

EXI<sup>®</sup>

Anything is  
**everything**  
exercise intelligence



We help millions accelerate the achievement of their most challenging health goals

**EXI results in +603% increase in physical activity among the least active populations, sustaining engagement and results at 12 months – treating chronic conditions and reducing healthcare costs.**

Achieving moderate-vigorous physical activity of 150 minutes per week is proven to significantly lower healthcare spending and resource utilization among individuals with chronic conditions. An analysis of the 2012 Medical Expenditure Panel Survey data calculated up to \$3,983 (27%) cost difference for people with CVD who achieved optimal physical activity (PA), and \$2,092 (28%) per year for people with high risk of developing CVD\*.

EXI is Exercise Intelligence: a digital therapeutic for chronic conditions that engages people who have sedentary lifestyles with evidence-based personalized physical activity programs, supporting engagement, adherence and confidence while achieving health improvements.

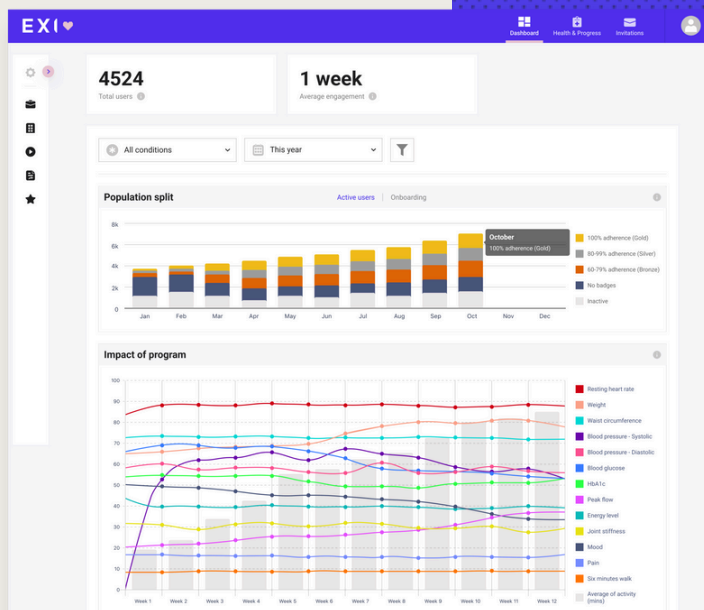
It makes EXI’s track record of getting the least active people significantly more active very impactful. For the first time, people can be offered a safe and personalized PA program that is suitable to their starting activity levels and can be accessed easily at home with real-time feedback on heart rate and movement quality. This is an action-based, physical activity-first, wearable validated heart rate intervention and not just educational exercise content.

**At 12 months, people exceed the recommended guidelines and achieve, on average, 223 active minutes per week, which is an increase of 155 minutes when compared to starting the EXI program.**

When increasing active minutes by +603% in the most sedentary populations, health improvements are significant and sustained.

- 4.7% decrease in systolic blood pressure achieved in the first 3 months.
- 3% decrease in diastolic blood pressure achieved in the first 3 months.
- 5% weight loss in just the first 4 months and retained at 12 months.
- 5.8% decrease in waist circumference sustained at 6 months.

People with a wearable tracking their physical activity can demonstrate 10 times greater increase in their active minutes when compared to non-wearable users.



**+603%**

increase in physical activity among the least active populations.

up to **\$3,983**

cost difference for people with CVD who achieved optimal physical activity

up to **\$2,092**

cost difference for people with with high risk of developing CVD

At 12 months, people average

**223**

active minutes per week.

\*Reference: Valero-Elizondao, J. et al (2016). Economic Impact of Moderate-Vigorous Physical Activity Among Those With and Without Established Cardiovascular Disease: 2012 Medical Expenditure Panel Survey. Journal of the American Heart Association, Vol. 5 No. 9. <https://www.ahajournals.org/doi/full/10.1161/jaha.116.003614>

## How does EXI achieve this?

A simple-to-use digital solution, EXI helps people engage with activity and accelerate the achievement of their most challenging health goals.

♥ It automatically creates a safe, achievable, personalized physical activity program based on the individual's needs.

♥ Each program is personalized by frequency, intensity and time per week, built safely on ACSM and WHO guidelines for multiple chronic conditions, medications and activity levels.

♥ Adapting weekly with incremental increases that are achievable for each person.

♥ Multiple embedded behavior change methodologies tap into personal motivations and empower sustainable lifestyle changes.

♥ For healthcare sponsors, a secure insights portal enables health and fitness professionals to see PA adherence, health improvements and provide targeted support efficiently.

♥ For employers, insurers, payors, the EXI portal enables HR and Benefit managers to see the aggregated insights on uptake, adherence and health improvements.

♥ It is optimal at onboarding to reward people who have opted in to improve their health with lifestyle changes. An Apple Watch / Fitbit as a reward to engage people who aren't tracking their activities is not only an effective engagement tool but an enabler to validate and incentivize sustained engagement for up to and beyond 12 months.

## Summary

EXI's core strength lies in the effectiveness of the algorithm, which learns about each member and creates a safe, personalized, adaptive physical activity program which accurately monitors a person's adherence to that program using a wearable. These tools, along with a variety of interventions – including analytical, behavioral and financial tools – inspire each person to sustain their efforts, instilling confidence in our approach.

EXI is the solution that makes this an everyday reality.  
Find out more: [info@exi.life](mailto:info@exi.life) / [www.exi.life](http://www.exi.life)

**EXI personalizes physical activity programs for multiple long-term health conditions, including:**

- ✓ Obesity (primary)
- ✓ Diabetes
- ✓ CVD
- ✓ Cancer
- ✓ Asthma
- ✓ Anxiety
- ✓ COPD
- ✓ Dementia
- ✓ Depression
- ✓ Chronic pain
- ✓ Hyperlipidemia
- ✓ Hypertension
- ✓ Metabolic syndrome
- ✓ Osteoarthritis
- ✓ Osteoporosis
- ✓ Parkinson's disease
- ✓ Peripheral arterial disease
- ✓ Stress
- ✓ Stroke

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