



MOTIVATING MOVEMENT



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Activpoints UK Ltd

International House, 24 Holborn Viaduct, London, EC1A 2BN Company No. 09350176 ICO No. ZA547057



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1. Overview

The AP platform is an out of the box solution that delivers a user online digital incentives & rewards platform. Communicating and supporting your participants to lead healthy active lifestyles has never been easier. We provide activity tracking, user data analytics, private community social network, digital currency, and rewards system to help you to support your community to move more.

- **How it works**

We monitor and track members daily physical activity using multiple activity trackers and clinical devices to provide real time insights into user progress, goal achievement and adherence to prescribed exercise plans and wellbeing programmes.

We motivate and incentivise members to hit their daily goals through a points earned incentives and rewards programme. We challenge members to collect all 12 available points each week to unlock their rewards locker. Participants collect 3 points when they hit their daily goal as set in their connected device and points totals are reset to zero each Monday Morning.

Each user is assigned a rewards locker on registration. The locker is filled with money off codes & vouchers for days out, eating out, adrenaline experiences, short breaks, fitness trackers & special offers. Collect Activcoins on all offers to spend on high street shopping/ gift cards.

The more points a user collects the more rewards are put in their locker.

2 Fitness Tracker integration

Supported devices

Fitbit Versa, Fitbit Charge 3, Fitbit Charge 4, Fitbit Inspire HR, Fitbit Inspire, Fitbit Ionic, Garmin vivoactive range, Garmin vivomove HR, Garmin vivosmart 4, Garmin vivosport, Garmin vivofit 4, Garmin Venu, Garmin Fenix 5 & 6 plus solar range, Myzone HR and Apple Watches.

Pipeline devices – Strava, Polar, Samsung, Withings.

Our developers can connect unsupported clinical and new to market tracker devices can be connected to the AP Platform provided an API or access licence is available.

We have commercial agreements in place with our Tracker partners and supply trackers and smart watches at up to 25% discount. We can deliver direct to the participants home address or in bulk to the organisation. Organisations and participants can buy devices directly online from our online store.



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Datapoints

Intensity based on minutes, fairly active, minutes very active, min heart rate, average heart rate, max heart rate, daily steps, calories burned, distance, active minutes, spO2 and sleep data.

Data analytics

Working in partnership with Southampton University we are developing an AI/ Machine Learning data analytics system using Random Forest, Neural Network and Gaussian Process models with novel evaluating algorithms to recommend targets, such as under-performing or over-performing members.

3 Members Data Dashboards

Realtime User Dashboard



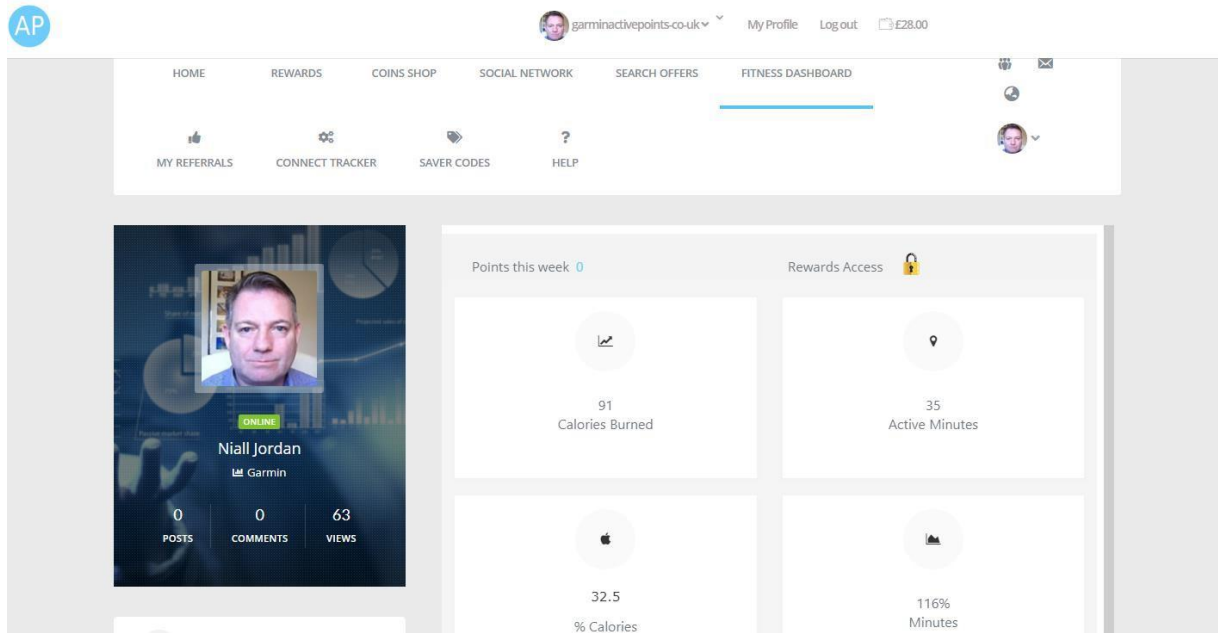
The activity dashboard is updated in real time. Participants give their consent to share their data with AP during the tracker connection process.



