



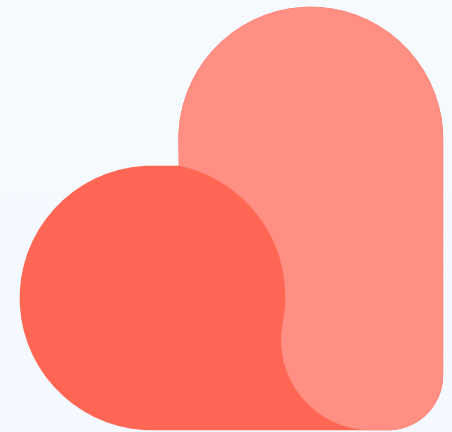
# Powering the Health in Health and Fitness





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What is HealthKey?

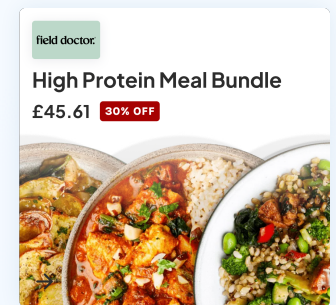
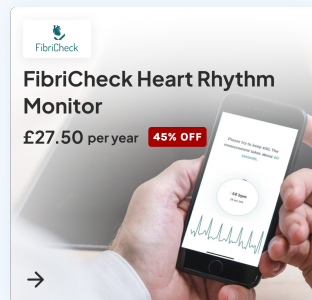
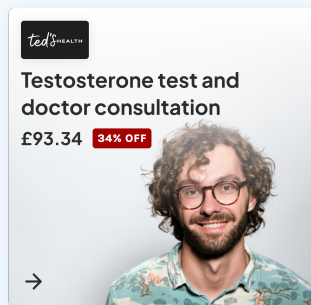
Used by:

# Build a unique health proposition for your members



What is HealthKey?

# Simple and cost-effective access to 300+ best-in-class health services





What is HealthKey?

# Integrating health services represents a significant opportunity for the fitness industry

1

## Differentiate product offering

Offering members personalised access to health services gives gyms the opportunity to build a strong differentiation in the market.

2

## Grow revenue per member and improve retention

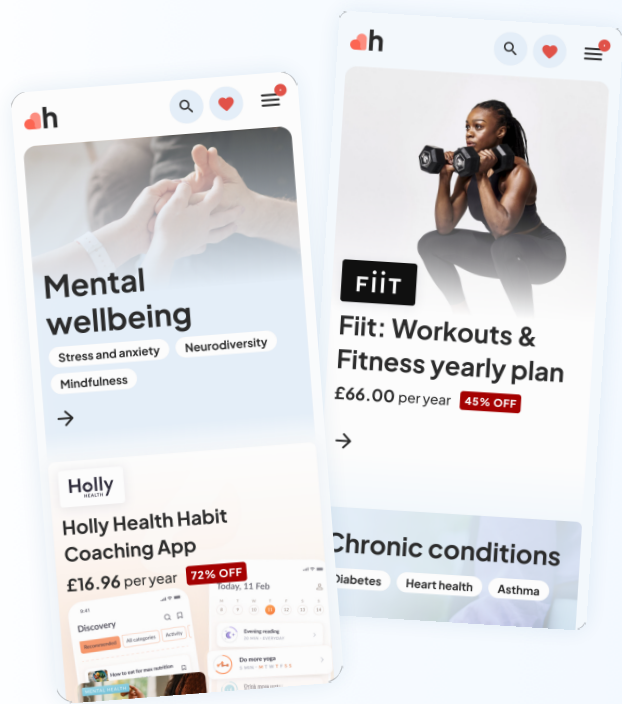
Increase the uptake of higher tiered memberships, by including health services. Gyms that include HealthKey as part of premium membership tiers see an avg. 29% increase in the number of new members choosing premium over standard tier.

3

## Improve the health of the community

Improve the health of the community and take pressure of local healthcare services by giving members access to proactive and preventive health services.





## Turnkey, fully managed, and branded platform

HealthKey's modular web and mobile platform gives customers a best-in-class digital front door to health and wellbeing.



