

Nutrisystem[®]

— SEGMENTATION —

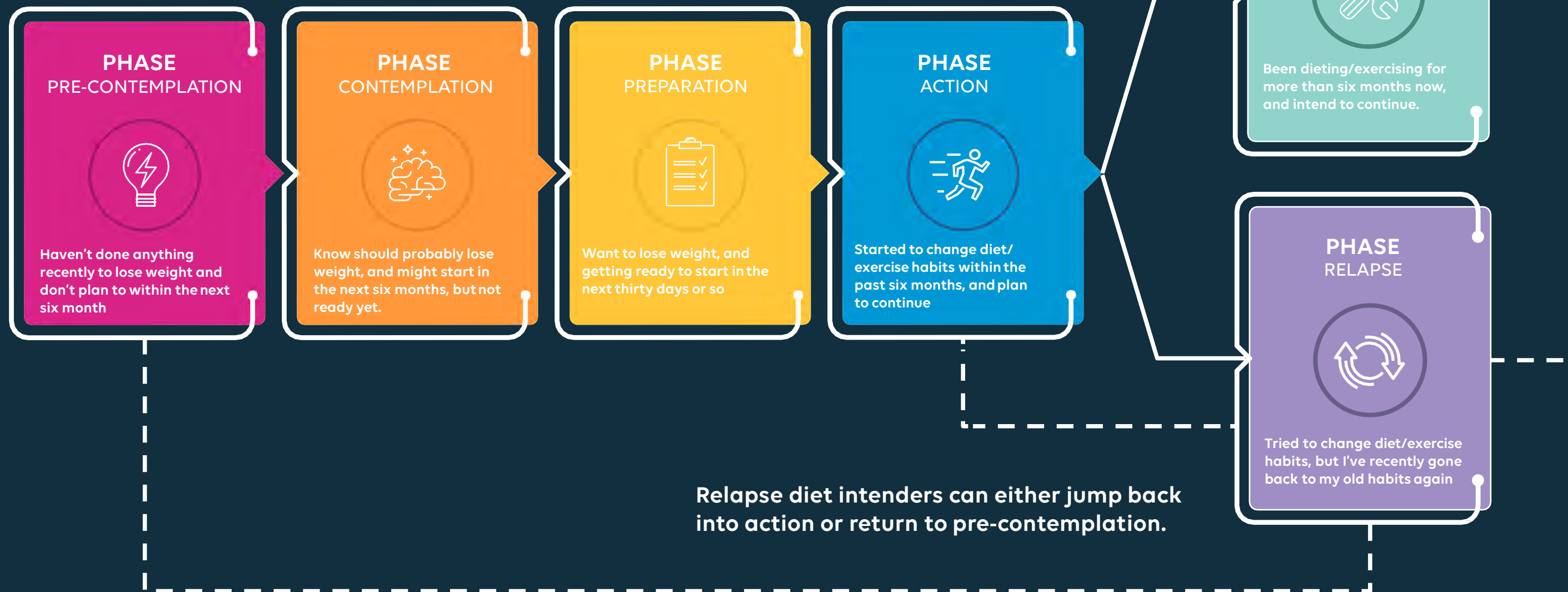


“The aim of marketing is to know and understand the customer so well the product or service fits her or him and sells itself.”

Peter F. Drucker

Nutrisystem® consumers follow the Weight Loss journey

THE DIET INTENDER'S JOURNEY



Within these stages, 5 diet intender segments emerge

The Diet Intender Segments

DIET INTENDER SEGMENTS

	PRE-CONTEMPLATION	CONTEMPLATION	PREPARATION	ACTION	MAINTENANCE	RELAPSE
NOT READY YET NANCY	29%	71%				
COMPLACENT CARL			39%	61%		
READY TO TRY RACHEL			44%	56%		
PROGRESS MADE PAULA					100%	
FRUSTRATED FIONA						100%

MEET THE DIET INTENDERS

"I know I should probably lose some weight, but I haven't tried much, and I'm just not ready to start yet. I don't have enough self-discipline, and I don't like to exercise."

"I'm watching my weight, but I don't worry about it too much. I feel good and I enjoy life. I have no interest in prepared meals. I'd rather buy food at the grocery store and cook my own meals."

"I've already started working on losing weight. I'm still looking for the right method. With my busy life, I would love the convenience of prepared meals delivered to my home."

"I'm already making progress with losing weight – mostly through exercise and healthy eating. I plan to continue. I haven't reached my goal yet, but I'm confident that I can maybe on my own."

"I'm stressed out, and tired of yo-yo dieting. I've tried everything, and nothing works; I keep going back to my old habits. I haven't given up yet, but I need help changing my eating habits."

What all Diet Intenders Have in Common

What inspires their weight loss journey?



EMOTIONS



MOTIVATIONS



TRIGGERS

Emotions, Motivations and triggers – What inspires the weight loss journey?



