



Overview of Xcellent Life’s Wellness Across America Challenge:

The Wellness Across America Challenge is designed to drive health and health awareness up across the community so that Xcellent Life furthers our mission of improving the quality of life for all by advancing wellness. The competition will be managed across Xcellent Life's digital health platform which allows people to track their level of health while the platform analyzes their levels of improvement. Based on the level of improvement, the platform awards points with the winners of the competition winning cash and prizes. In addition to measuring the improvement of health, there will be a component of the competition that awards points for sharing curated health information, which the Xcellent Life Platform tracks as well. This information is content designed to inform and empower people to be more healthy. Participants will receive a request to share and when they do, the Xcellent Life Platform will award points to them that go towards winning the competition. The combination of sharing health insights and measuring improvements have been shown to drastically increase healthy behaviors when accompanied with a monetary incentive. Xcellent Life's Platform is designed to include all those elements so that the impact on health is maximized.

This wellness challenge is a collaboration of champions for health and wellness that includes partners, sponsors and supporters that have played a role in making population health innovation available.

Xcellent Life Software & Mobile App Platform Summary & Features

The software & mobile app are designed to collect, analyze and visualize health in a personalized way, while empowering them with relevant information on wellness. The solution includes gamification with monetary incentives that drive healthy behavior and the sharing of curated content providing health & wellness education. In combination, the tracking and measurement of health metrics along with providing health information has proven to be most effective in changing behavior. Moreover, our solution’s unique ability to provide monetary incentives directly to the winners of wellness competitions maximize the impact on wellness. The below list notes the metrics that the Xcellent Life software & mobile app can track and analyze.

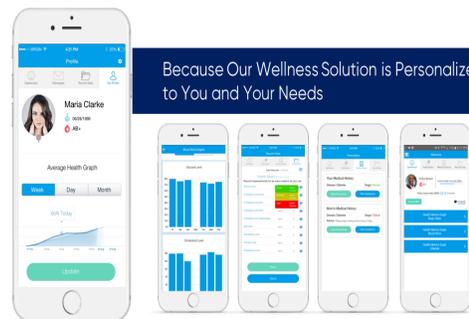
WELLNESS COMPETITION SCREENS

Because Social Influence Is A Powerful Wellness Tool



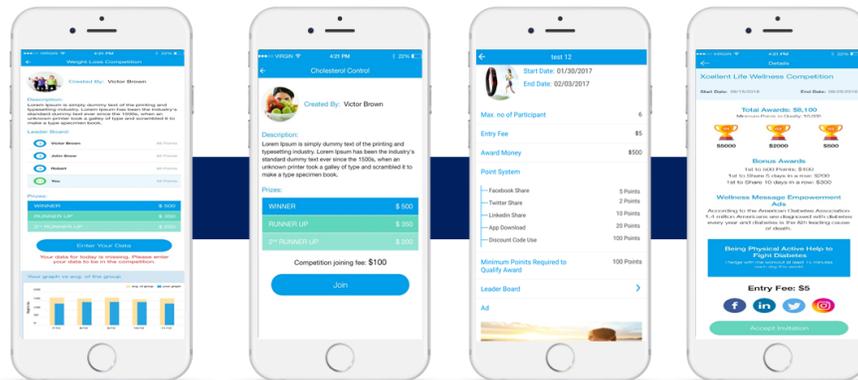
USER PROFILE SCREEN & METRICS

Because Our Wellness Solution is Personalized to You and Your Needs



WELLNESS COMPETITION SCREENS

Wellness & Wellness Awareness



Health Metrics Tracked (Overall Health)

(HDL)

Body Vital Metrics

1. Heart Rate
2. Oxygen Level
3. Body Temperature
4. Respiratory Rate
5. BMI (Calculated)

Blood Metrics

6. Blood Pressure
7. Glucose Level
8. Cholesterol Level (Total)
9. Cholesterol Level (LDL)
10. Cholesterol Level

11. Cholesterol Level (Triglycerides)

12. PSA Level
13. Testosterone Level
14. Estrogen Level
15. Progesterone Level

Lifestyle Metrics

16. Sleep
17. Stress
18. Tobacco Usage
19. Alcohol Usage
20. Calories Expended
21. Calories Ingested
22. Distance Walked
23. Steps Taken
24. Water Consumption