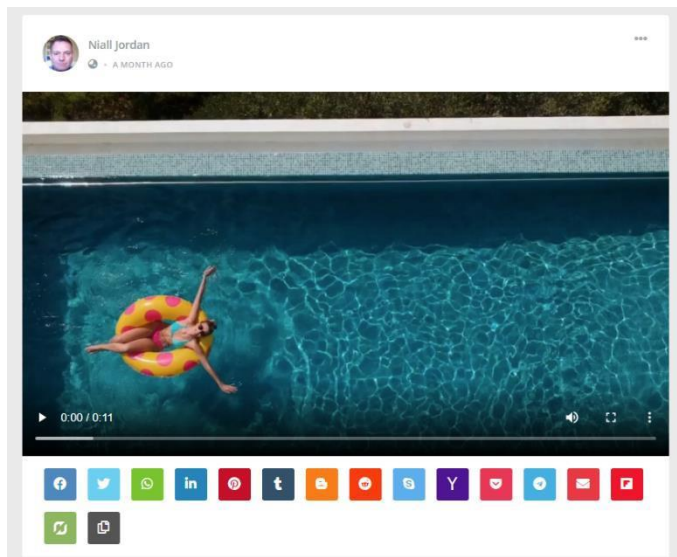
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4 Community networks

Create your own user community with group walls, user avatars, status posts, comments, emojis, photos, friends, video, audio, likes, group chats and private members messaging.



Organisation owners can build a private, secure ad free community network and create user groups for specific classes or participants. Post workout videos, user notices and benefit from single point social media sharing.