## Ecosystem of health and wellbeing providers

One-to-many procurement and vendor management with HealthKey's existing ecosystem of 70+ integrated providers, incl. mental health, GLP-1 programmes, and physiotherapy

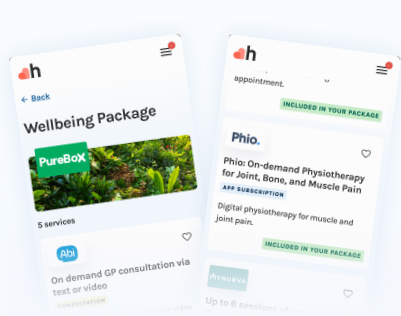


## Competitive prices through aggregated buying power

HealthKey utilises the combined buying power across a network of partner organisations, including insurers, such as Aviva, and industry organisations, such as Veriforce Chas.

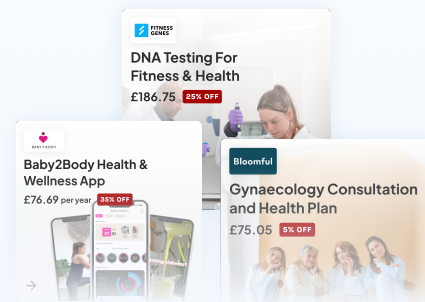
## What is HealthKey?

# Plug-and-play tools to build best-in-class digital front door for health and wellbeing <sup>♡</sup>



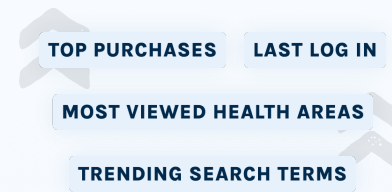
### Wellbeing Packages

Build bespoke health and wellbeing packages for any cohort, using both HealthKey's established network of providers, or your own preferred suppliers.



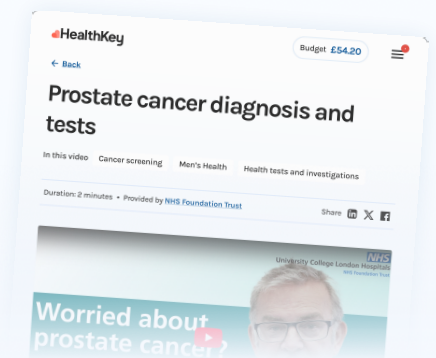
### Personalised Marketplace

Give members the ability to personalise their benefits experience with access to a discounted marketplace of health services.



### Actionable insights

Get analytical data on usage, engagement, needs, and behaviour, including insights from search data within the platform.



### Integrated content

Improve engagement by presenting content from all suppliers in one place, for a simple and engaging user experience.



Part 2

# Enhance<sup>!</sup> your offering



**Add more to your  
memberships with  
access to health benefits**

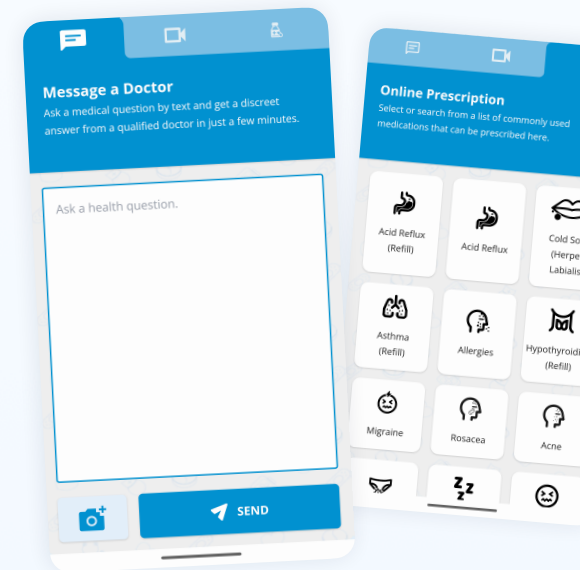


## Example benefit package

# Global 24/7 digital access to clinicians

Unlimited and on-demand access to clinicians gives members unrivalled support with their every day health needs, in the way that

- Available for both the member and the members family.
- Available in 40+ languages.
- Secure and private video consultations with doctors, nurses, physios or nutritionists, scheduled at the members convenience.
- Members can speak directly to a qualified physician or other healthcare professional.
- Text and image-based consultations that allow for photo or document attachments for better guidance. Either directly through the platform, or via popular chat apps such as WhatsApp.



