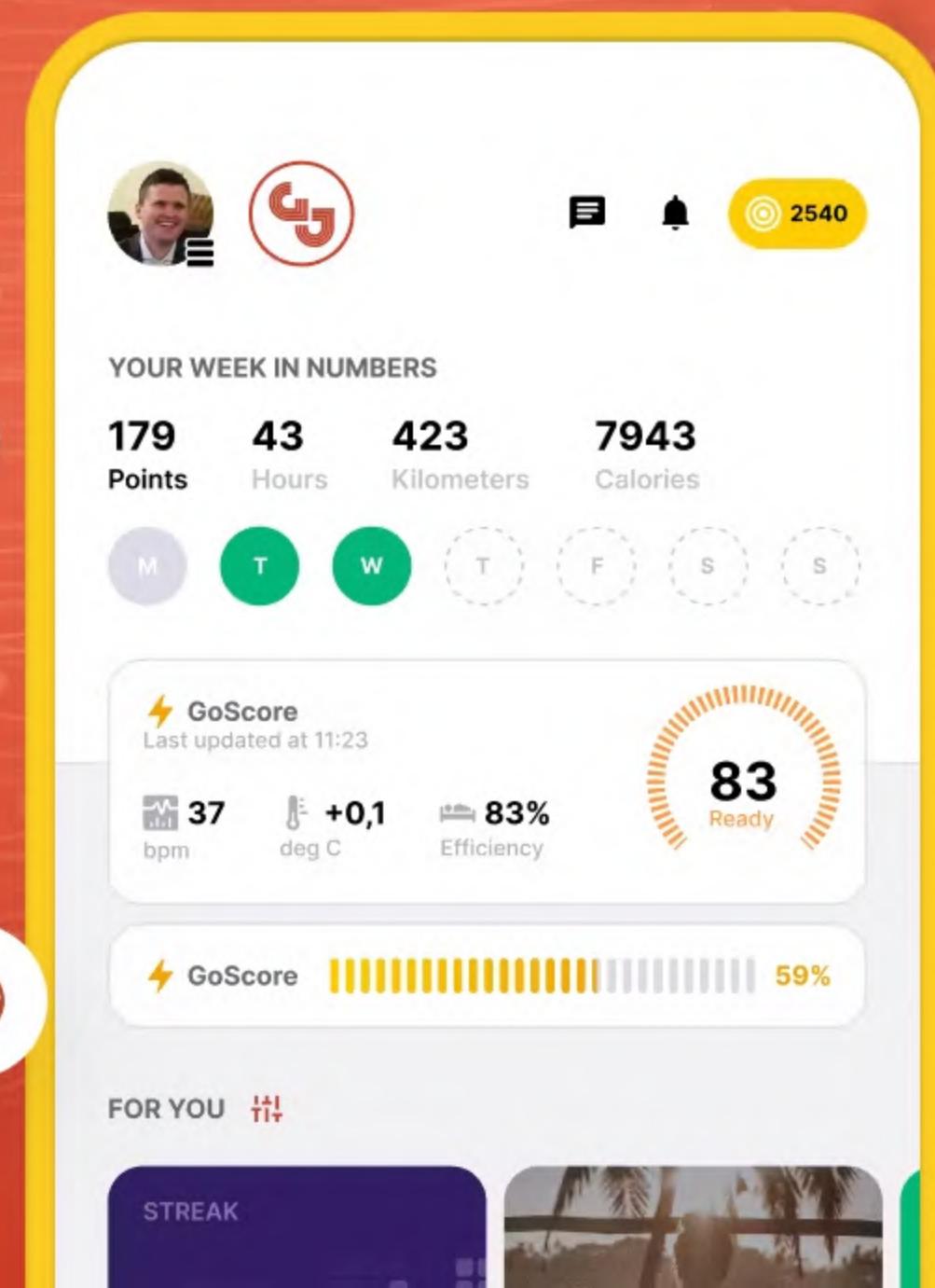


GOJOE



A connected future for workplace health

Combining preventative and reactive support to build
healthier, more productive teams.



GoJoe





Healthier People Stronger Businesses

The **performance health platform** for business.

Tackle rising costs, whole of workforce engagement and app fatigue with one powerful, cost-effective proposition.