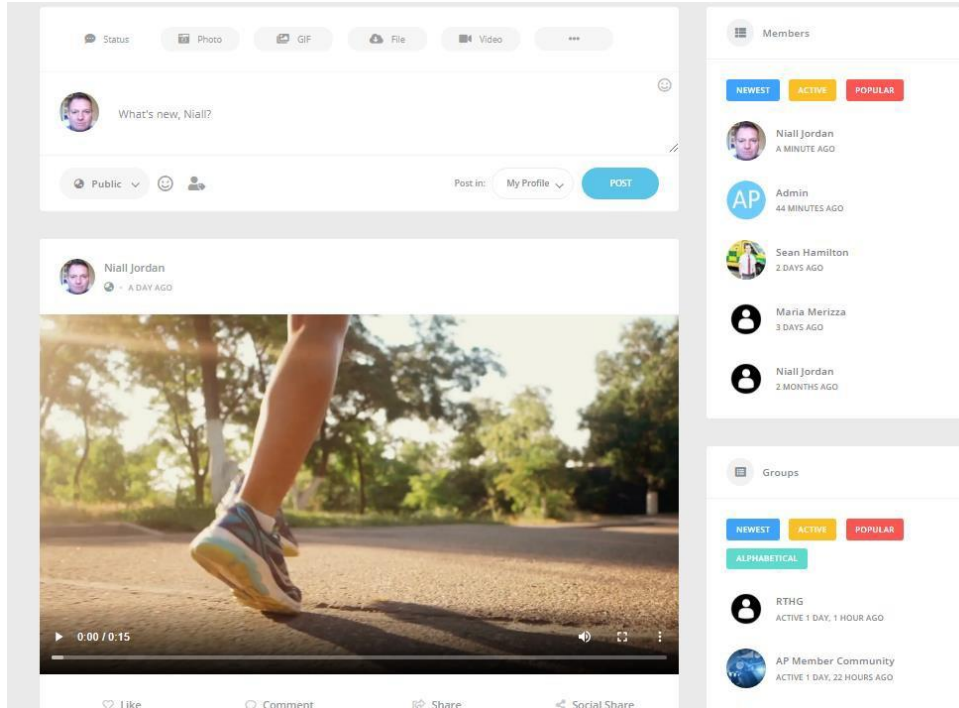


Post a video or image on your community network and instantly share it on all your social media channels at the click of a button. This facility is also available for Participants.



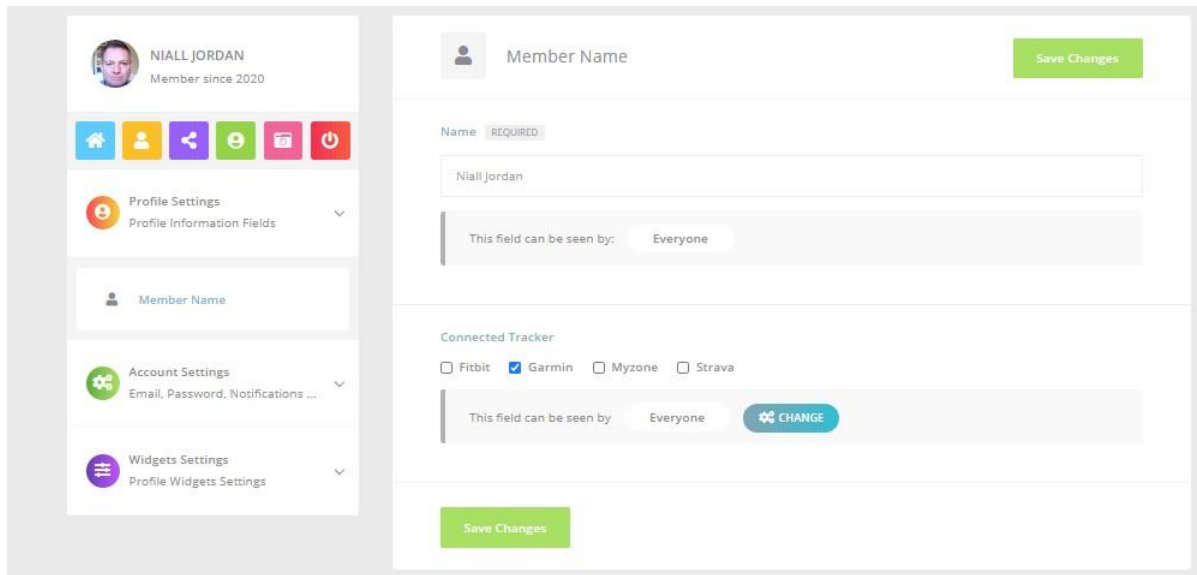
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5 User frontend



Organisations can communicate with participants using the private messaging functionality, post individual class videos or other relevant content to individual or groups of participants. Members can also communicate to other members in a safe and secure adfree environment controlled by the organisation administrator.

Participants can edit their profile, change their profile picture, and control privacy and notification settings in their dashboard.





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6 Incentives & Rewards

AP points-based rewards programme. 7000 + live partner offers, saver codes, shopping/ gift cards, digital currency, e-wallet, and online store. Internal offers, local offers/ vouchers, and coupon/ discount code management. More info here www.activepoints.co.uk

Members are challenged to collect Points by hitting their activity goal a minimum of 4 times in a week. 3 points are collected each day that a goal is hit and there are 12 points to collect each week to unlock the rewards.

