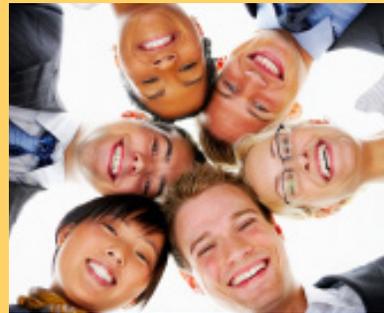


WellBox

Your monthly dose of happy and healthy.



WHAT RESEARCH SAYS.

- Company expenses have increased due to high health care costs, absenteeism, decreased productivity and morale with no remarkable downward shift.
- Employers are extremely motivated to invest in Employee Wellness to lower healthcare costs, decrease absenteeism, increase productivity and morale. Reportedly spending \$6B-\$19B annually.
- Employers tend to invest in employee wellness programs that are solely based on hardcore fitness strict nutrition regimens which don't interest the majority of their employee population -- the very population costing companies the most in healthcare, absenteeism, low moral, lost productivity etc.
- There's a significant need in the marketplace for Employee Wellness programs that appeal to a larger majority of employees (currently they attract/interest a mere 28% of any given employee population)
- Employee Wellness programs are failing more than succeeding to accomplish set goals

WHAT WE'RE TOLD.

Society and the media have created a very specific definition of wellness that focuses on a strict diet and a hardcore fitness regime.



HOW IT FEELS.

People who don't conform to this definition often feel a sense of shame, failure, frustration, and even anger. They feel bad about themselves and enter a vicious cycle of negativity that spills over into every part of their lives.

The media bombards us with messages on the right way to achieve optimum health and insists on giving us "should do's and must do's" about how to do it.



People feel terribly pressured to meet goals and adapt fitness and dietary regimes that are unrealistic, unpleasant and usually don't work because the regimes don't fit the person's interests, lifestyle or leave them with a feeling of positivity.

WellBox is a Lifestyle Movement with an important and refreshingly unique difference:

Our goal is to provide individuals with opportunities *on their own terms* to discover ways to wellness that are *in harmony with their personal passions and interests.*

WHERE WE ARE & WHERE WE'RE GOING.

WellBox is a fun, non-intimidating and non-traditional employee wellness product marketed/sold to employers (HR, Benefits, C-Suite, Admin, Wellness Providers, Insurance Companies) and passed through to their employees on a monthly basis. The content of each box is designed to encourage wellness through laughter, creativity, fun and exploration. Healthier employees translates to higher productivity and lower healthcare costs.

WellBox is currently in the planning/pre-launch stage and will occupy a unique niche in the marketplace. While the marketplace has a glut of monthly subscription boxes (BREAKbox, Good Health Box, Bestowed, etc.) WellBox owns three distinct and significant marketing features:

1. It will be the only box targeted exclusively to the employees as end-users
2. It will be the only box marketed and sold to management and passed thru to end user (employee)
3. It will be the only box that offers rotating variety of items. While others focus primarily on snacks, WellBox items will include toys, puzzles, CDs, etc., designed to encourage overall well-being (happiness, creativity, getting mentally energized)



WELLBOX IS CURRENTLY THE ONLY WELLNESS PRODUCT ON THE MARKET THAT:

1. Speaks to the all too common frustrations & pressure the average person feels about fitness and diets.
2. Offers wellness options with a heavy dose of creativity, personal appeal and a fun, fresh outlook.

WellBox is designed to foster healthier and happier people through easily achievable experiences that decrease stress, raise confidence, and lead to a healthier lifestyle changes.