There are overwhelming negative emotions around weight

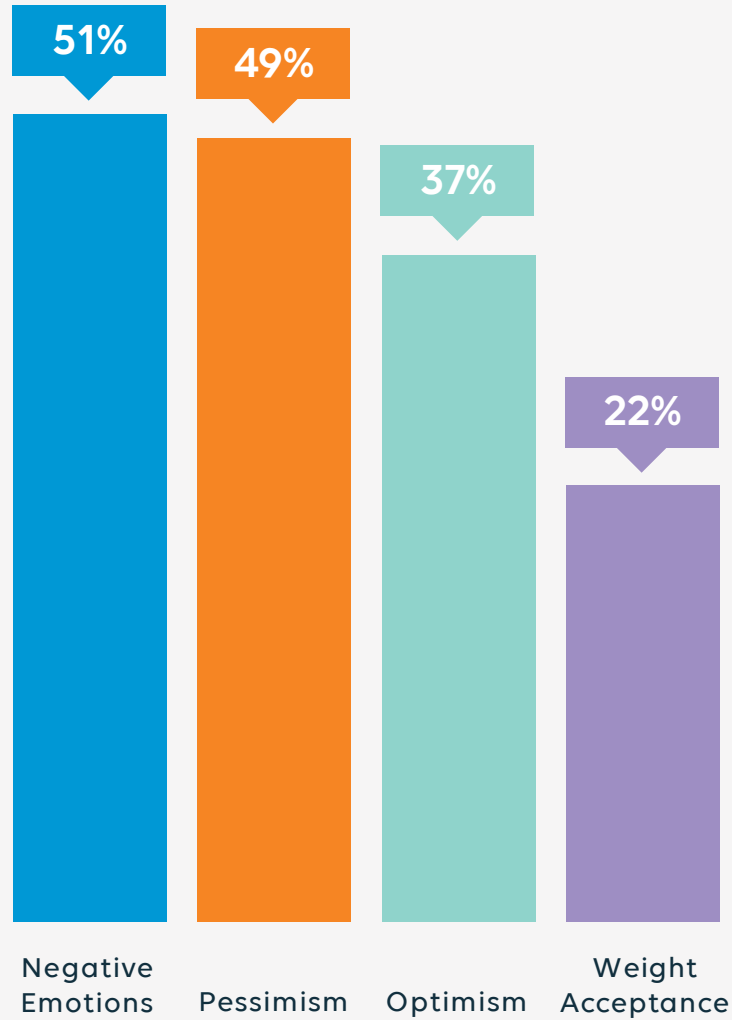
Skepticism and confusion surround weight loss methods

Despite negativity people hold themselves accountable for successes and failures and admit when they need help

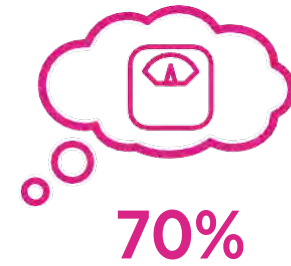
Overall, people are motivated to take action by their health and appearance

Certain events or life stages act as a 'cold splash of water'

Weight Loss Outlook (TB)



There are overwhelming negative emotions around weight



70%
I'm am tired of thinking about my weight



59%
I am embarrassed about my weight



52%
I avoid being photographed

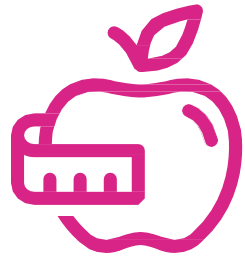


49%
I am stressed about my weight



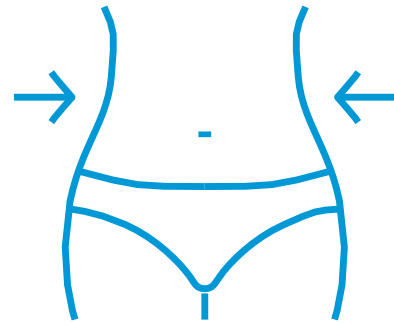
47%
I am unhappy about my relationship with food

Skepticism and confusion surround weight loss methods



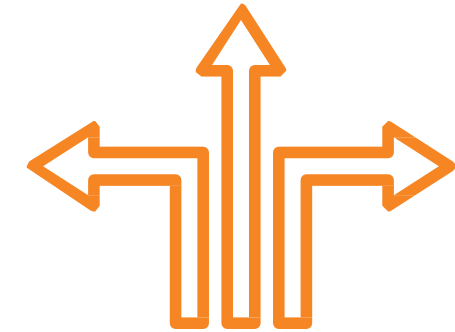
74%

Most don't believe they have found a diet that is effective for them



51%

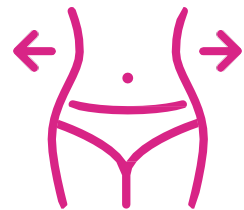
Weight management methods that worked when younger no longer do



42%

They are confused by the weight loss methods out there

Despite negativity people hold themselves accountable for successes and failures and admit when they need help



52%

I consider myself irresponsible for becoming overweight



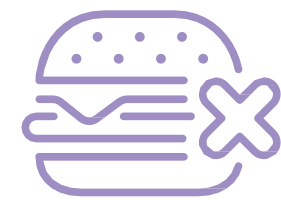
81%

I am primarily in control over whether or not I will achieve my weight loss goals