## Example benefit package

# Best-in-class digital MSK support and in-person physiotherapy

Clinically-led digital MSK triage support tool enables agile and remote access to the right care, faster.

- With a wide range of physiotherapy clinics, members can get access to up to 3, 5, or 12 in person sessions with a physiotherapist per year as part of their membership.
- Digital self management tool helps you to manage your care, with tailored exercise programmes and better and closer communication with your clinician.
- System is available on any device, at any time, and supports multiple languages.

**Phio.****MSK and Physio**

## Example benefit package

# Mental health support, from prevention through to treatment

Mental health is multifaceted and no one size fits all.

- 24/7 in the moment counselling for mental health, legal, and financial wellbeing (EAP).
- 1:1 Structured therapy, incl. CBT and EMDR, with 50 minute sessions.
- Neurodiversity assessments and support.
- Addiction management support and rehabilitation.
- Expert led engaging content on a range of topics from burnout and stress, to anxiety, depression, and addiction.

MYNURVA

Therapy

mindstep

Mental Fitness

Curb  
Health

Addiction



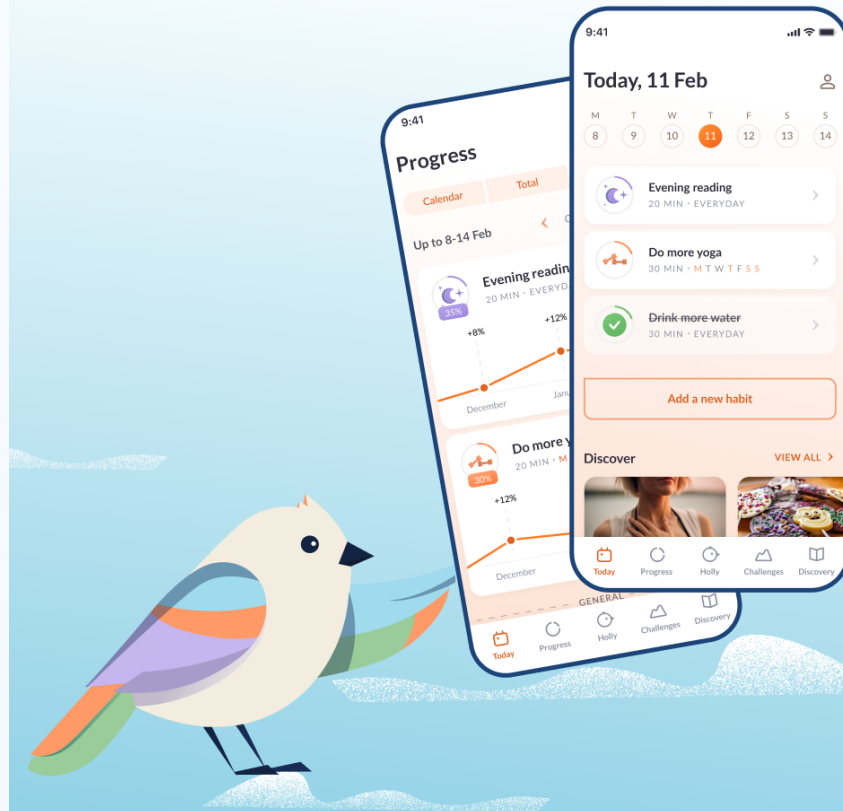
## Example benefit package

# Habits coach for big longterm lifestyle changes

Digital micro-coaching that nudges healthier choices across sleep, stress, movement and food. Small steps, sustained.

- **Personalised goals:** Pick personal focus areas, such as weight management of sleep and set right-sized actions.
- **Smart nudges:** Timely reminders that build reliable routines.
- **Weekly check-ins:** Reflect, adjust and keep gains realistic.
- **Bite-size learning:** Short lessons that demystify behaviour change.