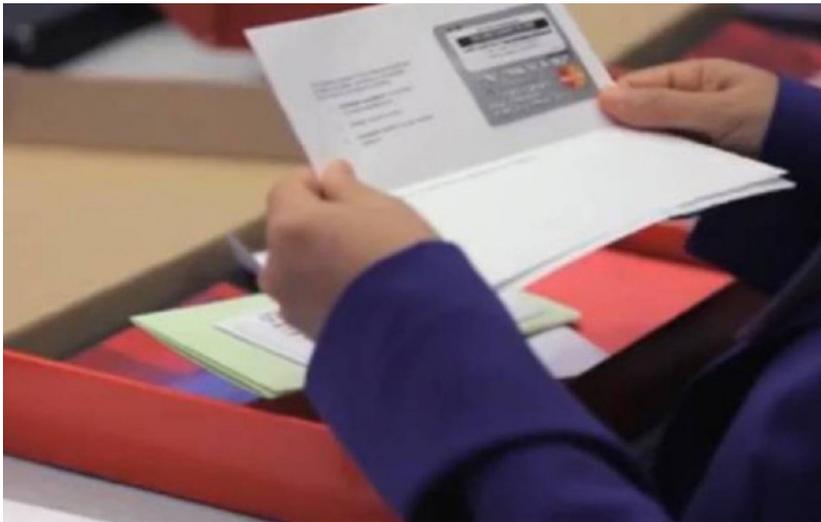
WHAT WE STAND FOR | and what we don't

WHAT WE ARE

- INNOVATIVE
- ACCESSIBLE
- REVOLUTIONARY
- HEALTHY LIFESTYLE INFLUENCER/MOTIVATOR
- NICHE-PRODUCT FOR EMPLOYEE WELLNESS
- EASY TO ADOPT
- CONFIDENCE BUILDER
- INCLUSIVE

WHAT WE ARE NOT

- RIGID
- HARD-CORE FITNESS/STRICT NUTRITION
- NON-INCLUSIVE
- INTIMIDATING
- NARROW-MINDED
- TRADITIONAL
- CONFORMIST
- PERFECTIONIST
- FOLLOWER
- THERE ARE NO "SHOULD DO", MUST DO, NEED TO DO, HAVE TO" IN OUR VOCABULARY
- THERE ARE NO "SHOULD DO", MUST DO, NEED TO DO, HAVE TO" IN OUR VOCABULARY



WE ARE:

WHAT: Non-intimidating, fun experiences to give their employees the opportunity to discover paths to wellness that ignite their individual interests to living healthy lifestyles

HOW: A themed box of products delivered monthly through Management to Employees

WHO: For companies with ___+ employees (via C-suite, HR, Managers, Admins, Company Influencers) who:

- Have a desire to impact healthcare costs, productivity and absenteeism through innovative wellness initiatives
- Have experienced low participation in past or current wellness programs, especially for the cost per employee ratio
- That want to offer employee wellness programs but lack dedicated wellness staff and/or have limited wellness budgets
- Understand that many employees are intimidated by hardcore fitness and strict nutrition programs and don't participate in traditional wellness programs

WHERE: Companies across the US and around the world

WHY: Companies are seeking lower healthcare costs, effective and affordable employee wellness initiatives, especially those with a more personal touch that evoke a heightened sense among employees that management truly cares about each employee's well-being

WHEN: In an environment where employee wellness and its positive effect can significantly impact a company's bottom line

The competition | Who are they and what do they stand for?



THE HEALTHY OFFICE SNACK GUYS

BREAKbox by Blissmo

blissmo.com

Though it is completely snack-based in content, **BREAKbox** might be the closest direct competitor in that the subscriptions are geared to both individuals (about \$40/month) and up to 30 people in an office (about \$350/month for the large group). Each box includes the perfect afternoon pick-me-ups like organic teas, gourmet granolas, and gluten-free crackers.



"it's what's inside
that counts"

THE FAMILY FAVORITES GUYS

Good Health Box

<http://www.goodhealthbox.com/>

Good Health Box is targeted to individuals and families. Customers can choose from 4 standard box types and create their own mix. Each box contains a variety of high-quality snacks that provide "all the energy needed during crucial times of the day, without relying on any added sugars or preservatives. "



THE ORGANIC GUYS

Healthy Surprise

<http://www.healthysurprise.com/>

Healthy Surprise caters to the individual consumer looking for a monthly subscription for themselves or to give as a gift. They sell subscription boxes as well as personal care and unique snack items. Focus is on mostly vegan and all-natural items. Starting at \$49.

