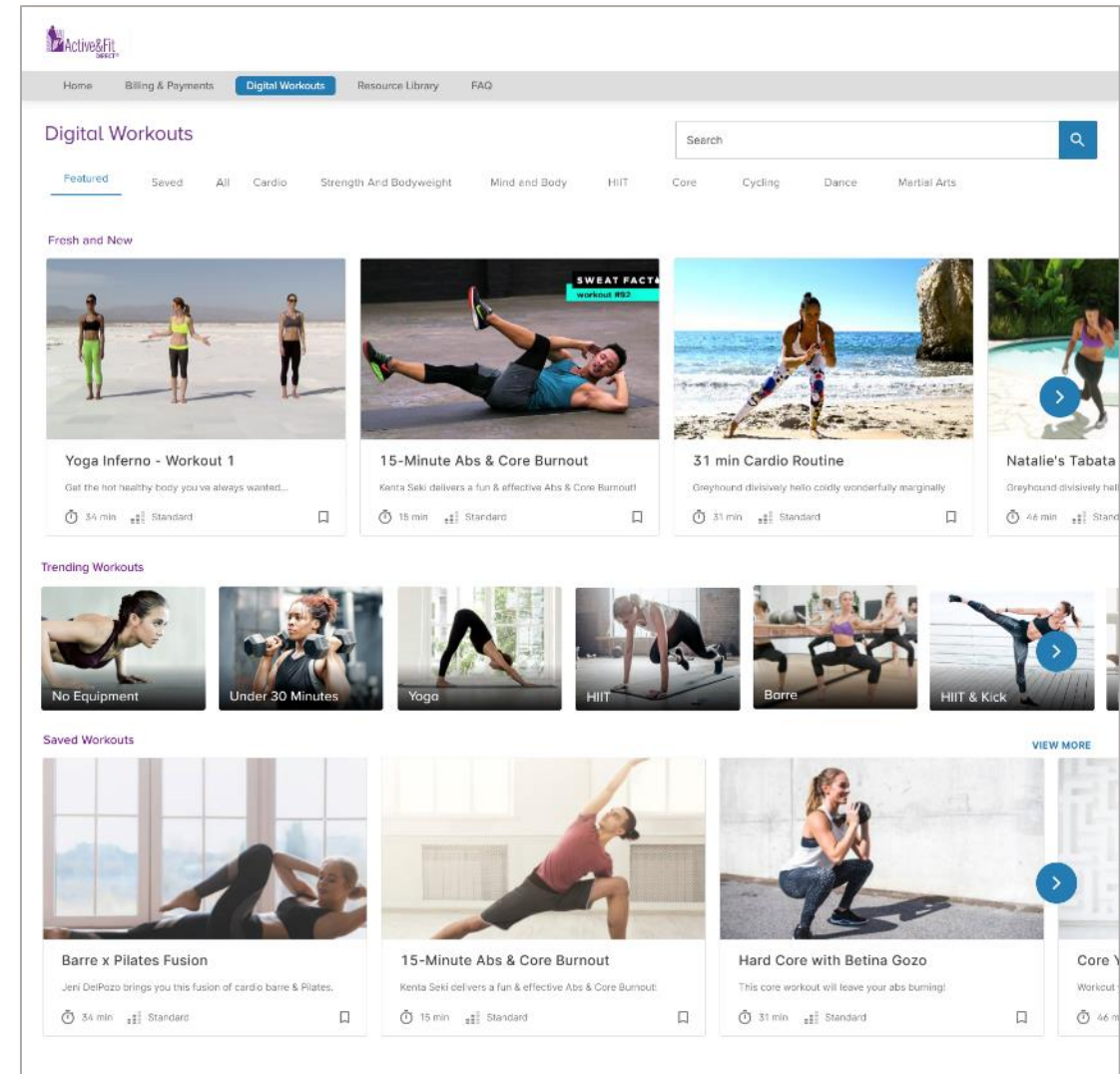
Featuring 4,000+ digital workout videos for all fitness levels included in your Active&Fit Direct membership (at no additional cost)

Choose, create, and curate your own digital fitness experience based on your preferences including fitness levels, class duration, and instructor.

Work out on your own schedule and in the comfort of your favorite setting.

Classes available for strength, yoga, cardio, cycling, dance, tai chi, and more.

Digital Workout videos are optimized for desktop, mobile phones, and tablets



Great reasons for exercising regularly during COVID-19

- Exercise can help ease stress and lift your mood.
- Physical activity may boost your body's ability to fight off illness. That can help you stay well.
- Exercise can help you get better sleep. That can improve your energy and help curb junk-food cravings.
- Being active and fit can help you manage your weight and may also help curb food cravings.

Even with COVID-19 restrictions, there are many fun, healthy options. Go for a brisk walk, jog, or bike ride or try one of our 1,500 On-Demand workout videos.

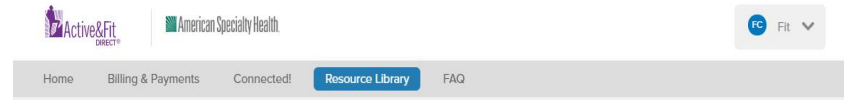
NEW! Two ways to try fitness for free

- Join us for a variety of workout classes available anytime on YouTube and Facebook, designed for all levels!
- **200 free** digital workout videos available to all eligible members, even before you enroll.

* Sources

Mayo Clinic. (n.d.). Beat your cravings: 8 effective techniques. Retrieved from http://diet.mayoclinic.org/diet/eat/beat-your-cravings?xid=nl_MayoClinicDiet_20171109

Mayo Clinic. (2019). Exercise: 7 benefits of regular physical activity. Retrieved from <https://www.mayoclinic.org/healthy-lifestyle/fitness/in-depth/exercise/art-20048389>



BodyBurn

BodyBurn is a 30-minute, body-weight focused workout that only requires YOU - that's right, NO equipment needed! Whether you follow Elle and her crew from your hotel room, dorm or living room, you will absolutely feel the "burn"!