**Holly**  
HEALTH



# An opportunity to build a strong differentiation in the market



Our curated range of providers are subject to clinical due diligence, data governance, usability and quality controls to give customers access to best in class services.

## **Huge range of health concerns covered:**

|              |                  |                       |
|--------------|------------------|-----------------------|
| Diagnostics  | Women's Health   | GLP-1 wraparound care |
| Men's Health | Longevity        | Chronic Conditions    |
| Nutrition    | Financial Health | Reproductive Health   |
| Gut Health,  | Neurodiversity   | Pain Management       |



# It's already changed my life!

I got an at-home blood test through HealthKey. It turned out to be one I really needed as it highlighted something, so had to get more tests done and found out I might have colon cancer.

I had to go to the hospital and had 5 tumours removed. I'd been looking to get a test for myself but kept putting it off, this gave me the prompt I needed.

**Danny Dring**  
HealthKey User

[Watch Danny's full story here](#)

Part 3

# Insights, engagement<sup>~</sup> and utilisation<sup>~</sup>

Turn your data into action

## Actionable MI and insights

# Get a better understanding of customer needs

- One-stop-shop access to data and insights across a wide range of benefits.
- Analysis data across member cohorts, and provide customers with customisable and easily shareable reports.
- Get insights on member needs and behaviour, including comparison analysis across demographics, locations, and other member characteristics.

### MOST VIEWED HEALTH AREAS

|   |                       |
|---|-----------------------|
| 1 | Fitness and lifestyle |
| 2 | Health tests          |
| 3 | Mental wellbeing      |
| 4 | Physiotherapy         |
| 5 | Women's health        |

### TRENDING SEARCH TERMS

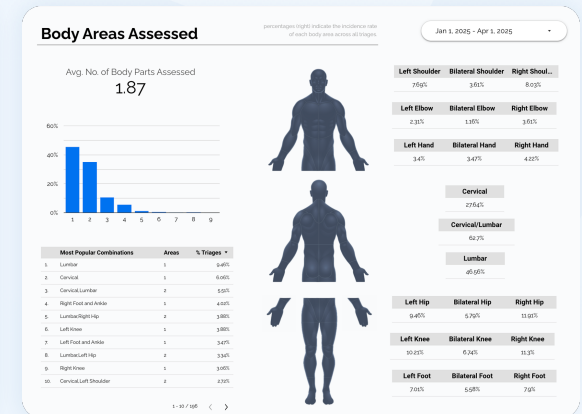
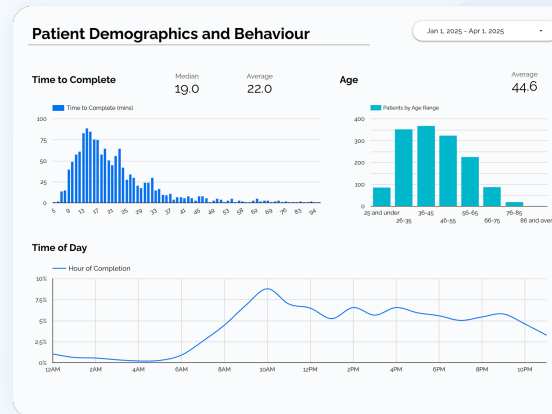
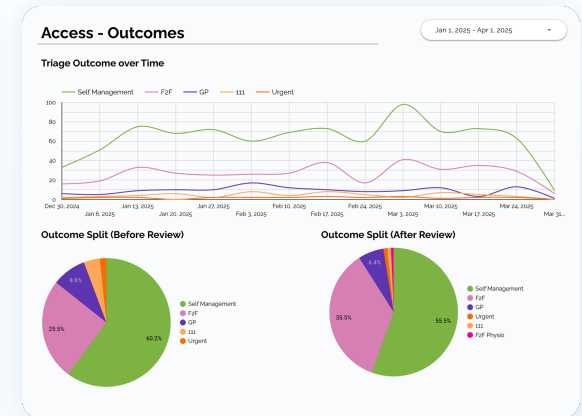
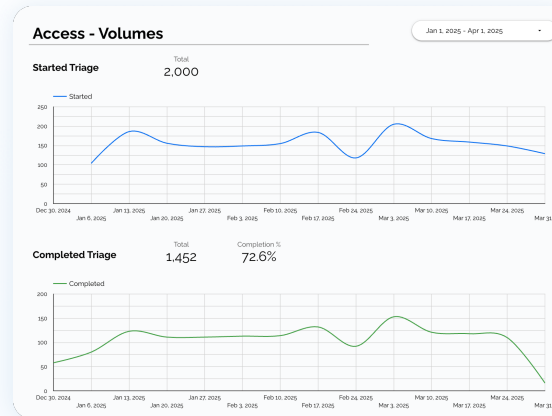
|                    |     |     |   |
|--------------------|-----|-----|---|
| Therapy            | 256 | 10% | ↗ |
| Cancer information | 214 | 10% | ↗ |
| Trouble sleeping   | 153 | 10% | ↗ |
| Healthy eating     | 133 | 10% | ↘ |
| High cholesterol   | 95  | 10% | ↘ |