Compete

Friendly competition through gamified challenges

Discover

Find and access your Bupa and other health benefits quickly and easily

Reward

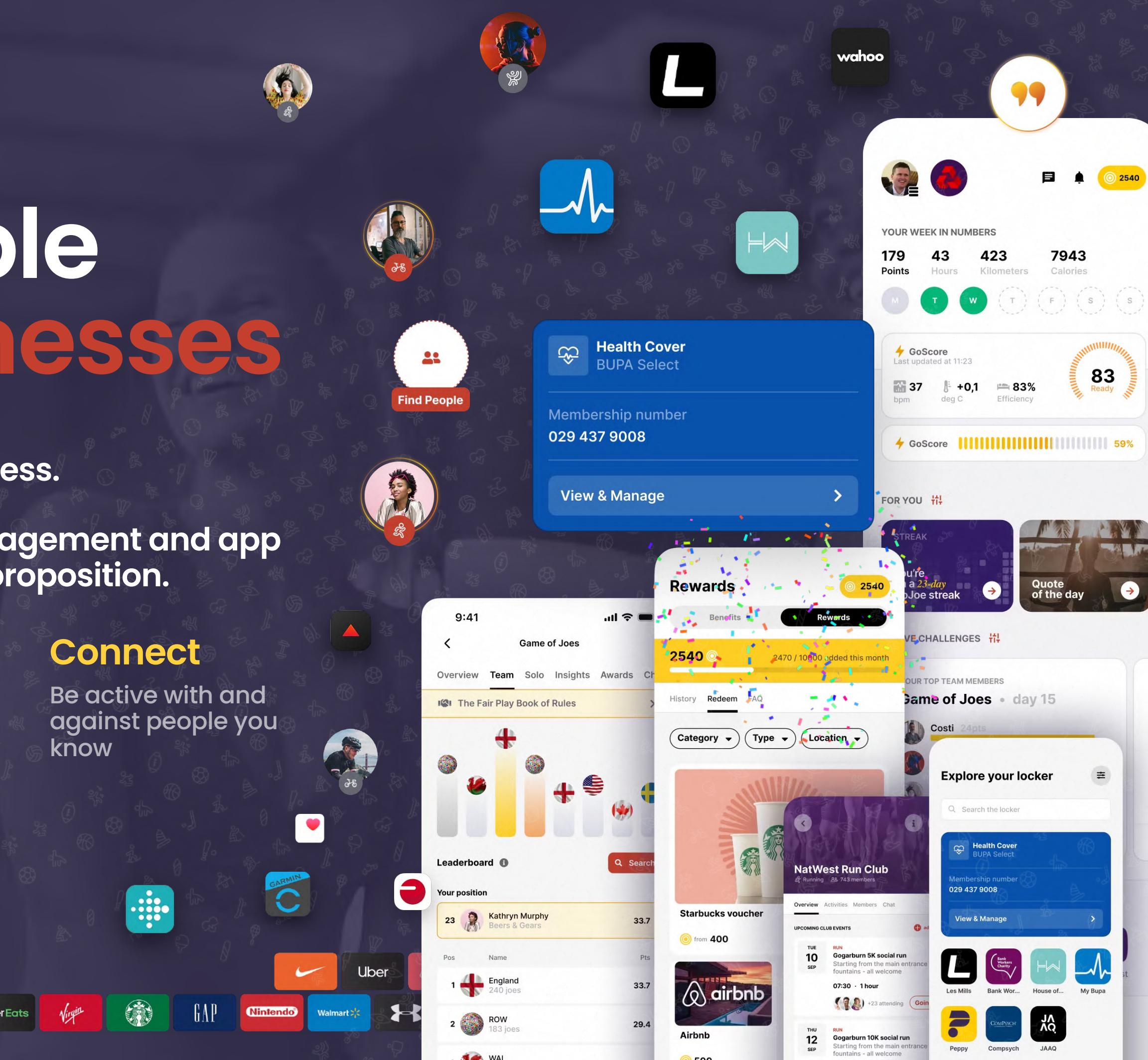
Link wellness to rewards with GoJoe's powerful, 100% customisable rewards feature

Train

Get and stay fitter and healthier all year round. Physical. Social. Mental.

Connect

Be active with and against people you know



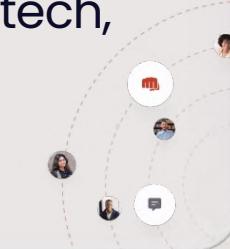
GoJoe Prevents Bupa Protects

Teaming up to combine preventative and reactive support to build healthier, and more productive teams.

Whole of workforce

Connect and engage everyone, not just those eligible for certain benefits.

36 languages, live in 180 countries, inclusive of anyone regardless of tech, location or level.



Dynamic rewards

Rewards are great, but can get expensive.

Use GoJoe's optional smart rewards, linking behaviours to rewards and with **100% control and oversight** on what you spend.



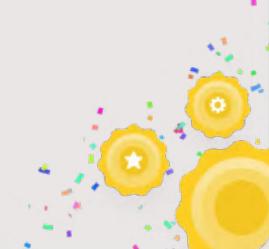
Prevent and protect

Combining best-in-class proactive and reactive solutions from one place



Connected and simplified

Leverage connected engagement, wearable, survey and medical claims data, to measure, reduce and ultimately predict health costs.



