



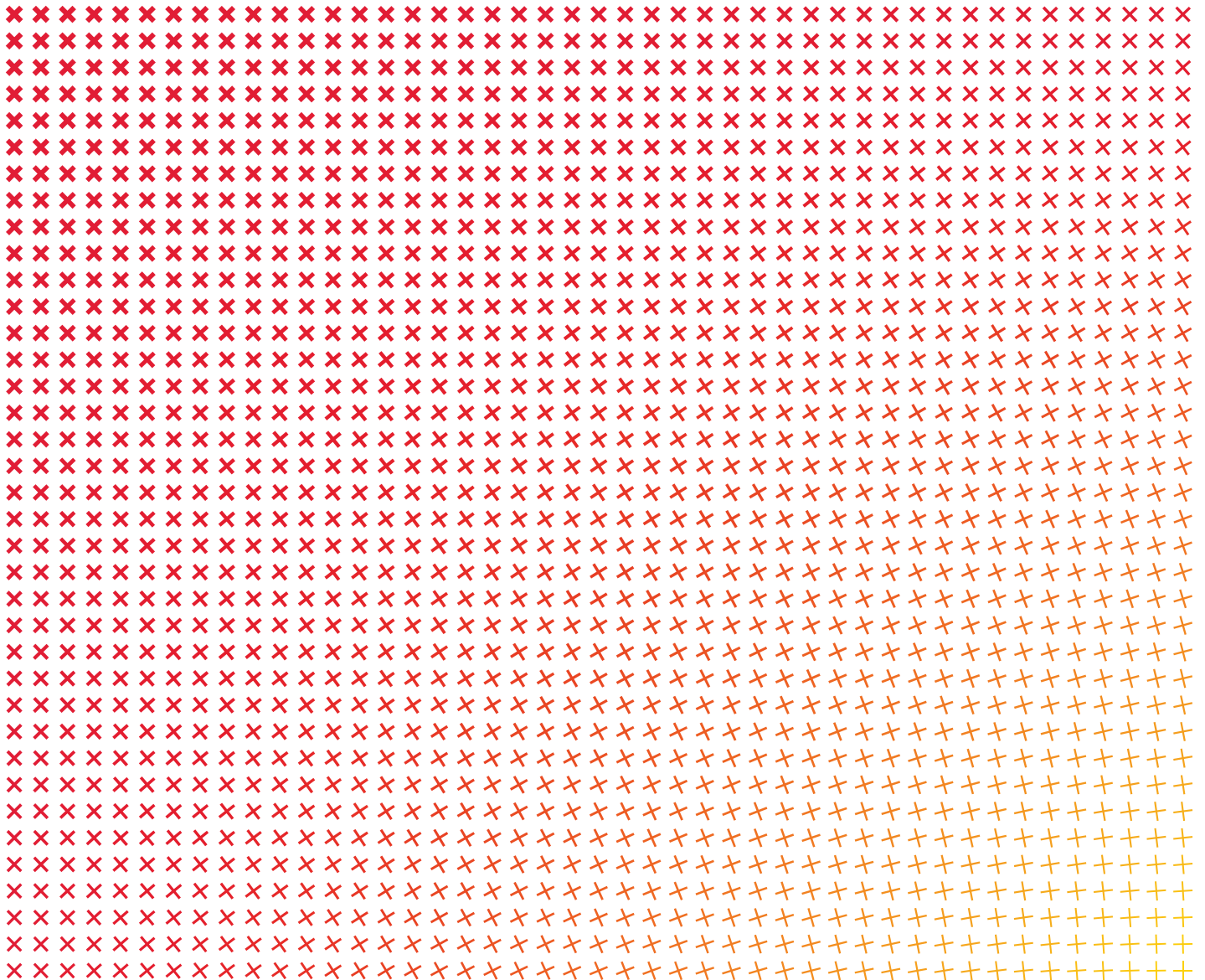
GAME-CHANGING RESULTS



Case Study

Changing Stakeholder Behaviors to Give More and Cost Less

Identifying Intrinsic Motivations resulting in Increased Health and Vitality



We began as a refuge for athletes in an industry that didn't exist yet. We did more than create a company; we created an entire category. With our first world-class facility in Tempe, Arizona, we surrounded ourselves with the best people from every discipline, developing proven solutions to upgrade human performance. We set out to maximize the potential of our athletes, and to break the mold of conventional training, providing an integrated system to help them achieve every accolade in sports.