<p>red letter DAYS</p> <p>Save extra 15% OFF Collect 10 coins per £1</p> <p>Use Code: RACTIVE15POINTS</p> <p>GO TO PARTNER</p>	<p>golden moments</p> <p>Save extra 10% OFF Collect 10 coins per £1</p> <p>Use Code: AP100FF</p> <p>GO TO PARTNER</p>	<p>buyagift com</p> <p>Save extra 15% OFF Collect 10 coins per £1</p> <p>Use Code: ACTIVE15POINTS</p> <p>GO TO PARTNER</p>
<p>GARMIN</p> <p>Save 25% OFF all Garmin trackers, smart watches and other devices.</p> <p>No code needed discount already applied.</p> <p>GARMIN STORE</p>	<p>flow studio.</p> <p>Save 50% OFF monthly subscription to wellness on demand.</p> <p>Use code ACTIVE50 at checkout.</p> <p>FLOW STUDIO</p>	<p>fitbit</p> <p>Save 20% OFF all Fitbit trackers, Smart watches and accessories.</p> <p>Use code ACTIV20 at checkout.</p> <p>FITBIT STORE</p>

User benefits include:

- 20%-25% off Fitness trackers and smart watches from Fitbit, Garmin and Polar
- £50 off Myzone belts
- Extra 15% off Days out, Eating out, Experiences and Short Breaks.
- Collect 10 coins per £1 User spends on all offers.
- Online coins store to buy E cards for Amazon, Tesco, M&S, Costa and many more.
- Voucher codes for special offers.

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Our system includes a local/ community based online voucher rewards feature. This allows members with their own business to also offer incentives and promotions to the community. Existing relationships between the wellness programme key stake holders can also be incorporated into the rewards offered.

Online store

Members can spend their collected coins in the online store on gift cards, e-cards, vouchers, trackers/ smartwatches and much more.

GIFT CARDS
Spend your activcons

Extensive collection

Shopping eCards

amazon.co.uk
Email Gift Voucher

eCards

We have an extensive range of eCards and gift cards available for top Global and UK favourite stores. Simply choose the card that you want and pay for it using your coins. Your coins balance is automatically applied at the checkout so all you have to do is click and buy.



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Zoom integration

Our Zoom integration lets organisations deliver live classes with full audio and visual interaction. There are no time limits and up to 30 clients can attend a class. You can record any class to a device and upload later to your personalised pay per view channel.

Active Points Live

Platform Features	Platform benefits
<ul style="list-style-type: none">* Zoom integration* Timetable/ Class creation function* User activity dashboard* Bookings functionality* Payment gateway* Reward points system* Video on demand* One 2 one classes* Stripe integration	<p>You and your clients will enjoy the following benefits</p> <ul style="list-style-type: none">30% OFF PT Insurance25% OFF all Garmin devices20% OFF all Fitbit devices15% OFF Buyagift plus 10% Activcoin credits15% OFF Red Letter Days plus 10% Activcoin credits10% OFF Golden Moments plus 10% Activcoins creditsSpecial offersMonthly deals

AP WATCH zoom fitbit GARMIN

Demand for 1-2-1 coaching is growing and is an opportunity for you to stand out from the crowd. The current restrictions will end but members' priorities have changed with more members working from home. One to one remote training is a useful tool for programmes aimed at housebound, disabled or shielding members in the community.

In addition, the integration can be used to deliver recreational classes such as painting, language learning, cookery lessons etc to members in their homes or place of work.



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Lead Times & Specific Terms

We require 2 weeks to connect, validate and test before publishing a programme to our platform.

A Data sharing agreement will be required before publishing to our platform. For the purposes of GDPR, Activpoints UK Ltd is both the 'data controller' and the 'data processor' of the personal data of members (i.e., the organisation that is responsible for, and controls the processing of, that personal data).

ICO Registration number: ZA547057