

WeightWatchers<sup>®</sup> for Business

# Proven Behavior Change Program

Whether covering GLP-1s or not, we support your weight management strategy with a scalable platform that easily integrates with your benefits ecosystem and helps drive lasting results.

## Results-driven and science-proven

Backed by 60 years of science-led program design, the WeightWatchers for Business platform delivers weight loss and beyond the scale outcomes.

### Improvement in Overall Health

**5-7%** Weight loss with behavioral program<sup>1</sup>

**9.8%** Reduction in diabetes distress<sup>2</sup>

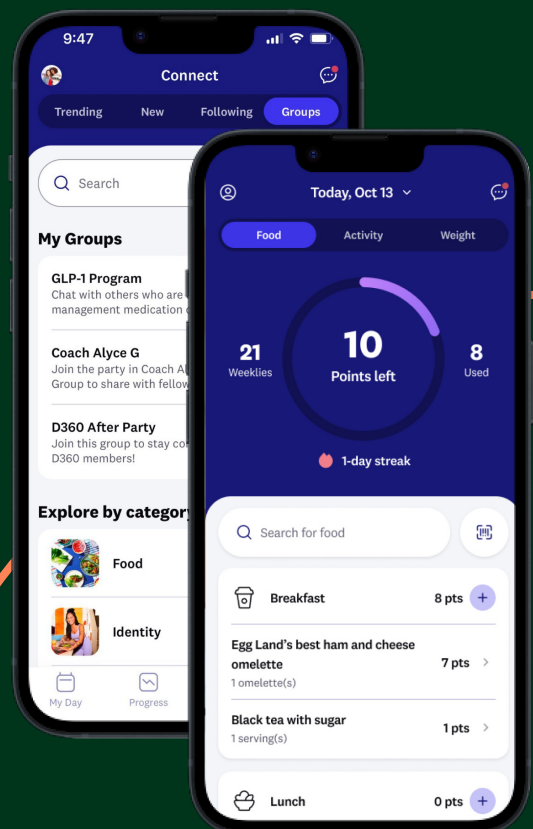
**0.75** Reduction in HbA1c<sup>2</sup>

**43%** Increase in healthy habits<sup>3</sup>

**90%** WW Client Satisfaction Rate<sup>4</sup>

### Business Impact

**1.5x** Minimum return on investment with behavioral program<sup>5</sup>





We're the trusted leader in weight management, combining science and community, and helping our millions of members live their healthiest lives. Our proven behavioral program provides one engaging experience to meet the unique needs of your population with tailored nutrition and lifestyle guidance to support weight loss and better health.

- Specialized programs for Diabetes and GLP-1 wraparound
- Community groups and coaching
- Tracking and integrated insights
- Connected devices
- Food, activity, mindset, and sleep
- Digital and IRL member engagement

## Diabetes Program

Support for people living with diabetes

- ✓ Customized nutrition plan and tools to help members lose weight and lower blood glucose
- ✓ Seamless tracking with in-app dashboard to spot trends and track glucose, exercise, and food all in one place
- ✓ Personalized insights from a connected CGM device
- ✓ Dedicated community and support system for people living with diabetes

## GLP-1 Program

Designed for people taking GLP-1 medications

- ✓ Science-backed guidance developed by obesity specialists and behavior-change experts to help minimize medication side effects
- ✓ Daily nutrition targets that prioritize protein, water, and fruit and vegetables
- ✓ Activity goals to help members maintain muscle as they lose weight
- ✓ Judgment-free community and support system of expert coaches, virtual workshops, and other members on similar weight health journeys

**Request a demo.** Visit [ww.com/forbusiness](https://www.weightwatchers.com/forbusiness)

1- ^Ahern et al. (2017). Extended and standard duration weight-loss programme referrals for adults in primary care (WRAP). A randomized controlled trial. The Lancet, 389, 2214-2225. Study funded in part by WW International. \*DF Tate, et al, 12 month randomized multi-country trial comparing weight loss between the WW program to a Do It Yourself approach where resource guides were provided. 2022 JAMA Network Open. Funded by WW International, Inc. 2- Apolzan JW et al. A Scalable, Virtual Weight Management Program Tailored for Adults with Type 2 Diabetes: Effects on Glycemic Control. Nutrition & Diabetes. 2023. 3- \*Based on a 6-month randomized controlled trial (n=376) that compared participants following WW to those given standard nutritional guidelines alone. Palacios et al. 2024. Manuscript in draft. Funded by WW International, Inc. 4- WeightWatchers for Business Client Satisfaction Survey Results; Large and Jumbo Clients. Sept 2022. 5- Validated by Santa Barbara Actuaries, a third-party actuarial firm. Includes the cost of the medication when covered. Conservatively, assumes 95% of eligible members complete behavior program and receive medication. Behavior change assumes 1 year ROI and provider guided program assumes 2 year ROI.