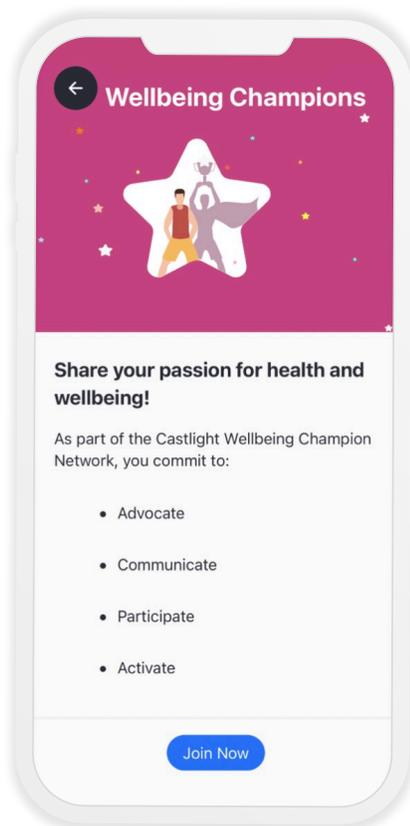


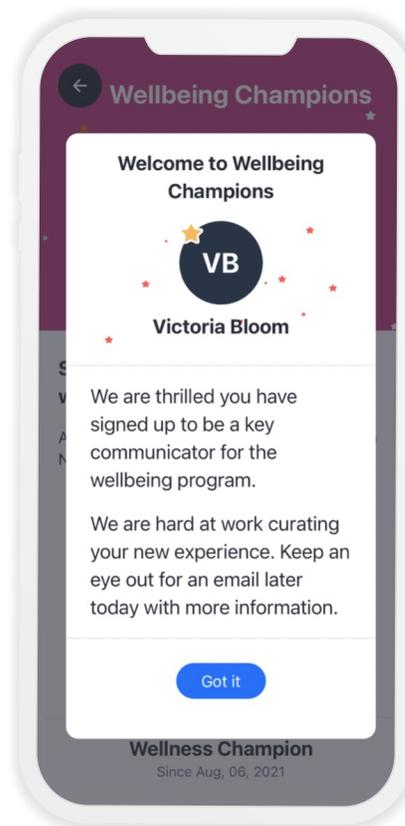
## Introducing Wellbeing Champions!

Each customer will determine which activities will be rewardable to their Champion program in partnership with their Castlight Customer Success Manager. Examples of rewardable activities include: submitting success stories, creating a calendar of wellbeing events, or Wellbeing Champions will have the opportunity to promote, introduce, influence and steer their peers to useful product features and wellbeing opportunities. Benefits leaders will have the ability to view, revoke and reinstate Wellbeing Champions.

- ● Available to customers of Castlight Complete and Wellbeing Navigator who opt into the Wellbeing Champions Program.