Challenges

Engage whole populations with our fully inclusive market-leading team challenges

So much more than a step challenge

60 activities to choose and connected via weighted points

Multiple ways to track and log

- 1 Sync wearables
- 2 Built in activity tracker w/ GPS
- 3 Manual upload

Fully customisable

Branding, format, teams, length, themes... No two challenges are ever the same

Team & solo leaderboards

Live leaderboards and in-app user insights

Global reach

30+ languages and already in use in 150 countries

Localized challenges

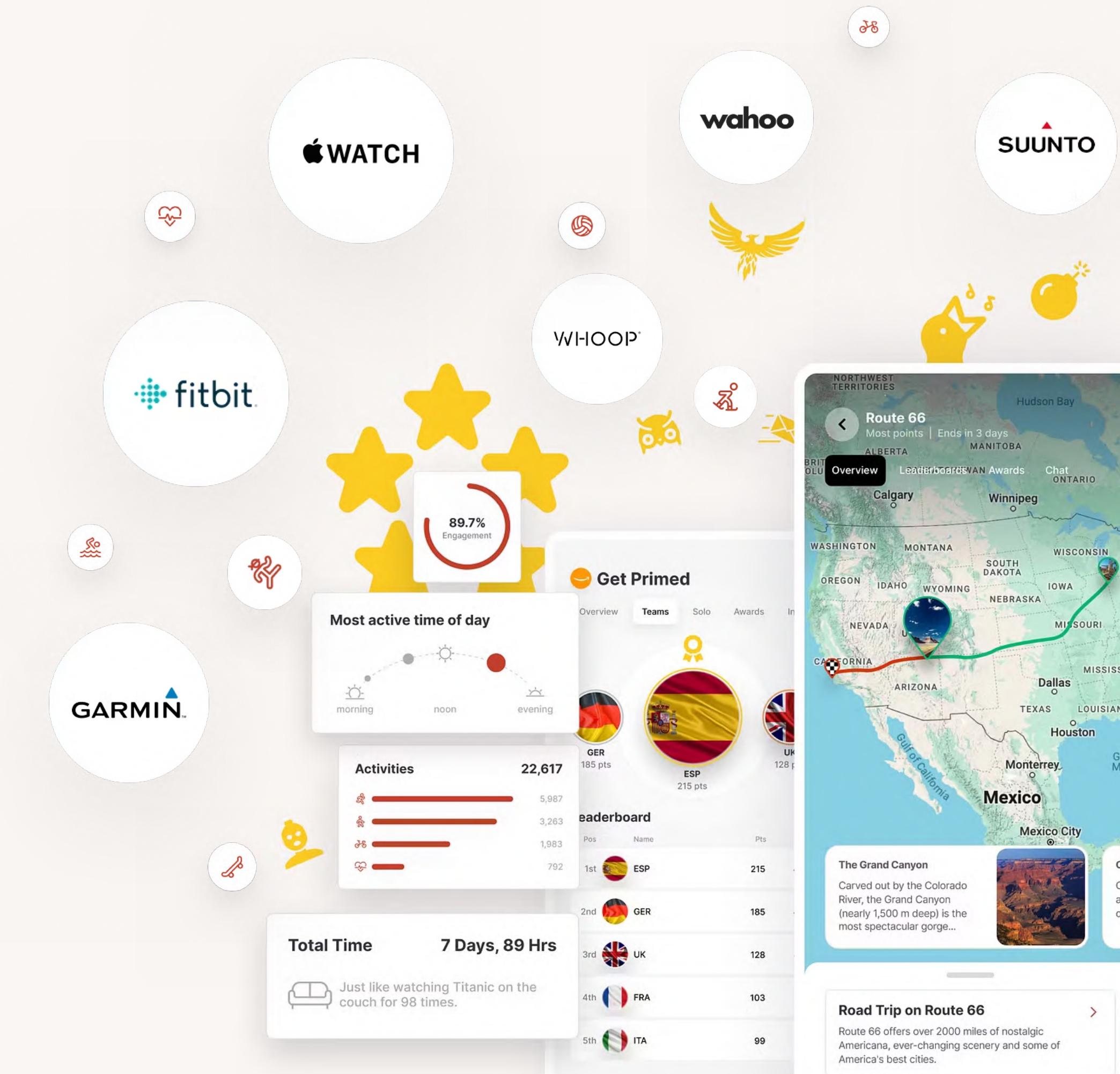
Small users groups can set up their own challenges, any time. Using our pre-made templates

Tracker maps

Bespoke routes to showcase collective efforts

Awards

Championing users up and down the leaderboards



Train

Keeping your team fitter and healthier.
All year long.

500+ experts

Access to 500+ Top certified global teachers & experts across all pillars of wellbeing, 40+ languages

Les Mills

Over 350 on demand classes for body and mind - from beginner's Yoga to all action BodyPump

House of Wellbeing

Meditation tracks to help you unwind, relax, and reset

Joe Levels

Build up your streaks and work through the Joe levels to become a Super Joe

Journeys

Bespoke health and fitness programmes led by our experts

Activity tracker

Keep tabs on all your efforts across 59 activities, view insights and gamify the day to day

Activity tracker

Keep tabs on all your efforts across 59 activities, view insights and gamify the day to day

The image displays a collage of screenshots from a mobile fitness application. At the top, a banner for 'Future-Proof Your Body' by CJ is shown, featuring a man stretching and a progress bar at 40% complete. Below this, a 'Get on a Journey' section lists categories: All, Move, Fuel, Cycling, Fitness. It includes a thumbnail for 'Special Forces Selection with Rudy Reyes' (30 days, 7243 started, 40% complete). Further down, an 'Activity tracker' section shows a grid of cards: 'Move' (Improve your athletic performances), 'Feel' (Manage stress levels and get more focused), 'Rest' (Be more productive and energetic), and 'Fuel' (Be more productive and energetic). Another card for 'The Big Weekend Unwind' (3 days) is also visible. At the bottom, a section titled 'They've also done this' shows images of people and a progress bar for 'Overcoming Gymtimidation' (30 days, 2409 started, 40% complete).



In-built and on-demand
Les Mills subscription

World-class content, ready to stream.

**FITNESS
MASTERCLASSES**

Connect

Social connection boosts culture, engagement, and ultimately get us moving more.

Personal profiles

Follow your colleagues and mates!