Our primary target | Who are they and what are they seeking?

- Human Resources Manager
- Benefits Manager
- CEO & C-Suite Team
- Administrative

All of whom recognize that:

1. Healthcare costs are rising considerably
2. Employees need to get healthier to reduce healthcare costs, decreased productivity, low morale, increased absenteeism
3. There is low participation in current wellness initiatives
4. Companies that lack funds for on-site wellness coordinator



Our end users | Who are they and what are they seeking?

You'll find them at desks, lecterns, counters, whiteboards and bedsides.

Our WellBox users work in all types of jobs, day shifts and night shifts. They wear headphones and stethoscopes, hard hats and baseball caps.

And every one of them deserves a break in the day just for the health of it. It's a time to laugh, explore, get creative, have a snack and connect. **That's what opening a WellBox can do.**



Our brand | Who are we and what do we stand for?



Brand Manifesto:

A full day behind a desk, counter or lectern, or even behind the wheel, takes focus, energy and a huge helping of self-motivation. Even with the carrot of a paycheck twice a month, staying committed to the daily grind takes a mental, emotional and physical toll on every employee. Too often, adhering to a corporate wellness program just feels like another office "to-do."

What these folks crave more than anything is a break, a respite, something that takes them away from it all and helps them return more energized and ready to deal with the rest of the day. It can't feel like work. It won't do if it feels like a mandate from above. It's got to be easy. It's got to be fun. WellBox fills this need by offering a monthly themed kit filled with fun stuff, healthy stuff, stuff to inspire, stuff to make you laugh, stuff to help you connect with cube mates, family and friends. Every item is hand-picked and carefully considered. We expect these items to be kept and revisited (or consumed) over the course of the month until the next WellBox arrives complete with an all-new theme and all-new items.

Every hard-working day at the office calls for a wellness break. WellBox will become the highly-anticipated delivery every employee wants to receive, filled with high-value, high-quality items to take them away from it all for a few minutes and return refreshed.

WellBox. Your monthly dose of happy and healthy.

Who are we?

WellBox answers the need for a simple, fun, ongoing way for management to show they care for the happiness, and well-being of their employees.

People tend to think of brands in terms of human characteristics. What is our personality? How do we want to come across to our customer? How should we talk, act and behave? Does our outer image match the inner values of our brand?

WellBox is a happy-go-lucky friend that people enjoy being with. WellBox has a good sense of humor, loves life, loves to laugh and especially loves to have fun. WellBox is always willing to try new experiences and likes to be active just because it feels good.

The WellBox brand personality is...

FUN-LOVING FRIENDLY
OPEN-MINDED APPROACHABLE
FUNNY CLEVER INSPIRING



What do we do?

WellBox offers every employee a much-needed break in the day to laugh, explore, get creative, have a healthy snack and connect with their hearts and their fellow staff.

WellBox appeals to employees of all ages and wellness interests, from those who rarely think about healthy living and may be intimidated by wellness to those actively involved in healthy living.

WellBox offers a range of enjoyable experiences and activities that (surprise!) actually focus on and encourage healthy living. Every month, employees will be exposed to fun new activities and products, many of which they will enjoy enough incorporate into their daily life.