59%

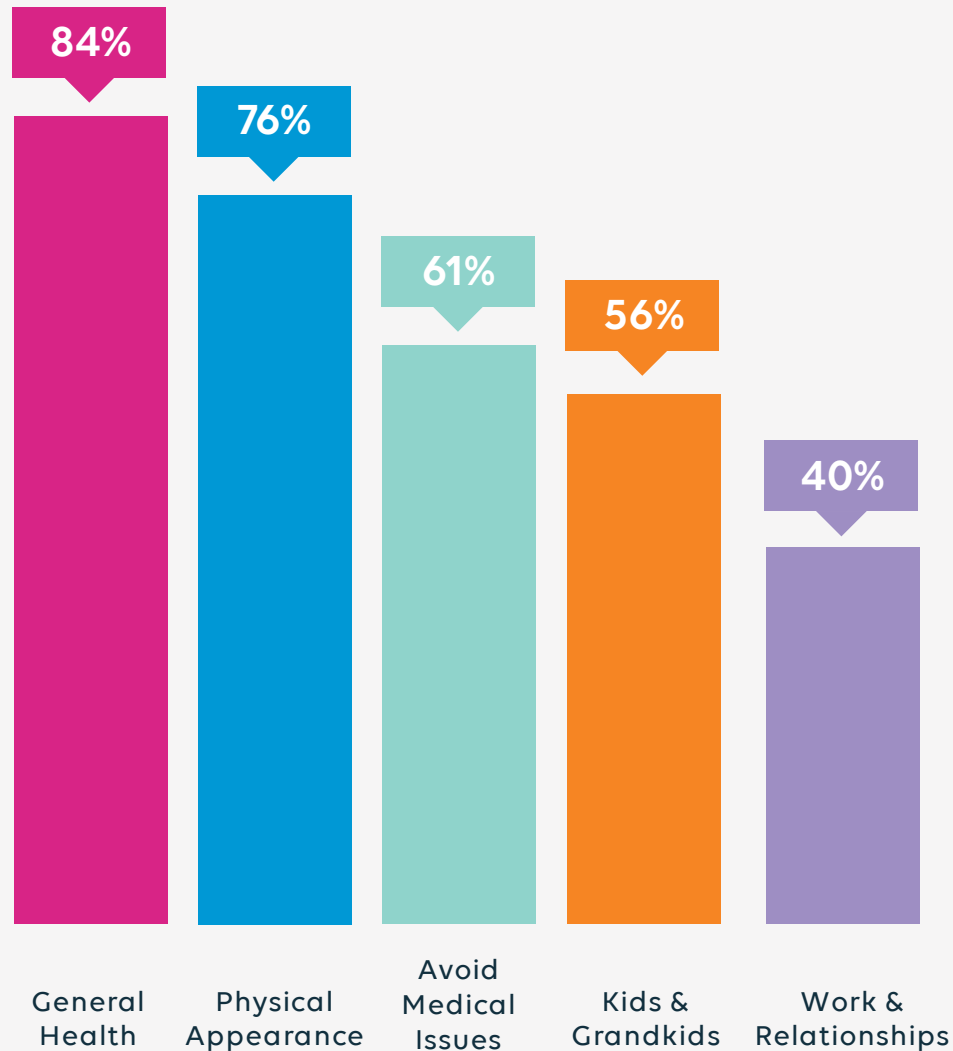
If my weight increases, it is because I have not been taking proper care of myself



59%

Many believe they need help changing their behavior related to eating and weight management

