

Thrive Global

Changing The Way We Work And Live



2016

www.thriveglobal.com

Thrive Global is the platform to



The Problem

- We continue to face longer work hours and an increasingly competitive and demanding job market constantly in need of the latest skills in an ever-changing, fast-moving environment—leading to higher stress levels and a decrease in performance and engagement
- Driving a cultural shift to embrace work-life integration and emphasize wellness

Burnout is a Global Pandemic

Worldwide, only **13%** of employees are engaged at work¹

1 in 10 people take antidepressants in the U.S., Iceland, Australia, Canada and Nordic countries²

From 1995-2009, the use of antidepressants went up in Europe by nearly **20%** per year³

Stress is a Serious Detriment to Personal Well-Being and Workplace Productivity and a Major Driver of Health Care Costs

In the UK, stress results in **105 million** lost workdays each year⁴

In Germany, stress is now the number one cause of early retirement; burnout estimated to cost the country up to **€10bn** per year⁴

Stress-related illness costs the Australian economy nearly **\$15bn** per year. In 2013, **26%** of Australians reported moderate or severe distress levels, and **73%** said stress has an impact on their health⁵

¹ Gallup, State of the Global Workplace; ² The New York Times, *A Glut of Antidepressants*; ³ The LSE, *Anti-depressant use in Europe increases by 20 per cent*; ⁴ Arianna Huffington, *Thrive*; ⁵ Ursula von der Leyen, now Germany's defense minister; ⁶ Stress and Well-being Survey in Australia, 2013

The Thrive Global Philosophy

Thrive Global is based on philosophical principles both from the West and the East and our offerings will be customized according to each market.

Ancient wisdom is now being validated by modern science and being reintroduced by business leaders around the world including **Jack Ma** (Founder of Alibaba), **Bill George** (Harvard Business School Professor and Goldman Sachs Board Member), **Ray Dalio** (Founder of Bridgewater), **Padmasree Warrior** (CEO of NextEv and former CTO of Cisco), **Yvon Chouinard** (Founder of Patagonia), **Paul Polman** (CEO of Unilever) **Mark Bertolini** (CEO of Aetna), **Marc Benioff** (CEO of Salesforce), **Bhadresh Shah** (Managing Director of AIA Engineering in India), and many more.

The West

From the Ancient Greeks (Plato, Socrates) and the Stoics (Marcus Aurelius and Seneca) to the Transcendentalists (Emerson, Thoreau) and Christian and Jewish thinkers (St. Augustine, Thomas Merton, Abraham Joshua Heschel).

"People look for retreats for themselves, in the country, by the coast, or in the hills . . . There is nowhere that a person can find a more peaceful and trouble-free retreat than in his own mind. . . So constantly give yourself this retreat, and renew yourself."

– Marcus Aurelius

The East

From Lao Tzu, Taoism, and Tai Chi to the Hindu Upanishads and Buddhism to the Sufi poetry of Rumi.

"Knowing others is intelligence; knowing yourself is true wisdom. Mastering others is strength; mastering yourself is true power."

– Lao Tzu

The Thrive Global Solution

Building and Serving a Growing Community of Thrivers

A global platform with complementary corporate and consumer offerings

Corporate Offerings

A comprehensive corporate wellness platform, capitalizing on the growing market opportunity

Consumer Offerings

Direct-to-consumer branded content, products, apps, and events on the Thrive Global platform