Member sees the Wellbeing Champion Landing Page

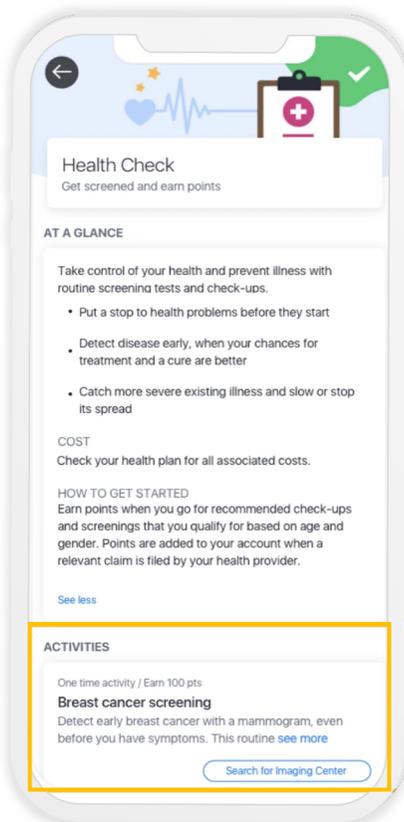


Member sees the Welcome Message by clicking Join Now

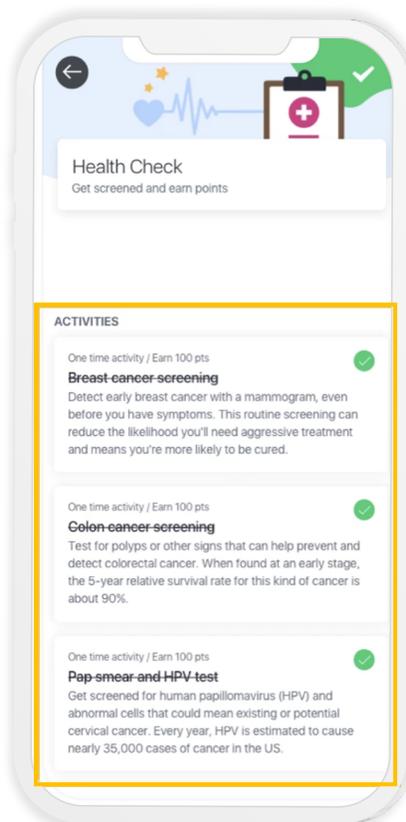
## Introducing Health Check: Incentives for Preventive Care!

The impact of deferred care driven by COVID-19 is a significant concern for employers, as more than 48% of Americans have reported a deferral of care.<sup>1</sup> The CDC has also reported a sharp drop in preventive screenings, citing an 87% decline in breast cancer screenings and 84% decline in cervical cancer screenings in 2020 as compared to a 5-year average.<sup>2</sup> For Castlight Complete customers, we are happy to announce the launch of Health Check, a program designed to motivate members to close gaps in preventive care by aligning incentives to screening completions. Members with known gaps in care will find messaging on the Home Page, Ways to Earn Page and through targeted in-app communications. Depending on employer preference, we can target members with gaps in the following screenings: breast cancer, PAP and HPV, chlamydia and colon cancer; or members with gaps in visits with a Primary Care Physician. Please reach out to your Customer Success Manager for additional details on activating this program.

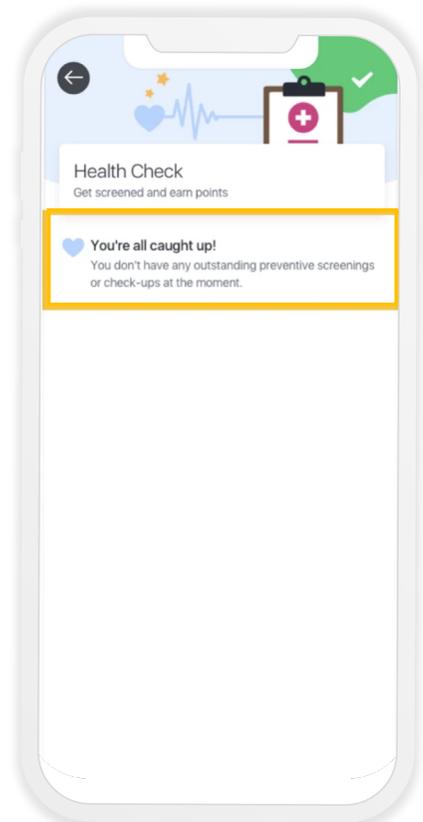
- Available to customers of Castlight Complete.



Health Check Landing Page



Earn points for completing screenings



Once screenings completed, member sees a finish page

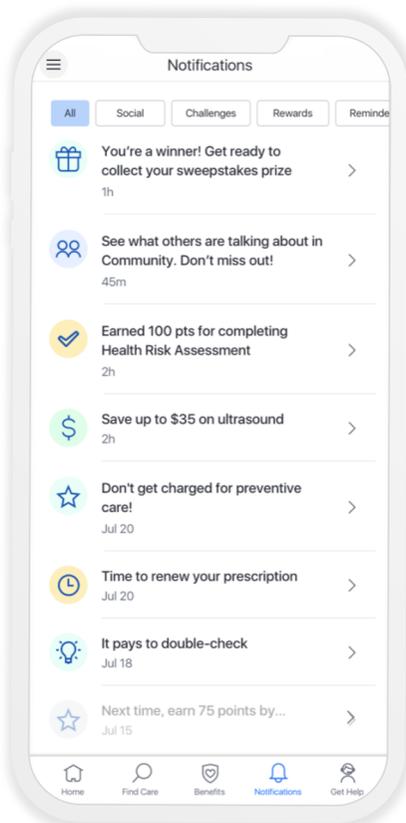
**Sources:**

1. Kaiser Family Foundation: Impact of Coronavirus on Personal Health, Economic and Food Security, and Medicaid, May 2020. ([link](#))
2. Center for Disease Control and Prevention: Sharp Declines in Breast and Cervical Cancer Screening, June 30, 2021. ([link](#))