Motivator Priorities

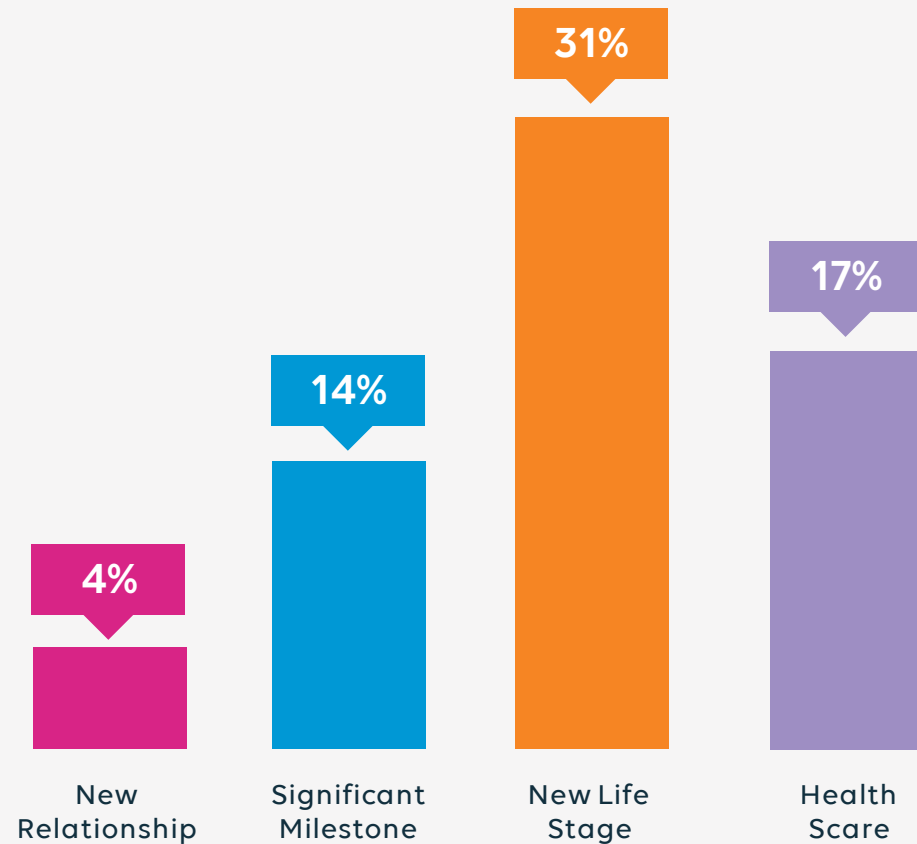


Overall, people are motivated to take action by their health and appearance

TOP 10 MOTIVATORS

1. I want to live healthier (94%)
2. I want to stay independent and mobile as I get older (92%)
3. I want to improve my appearance (90%)
4. I want to increase my energy level (90%)
5. I want to fit into the clothes that I want to wear (90%)
6. I want to be more active (88%)
7. I want to deal with potential health issues associated with weight, like heart disease and diabetes (81%)
8. I want to get back to how I used to look (78%)
9. I want to improve my self-confidence (77%)
10. I want to reduce my body pains (75%)

Trigger Priorities



MOTIVATORS TEND TO OUT-WEIGH IMMEDIATE TRIGGERS, BUT MOMENTS & TRIGGERS PLACE INCREASED EMPHASIS ON THE WEIGHT LOSS JOURNEY.

Certain events or life stages act as a 'cold splash of water'

TOP 5 TRIGGERS

- 01** I recently reached menopause (13%)
- 02** I had a recent health scare or a "wake up call" from my doctor (13%)
- 03** I retired and now have time to focus on me (10%)
- 04** I have some other significant event coming up, such as a wedding, public appearance, work function, etc. (8%)
- 05** I'm an empty nester for the first time and it's time to take care of myself (8%)

What all Diet Intenders Have in Common

Despite being on the weight loss journey, food is an important part of diet intenders lives.



EATING HABITS



Eating Habits – Despite being on the weight loss journey, food is an important part of diet intenders lives.

- Eating is a social activity and something that brings them joy
- Healthy eating basics occur – yet unhealthy habits persist



Eating is a social activity and something that brings them joy



72%

I have a sweet tooth



60%

I love trying new types of cuisine



53%

Eating is a social activity for me



53%

I love cooking and preparing food



52%

Eating is one of the few pleasures I have in life

Healthy eating basics occur – yet unhealthy habits persist



Top Healthy Eating Habits

- ✓ Drink water regularly (77%)
- ✓ Eat fruits and vegetables (50% and 65% respectively)
- ✓ Pursue food rituals and cook meals at home (55% avg.)
- ✓ Take multivitamins (46%)
- ✓ Read nutrition labels (41%)



Top Unhealthy Behaviors

- ✗ Don't track macros or what they eat (carbs, calories, fat, etc.) (88%)
- ✗ Eat snacks after 7pm regularly (35%)
- ✗ Eat out at restaurants regularly (30%)
- ✗ Drink sugar or sweetened beverages regularly (15%)

What all Diet Intenders Have in Common

The weight-loss journey appears to repeat itself and ebbs and flows over time.



WEIGHT LOSS ACTIVITY



Weight loss activity – the journey appears to repeat itself and ebbs and flows over time.

- Finding the right weight loss method can be hard
- They have tried many things in the past and are doing a few of them still today – but in the future they plan to ramp up activity
- Top weight loss activities consistently revolve around exercise, control and accountability
- Structured weight loss programs are a method that appeals to some diet intenders