Corporate
Workshops &
Seminars

E-Learning &
Certifications

Products That
Offer Workplace
Tech Solutions

Consumer
Content
Platform

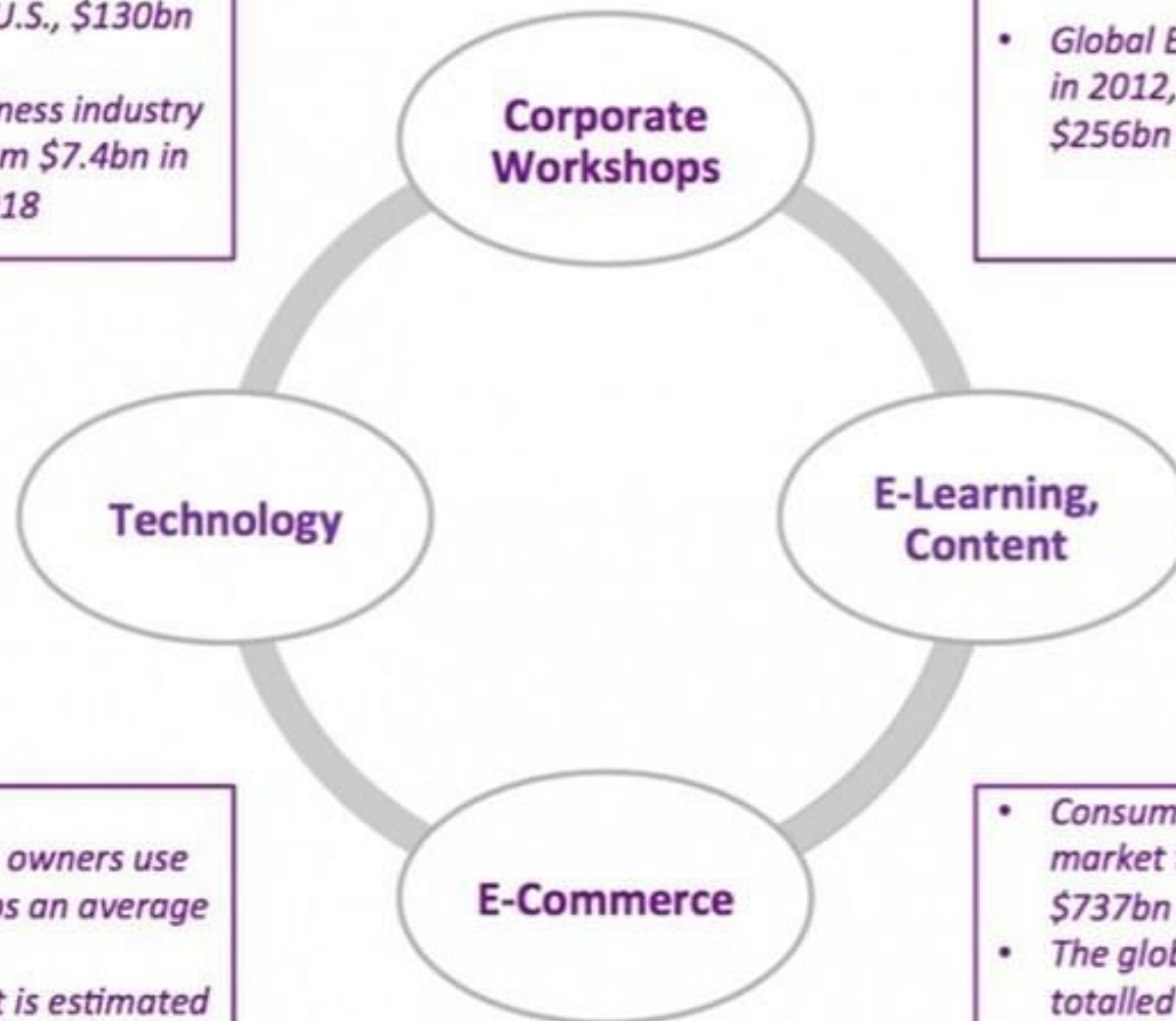
E-Commerce & Branded
Tech

Live Events &
Community

The Thrive Business Opportunity

- *Corporate training expenditure in 2013 of \$70bn in the U.S., \$130bn globally*
- *Global corporate wellness industry estimated to grow from \$7.4bn in 2014 to \$10.4bn in 2018*

- *Global E-Learning market of \$40bn in 2012, expected to grow to \$256bn by 2017*



- *46M U.S. smartphone owners use fitness and health apps an average of 16x per month*
- *The wearables market is estimated to triple from 84M devices sold in 2015 to 245M devices in 2019*

- *Consumer healthcare is a \$502bn market that will grow by 50% to \$737bn over the next 5 years*
- *The global sleep-product market totalled \$54bn in 2013 and is estimated to grow to \$76bn by 2019*

Global Scope

- Workshops, eCourses, content platform and merchandise are tailored to reflect the cultures and philosophies of each market
- Launching with Lead Corporate Partners that have a global workforce across various industries, including consulting, banking services, hotels, technology and airlines

