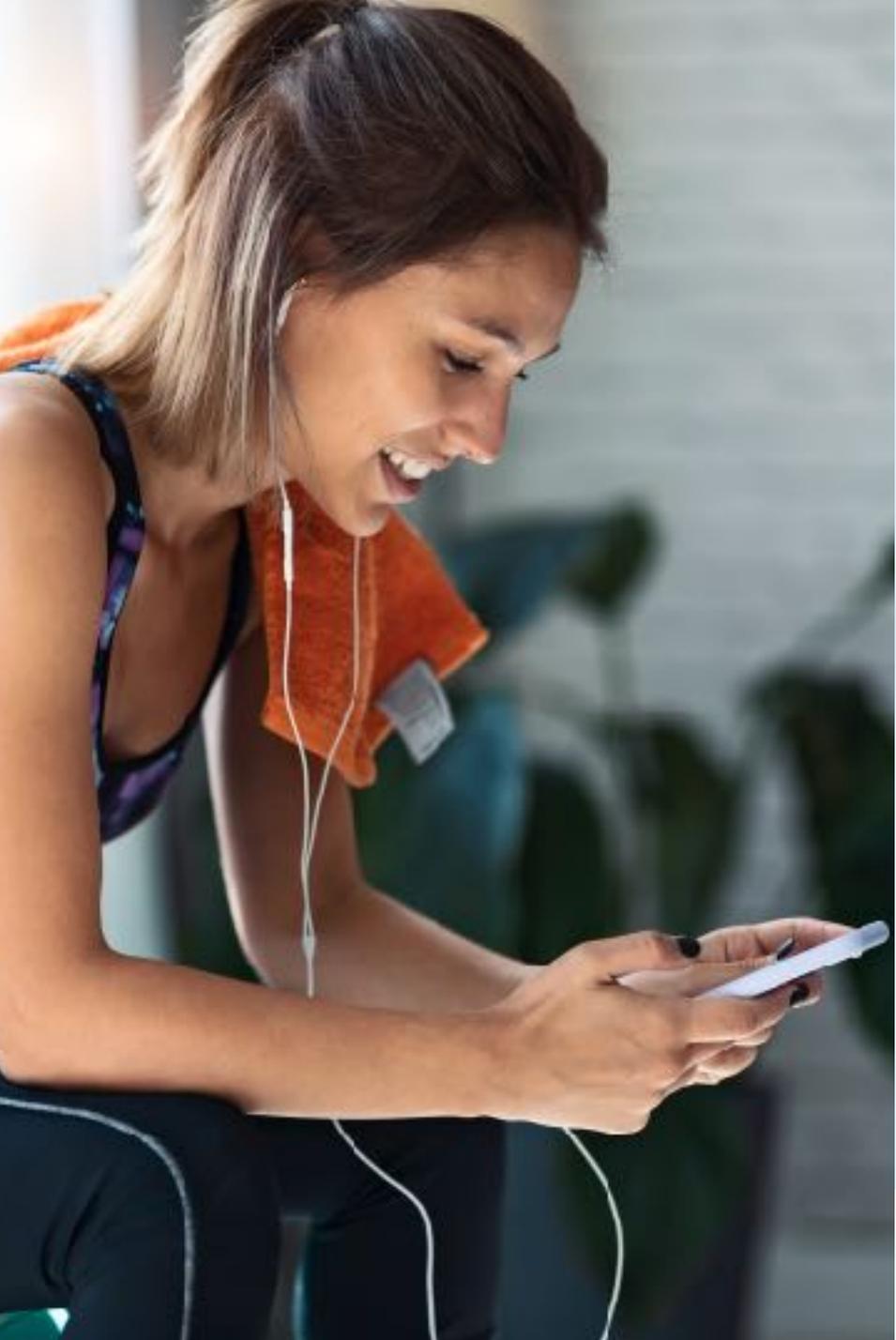


HEALTH METRIC

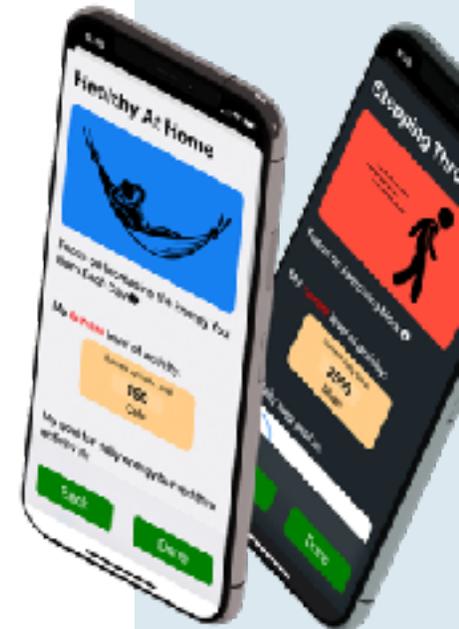




Who Are We

HealthMetric is the all-in-one health and fitness app that helps you take the guesswork out of nutrition tracking, fitness tracking, and calorie counting. Want to be more active? Track macronutrients? Get better sleep? Track daily meditation? Stay hydrated and drink water? We customize your health journey—helping you reach your goals faster and stay engaged with your health.

Backed by a data management company with over 50 years of experience and a team with a 2.5 million downloaded app in their resume, you are in good hands.



HEALTHMETRIC

HealthMetric App



Focus Groups: Our Focus Groups are designed to highlight points that matter to you. Achieve your personal health goals like drinking more water, eating healthy or getting quality sleep and eliminate excess data you don't need.

Health and Fitness Programs: We meticulously crafted our Health Programs for people on different paths to the healthier version of themselves. Everyone is unique and so should their health goals. If you want to lose weight, use your health tech, or train for an event, we can help.

Track Your Progress: HealthMetric combines data from other apps and wearables with manually entered data to create a single score based on your Focus Group. This score is a simple way to know if you are on track.

And so much more!



HEALTHMETRIC

HealthMetric Portal

Log in to keep tabs on your fitness clients. View their progress. Review their health and fitness data. Set their health goals remotely. This is your direct connection to your client when you can't meet with them face-to-face. Everyone is unique. So are their personal health goals. We meticulously crafted HealthMetric for different people on different paths to become healthier versions of themselves. Create personalized goals, track progress toward those goals to be a better, stronger, healthier, you.

Whether working in person or from a remote location, your client's progress toward their personal goals is always available. Review progress. Update goals. Working together to meet fitness goals has never been easier. Our new HealthMetric Portal enables one trainer or therapist to manage a greater number of clients more efficiently — sharing data from any location.