71%

Don't do a lot of research on different methods before choosing



47%

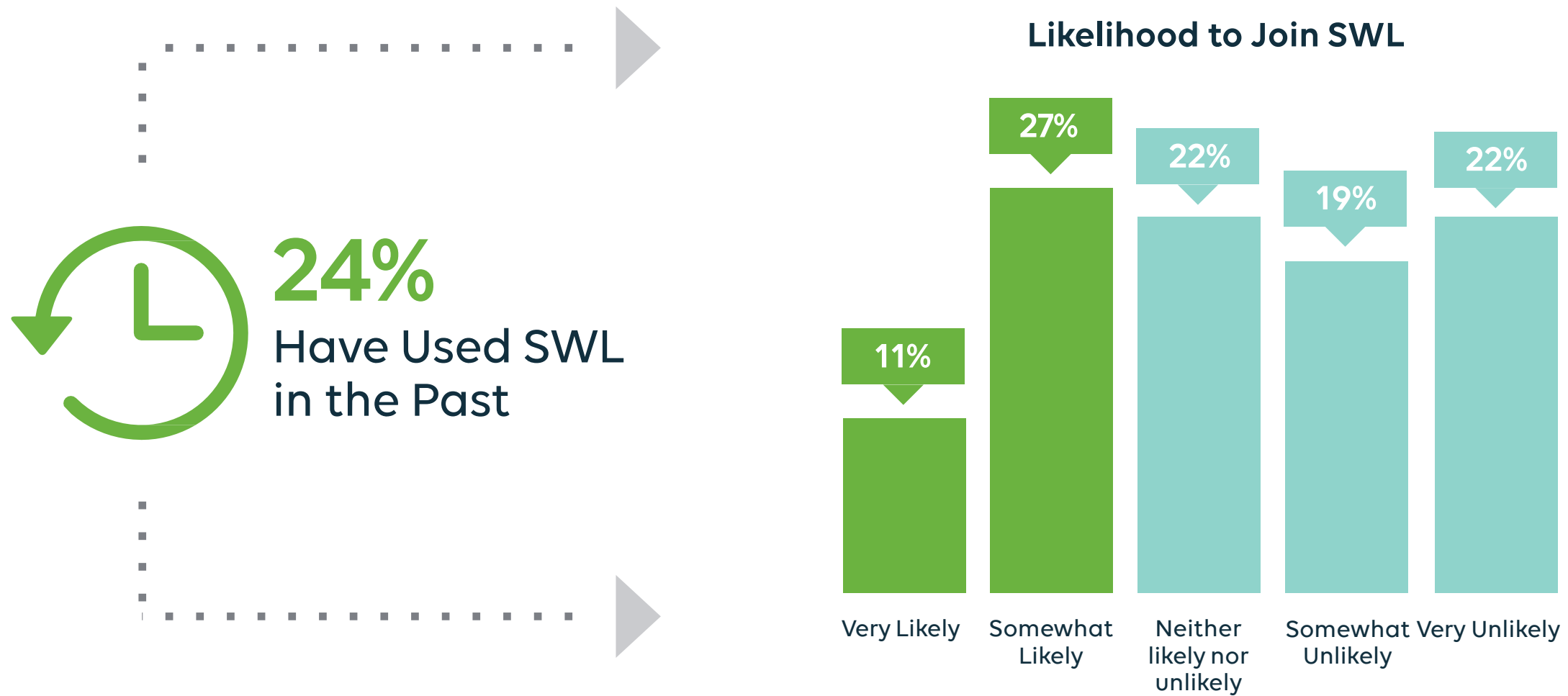
Trust weight loss methods backed by science

Finding the right weight loss method can be hard

WHERE THEY LEARN ABOUT WEIGHT LOSS

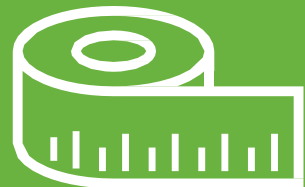
1. Friends, family, coworkers (43%)
2. My doctor or other healthcare professional (40%)
3. TV commercials (22%)
4. Online reviews (22%)
5. Social media (Facebook, Instagram, Pinterest, etc) (22%)
6. Magazines or print publications (22%)
7. Articles or blogs (21%)
8. Books (14%)
9. YouTube (8%)
10. Retail display of products (6%)

Structured weight loss programs are a method that appeals to some diet intenders



What all Diet Intenders Have in Common

Solutions and partners that provide guidance, accountability, and lasting results are top of mind.



BRANDS & STRUCTURED WEIGHT LOSS



Brands and Structured Weight Loss – solutions and partners that provide guidance, accountability and lasting results are top of mind.

- Weight Watchers is seen as both a trusted and effective brand
- Meal replacement and flexible structured approaches are the most used brands
- SWL appeals to those who want the guidance and accountability to help deliver personalized and sustained weight loss results
- Price and fear of ineffectiveness are the top barriers to joining SWL

Weight Watchers is seen as both a trusted and effective brand

THIS IS A TRUSTED BRAND

59% **weightwatchers**

32% *Jenny Craig*[®]

29% **Nutri**system[®]

18% **SOUTH BEACH**

THIS BRAND IS EFFECTIVE

45% **weightwatchers**

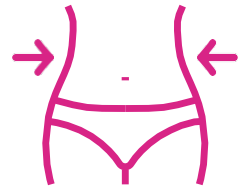
20% *Jenny Craig*[®]

19% **Nutri**system[®]

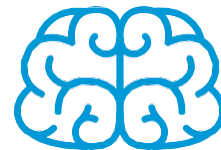
16% **SOUTH BEACH**

SWL appeals to those who want the guidance and accountability to help deliver personalized and sustained weight loss results

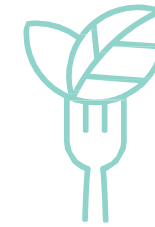
TOP REASONS TO JOIN SWL



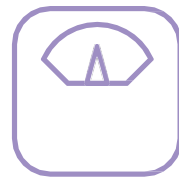
Provide steady and sustained weight loss results (89%)



