

All about you
Live Earn Grow

Strive to thrive in 2022

Improve your wellbeing and earn \$\$\$



Want to get healthier, be more active, eat better, sleep more or all of the above? You and your spouse/domestic partner can each **earn up to \$225** doing just that through Virgin Pulse, our online wellbeing platform.

Two ways to earn Pulse Cash:

1 Complete annual preventive health actions and earn up to \$75

- ✓ Complete the Health Check Survey \$25
- ✓ Complete a routine preventive screening \$25
- ✓ Get a vaccination \$25

2 Do healthy activities and earn up to \$150

- ✓ Do healthy activities daily, monthly, quarterly or annually... and earn points each time you do them.
- ✓ Unlock achievement levels (up to four total) as you tally points.
- ✓ Earn greater amounts of Pulse Cash when you reach each level.

Ready to play? As you complete healthy activities, you tally points, unlock levels and earn money! See the next page for more information.

How you earn points is up to you!

Choose how you want to earn points, and how often. You can earn points by manually entering your activities in the Virgin Pulse platform or they can accrue automatically when you sync an activity device (for steps, sleep, etc.). Below are some examples. **For a complete list of ways to tally points, go to member.virginpulse.com (or sign up at join.virginpulse.com).**

1x ONLY ONCE

- Register (100 points)
- Add a profile picture (100 points)
- First login to the Virgin Pulse app (250 points)
- Connect first activity device (200 points)
- Connect calorie tracker (download MyFitness Pal and link to Virgin Pulse) (200 points)



DAILY

- Track steps* (10 points per 1,000 steps)
- Track 15/30/45 workout minutes* (70/100/140 points)
- Track calories consumed (20 points)
- Track sleep* (20 points)
- Track healthy habits (30 points)
- Complete tip cards (40 points)



MONTHLY

- Receive bonus points for tracking steps, calories, sleep and/or healthy habits for 10 or 20 days in a month (100-500 points)
- Complete a coaching appointment (500 points)
- Create or join a personal challenge (100 points)
- Win a healthy habit challenge (200 points)
- Attend a webinar (100 points)



QUARTERLY

- Complete a Journey (2,500 points)
- Join a Merck company challenge (100 points)

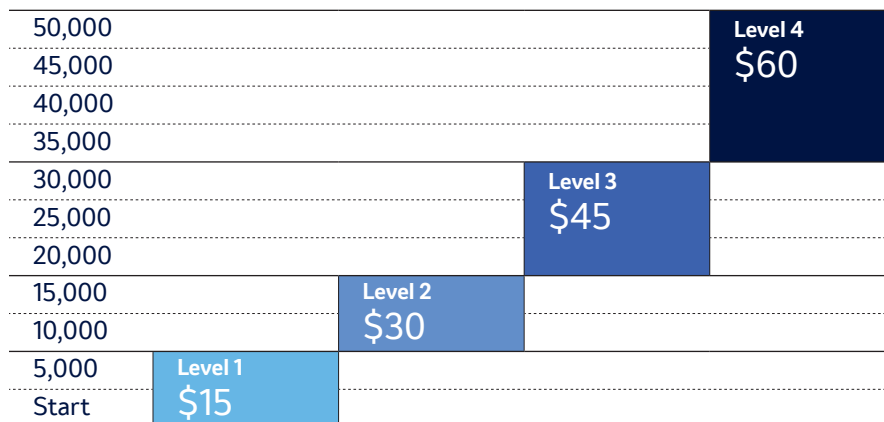


ANNUALLY

- Complete Nicotine-Free Agreement (100 points)
- Set a wellbeing goal (500 points)

* Tracking is automatic if you connect to certain devices, so it's easy to earn points!

Your points convert to Pulse Cash at each level



Your rewards build as you unlock each level, up to \$150:*

- Level 1: 5,000 pts = \$ 15 +
- Level 2: 15,000 pts = \$ 30 +
- Level 3: 30,000 pts = \$ 45 +
- Level 4: 50,000 pts = \$ 60 =

- Healthy activities \$ 150 +
- Preventive health actions \$ 75 =

Total \$ 225

* For completing healthy activities only

Use your Pulse Cash

- **Shop** in the Virgin Pulse online store,
- **Choose** a gift card from dozens of popular retailers, or
- **Deposit** it directly into your bank account (from your computer).