Custom communications

Push notifications, in app posts, emails

30+ languages

Everyone welcome across currently 150 countries

Clubs

Everyone welcome, regardless of tech set up

Chat groups

Organisation, challenge and team

Organisation-wide insights

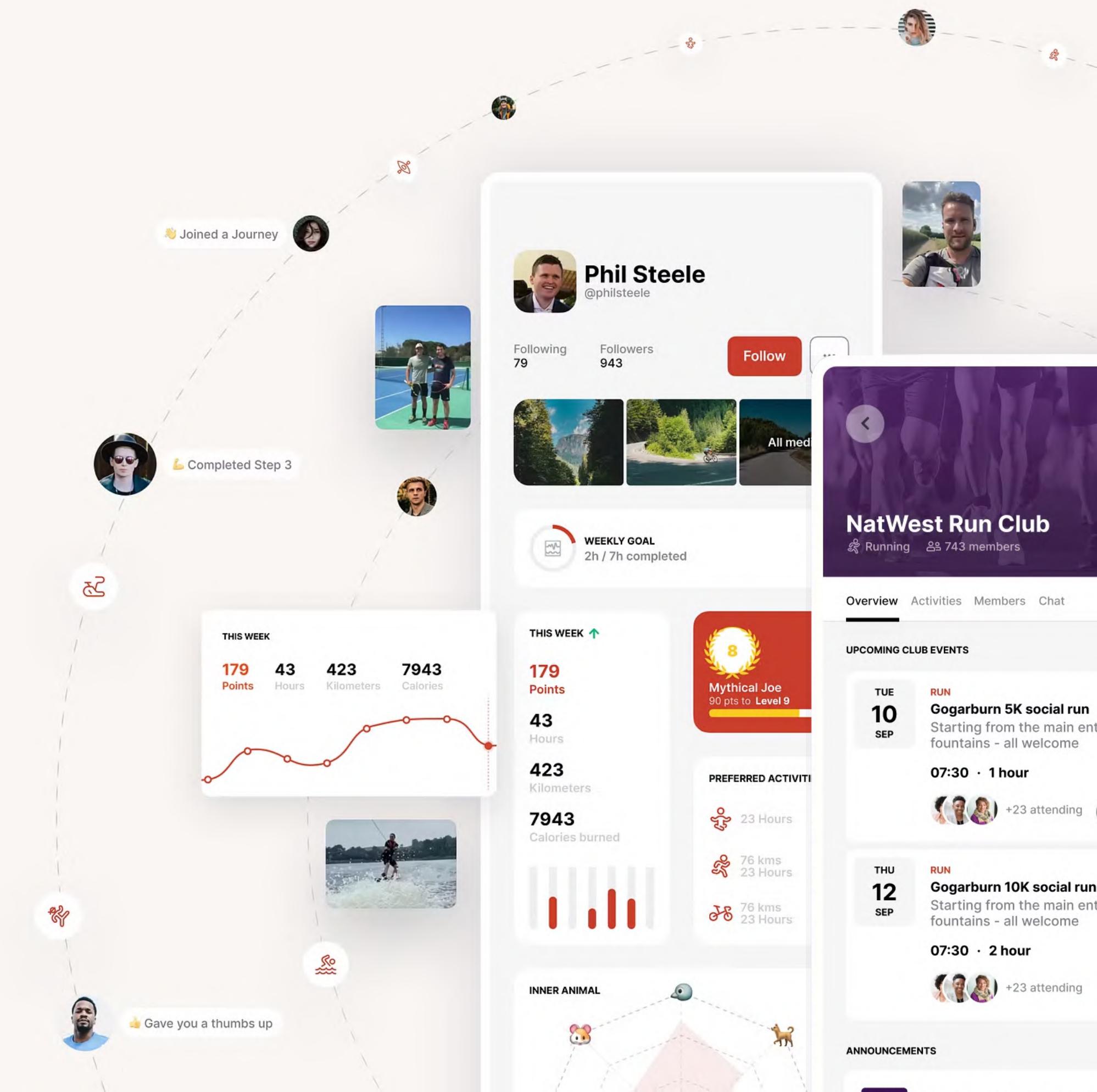
Snapshot data of the whole team

Weighted points

All activities and interests accounted for

Locker

Connect all your health and wellbeing offerings in one place



Locker: the front door

GoJoe's "Locker" feature comes pre-loaded with premium benefits, like access to Les Mills workouts, but also offers employers the flexibility to add their own benefits and resources.

This allows organisations to showcase existing perks and benefits, driving higher ROI on those offerings and simplifying access for users.

Pre-loaded

Comes with premium benefits already provided by GoJoe such as Les Mills, House of Wellbeing and free discounts

Higher ROI

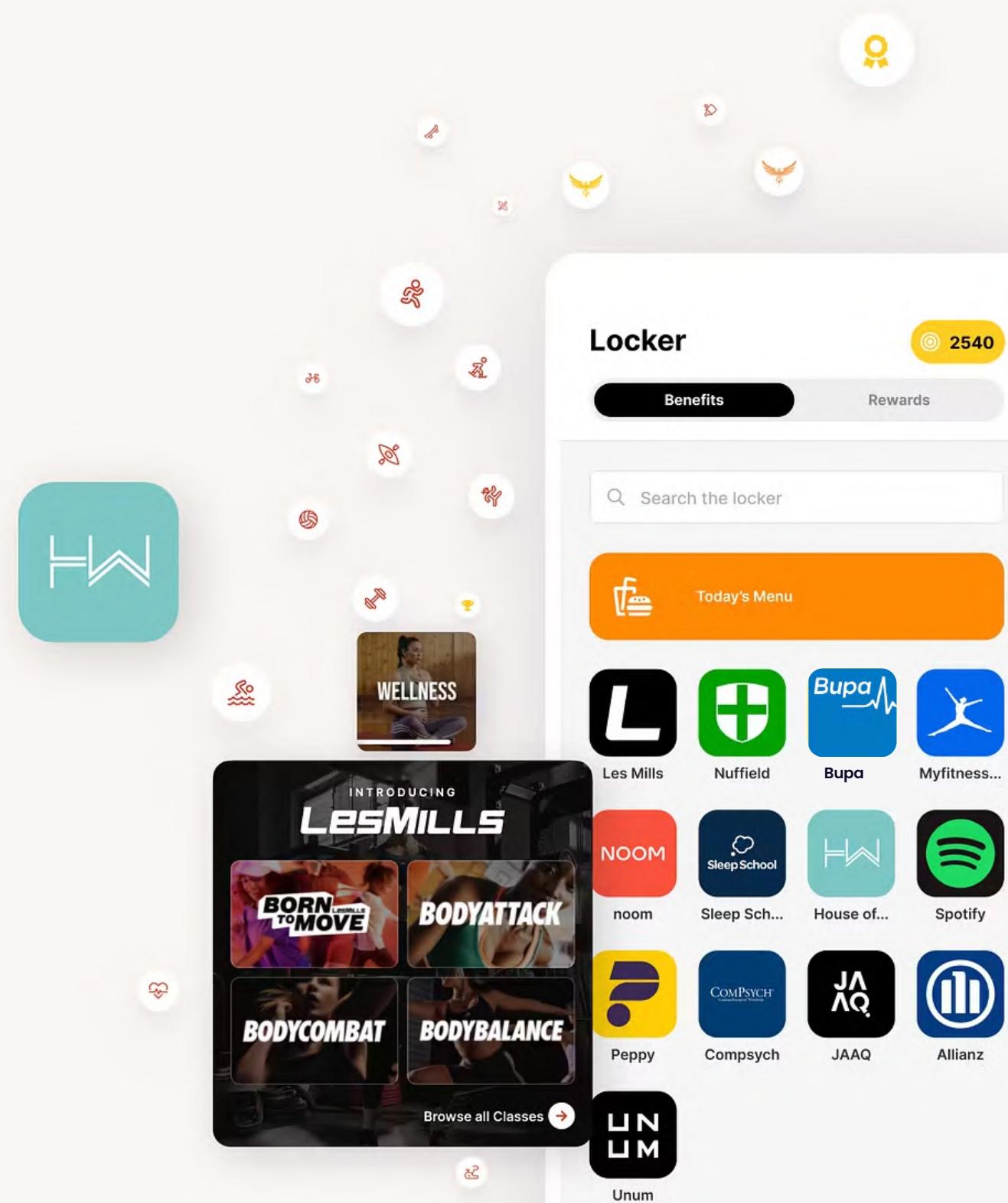
Showcases existing benefits to boost engagement on your other health/wellbeing investments.