Help me change my habits and behaviors (87%)



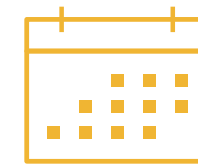
Be customized based on what foods I like/dislike (86%)



Maintain my weight after the program is completed (86%)



Provide a plan specifically designed around my personal weight loss goal (85%)



Provide the structure I need to achieve my weight loss goals (83%)

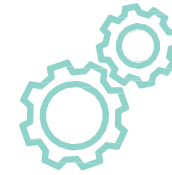
Price and fear of ineffectiveness are the top barriers to joining SWL



Price – they are unfordable (71%)



I should be able to lose on my own (68%)



“One size fits all” programs don’t work (64%)



They don’t provide enough value for the money (60%)



They lock you into long-term contracts (59%)



The meals won’t fill me up and I’ll still be hungry after eating (54%)



I am afraid that I would not lose weight even after joining the program (54%)



The meals don’t taste good (51%)

Target Segments

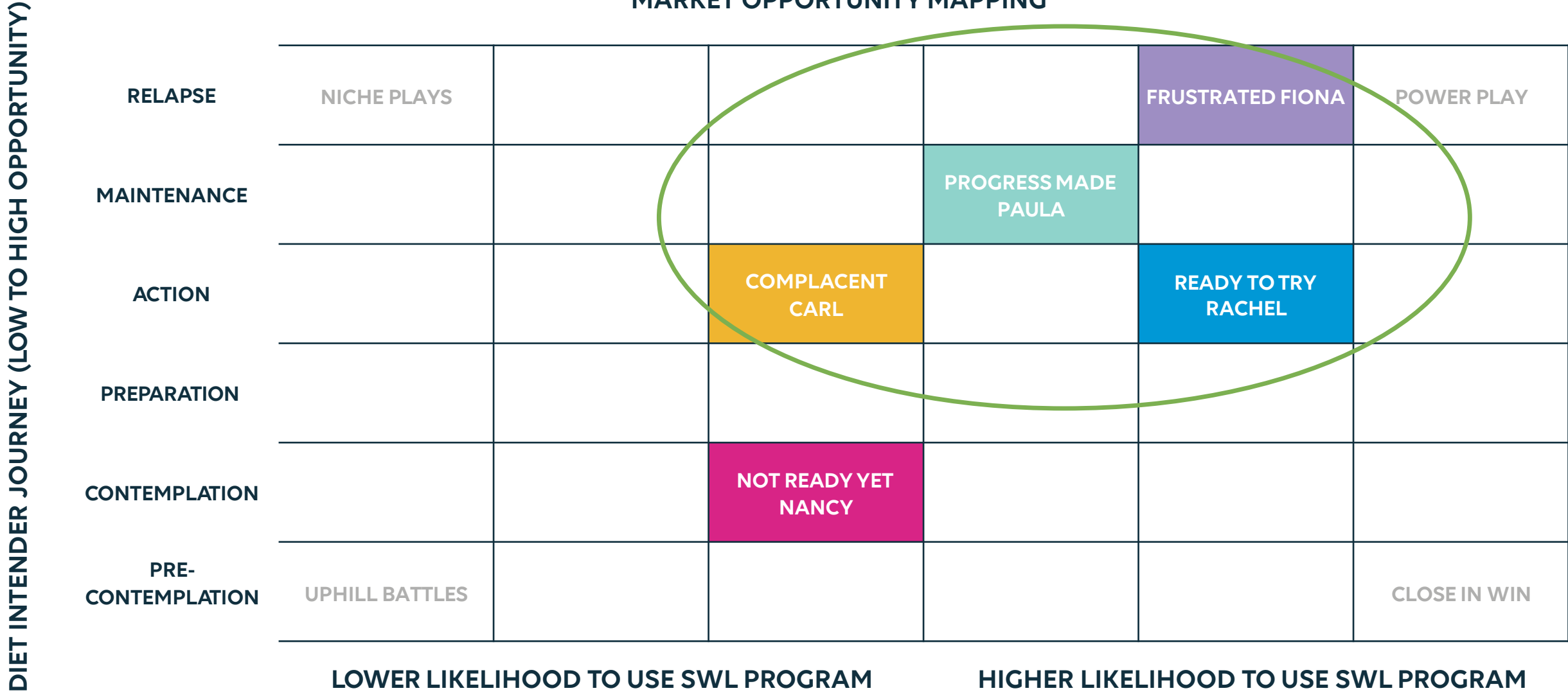
Identifying Nutrisystem's prime prospects – target efficiency allows us to focus and design for the top personas we are distinctively positioned to win with.