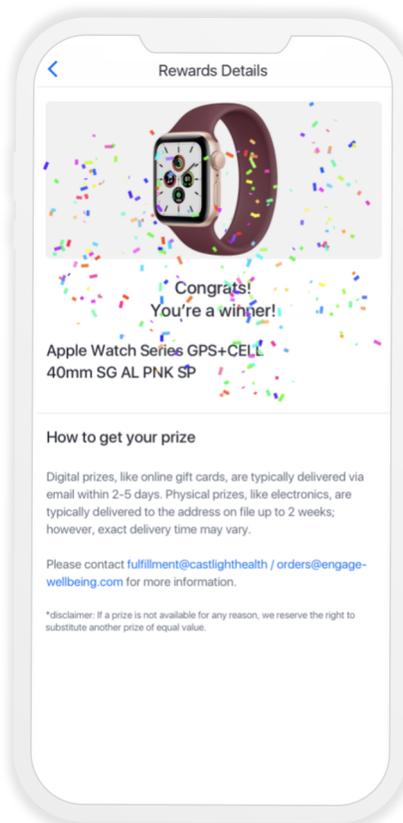
## Sweepstakes Winners Will Receive In-App Notifications

To enhance clear communications and visibility for sweepstakes, winners will now receive an in-app notification to announce their win and direct them to their prize. These in-app notifications will be automatically turned on during the fulfillment process. Sweepstakes winners will also be able to see their winning status in the Rewards Center History page. Castlight will continue to follow the same winner review process to receive approvals from your Human Resources team prior to fulfillment and notification.

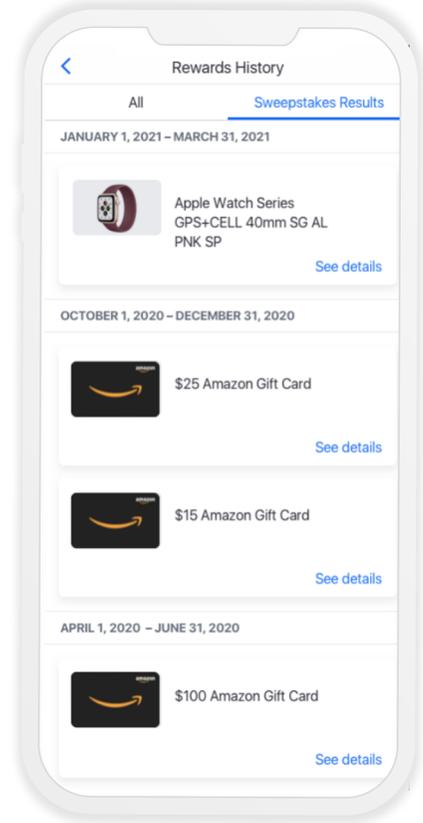
- ● Available to customers of Castlight Complete and Wellbeing Navigator with Sweepstakes.



Winners receive in-app notifications



In-app notification links to Prize Details page

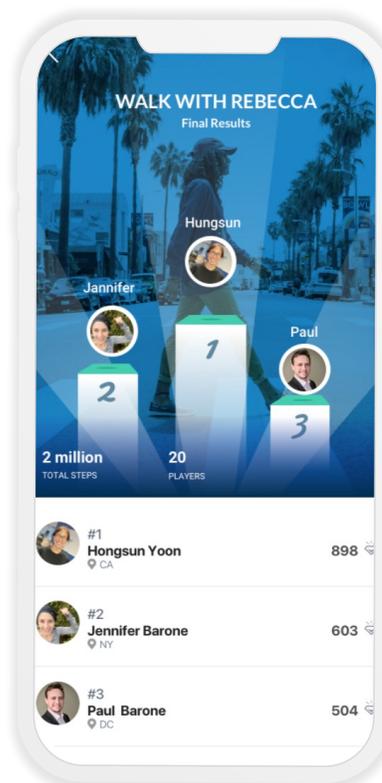
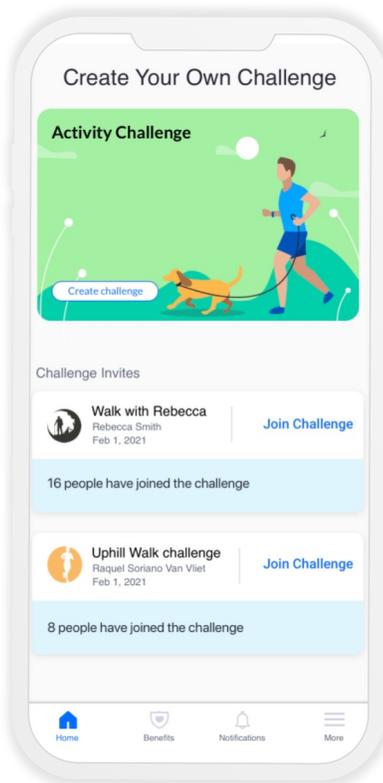