Customizable

Add your own perks and resources to the Locker of your audience.

One-stop hub

Simplifies access to all wellness tools in once place, making it easy for your people to find things.



Earn

Boost engagement, health and performance by leveraging fully customisable **GoJoe Rewards** optional

A global hub with up to 3,000+ brands to motivate your team and inspire healthy habits.

Ways to use GoJoe Rewards

1 Move to earn

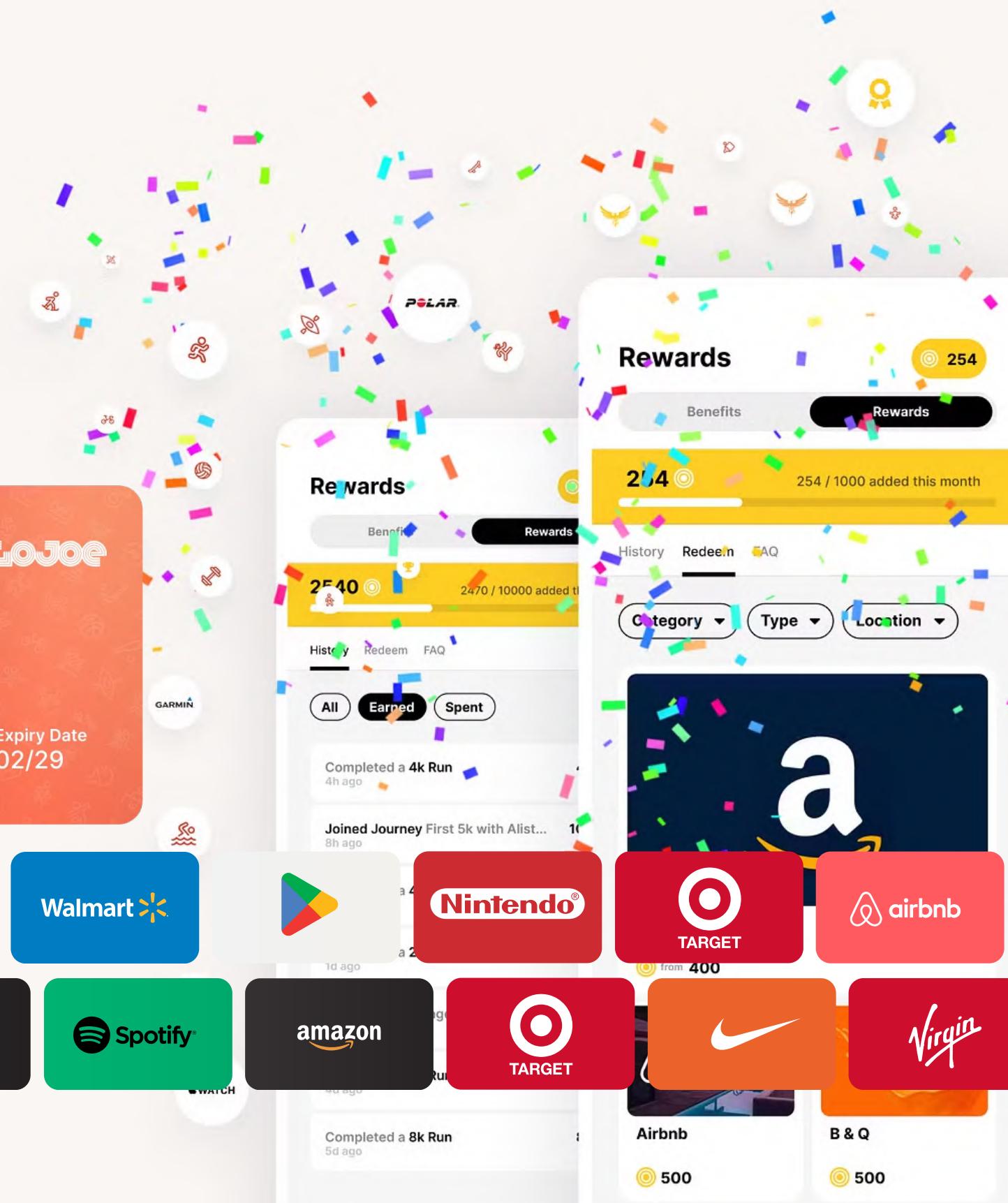
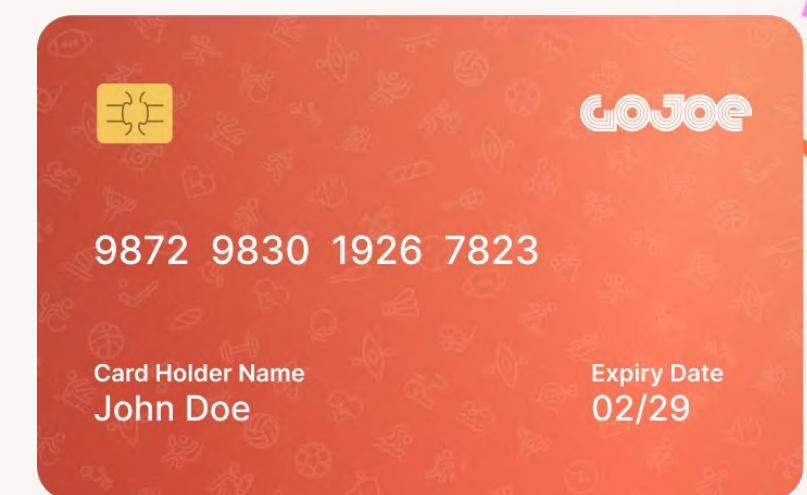
Reward healthy habits by connecting activity points to rewards and vouchers

3 All Access Discounts

Gift your teams free trials and discounts to our suite of health and wellbeing partners

2 Health and Wellbeing Accounts

Create a bespoke Lifestyle Spending Account via pre-paid cards attached to customisable brands



GoJoe Rewards gets more people, more active, more often:

- Sign ups 43% up
- Activity levels 15% up
- Long term healthy habits 14% up
- Physical health, mental health, and productivity 70% up

*GoJoe client data aggregated, Q1 2025

The Performance Hub

Simple to roll-out, with full support along the way.