Our success with athletes led to the next phase of our evolution: activating our programs worldwide, starting with the military and Special Forces, and delivering breakthrough solutions to individuals in forward-thinking organizations. Because you don't have to train like a professional athlete to be supported like a professional in your everyday life. We're using cutting-edge techniques to empower all those we touch, from our partnerships with industry leaders to developing innovative programs and products of our own. If the solution doesn't exist, we create it. Technology has finally caught up with our vision. We want to change the way people view proactive health.

With an insatiable appetite to improve lives, we're designing game plans for people - from elite athletes to military to innovative companies and everyday folks - to empower them to reach their full performance potential. That's our shared passion, our promise. It's our responsibility to keep blazing the trail to a brighter future.

We are pioneering human performance.

HUMAN PERFORMANCE SYSTEMS

Scalable solutions designed for the unique population needs of the individual, team, campus, or enterprise.

PERFORMANCE POPULATIONS

- Worksite
- Remote Office
- Work at Home
- Performance Programming
- Project Balboa

PERFORMANCE SPECIALISTS

- Performance Coaches
- Performance Nutritionists
- Physical Therapists
- Cognitive Specialists

PERFORMANCE CENTERS

- Management
- Installation
- Staffing
- Equipment
- Maintenance & Warranty
- Performance Center Design
- Proprietary Technology
- Personal Program Design

PERFORMANCE SERVICES

- Creative Excellence
- Performance Analytics
- Executive Team Performance
(partnered with Tignum)
- Nutrition & Culinary Systems
- Performance Mindset
- Sports Science
- Testing & Evaluation
- Education Series

OUR CLIENTS





Stakeholders ranging from account management specialists to oncologists participated in the CTCA pilot program.

Cancer Treatment Centers of America (CTCA) partnered with EXOS (formerly Core Performance), initiating a 12-week Performance Pilot in Spring 2013. CTCA identified a core group of Stakeholders who exercised less than three days per week, and were identified as individuals needing additional support. The objective of the pilot was to positively impact quality of life, nutrition behaviors, movement quality, body composition, and biomarkers of cardiovascular risk for these stakeholders.

73% of the total Performance Pilot population were "non-movers/chronically disengaged"

POPULATION

Nearly 1 in every 2 CTCA Stakeholders did not exercise at all before participating in this study.



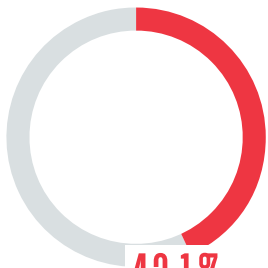
116 Participants*

* Stakeholders who were measured at baseline and 12 week follow up on all 10 dollarized risk factors.

DEFINING RISK FOR STAKEHOLDERS

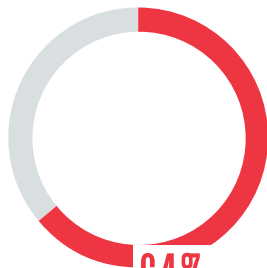
At EXOS, we determine risk through four key areas: movement, nutrition, anthropometrics (body measurements), and overall vitality (including sleep quality, stress management, motivation, productivity, work-life balance, and other health behaviors).

On their first day, Stakeholders completed an EXOS Journey evaluation experience which measures vitality, movement quality, nutritional aptitude, and body composition. Each participant was also asked to provide their most recent measures of blood pressure, blood lipids, total cholesterol, and blood sugar. Inclusion of their blood markers allowed us to evaluate the risk of Metabolic Syndrome* for all participating Stakeholders.



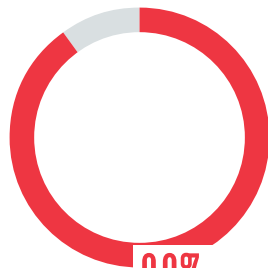
43.1% OF POPULATION

at risk or symptomatic of metabolic syndrome.



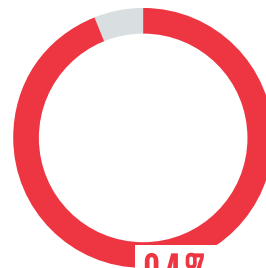
64% OF POPULATION

considered at risk based on waist circumference.



90% OF POPULATION

considered at risk based on body fat percentage.



94% OF POPULATION

had low back, upper back, neck and/or shoulder pain

*Metabolic Syndrome is a disorder characterized by the clustering of 3 out of 5 medical conditions. Generally an individual with metabolic syndrome is 2-5 times as likely to develop heart disease and diabetes respectively.