OUR PRIME PROSPECTS

Likelihood to use SWL coupled with your motivation to act based on where you are along the journey yields the greatest opportunity

MARKET OPPORTUNITY MAPPING



Targeting efficiency occurs across the four segments based on market size

DIET INTENDER MARKET BREAK OUT

Frustrated Fiona

13% OF THE DIET MARKET OPPORTUNITY

36% SOMEWHAT OR VERY LIKELY TO JOIN A SWL

Ready to Try Rachel

34% OF THE DIET MARKET OPPORTUNITY

48% SOMEWHAT OR VERY LIKELY TO JOIN A SWL

Not Ready Yet Nancy

14%

Progress Made Paula

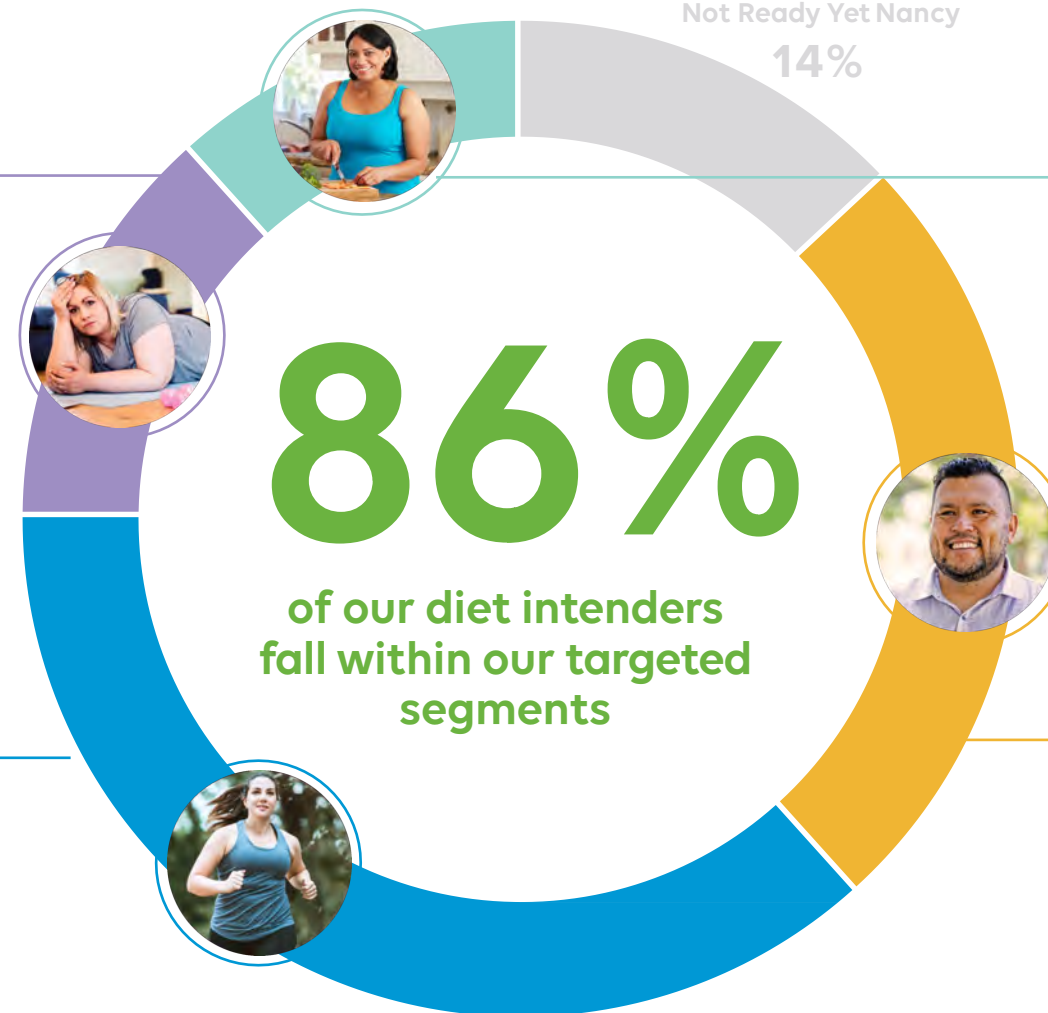
15% OF THE DIET MARKET OPPORTUNITY

46% SOMEWHAT OR VERY LIKELY TO JOIN A SWL

Complacent Carl

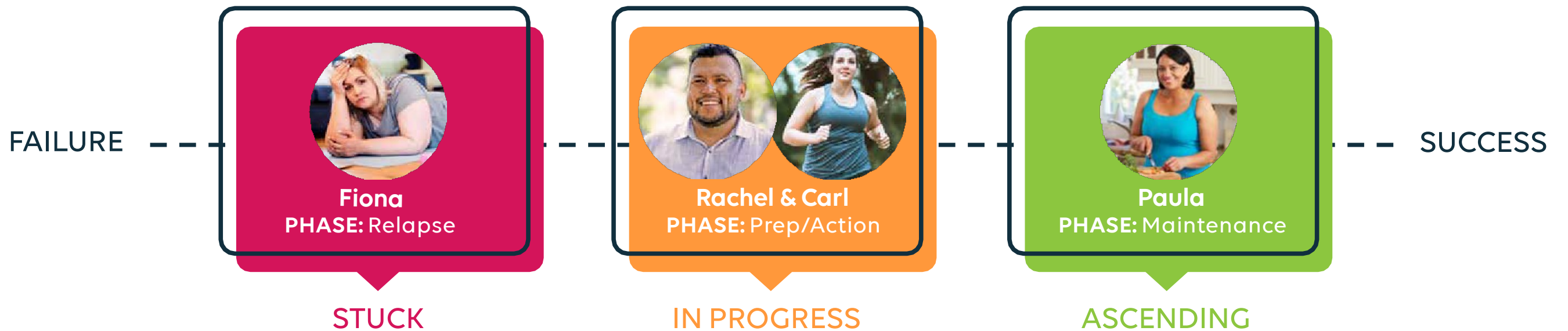
24% OF THE DIET MARKET OPPORTUNITY

28% SOMEWHAT OR VERY LIKELY TO JOIN A SWL



Where they are on the spectrum of success directly influences their outlook on their weight, weight loss efforts and overall health.

THE SPECTRUM OF SUCCESS



For 'Failing Fiona' to proceed to 'Ready to Try Rachel' and not to failure, they need strong guidance/support in navigating their options and regained confidence that they can overcome past weight loss failures.

She is desperate to change habits and open to new solutions, but skeptical of results at her current age.

'Complacent Carl' knows he needs to lose a few pounds but it isn't all he thinks about. Carl needs solutions to help him achieve the body he wants but he's in no rush to do so.

He is not interested in crazy diets or fads. He is looking for a healthy lifestyle change that balances nutrition and exercise.

'Ready to Try Rachel' is on the road to success. They can either become a 'Failing Fiona' or 'Progress Made Paula' diet intender depending on where their next weight loss action takes them.

She is most willing to try new methods and is very receptive to getting professional help.

'Progress Made Paula' is currently trying to maintain the weight loss they have achieved. They can either continue down the road to success, or head towards relapse if they lose their motivation.

She believe that she can do this on her own. She still show high openness to trying new methods & willingness to change her habits.



	Ready to try Rachel	Frustrated Fiona	Progress made Paula	Complacent Carl
	34% OF THE DIET MARKET OPPORTUNITY (32,980,000)	13% OF THE DIET MARKET OPPORTUNITY (12,610,000)	15% OF THE DIET MARKET OPPORTUNITY (14,550,000)	24% OF THE DIET MARKET OPPORTUNITY (23,280,000)
	48% SOMEWHAT OR VERY LIKELY TO JOIN A SWL (15,830,400)	36% SOMEWHAT OR VERY LIKELY TO JOIN A SWL (4,539,600)	46% SOMEWHAT OR VERY LIKELY TO JOIN A SWL (6,693,000)	28% SOMEWHAT OR VERY LIKELY TO JOIN A SWL (6,518,400)