Return to Rewards Center History to see Sweepstakes prizes

## Coming Soon: Create Your Own Challenge

The new Create Your Own Challenge feature allows employees to self-serve in launching their own steps challenge with colleagues. It is a quick, easy, lightweight way for your employees to initiate a challenge with no administrative set up required. Enabling individuals to compete against a small group of their friends and coworkers, these challenges can be created on-demand at any time. Reach out to your Customer Success Manager to enable the Create Your Own Challenge feature. In order to boost engagement with this new feature, Castlight will provide a set of marketing collateral including a poster, flyer, digital display and email templates to kick off these self-serve challenges. Each challenge may have up to 20 participants. Create Your Own Challenge will be made available at the end of September.

- ● Available to customers of Castlight Complete and Wellbeing Navigator.



Product Feature Key: ● Complete ● Wellbeing ● Care Guidance



## Create Your Own Challenge FAQ

### 1. What is Create Your Own Challenge?

- a. Create Your Own Challenge (“CYOC”) allows employees to self-serve in launching their own steps challenge with colleagues. CYOC offers a quick, easy, lightweight challenge that requires no administrative effort to set up, and that can run at any time. It allows individuals to compete against a small group of their friends and co-workers. The goal, as with other company-wide challenges, is to drive engagement, physical activity, and connectedness between employees.

### 2. What is required from benefit leaders/administrators to kickoff a CYOC?

- a. One of the great things about CYOC is that launching a CYOC-challenge requires no administrative effort to set up and is launched completely by the end-user.
- b. However, customers must have this feature turned on. Enabling the functionality is a simple, one-time action. Reach out to your CSM to enable CYOC.
- c. As part of the launch process, we recommend promoting CYOC through communications to boost engagement. We will provide a suite of marketing collateral, including a poster, flyer, and digital display. Castlight will also provide a customer introductory email template and sample text that could be used on internal channels.

### 3. How do employees create a challenge? Are there any limitations?

- a. Any user can create one. Each challenge can have up to 20 participants.
- b. In order to maximize engagement with company-wide Challenges, employees cannot start a CYOC during the same time as a company-wide Challenge. The Challenge creation functionality will be automatically disabled in the app starting 8 days prior to the company-wide Challenge start date.

### 4. Can they earn rewards?

- a. No, points, direct rewards and sweepstakes are not available for CYOC challenges.

### 5. Can the company or the employees customize the challenge?

- a. There are no customizations at the employer level for CYOC-challenges.
- b. Individual employees can customize the Challenge name, Challenge icon, and Challenge banner image to personalize their Challenge.



## 6. How does an employee join a challenge?

- a. The employee who launches the challenge can then invite up to 20 other employees to join the challenge. Invitees will receive an email and push notification from the Castlight app notifying them of the challenge invitation.
- b. Users who have been invited to a Challenge have the ability to join the Challenge even after it starts.
- c. Users cannot search for Challenges to join. They must either create a Challenge or be invited to one.

## 7. How long does the Challenge last?

- a. The Challenge begins the day after the user creates it. The active Challenge period lasts 7 days. After the Challenge ends, users will be able to see the final results for an additional 3 days.

## 8. What is the Challenge experience like?

- a. Similar to our current Leaderboard Challenge, users in the Challenge earn gems by hitting daily step milestones. The individual users are then ranked by total gems earned. Note - there are no teams involved, users are competing against each other as individuals.

## 9. Is there a winner?

- a. Yes, winners are the top 3 participants who earn the most gems.

## 10. Why are Challenges limited to 20 people?

- a. The intent of CYOC is to provide an intimate, light-weight, and quick Challenge user experience for users and a handful of their colleagues. The design of the experience was optimized for small groups.

## 11. Will users be able to manually log activities?

- a. Yes.