Actionable MI and insights

# Get access to bespoke reports and insights

- Get access to data and reporting at all relevant levels, from your total organisations, to business units or sites, and specific customers levels.
- Use reports and dashboards internally to improve propositions.
- Get detailed insights on how your services improve the health of your members.

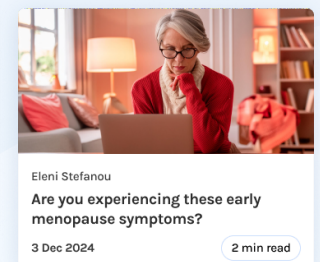
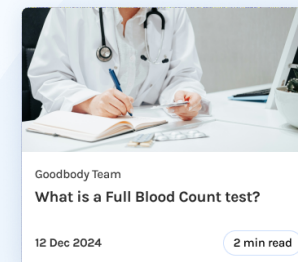
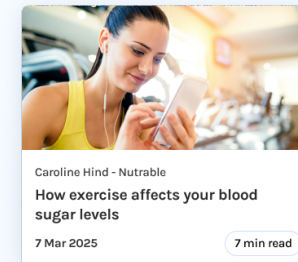


Usage matters

# Keep people engaged with new content and services

We're constantly expanding our network of providers and the breath of health areas covered.

Add your own content and give customers access to articles and videos from HealthKey's network of partners.



Usage matters

# Propositions are only as good as the utilisation

Many health providers charge a flat fee but prefer low usage to keep utilisation and their costs down.



## Usage matters

# HealthKey's difference

We want members to actively use and benefit from the service, and ensure a supply chain that incentivises every stakeholder to optimise for high utilisation.

## Win-win for everyone

Greater usage leads to improved health outcomes for members, stronger loyalty to your business, and drives more marketplace transactions, generating extra revenue.



## Usage matters

# How we achieve higher utilisation

### Build propositions with real word of mouth appeal

- Truly instant access to a GP as opposed to booking a call has a significant impact on utilisation and NPS score.
- As has adding texting option to reach a GP, driven primarily by younger generations.
- Moving from purely online to online AND in person physiotherapy, for treatment with real impact.

### Combined and wider offering

Our offering goes well beyond a traditional VGP with light touch mental health and MSK support, expanding each of these while also adding women's health, cancer, and in some cases other health areas.

Additionally, by bundling a Wellbeing Package alongside access to a content hub and our marketplace, members are more likely to explore additional services.

### Continuous marketing

Our team will support beyond initial launch for continuous marketing for both existing and prospective members, including with national and local PR.





Low cost and high quality can go hand in hand

# At HealthKey our mission is to make high quality health and wellbeing accessible and affordable

## Aggregate buying power

In addition to standard economics of scale, the larger volume improves the ability to forecast usage on services such as GP, allowing for lower margins throughout our supply chain.

## Work with network of specialist providers

By working with our curated range of health providers, who each specialise in their own area, we ensure that every single service is optimised for both quality and price.

## Reduce technical and operational complexity

We offer our health partners one-to-many integration and procurement, just as we do for our gym and sports partners. This significantly reduces their costs by reducing technical and operational complexity.