Get started today

Download the Virgin Pulse mobile app for iOS or Android, or go to join.virginpulse.com/liveit.

Note: Your individual information is private and not shared





Meet Fran

Fran is all about fitness – she thrives on steps and workouts. And she’s nothing if not consistent – she walks or works out just about every day. Here’s how Fran earns Pulse Cash:

1 Preventive health actions

- She completes her Health Check Survey and earns **\$25**.
- She gets an eye exam and earns **\$25**.
- She gets a flu shot and earns **\$25**.

2 Healthy activities

- Four days a week, she walks in her neighborhood and tracks 10,000 steps per day. Over the course of a month, 160,000 steps add up to **1,600 points**.
- Also, usually three days a week, she works out in her local gym for at least 45 minutes. Over the course of a month, these 12 workouts add up to **1,680 points**.

- Bonus time! Fran earns another **1,200 bonus points** per month for the total volume of steps and minutes she tracks.

Here’s how Fran’s points tally each month and convert to Pulse Cash:

Month	Activity	Points Earned		Level Achieved	\$\$\$ Earned	
		Activity	Total to Date		Upon Unlocking Level	Total to Date
Jan	Steps and Workouts	4,480	4,480	-	-	-
Feb	Steps and Workouts	4,480	8,960	1	\$15	\$15
Mar	Steps and Workouts	4,480	13,440	-	-	-
Apr	Steps and Workouts	4,480	17,920	2	\$30	\$45
May	Steps and Workouts	4,480	22,400	-	-	-
Jun	Steps and Workouts	4,480	26,880	-	-	-
Jul	Steps and Workouts	4,480	31,360	3	\$45	\$90
Aug	Steps and Workouts	4,480	35,840	-	-	-
Sep	Steps and Workouts	4,480	40,320	-	-	-
Oct	Steps and Workouts	4,480	44,800	-	-	-
Nov	Steps and Workouts	4,480	49,280	-	-	-
Dec	Steps and Workouts	4,480	53,760	4	\$60	\$150

Fran achieves Level 4 (50,000 points) and earns the full healthy activities award of \$150! Combined with her preventive health actions (\$75), she earns the maximum \$225 in Pulse Cash.





Meet Nev

Nev tries to eat right and get plenty of sleep – her secret to feeling good and being productive. She tracks her calories and ZZZs while earning rewards at the same time. Here’s how Nev earns Pulse Cash:

1 Preventive health actions

- She completes her Health Check Survey and earns **\$25**.
- She gets a mammogram and earns **\$25**.
- She gets a COVID-19 vaccine and earns **\$25**.

2 Healthy activities

- Every day, she tracks her calorie intake and earns **600 points** over the course of the month.
- Bonus time! Nev earns another **900 bonus points** per month for tracking calories as a healthy habit!

- Nev also tracks her sleep every night – usually at least 7 hours. This earns her **600 points** per month.
- Bonus time! Nev earns another **2,000 bonus points** per month for the total volume of sleep she tracks over the course of the month.

Here’s how Nev’s points tally each month and convert to Pulse Cash:

Month	Activity	Points Earned		Level Achieved	\$\$\$ Earned	
		Activity	Total to Date		Upon Unlocking Level	Total to Date
Jan	Tracks calories	1,500	1,500	-	-	-
	Tracks sleep	2,600	4,100	-	-	-
Feb	Tracks calories	1,500	5,600	1	\$15	\$15
	Tracks sleep	2,600	8,200	-	-	-
Mar	Tracks calories	1,500	9,700	-	-	-
	Tracks sleep	2,600	12,300	-	-	-
Apr	Tracks calories	1,500	13,800	-	-	-
	Tracks sleep	2,600	16,400	2	\$30	\$45
May	Tracks calories	1,500	17,900	-	-	-
	Tracks sleep	2,600	20,500	-	-	-
Jun	Tracks calories	1,500	22,000	-	-	-
	Tracks sleep	2,600	24,600	-	-	-
Jul	Tracks calories	1,500	26,100	-	-	-
	Tracks sleep	2,600	28,700	-	-	-
Aug	Tracks calories	1,500	30,200	3	\$45	\$90
	Tracks sleep	2,600	32,800	-	-	-