Challenges

Create, administer or set permissions for others to run challenges

Rewards

Manage and view rewards utilisation from one place

Clubs, Surveys and Content

As your users demand more from GoJoe you can add Clubs, launch our Surveys and add content and messages to the page

Insight

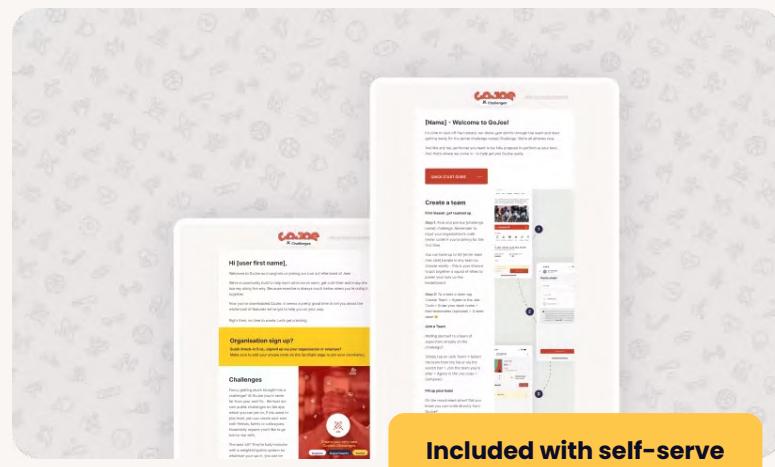
Get live data on the uptake, incentive use and engagement in your app

The screenshot displays the GoJoe Performance Hub interface, featuring a sidebar with navigation links and a main content area with several sections:

- Left Sidebar:** Includes links for "Getting Started", "Challenges", "Users", "Content", "Resources", "Insights", and "Push Notifications".
- Rewards & Motivation:** A section showing reward statistics: "Total Reward Points Earned" (2.4m points), "Rewards Redeemed" (£12,000), "Claim Rate" (68%), and "Boost Impact" (+32%). It also features a line chart titled "Reward Points: Earned vs Redeemed" comparing Points Earned (purple line) and Points Redeemed (green line) from July 2024 to January 2025.
- Video and Call-to-Action:** A video thumbnail for "Intro to Business Manager" and a call-to-action button "Download GoJoe Mobile App" with a QR code.
- Help and Support:** Links for "What is GoJoe?", "Workplace Challenges", "FAQ's", and "Visit Help Center".
- Calendar and Resources:** A section titled "Plan your 2026 workplace wellbeing activities with the help of GoJoe Wellbeing Calendar" with a "Download now" button and a preview of the calendar.
- Bottom Navigation:** Includes "Use this invite code to join" and a "My account" link.

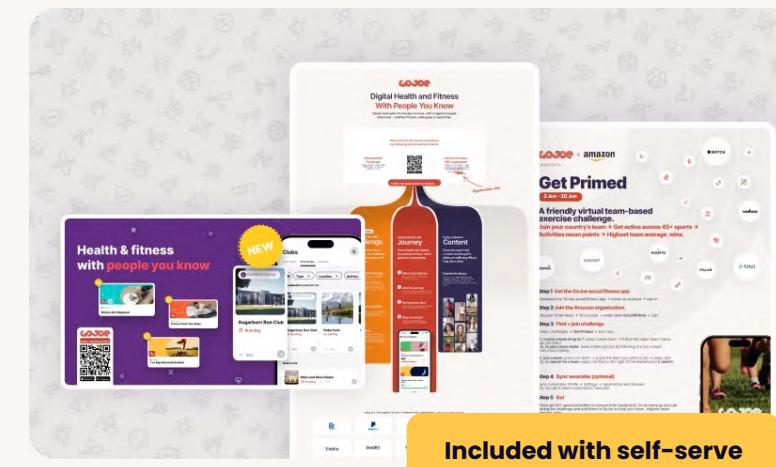
Multi-channel support

From self-serve marketing assets to fully managed service, GoJoe helps you engage your team all year round