# Why HealthKey?

At HealthKey we offer access to best-in-class providers at significantly reduced lower rates

## **Hundreds of providers, one platform**

No single health provider can provide the best service within each and every health area. We provide access to multiple healthcare providers and networks under one seamless platform – with one integration, a seamless user experience, one contract, and a single point of contact.

## **No yearly price increases**

Our multi-network approach keeps prices low and ensures SLAs can be met. Instead of yearly price increases, we leverage growing network volume to maintain reduced costs.

Unlike other health networks, HealthKey offers the combined value of subscription-based health cover and a discounted marketplace of a wide range of additional health services.

## **An ever expanding offering**

HealthKey's platform connects users to a network of health providers, quickly adapting and expanding services based on insights and feedback.

## **Careful vetting**

To ensure service quality, all providers are vetted through strict clinical due diligence and governance.

## **Cyber and data security**

Our security processes and infrastructure were built with Aviva – meeting the highest standards in cyber and data security to deliver health services to Aviva's insurance customers.

Part 4

# Case Studies<sup>h</sup>



## Case Studies

+ + + +

# F45 unlock additional revenue stream and increase retention

- Gym members on annual plans receive access to 24/7 GP, Physiotherapy, Mental Health, and Nutrition support.
- F45 pays healthKey a fee per member per month for access to the platform and services.
- The Gym increased monthly price by 3x the fee per member, increasing the per member profitability.
- The price increase resulted in only 0.27% member churn, significantly lower than the ~5% benchmark for price increases.



HealthKey



New Unlimited Perks

**F45 Unlimited Members now get 5 essential health services for free**

**CLAIM YOURS NOW**

From online GP to therapy and more, your F45 membership now gives you everything you need to get fit and stay fit. Just create your free HealthKey account and get access in a few short minutes.

**Create free account**

**UNLIMITED MEMBER PERKS**



All included in your F45 Unlimited Membership

**Phio.**

**Phio: On-demand Physiotherapy for Joint, Bone, and Muscle Pain**

**CONSULTATIONS**

Neque nisi nunc mauris fames nisi et vulputate. Quisque et dui arcu sed

**MYNURVA**

**Up to 6 sessions of couns**

**CONSULTATIONS**



## Case Studies

# Digital health and wellbeing for insurance customers

HealthKey works with Aviva as a innovation partner and provides Aviva customers with bespoke access to health and wellbeing services through an integrated platform.

- Access to whole-of-population packages of core preventive benefits.
- Access to discounted marketplace of wide range of additional health and wellbeing services.
- Integrates directly with HR systems for automated onboarding and off boarding of users.
- HealthKey provides real-time MI and data on usage and customer needs further informing product development.
- Initial data shows engagement 30% higher than target KPI.



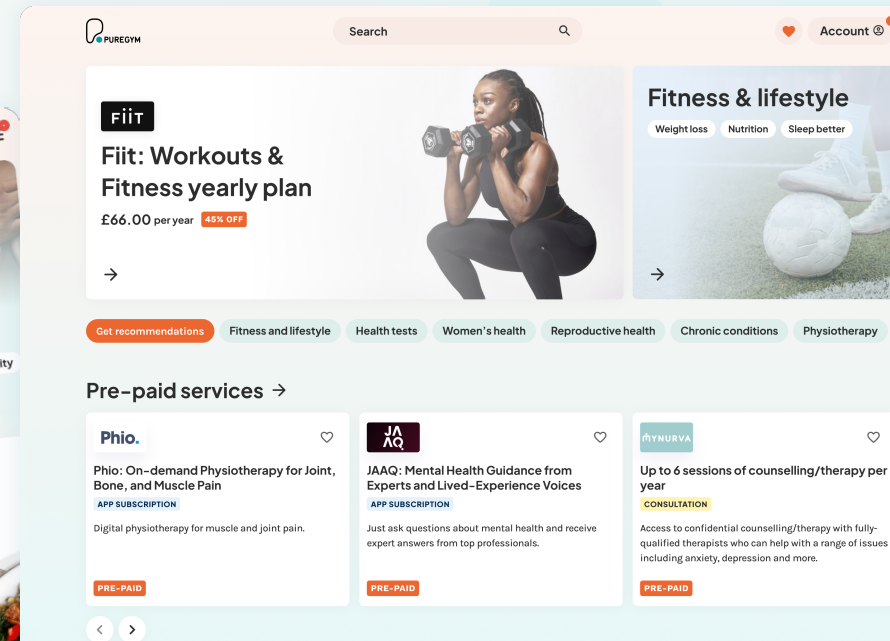
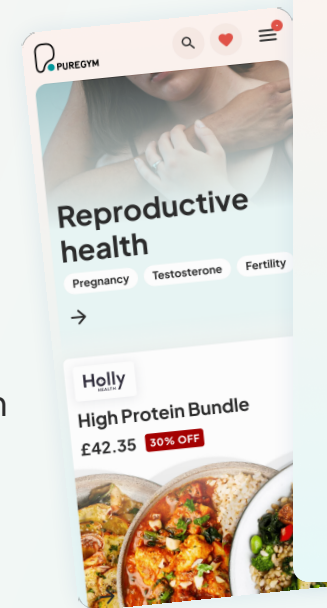
## Example benefit package