Meet Nev, continued

Month	Activity	Points Earned		Level Achieved	\$\$\$ Earned	
		Activity	Total to Date		Upon Unlocking Level	Total to Date
Sep	Tracks calories	1,500	34,300	-	-	-
	Tracks sleep	2,600	36,900	-	-	-
Oct	Tracks calories	1,500	38,400	-	-	-
	Tracks sleep	2,600	41,000	-	-	-
Nov	Tracks calories	1,500	42,500	-	-	-
	Tracks sleep	2,600	45,100	-	-	-
Dec	Tracks calories	1,500	46,600	-	-	-
	Tracks sleep	2,600	49,200	-	-	-

Nev achieves Level 3 (30,000 points) and earns a healthy activities award of \$90. Combined with her preventive health actions (\$75), she earns a total of \$165 in Pulse Cash. She just misses out on Level 4 (50,000 points); with a few more activities she can earn an additional \$60!





Meet Will

Will is a self-professed couch potato. He loves to watch sports on TV. He's so busy with work and kids' activities, he can't find time to exercise or eat healthy. He does his best to complete his preventive health actions and participate in a few Virgin Pulse activities during the year. Let's see how Will's Pulse Cash adds up:

1 Sign up

- He completes his registration and earns **100 points**.
- He adds a profile picture and earns **100 points**.
- He logs into the mobile app for the first time and earns **250 points**.
- He invites five friends to join and earns **250 points**.

2 Preventive health actions

- He completes his Health Check Survey and earns **\$25**.
- He gets his annual dental check-up and earns **\$25**.
- He gets a flu shot and earns **\$25**.

3 Healthy activities

- Will decides to meet with a health coach monthly, earning **500 points** per month.
- Even though he doesn't exercise in a gym, Will begins to track his daily steps on his wearable device, beginning in

- February. He averages about 5,000 steps a day, earning him **1,500 points** per month. And he gets **200 bonus points** per month for the number of days he tracks his step each month.
- Will also discovers Journeys and enjoys completing one each quarter for **2,500 points** per quarter, earning daily points for Journey steps along the way, usually at least **200 points** per Journey.
- Finally, Will participates in two Merck challenges during the year. Together, they earn him **1,000 points**.

Here's how Will's points tally each month and convert to Pulse Cash:

Month	Activity	Points Earned		Level Achieved	\$\$\$ Earned	
		Activity	Total to Date		Upon Unlocking Level	Total to Date
Jan	Completes sign up	100	100	-	-	-
	Adds profile pic	100	200	-	-	-
	Logs on app	250	450	-	-	-
	Adds 5 friends	250	700	-	-	-
	Health coach	500	1,200	-	-	-
Feb	Health coach	500	1,700	-	-	-
	Tracks steps	1,700	3,400	-	-	-
Mar	Health coach	500	3,900	-	-	-
	Tracks steps	1,700	5,600	1	\$15	\$15
	Journey	2,700	8,300	-	-	-
Apr	Health coach	500	8,800	-	-	-
	Tracks steps	1,700	10,500	-	-	-



Meet Will, continued

Month	Activity	Points Earned		Level Achieved	\$\$\$ Earned	
		Activity	Total to Date		Upon Unlocking Level	Total to Date
May	Health coach	500	11,000	-	-	-
	Tracks steps	1,700	12,700	-	-	-
Jun	Health coach	500	13,200	-	-	-
	Tracks steps	1,700	14,900	-	-	-
	Journey	2,700	17,600	2	\$30	\$45
Jul	Health coach	500	18,100	-	-	-
	Tracks steps	1,700	19,800	-	-	-
Aug	Health coach	500	20,300	-	-	-
	Tracks steps	1,700	22,000	-	-	-
	Journey	2,700	24,700	-	-	-
Sep	Health coach	500	25,200	-	-	-
	Tracks steps	1,700	26,900	-	-	-
Oct	Health coach	500	27,400	-	-	-
	Tracks steps	1,700	29,100	-	-	-
Nov	Health coach	500	29,600	-	-	-
	Tracks steps	1,700	31,300	3	\$45	\$90
	Journey	2,700	34,000	-	-	-
Dec	Health coach	500	34,500	-	-	-
	Tracks steps	1,700	36,200	-	-	-

Will achieves Level 3 (30,000 points) and earns \$90! Combined with his preventive health actions (\$75), he earns \$165 in Pulse Cash.

