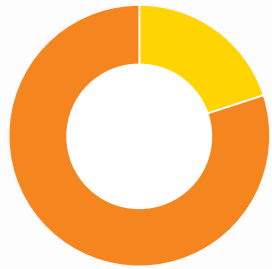


# DAILY BURN IS FITNESS TECH MEETS SOCIAL MOTIVATION

## 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](https://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

web



iPhone

iPad

Roku

amazon fireTV



DAILY  BURN

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

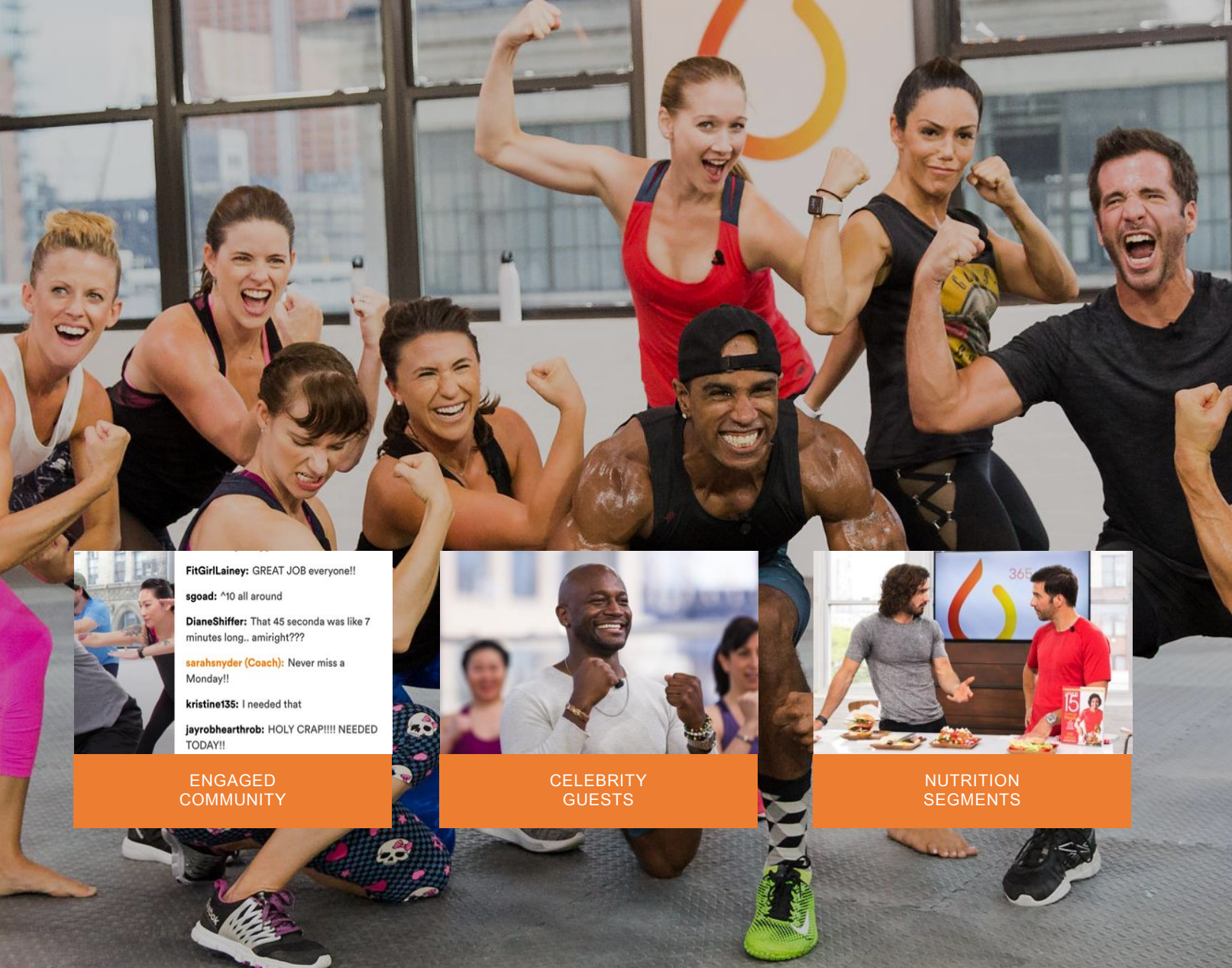
HIIT

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