- 24/7, 365 access to a wide range of clinicians including GPs, ANPs, Physios, Mental Health Nurses and Pharmacists.
- Easy access to prescriptions, fit notes, and specialist referrals.
- Unlimited MSK early intervention triage, support self management, and up to 3 Face 2 Face physio sessions from at national Physio network of 2000+ clinics, first appointment availability <24 hours from triage.

## Case Studies

# PureGym embedded health hub, powered by HealthKey

- Fully white-labelled health hub integrated within the PureGym app.
- Includes access to a health package of Virtual GP, Physiotherapy, Mental Health services, available for free to users.
- Users also get access other a discounted marketplace or other health services, selected by PureGym.
- Health Hub launched to staff and Personal trainers, with an aim to expand to member base.



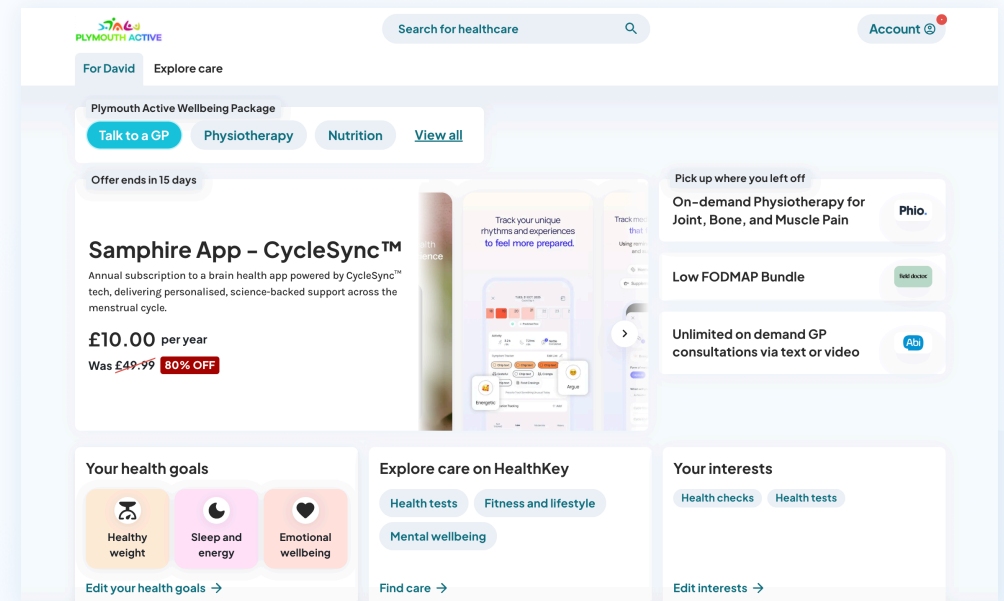


## Case Studies

# Health services for premium members



- 24/7, 365 instant online GP access
- Unlimited digital physiotherapy support and up to 3 in person physiotherapy appointments per year
- 6 online therapy sessions per year
- AI powered Health Habit Coach
- Personalised nutrition programme