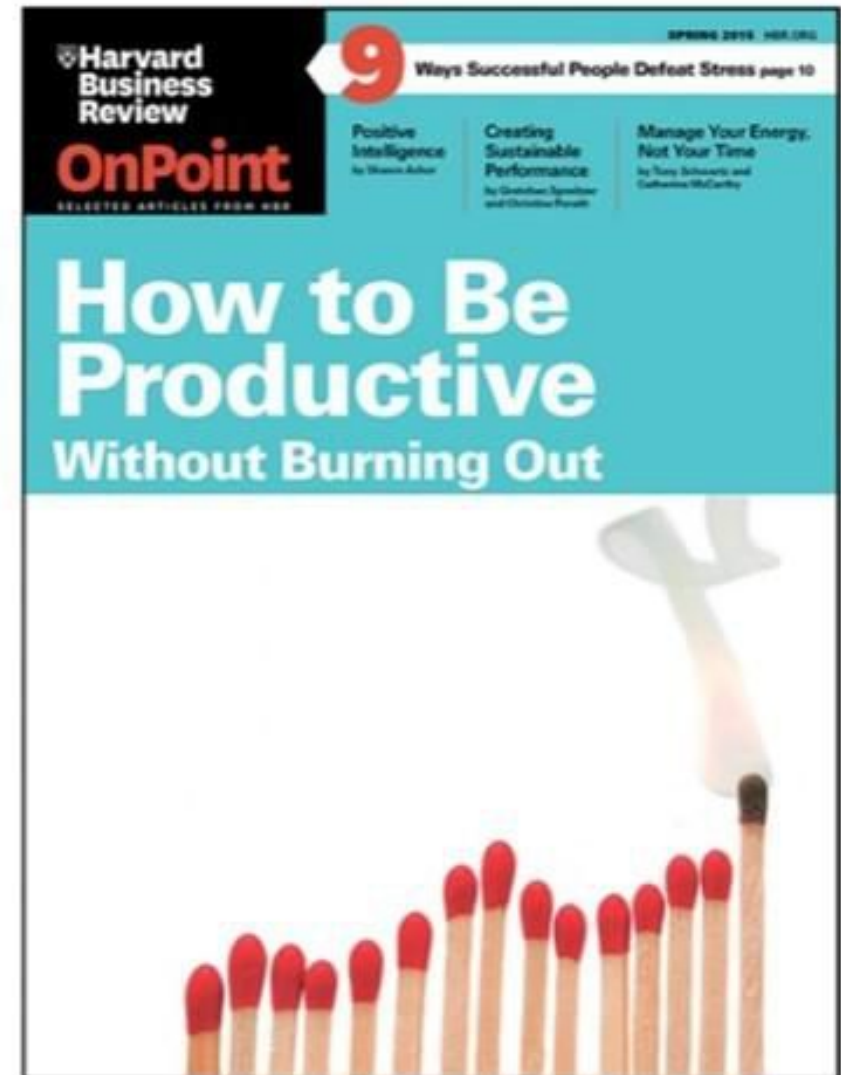
As technology-driven change continues to accelerate, long-term forecasting is less and less relevant and reliable, and cultivating a cultural corporate mindset focused on learning, experimenting, and iterating, more important than ever. So investing in learning programs—live and online—that allow employees to grow (improving their well-being, performance, and commitment to the company) will make more sense than perpetually recruiting. Now that online hiring platforms make it easy for competitors to poach talent, companies need other incentives for valued employees to stay.

Corporate Offerings

Corporate Offerings

Workshops and Seminars

- Thrive workshops are tailored for businesses to drive organizational success built on the latest scientific findings and a highly personal, intimate experience.
- Thrive Global, in partnership with our academic partner, will provide data that show measurable outcomes with a direct impact on the bottom line: increased productivity and engagement; improved recruitment and retention; and a reduction in health care costs.
- A menu of workshop options (3-hours, 1 day, 2 days, weekend retreats) as well as courses, webinars, and community-building tools are available online. The offerings are for executives, managers, and all employees, and include diversity seminars with trained facilitators and subject matter experts.



Corporate Offerings (Cont'd)

E-Learning & Certifications

- A selection of E-Courses covering time management, productivity, innovation, and how to maximize well-being and creativity are part of our corporate offering. Results are measured in terms of the bottom line, health care costs, loyalty and retention.
- E-Courses complement in-person workshops, offering employees continued guidance and resources to track milestones and ensure that the transformational impact of the workshop is sustainable.
- Participating companies are eligible to become “Thrive Certified,” indicating mastery of compliance with the Thrive standards.



Corporate Offerings (Cont'd)

Thrive Global helps companies reach and engage employees in meaningful, sustainable change through three areas of ongoing support:

- We apply a sophisticated media strategy to HR initiatives. Internal marketing campaigns raise the visibility, credibility and participation in wellness and productivity initiatives, and post-training, our compelling eLearning and email marketing campaigns keep employees on track.
- We will leverage the best of others' and our own apps and tech solutions to better manage employee wellness and creativity. For example, a proprietary sleep app, a proprietary app that turns your smartphone into a dumbphone for specified times without the power to override, and a proprietary tool to manage vacation email. We will also aggregate and where possible integrate tools that turn employees smartphones into their health coach (building up immune systems, reducing doctor visits, and enabling employees to become physically and mentally healthier. We curate the latest technological innovations to empower employees to track their own health, while providing greater reach and distribution for health care start-ups, where software meets health care (start-ups like Cue, Livongo Health, Omada Health, Vitals, Hello Neuroscience, Doctor On Demand)
- Organizational Design consulting to establish structures and systems that support Thrivers, eg, workspace design, (including nap and quiet rooms), healthy snack offerings, team communications design and more – all within an educational framework that encourages healthy choices.