HEALTHMETRIC



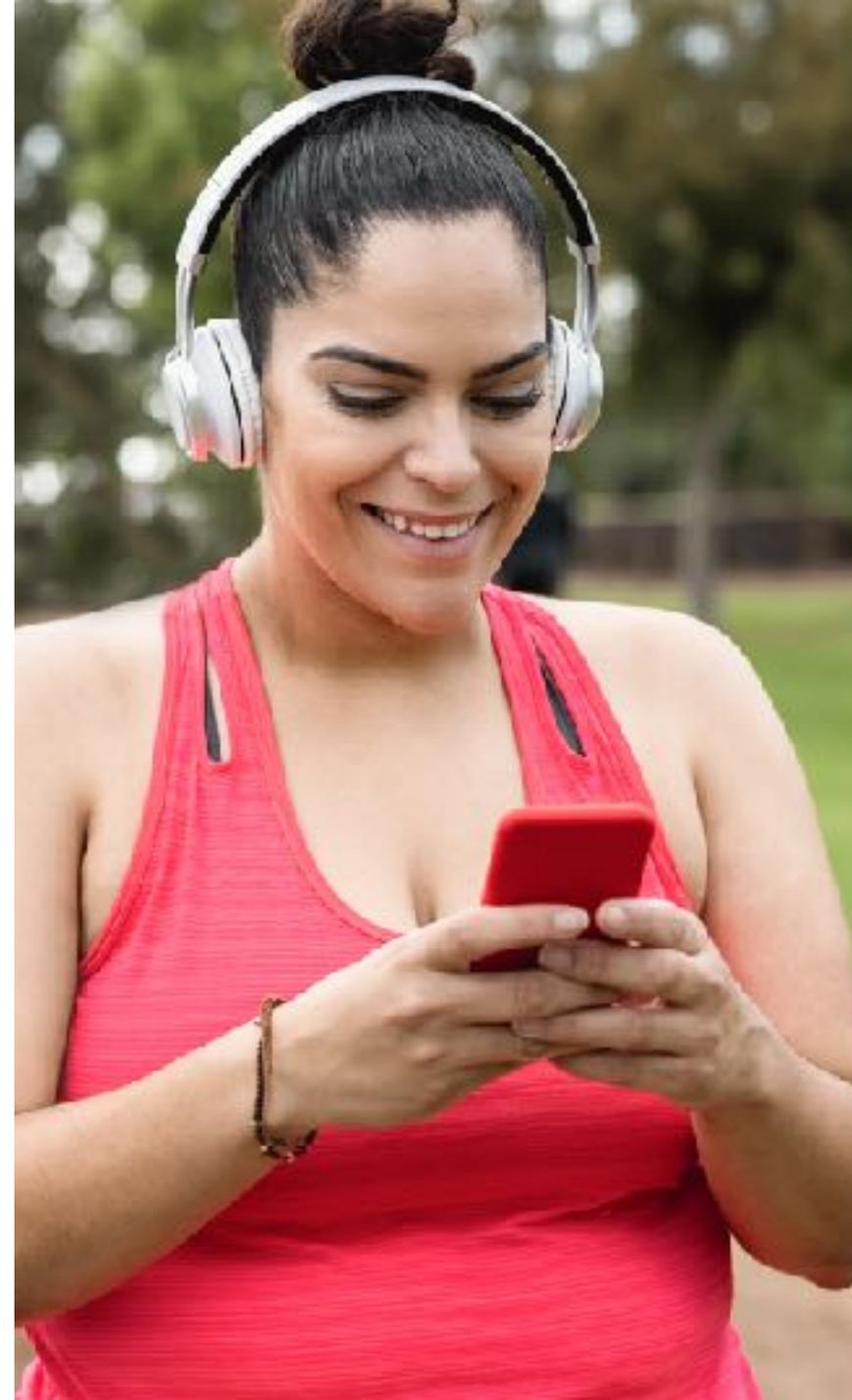
How HealthMetric Helps

To say that the novel coronavirus (COVID-19) pandemic has changed the world would be an understatement. It's upended day-to-day lives across the globe. It's changed how Americans approach their health and health care in ways both positive and negative. Some of these changes are fleeting. Others are permanent. Personal services requiring face-to-face interaction underwent dramatic changes — and in some ways will never be the same. This effects physical trainers and physical therapists. It effects the local gym, the people who workout there, and the people who make their livelihood working there. HealthMetric can help!

By reconnecting trainers and clients virtually, HealthMetric re-establishes the trainer/client relationship in a way that is stronger than before. Clients can track their workouts, physical activity and even nutrition with relative ease — while this information can be made available to the trainer for evaluation. The trainer can, in turn, offer advice and set new goals for the client. The new HealthMetric Client Portal serves as a place for health professional to monitor all of their clients in real-time — helping them to better reach their goals.



HEALTHMETRIC



High Resolution Creatives

Approved images available on our website:

<https://healthmetric.msa.com/media-kit-2/>



HEALTHMETRIC



Pre-Written Story #1

It's summertime. The temperature is climbing and the humidity index along with it. Which means the need to stay hydrated increases as the ability to cool off by sweating diminishes. If you're like me, you can easily spend three hours in the sun without ever thinking about water.

Which is why I like HealthMetric, MSA*'s all-in-one health and fitness app. After a morning outside, the app's hydration progress indicator is still red. A measly '16% of goal' notice stares ominously at me, then changes to '42 ozs to go', followed by '8 of 50 fl ozs'. Shoot, I should be in the yellow 50% plus zone. I trudge inside, guzzle some water and log it. I'm back on track moving towards the yellow zone. By evening I will have a lovely green circle with a beautiful 100% notice in the center, maybe even a 120% to counteract overheating this morning.

This is the beauty of HealthMetric. Yes, the Focus groups make balanced health goals easier. Yes, the health and fitness programs work for the novice or dedicated athlete. Yes, logging in data is easy. Yes, HealthMetric can track data from your phone, watch and other apps.

But HealthMetric is fun! The environment is visually rich with dynamic animations. Circles move. Colors change. Notices rotate. The peep grows or slumps based on the average HealthMetric Score. The daily score moves from low to high, from red to green to gold. HealthMetric is not just numbers and words, but movement and color. And that little bit of fun keeps me opening HealthMetric. So that by evening all my progress indicators are at green, full speed ahead to a Healthier, Stronger, Better, Me.