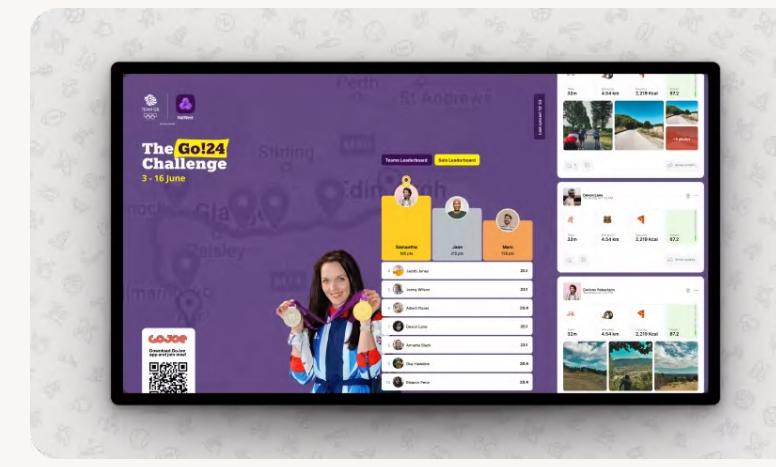
Email

A full nurture journey through challenges and the wider platform



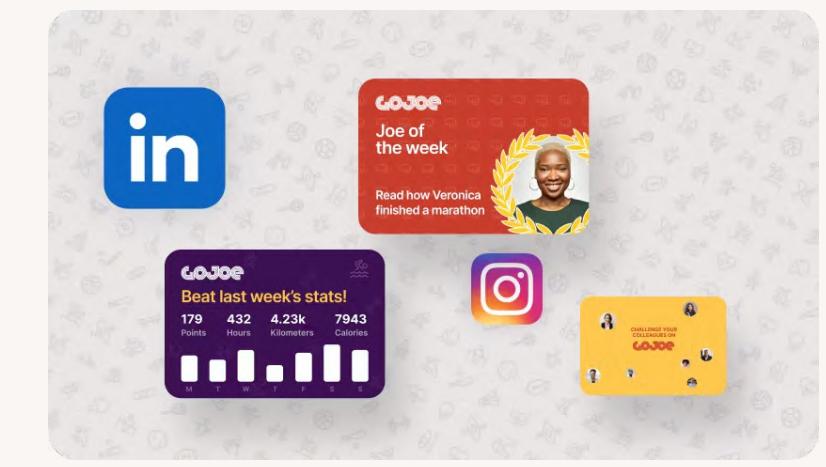
Posters & Desktop background

One-page posters, joining instruction, and desktop backgrounds and screensavers



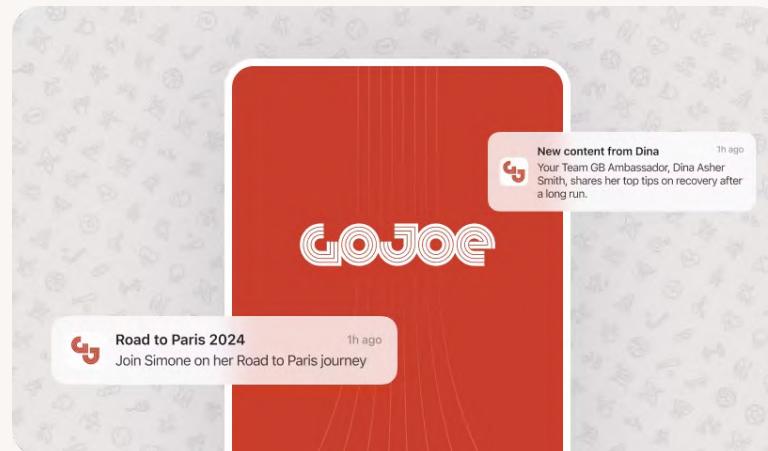
Live TV-monitors

Joining instructions, content & live leaderboards can be displayed on TVs



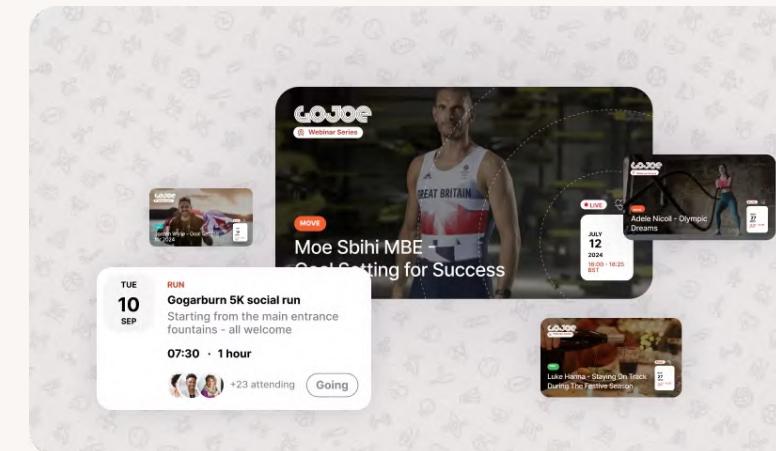
Social

Internal posts on engagement platforms and GoJoe



Notifications/Pop-ups

Custom in-app notification and pop-ups to drive engagement



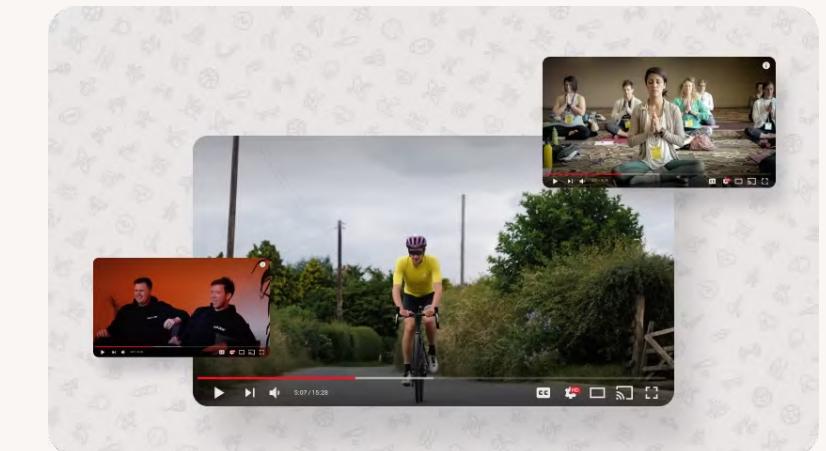
Webinars

Virtual, physical or live-streamed - e.g. opening ceremonies



Merchandise

Co-branded merchandise to promote participation



Content Production

Netflix-worthy custom content production

Data

Our high engagement enables us to uniquely combine quantitative (wearable/ app) with qualitative data, to give you the most powerful employee health data possible.

Privacy by design.