Arianna in conversation with Facebook COO Sheryl Sandberg

Consumer Offerings

Consumer Offerings

- The primary consumer hub (website and apps), featuring expert-curated education, apps and tech tools around health, wellness, productivity and innovation to reduce stress and promote happiness and creativity.
- An innovative and proprietary Improvement Tracking Tool, with wellness action steps customized based on user diagnostics and profile.
- A multi-media “Thrive Tribe” platform for millions of consumers and leading experts to share stories, information, and recommendations on these subjects.
- A wellness 'entertainment' platform for podcasts, music, videos, and meditations
- A platform for user-generated content – a primary destination for a global conversation on these subjects
- Apps that allow for device-agnostic life-tracking (sleep, wellness, mindfulness) features that interface with leading wearables and smartwatches
- Monetized through brand partnerships, commissions, and native advertising and a freemium subscription model for proprietary apps



Consumer Offerings (Cont'd)

E-Commerce

- Curated Thrive-related products, including sleep kits, pillows, mattresses, beds, duvets, candles, oils, supplements, food products, yoga products, books, etc. Thrive lines of product and subscription boxes specially curated by celebrities and athletes.
- Meaningful affiliate marketing partnerships with other leaders in the wellness space, eg, Thrive Market.



E-Courses

- Original online courses including Arianna's signature Thrive Course customized for international markets
- Platform to distribute Arianna's course recommendations
- Monetized via rev-share and/or video ads



Consumer Offerings (Cont'd)

Live Events and Custom Content

- Sponsored Thrive live-events featuring thought leaders and celebrities
- Retreats taught by Thrive-certified trainers focused on embedding new habits, digital detoxes, and meditation
- Partnerships with athletes and coaches, like Kobe Bryant, Andre Iguodala, and Pete Carroll, (both for corporate and consumer offerings) who are vocal about the impact of sleep, meditation, etc. on their performance



Thrive Global Partners



THRIVE MARKET is the first socially conscious online store offering the world's best-selling natural and organic products at wholesale prices.



ALTUS is a high performance sports medicine and training institute in Santa Monica, which caters to patients and clients that require an elevated level of expertise, such as professional and amateur athletes, Olympians, celebrities, and executives.



SENSE BY HELLO wakes you up feeling great, improves your sleep, and helps you learn how the environment of your bedroom affects your rest.



THE DAVID LYNCH FOUNDATION helps to prevent and eradicate the all-pervasive epidemic of trauma and toxic stress among at-risk populations through promoting widespread implementation of the evidence-based Transcendental Meditation (TM) program in order to improve their health, cognitive capabilities and performance in life.

Thrive Global Advisors



Prof. Richard Davidson

- Professor of Psychology and Psychiatry at the University of Wisconsin–Madison
- Founder and chair of the Center for Investigating Healthy Minds



Dr. Ali Rezai

- Director of the Neurological Institute of the Wexner Medical Center at The Ohio State University



Karen May

- VP People Development at Google



Ellyn J. Shook

- Chief Human Resource Officer at Accenture



Pat Wadors

- SVP Global Talent Organization at LinkedIn



Prof. Mark Williams

- Professor of Clinical Psychology and Wellcome Principal Research Fellow at the University of Oxford

Thrive Global Board of Directors

	Arianna Huffington	• Founder and CEO of Thrive Global
	Dr. David Agus	• Physician and cancer specialist, author of <i>The Lucky Years</i> and <i>A Short Guide to a Long Life</i>
	Mark Bertolini	• CEO of Aetna
	Fred Harman	• Managing Partner of Oak Investment Partners
	Kenneth Lerer	• Managing Partner of Lerer Hippeau Ventures and Co-founder of The Huffington Post
	Abby Levy	• President of Thrive Global

Why Thrive Global?

- The large and rapidly increasing corporate and consumer wellness markets remain disparate, with no clear market leader
- Thrive Global is uniquely positioned to capitalize on this opportunity
 - Leverages the brand and success of Arianna Huffington as the face of the platform to drive adoption
 - Utilizes heavily researched and thoughtfully developed guiding principles from Arianna's international best-sellers *Thrive* and *The Sleep Revolution* (which are both now in over 30 languages).
 - Focused on action and change, not just information; provides tools and a roadmap to put into practice the Thrive Principles, leading to more sustainable lives and more successful businesses
- Our corporate and consumer offerings complement and support one another with global user acquisition, content creation and brand building. More than a content platform, Thrive Global is also an education and commerce company, giving us diversified revenue sources that we can reinvest in new technologies to support our Thrivers.