we make it easy to eat well
Death and Disease

Poor diet
Physical inactivity
Tobacco use
Prevent

80% Heart disease
80% Diabetes

Mediterranean diet:
30% fewer CVD deaths
Employee Wellness Broken

Rushed & Generic Coaching, Active Tracking, Mistargeted Incentives

"...daily use of your Food Log and Meal Planner is recommended."

OK. I’m here to help! Ready? Eat more broccoli!!! Or...try this snack coupon.
Engage in Action

Healthy food subsidies: Proven to work (Class IA)

Personalize Grocery List: Drop insulin resistance

“Americans' Eating Habits Take a Healthier Turn” - WSJ
Simple • Secure • SaaS to help Health Plans & Employers drive Personalized Engagement, Productivity, and Optimal Health, Incentive & Food Costs

MealRx™
food benefits management
MealRx Enterprise SaaS

Dietary Assessment & Social Challenge

Meal Plan & Inspiring Recipes

Mobile Shopping

Discounts & Rewards

Analytics & Insights
Your Biomarker Screening Results

<table>
<thead>
<tr>
<th>BODY SHAPE</th>
<th>CURRENT</th>
<th>TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waist Size</td>
<td>33</td>
<td>≤ 37</td>
</tr>
<tr>
<td>BMI</td>
<td>95.27</td>
<td>18.5-24.9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIPOS</th>
<th>CURRENT</th>
<th>TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>LDL Level</td>
<td>192</td>
<td>≤ 129 mg/dl</td>
</tr>
<tr>
<td>HDL Level</td>
<td>39</td>
<td>≥ 60 mg/dl</td>
</tr>
<tr>
<td>Total Cholesterol</td>
<td>231</td>
<td>≤ 200 mg/dl</td>
</tr>
<tr>
<td>Triglycerides</td>
<td>306</td>
<td>≤ 150 mg/dl</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLOOD PRESSURE</th>
<th>CURRENT</th>
<th>TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systolic</td>
<td>114</td>
<td>≤ 120 mmHg</td>
</tr>
<tr>
<td>Diastolic</td>
<td>76</td>
<td>≤ 80 mmHg</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLOOD GLUCOSE</th>
<th>CURRENT</th>
<th>TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood Glucose</td>
<td>96</td>
<td>≤ 100 mg/dl</td>
</tr>
</tbody>
</table>

Your Daily Diet at a Glance
(based on how you answered our survey)

<table>
<thead>
<tr>
<th>Foods</th>
<th>Your Diet Now</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits</td>
<td>2 cups</td>
<td>&gt;2 cups</td>
</tr>
<tr>
<td>Vegetables</td>
<td>3.1 cups</td>
<td>&gt;2.5 cups</td>
</tr>
<tr>
<td>Whole Grains</td>
<td>0.7 oz</td>
<td>&gt;3.5 oz</td>
</tr>
<tr>
<td>Fiber</td>
<td>24.3 g</td>
<td>&gt;38 g</td>
</tr>
<tr>
<td>Added Sugars</td>
<td>1.2 tsp</td>
<td>&lt;9 tsp</td>
</tr>
<tr>
<td>Added Sugars from Sweetened Beverages</td>
<td>0 tsp</td>
<td>As little as possible</td>
</tr>
</tbody>
</table>

Eat more fiber

Your fiber intake is below your target.
Fiber current: 24.3 grams < target 38 grams

Eating meals high in fiber can help lower your total cholesterol levels.
Cholesterol current: 231 mg/dl > target 200 mg/dl

Eating meals high in fiber can help lower your LDL cholesterol levels.
LDL current: 192 mg/dl > target 129 mg/dl

Eating meals high in fiber can help increase your HDL cholesterol levels.
HDL current: 39 mg/dl not in target 60 mg/dl

Eating a high fiber diet can help lower your triglyceride levels.
Triglycerides current: 306 mg/dl > target 150 mg/dl

Browse meals tailored to meet your food recommendations and health needs.
These "Good Choice" meals are recommended for your individual health and diet profile. Give them extra consideration when building your Meal Plan.

Celery and Peanut Butter
Ready in 1 min
Serves 1

Lemon Dill Quinoa Salad
Ready in 35 min
Serves 4

Roasted Winter Vegetable Jambalaya
Ready in 110 min
Serves 5
Vegetarian dinner recipes without gluten.

**Ribollita Soup**
- Ready in 35 min
- Serves 1

**Brown Rice with Cabbage and Kidney Beans**
- Ready in 40 min
- Serves 3

**Butternut Squash Curry**
- Ready in 35 min

**Chili Stuff**
- Ready in 40 min
- Serves 2

**Coconut Baked Chicken with Apple Kale Salad**
- Serves 4

**Shopping List**

<table>
<thead>
<tr>
<th>Group by: Meals</th>
</tr>
</thead>
</table>

- **Feta and Pomegranate Arugula**
  - olive oil
  - 2 tbsp
  - bell pepper
  - 2 cup
  - jalapeno
  - 2
  - avocado
  - 2
  - arugula
  - 12 cups
  - lemon juice
  - 4 tbsp
  - feta cheese
  - 1/2 cup
  - pomegranate seeds
  - 1 cup
  - tomatoes
  - 1 cup
Barley-Stuffed Peppers with Cheese