Nutrition Well Box

This Well Box includes the following items:

- ALMONDS:** A high fat food that is good for your heart (that's not an oxymoron, almonds are a high source of monounsaturated fats, the same type of healthy saturated fats are found in olive oil, which have been associated with reduced risk of heart disease).
- CADREPS:** Cadreps are soluble fiber. They're in peas and beans. In green beans. They're in lentils and chickpeas. A class of fibers, studies have shown that cadreps actually lower tumors and also cancer risk in children. Cadreps also help in digestion, which helps with high blood pressure, muscle weakness, regular constipation, diabetes and weight.
- DARK CHOCOLATE:** Dark chocolate is loaded with nutrients that can positively affect your health. Made from the seeds of the cacao tree, it is one of the best sources of antioxidants in the world. Dark chocolate improves blood circulation, lowers blood pressure, and improves heart health. (There are of course other benefits to chocolate that I have not mentioned... such as the awesome taste!)
- GIFT CARD:** Use this gift card to go buy fresh fruits (bananas, strawberries or your favorite fruit for drying).
- CHEF HAT:** Do you can't find a cook around here?

DIRECTIONS:
Directions on what to do with this well box will go in this area. In development...

To order

Comic Relief Well Box

This Well Box includes the following items:

- CLOWN NOSE
- FUNNY GLASSES
- CHEESE FINGER TRAP
- RATTLE BALL
- PUZZLE

Some researchers think laughter just might be the best medicine, helping you feel better and putting that spring back in your step. Laughter is a powerful antidote to stress, pain, and conflict. Nothing works faster or more effectively to bring your mind and body back into balance than a good laugh. Humor lightens your burdens, inspires hopes, connects you to others, and keeps you grounded, focused, and alert!

Here are some other great facts:
Laughter resets the whole body. A good, hearty laugh relieves physical tension up to 45 minutes after. It decreases stress hormones and antibodies, thus improving your immune system. Laughter increases the body's natural feel-good chemicals, endorphins, and can even temporarily relieve pain. It improves the function of blood vessels and helps you against a heart attack and other health problems.

Get your funny bone! Be Happy!

For Friends and Family
BOX.CO



Why does it matter?

WellBox will:

- Ignite individual's interest in healthy living
- Take the intimidation out of healthy living
- Help "non-believers" understand that wellness doesn't only mean hard-core fitness or strict nutrition
- Help "non-believers" understand that wellness doesn't have to be work
- Help every employee equate FUN with well-being and healthy living
- Encourage exploration, creativity, confidence, connection with others and celebrate little accomplishments

WellBox will be all fun, no sweat.

Why should this matter to management?

WellBox will create an enthusiastic, engaged employee population and offer the fun, non-intimidating (and ongoing) motivation to explore and adopt healthier behaviors on the job and at home. In addition, WellBox will introduce those already active in wellness to new fun ways of healthy living.

It is affordable, turnkey and low-maintenance, not to mention it will be hugely appealing to a majority of employees. Once engaged in WellBox, employees may be more motivated to participate in other wellness programs offered at the company.

WellBox may be purchased by employers as a stand alone wellness program or as a complement to existing wellness programs.

How are we different than others in our category?

People of all ages love to receive and open mystery boxes, they are hugely appealing. Goodie boxes have a universal appeal and fascination. Subscription boxes containing goodies are not new (a good thing) and the companies that produce them have enjoyed success and growth (boxes are known and understood so no education is necessary).

Where WellBox departs from the competition is this:

Unlike typical subscription boxes who deliver within the same theme each month (mostly snack food), a monthly WellBox features a different theme each month...enhancing the sense of anticipation, fun and interest in participating. A WellBox might contain any number of items, from a jump rope, paddle ball and a yoga CD, to a coloring book and crayons, etc. While the overarching theme is always to enhance well-being and healthy fun, individual themes will range from the benefits of a good belly laugh to finding your inner child through kids' games to unleashing your creativity.

The appeal of WellBox to management is three-fold:

1. It is designed to be embraced and enjoyed by the MAJORITY of employees...in other words not only those who already participate in healthy activities but ALSO those who've been too intimidated, unmotivated or completely disinterested.
2. It is a turnkey program, completely contained within the box, it's very affordable and it requires no additional staffing to execute.
3. There is no pressure put on employees to go to a class or follow a regimen. There is also no cost to them. The program is made possible by management -- so the implied message is that management cares deeply for and supports the wellbeing of their staff.