OUR APPROACH

Developing a custom health and performance game plan based on the population and environment.

Without existing space in current CTCA facilities, our Performance Specialists and Performance Dieticians designed and implemented a performance game plan in a nearby gymnasium to deliver our Mindset, Nutrition, Movement, and Recovery solutions consisting of:

MOVEMENT CLASSES:

Performance specialist led classes to improve movement quality and range, increase energy, and decrease pain.

NUTRITION CONSULTATION:

One-on-one assessment and goal setting, personalized meal plans, and weekly communications (facts, tips, recipes)

GROUP PROGRAMMING:

Fun, group experiences providing employees with education and simple strategies to upgrade their daily behaviors. Employees connected with like-minded individuals and our expert staff to facilitate group discussions, identifying intrinsic motivations, and receiving actionable content to learn how to reach their personal goals.

LUNCH & LEARN SESSIONS:

Expert advice and tips to provide support system and information sharing to impact individual performance outcomes.

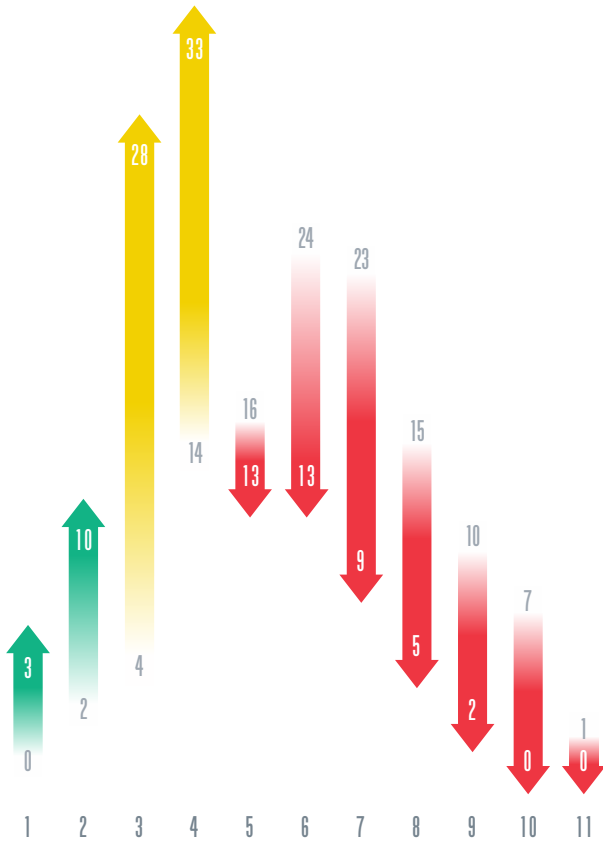


CTCA Stakeholders reinforcing functional movement patterns, decreasing daily aches and pains, increasing confidence, rediscovering their optimal selves.

RESULTS

Stakeholder risk reduction in 12-week period.

STAKEHOLDER RISK REDUCTION



of RISK FACTORS

Stakeholder pilot participants experienced a favorable shift in risk factors.

STAKEHOLDER RISK PROFILE



Stakeholders experienced a dramatic shift in risk factors for the total population, from high risk to lower risk situations.

66% Decrease in high risk stakeholders in 12-week period.

12% Decrease in participants considered to be obese in 12-week period.

6.5x Increase in low risk stakeholders in 12-week period.

Stakeholder per risk factor

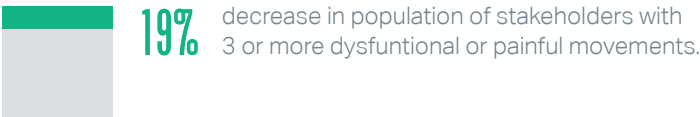
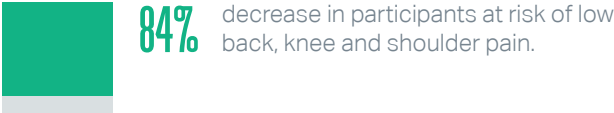


Low Risk
0-2 Risk Factors

Moderate Risk
3-4 Risk Factors

High Risk
5+ Risk Factors

MOVEMENT QUALITY



VITALITY



DECREASE IN PEOPLE CONSIDERED TO BE OBESE

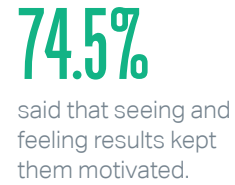
TWELVE PERCENT



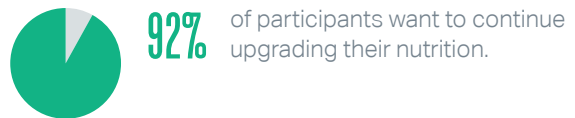
THREE OUT OF FOUR

SAID THE PROGRAM KEPT THEM MOTIVATED

MOTIVATION, CONFIDENCE, & PRODUCTIVITY



NUTRITION



AT RISK CHOLESTROL



BODY FAT PERCENTAGE



HIGH RISK WAIST CIRCUMFERENCE



CTCA DOLLARIZATION

Positively impacting the bottom line.