NatWest Group
Switch business

Time Period: THIS QUARTER 01 Oct 2025 - 22 Oct 2025 Change Period

Getting Started

- Dashboard
- Challenges
- Rewards
- Benefits
- Surveys
- Clubs
- Organisation Posts
- Users
- Comms Assets
- Analytics** DEMO
- Overview
- Engagement & Utilisation
- Health & Wellbeing Impact
- Rewards & Motivation

Engagement & Utilisation 78% active this month — 12% above GoJoe average ↑ +5% vs last month

Health & Wellbeing 63% of staff exceed WHO activity guidelines (up 7% this quarter) ↑ +7% this quarter

Rewards & Motivation £12k in wellbeing rewards claimed by employees this quarter ↑ +18% vs last quarter

Business & Financial Impact £640k GoJoe engagement is driving estimated annual savings ↑ +22% projected growth

Culture & Connection 82% of employees joined at least one challenge this year ↑ +15% vs last year

User Growth Over Time

Total Users (Blue Line) New Users (Green Bars)



WHO Guidelines Compliance Trend

WHO Compliance (Green Line) Target (Blue Line)



Let's take the pulse
Based on this answer we'll adapt our recommendations

Help us tailor your experience in GoJoe

Take a quick survey to let us know your preferences, interests, and goals. Your input helps us create a more personalised experience just for you!

Ok, Continue

Survey Terms

It only takes 3 minutes

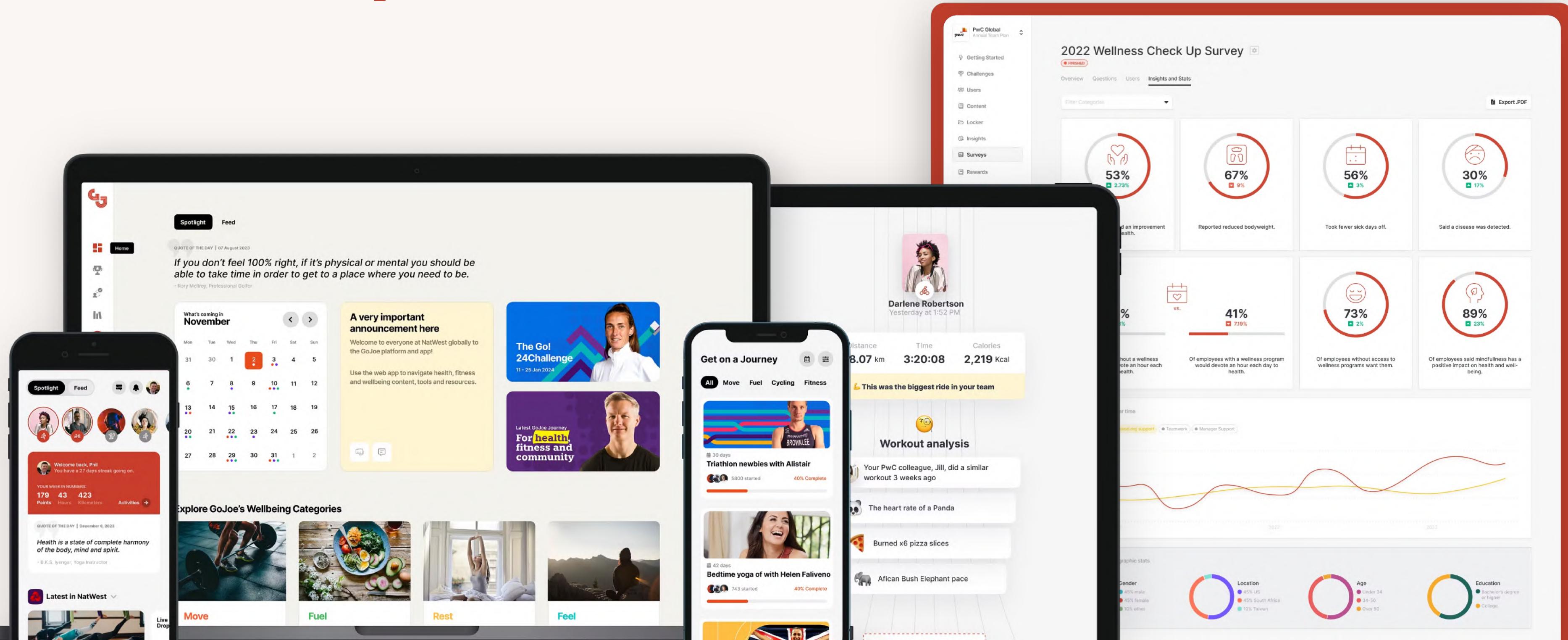
BACKED BY Stanford University

Respond later

Continue

A platform built for anyone, anywhere

30+ languages. 180 countries. Any device. Any level of fitness, ability or interest.



Our Impact: Business Performance

Meaningful, measurable impact with clear ROI.



NatWest

Helped reduce absenteeism costs
mental health and MSK by 10% in
18 months



40% reduction in stress at work
18% increase in feeling more
productive



centrica

First decline in absenteeism rates
for 15 months, within 4 months of
roll-out, and a 67% improvement
in mental health among users.



5% increase in Peakon scores
within six months satisfaction
and culture

Features

What's included?

Activity Challenges	 unlimited self-serve challenges, including team and solo leaderboards and autocomms
Activity tracking and gamification	 all major wearables supported, including GPS tracker and manual input
Content (Move, Fuel, Rest, Feel)	 Les Mills on-demand (worth £10 pepm) plus wellbeing content
Branded Health/ Wellness Clubs (e.g run clubs)	 configurable via Performance Hub
Benefits Locker	 configuration support included
Rewards	 funding of rewards optional (3,000+ rewards), linked to custom behaviours
Surveys	 surveys & pulse surveys and data reporting
Data Reporting	 engagement and data analytics available
Customer Success	 quarterly health check with insights + roadmap update
Implementation Support	 enhanced implementation support & full configurations rewards management, surveys, locker
User support	 24/7 user support in-app AI chatbot + human support
Languages	 37 languages in app UI

Find out more

**Book a Demo
with GoJoe**

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www.GoJoe.com



**Speak to
your Bupa
account
manager**



Ready. Set. **GOJOE**

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