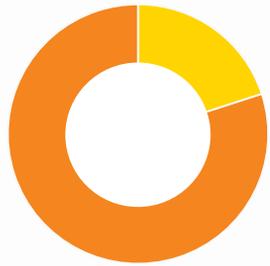


DAILY BURN IS FITNESS TECH MEETS SOCIAL MOTIVATION

OUR MEMBER



GENDER

- Female (80%)
- Male (20%)



AGE DEMOGRAPHICS

- < 25 (9%)
- 25-35 (37%)
- 35-45 (30%)
- 45-55 (18%)
- 55+ (6%)

A supportive community is at the heart of our core offering

Daily Burn creates inspiring and high-quality fitness programming on demand & via streaming 24/7

Expert trainers who understand, guide and motivate our members

SUBSCRIPTION MODEL

TWO-MONTHS FREE (offer available until 4/20/2020) then a discounted rate for Cigna customers of **\$14.95/mo plus tax**

Includes full access to library of more than **1,000+ video workouts**

Plus **on-demand** access to the entire catalog of more than **800 Daily Burn 365 workouts** and full access to an audio workout library

Cigna Customers go to myCigna.com



*This program is separate from Cigna-administered benefits. A discount program is NOT insurance, and the customer must pay the entire discounted charge. Some programs are not available in all states and programs may be discontinued at any time. Daily Burn is solely responsible for its products and services and is not an affiliate of Cigna. All Cigna products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Cigna Health and Life Insurance Company or its affiliates. "Cigna" is a trademark of Cigna Intellectual Property, Inc.



MULTI-PLATFORM DISTRIBUTION



iPhone

iPad



Whether our member is brand new to fitness, coming back after a hiatus, or advanced, we have content for every fitness level & interest, including the latest, popular categories:

Beginner-Friendly

Meditation

Treadmill

Yoga, Pilates,
Barre

Cardio, Kickboxing

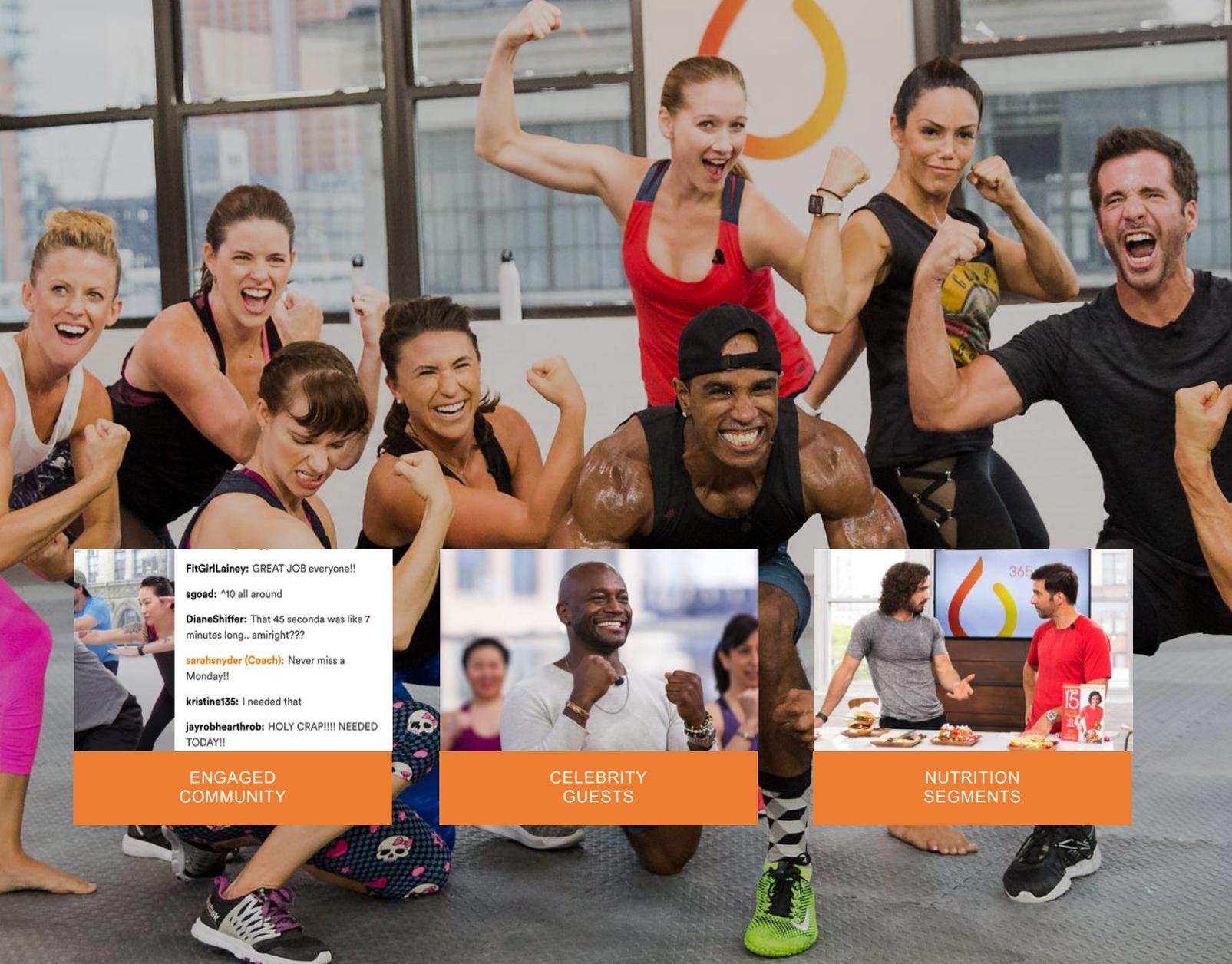
Outdoor
Running

HIIT

Mobility

Pre-Natal

Strength
& Tone



DAILY BURN 365

DAILY SHOW

Supportive Community

Featuring live chat and
real-time interaction

30-Minute Workout & More

Geared towards beginner and
intermediate fitness levels

Member Participation

Members can be part of the
class live or virtually via skype

FitGirlLainey: GREAT JOB everyone!!
sgoad: ^*10 all around
DianeShiffer: That 45 seconda was like 7 minutes long.. amiright???
sarahsnyder (Coach): Never miss a Monday!!
kristine135: I needed that
jayrobheartrob: HOLY CRAP!!!! NEEDED TODAY!!

ENGAGED
COMMUNITY



CELEBRITY
GUESTS



NUTRITION
SEGMENTS