MSA is a data management company with over 50 years of experience.



HEALTHMETRIC

Pre-Written Story #2

As the world crawls out of the long, dreary season of Covid-19, we find ourselves wanting to move, to do. We scan health and fitness apps hoping one of them brings back our childlike enthusiasm for life.

Should the app focus on hydration or walking, nutrition or sleep? Perhaps in post Covid-19 meditation or yoga is best. Can I track with my phone or do I need a wearable device? Do I... but then... arrgh! It's just too much.

Enter HealthMetric, your all-in-one health and fitness app. Designed around Focus Groups, three to four health and fitness principles are bundled together creating a comprehensive health plan. For example, if stress is your chief concern, the Less Stress Focus group gives you Mindfulness, Sleep, Water, and Calories in which to set goals, creating a balanced approach to decreasing stress. Your Less Stress goals show up together on colorful screens. Animated progress indicators track your efforts as HealthMetric compiles and returns your daily and 14-day average HealthMetric scores. Fun peep avatars encourage you to keep trying. As your score improves your peep does too, growing from slumped over to tall radiating energy.

HealthMetric can link with Apple, Google Fit, or Fitbit. With your permission, HealthMetric can read their data so it shows up in your Focus Group screens without you manually entering it.

Whatever your needs, HealthMetric with it's all-in-one Focus Groups can help you in your quest to become a Healthier, Stronger, Better, You.



HEALTHMETRIC

Pre-Written Story #3

It's been a tough sixteen months of restricted living. Masks were in, group events were out. The couch became crucial while we binge-watched everything . Which left us feeling more blah.

But a new summer has arrived, restrictions are lifting or lifted. And we want to do something active. However, new or old, habits die hard. Issac Newton's law of inertia runs true. An object at rest – me – wants to stay at rest – on the couch. "Please don't ask me to formulate a fitness plan," we beg ourselves.

Enter HealthMetric, the all-in-one health and fitness app. HealthMetric has five different health and fitness programs to help overcome Newton's couch inertia. Pick a program. Choose your target goal. Pick a strategy Focus Group. This lets you set subgoals to help achieve your target goal and a healthier lifestyle. Start at the doable rate HealthMetric calculates based on your input. This rate is recalculated weekly according to your timeframe and target goal.

Then let HealthMetric track your data as you enter it. If permission is granted it can harvest the data from your phone or wearable device. HealthMetrics colorful screens, dynamic data tracking with its circular progress trackers and graphs, and your own responsive peep avatar help create that bit of whimsy and fun to tell Mr. Newton's laws to work for you not against you ie. an object in motion – me – stays in motion – off the couch.. And thanks to HealthMetric that motion can create a Healthier. Stronger. Better. You.



HEALTHMETRIC





Pre-Written Story #4

Recently a young friend who works for Google-Pittsburgh told me that many of his work associates have declared they'll never again eat at a restaurant. For them, movie theaters and crowded public buildings are out because Covid-19 has brought home how transmittable contagious diseases really are. It's an on-line, curb-side delivery, take-out world now.

If this Covid-19 paradigm shift holds true, where does that leave the gym owners, physical trainers and physical therapists in the health and fitness industry? You can't do take-out training. Or can you?

With the new HealthMetric Portal app, you can set up an account that interacts easily with your remote clients. When your client grants you permission your HealthMetric Portal dashboard gives real time updates on your client as they log data into their personal HealthMetric app. Real time information means you can provide real-time encouragement, motivation and help whenever and wherever your client may be. Distance doesn't have to be an issue. Available appointments aren't a problem, thanks to the HealthMetric Portal.

So, have we reached the era of e-health, or take-out fitness? Maybe. But whether you see your clients in person or visit remotely, the HealthMetric Portal is your gateway to helping your people become a Healthier. Stronger. Better. You.