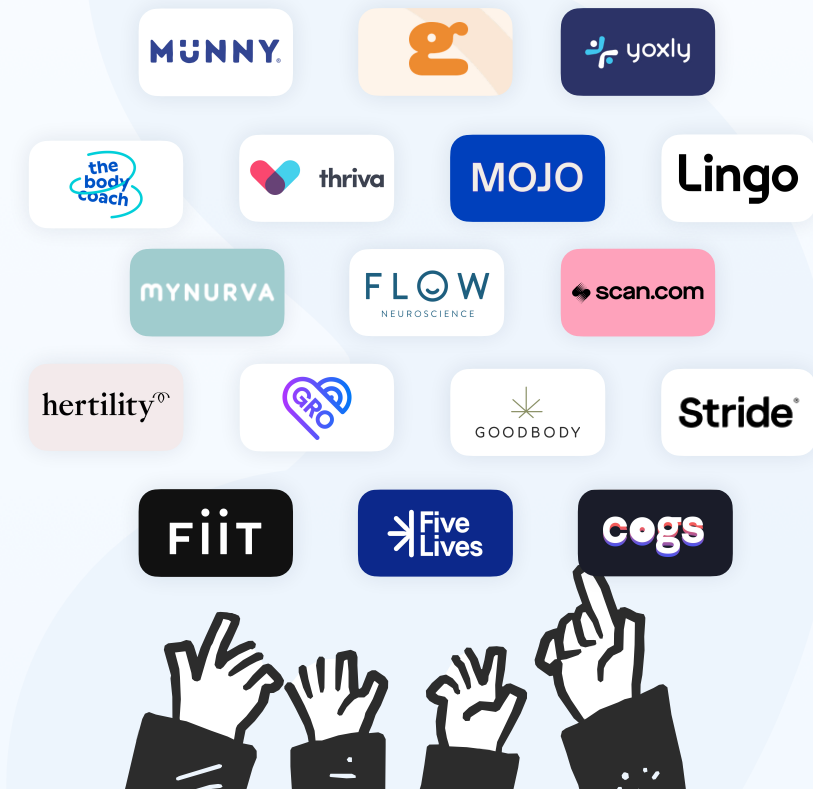
## Case Studies

# Integrated marketplace of discounted health and wellbeing services

HealthKey provides HR and Reward platform with integrated access health and wellbeing services.

- Access to discounted marketplace of hundreds health and wellbeing services.
- Bespoke access to whole of population packages, tailored to each customer organisation.
- Adds additional and fully managed revenue stream, through revenue share on both upsell of wellbeing packages and through the marketplace.

each person



## Case Studies

# Health hub for both standard and premium members

**HealthKey works with Ffit Conwy leisure to provide an integrated health hub for both standard and premium members.**

- Ffit Conwy Leisure has given all members access to a branded health hub.
- HealthKey was launched with no technical work needed, using the pre-existing integration with Endurance Zone who provide Ffit Conwy with reward technology.
- Members get access to pre-paid health services based on their membership tier, as well as discounts on 300+ additional health services.



## Ffit Standard Member Package

- 24/7, 365 instant online GP access

## Ffit Premium Member Package

- 24/7, 365 instant online GP access
- Unlimited digital physiotherapy support and up to 3 in person physiotherapy appointments per year
- Mental Health support with up to 6 online therapy sessions per year
- Personalised nutrition programme

## Case Studies

# Health hub for both standard and premium members

**HealthKey works with Vision Redbridge leisure to provide an integrated health hub for both standard and premium members.**

- Vision Redbridge Leisure has given all members access to a branded health hub.
- HealthKey was launched with no technical work needed, using our pre-existing integration with Gladstone.
- Members get access to pre-paid health services based on their membership tier, as well as discounts on 300+ additional health services.

**VISION  
ISLEISURE**

## Ffit Standard Member Package

- Online Fitness Classes and content
- AI powered Health Habit Coach

## Ffit Premium Member Package

- 24/7, 365 instant online GP access
- Unlimited digital physiotherapy support and up to 3 in person physiotherapy appointments per year
- Online Fitness Classes and content
- AI powered Health Habit Coach



# Thank you