25. Workouts

Mood Metrics

26. Overall Mood
27. Anger
28. Peacefulness
29. Sadness
30. Happiness
31. Anxiety
32. Calm
33. Depressed
34. Optimistic
35. Fatigue
36. Energetic
37. Desire to Harm
38. Desire to Help



The below features provide a high-level view of the primary functions in the Xcellent Life Software and Mobile App

Key Solution Features Include:

- | | |
|---|---|
| <u>1.</u> Push Notifications | <u>8.</u> Medication Adherence Tracking |
| <u>2.</u> Peer to Peer Chat | <u>9.</u> Health Dashboards |
| <u>3.</u> Group Chat | <u>10.</u> Fitbit Integration |
| <u>4.</u> Gamification / Wellness Challenges | <u>11.</u> Apple Healthkit Integration |
| <u>5.</u> Medical History Logging | <u>12.</u> Third-Party Data Integration Support |
| <u>6.</u> Medical Condition Library with Symptoms & Precautions | <u>13.</u> Health Analytics |
| <u>7.</u> Prescription Reminders | <u>14.</u> Samsung Device Integration |
| | <u>15.</u> Garmin Device Integration |

Benefits of Partners and Sponsors

As a part of this program, Xcellent Life will advertise the wellness program extensively across the community to increase the number of participants. Additionally, Xcellent Life will develop the health & wellness content that will be a part of the competition. Xcellent Life’s platform uses a proprietary approach to put content in front of 100,000s of people at a fraction of the cost of traditional advertising methods. As a result of our approach, a partner and/or sponsor will exponentially increase the number of impressions to content branded with their logo compared to traditional advertising means, where traffic to their website increases. Moreover, each partner and sponsor will know that their support goes to a good cause and their brand will be associated with being a part of driving wellness across the community.

10% of all proceeds will go to a charitable cause that empowers the community and all the efforts and proceeds will support improving health and wellness. Xcellent Life will collaborate with APBPA in finding the charitable organization to partner with in the Wellness Across America competition.

There will be 10 health & wellness educational content slots (digital video and digital print) with curated health information available for partners and sponsors to brand. Each piece of content will be viewed by no less than 100,000 individuals.

In addition to the branded content, partners and sponsors will be listed on Xcellent Life’s website advertising the Wellness Across America Competition. In support of this program and the Wellness Across America Competition, Xcellent Life will collaborate closely with APBPA to sell sponsorships. The levels of sponsorships for organizations are listed below:

Platinum Sponsors (\$10,000) will have their Logo, a brief statement about their company listed on Xcellent Life’s web page advertising the Wellness Across America Competition, where their Logo will be clickable taking users to their own website.



Gold Sponsors (\$5,000) will have their logo and a brief statement but will not have a clickable link

Bronze Partners (\$2,000) will have their company name listed on the Xcellent Life web page advertising the Wellness Across America webpage

Individual Sponsors (\$100 or more) will receive an Xcellent Life T-Shirt plus a personal acknowledgement on social media

Impact On Population (Community, Employees, Clients, Patients)

Xcellent Life's Solution is designed to lower rates of avoidable health incidents and chronic conditions by improving behavior and supplying health education. As a result of our approach and our application we affect the population in the below ways:

- 1.** Improved Health & Wellness
- 2.** Lower Health Related Cost
- 3.** Increase Health & Wellness Awareness
- 4.** Improve Outcomes of Those Managing Chronic Condition
- 5.** Lower Health Incident Rates
- 6.** Identify Those at Greater Risk of Health Issues & Initiate Preventive Protocols **7.** Open channels for accessing health for those in need
- 8.** Increase Level of Engagement & Activity
- 9.** Improve Levels of Happiness & Satisfaction