Grains
1 ct
Barley Arrowhead Mills Barley $4.99 (lb)

Produce
1 lb
Onions Yellow Onion $0.99 (lb)
4 lb
Bell Peppers

Red Bell Peppers $2.59 (lb)
Green Bell Peppers $1.49 (lb)
Orange Bell Peppers $2.29 (lb)
Yellow Bell Pepper $3.69 (lb)

$25.32
Deliver on Tuesday
Place Order
Employees at Employer X Healthier than Average American, but still not “Healthy”

### Estimated Daily Consumption

<table>
<thead>
<tr>
<th>Nutrition</th>
<th>Target</th>
<th>Employer X</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit and Vegetables</td>
<td>&gt;4.5 cups</td>
<td>3.7 cups</td>
<td>2.6 cups</td>
</tr>
<tr>
<td>Whole Grains</td>
<td>&gt;3oz</td>
<td>2.4 oz</td>
<td>0.97 oz</td>
</tr>
<tr>
<td>Fiber</td>
<td>&gt;31g</td>
<td>22.4 g</td>
<td>15.4 g</td>
</tr>
<tr>
<td>Added sugars</td>
<td>&gt;5 tsp</td>
<td>12.9 tsp</td>
<td>16.4 tsp</td>
</tr>
<tr>
<td>Added sugars, SSBs</td>
<td>as little as possible</td>
<td>3.8 tsp</td>
<td>8.9 tsp</td>
</tr>
</tbody>
</table>

### Insights

#### Daily Consumption by BMI

- **Regular Fat Potato Chips**
- **French Fries**
- **Popcorn, Pretzels, Crackers**
- **Regular Soda**
- **White Rice, Pasta**

Food + People data connected:

Carb sources, snacks driving obesity
Differentiation with Data

Men whose household cooks for them: 36%

Men who cook for or with household: 25%

Women who cook for or with household: 14%

Live alone: Cook for self - 7%

Numerous other dimensions:

- Parents vs. No Kids
- Do the Grocery Shopping, or Partner does
- Overweight vs. Healthy Weight
- Metabolic Syndrome vs. Non

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Build on Prior Investments

Health Risk Mngt/ Biometrics

Health Metrics

Nutrient Recommendations

Meals

Incentives

“The link from health to real food recommendations - that’s gold.” -Client user

Cafe Coach

Delivery Ordering
Why Zipongo?

Data & Analytics
Provide Insight, Impact Environment, Personalize

High enrollment 86%
Unhealthy Eaters Eating Healthier 88%
High Monthly Active >65%

Disease Prevention
Lower cholesterol, fasting glucose, BP, BMI
(AmeriHealth/ Drexel Study)

ROI
Optimize Incentive, Food, Obesity, Metabolic Syndrome,
Emotional Health & Chronic Disease Costs

What clients are saying
http://goo.gl/VHpV6r
Why Zipongo?

Stay Engaged with Healthy Member Base Even when not using Healthcare System

Engage the Engaged, Keep them Healthy Early

Keep ASO Business Competitive w/ Employer Expectations

Empower Care Providers with Prescriptions for Prevention tied to Convenient Action
Employers & Health Plans

Technology
Energy
Financial Services
Retail
Schools
Media

+ employer integrations
& others soon to be announced…
Team

Jason Langheier MD, MPH  
CEO & Founder

Mark Weismiller  
Sales & Account Mngt

Carl Parrish  
Engineering

Greg Schwartz  
Product/ UX

Helene Monat  
Board

Glenn Motowidlak  
Design

Confidential. Do not distribute.
Empowering Investors
Zipongo’s MealRx is only comprehensive personalized eating platform focused on engagement, performance, health outcomes, incentive optimization & food benefits management.
Deeply Personalized

Personalized to Health, Habits, Food Preferences & Channel
Healthy Food Action

Highest Connectivity to Food Service, Grocery & Delivery

25,000 stores
shopping history, coupons, rewards

Confidential. Do not distribute.
we make it easy to eat well

Give a man a fish and you feed him for a day.
Teach a man to fish and you feed him for a week or so.
Teach a man to set a net where the fish swim, feed him for a lifetime.

j@zipongo.com • 415-729-5433

Use moments of motivation to help people reset their environment, buying portals and fulfillment channels portals to healthy behavioral defaults before stressed again.
Problem

**Food choices overwhelm** consumers trying to optimize for taste, ease of prep, location & price

**Health**, energy, mood and family needs are of increased concern to consumers, and have been clearly linked to food

**Large self-insured employers** have difficulty engaging employees in satisfying, integrated programs that up performance and lower cost of healthcare and incentives

**Spending on food** as a benefit is increasing due to competition for talent
Solution

**Personalized** meal plans, groceries, cafe recommendations and rewards based on taste, health risks, location, & price

**Convenient** real-time purchase actions through partnerships with food service, home delivery & grocer companies

**Analytics** & insights built on custom integrated biometrics, incentive, claims, tracker and food preference data

**Food Benefits Management** to drive down health costs through adherence to healthier meals, while also saving on food and incentive costs