Anticipated Return on Investment

12-Week Analysis of 116 Stakeholders

RISK / COST
 OPTIMAL / AVOIDANCE

COST/RISK FACTOR		PRE		POST			
Physical Activity \$606	Cost:	\$52,722	87	29	108	8	Cost: \$4,848
	Avoidance:	\$17,574					Avoidance: \$65,448
Movement Quality \$2,580	Cost:	\$294,120	114	2	106	10	Cost: \$25,800
	Avoidance:	\$5,160					Avoidance: \$273,480
Cholesterol -\$124	Cost:	-\$1,860	15	101	106	10	Cost: -\$1,240
	Avoidance:	-\$12,524					Avoidance: -\$13,144
Fasting Blood Sugar \$1,698	Cost:	\$50,640	30	86	81	35	Cost: \$59,430
	Avoidance:	\$146,028					Avoidance: \$137,438
Diet Quality -\$179	Cost:	-\$12,888	72	44	94	22	Cost: -\$3,938
	Avoidance:	-\$7,876					Avoidance: -\$16,826
Blood Pressure \$1,378	Cost:	\$81,302	59	57	54	62	Cost: \$85,436
	Avoidance:	\$78,546					Avoidance: \$74,412
Stress \$458	Cost:	\$17,862	39	77	82	34	Cost: \$15,572
	Avoidance:	\$35,266					Avoidance: \$37,556
Sleep \$2,280	Cost:	\$198,360	87	29	64	52	Cost: \$118,560
	Avoidance:	\$66,120					Avoidance: \$145,920
Obesity \$1,080	Cost:	\$104,760	97	19	25	91	Cost: \$98,280
	Avoidance:	\$20,520					Avoidance: \$27,000
Depression \$2,185	Cost:	\$74,290	34	82	103	13	Cost: \$28,405
	Avoidance:	\$179,170					Avoidance: \$225,055

NET COST/AVOIDANCE VALUE
\$-331,624

NET COST/AVOIDANCE VALUE
\$525,286

TOTAL FINANCIAL SHIFT
\$856,910

References: 1. Loeppke R, Edington DW, and Beg S. Impact of the prevention plan on employee health risk reduction. Population Health Management 2010;13(5):275-284. DOI: 10.1089/pop.2010.0027. 2. Dee Edington and the University of Michigan Research Center (Edington D. Am J Health Promotion 2001, 15(5):341-349). 3. Goetzel RZ, Pei X, Tabrizi MJ, Henke RM, Kowlessar N, Nelson CF and Metz RD. Ten Modifiable Health Risk Factors Are Linked To More Than One-Fifth Of Employer-Employee Health Care Spending. Health Affairs 2012; 31(11):2474-2484. DOI: 10.1377/hlthaff.2011.0819.

TESTIMONIALS

NELDA N.

RADIOLOGY ASSISTANT

"I've never done anything like this in my life. I'm toning up, building up, getting stronger and having less pain – as far as the normal aches and pains that you get as you get older. It seems to be helping with my joints, so I really like it!"

ROBYN B.

ACCOUNT MANAGEMENT SPECIALIST

"Core Performance and CTCA have shown me that it is possible! I never thought that my body or my mind or even my will power could do [this]. I'm doing it. I'm doing it better, doing it faster, doing it stronger. It has been UNBELIEVABLE!"

SYBILANN W.

CHIEF GYNECOLOGIC ONCOLOGY

"As a surgeon, physical flexibility is important, and because of a shoulder injury I was having some difficulty performing surgery because of the pain. Being with Core Performance, and having the individualized attention that I've had from the trainers, I've been able to increase my range of motion and decrease the pain. This has impacted my ability to take care of patients."

ALEXANDRIA C.

MIND-BODY THERAPIST

"I feel like I'm more energized throughout the day and like I can focus more –and I feel healthier doing it!"

EXOS EVERY DAY IS
GAME DAY™

TeamEXOS.com