HEALTHMETRIC

Social Media Statistics



6K+ Followers



114K+ Monthly Views



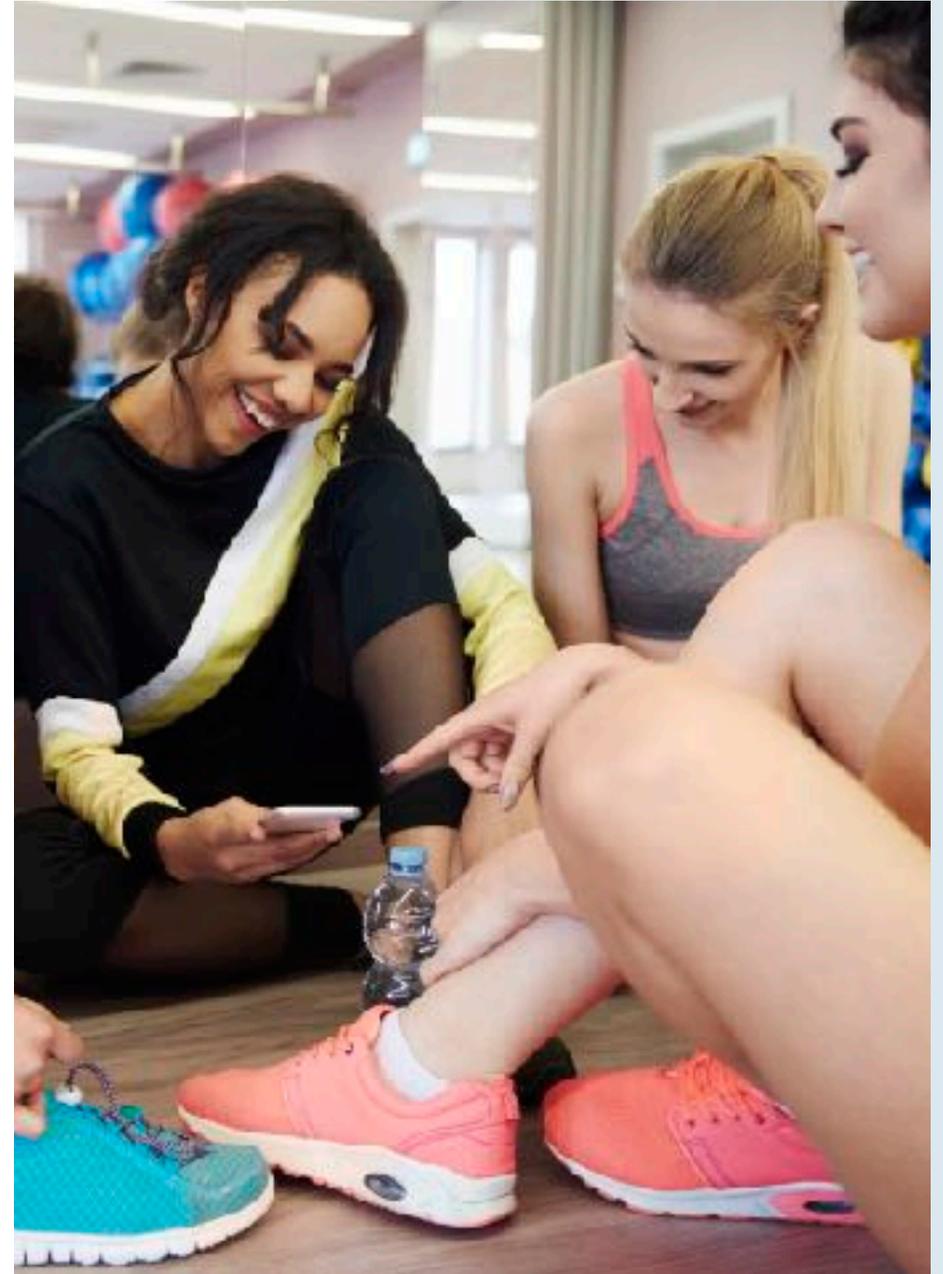
1840 Followers



3330+ Website Views



HEALTHMETRIC



Special Offers

Custom Programs: Create custom programs that reflect your business. Set custom goals for your users.

Branded Peeps: Use your brand on our peeps! We can customize them to your business colors and add your logo on our app.

In-App Advertising: Advertise right in the app! We can create a beautiful page that reflects your business. We'll add links to lead our users to your website.

Promo Codes: We'll make a promo code specifically for your business.



HEALTHMETRIC



Our Team

VICE PRESIDENT: LIFE SCIENCES

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PRODUCT MANAGER TECHNICAL (MOBILE + WEARABLE)

C. Scott Gilbert

DESIGN EXPERT

Shannon Alianiello

QUALITY GURU

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HEALTHMETRIC



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