Motivation/ Trigger	Look good to feel good	Embarrassed and stressed	Results drive commitment	More time for me
Outlook on Life	Optimistic but seeks improvement	Beaten down and pessimistic	Success breeds success	Low stress, high confidence
Relationship to Food	Convenience and impatience	No Restrictions	Healthy habits enjoyed	Confidence and control
Actions	Behavior change that sticks	Guidance and accountability	Exercise is energizing	DIY approach to weight loss
SWL	Convenience and discipline	Teach and demonstrate success	Not essential	Improve appearance



Ready to try Rachel



Frustrated Fiona



Progress made Paula



Complacent Carl

**Motivation/
Trigger**

Look good to feel good

"I recently saw a picture of myself and I am starting to feel like my weight has gotten out of control. I've got an upcoming wedding and I really want to look good for my family and the photographers."

Embarrassed and stressed

"I am just tired of thinking about my weight. It's a constant driver of stress and I am really embarrassed about my body."

Results drive commitment

"It hasn't been easy, but I'm making strides toward my goal weight. I've found a system that works for me and I can see the finish line – even if it's a moving target."

More time for me

"Now that I am retired, I've been focusing on all the projects that I didn't have time for before-including getting myself back in shape."

**Outlook
on Life**

Optimistic but seeks improvement

"I have a pretty good life, but there are things I could improve upon that are around habits and behaviors."

Beaten down and pessimistic

"It's just hard to look on the bright side when everything seems to be going against me."

Success breeds success

"My progress is making me more self-confident and optimistic about life."

Low stress, high confidence

"Life is a little simpler now and its getting brighter as my family continues to grow. I love spending time with my grandchildren and making their lives better."

**Relationship
to Food**

Convenience and impatience

"I know that cooking is a way to help me control what I eat, but I just don't have the time to prepare every meal or the patience to monitor everything I eat."

No Restrictions

"I know that I am not doing well when it comes to my eating habits, but I am not willing to deprive myself. I've been restricting myself and that didn't help me lose weight like I wanted so I'm just going to do what I like right now."

Healthy habits enjoyed

"Cooking and monitoring my food has become a great way for me to make progress toward my goals. I enjoy buying fresh foods and making new recipes to stick to a healthy diet. Food is no longer the enemy, but a delicious and nutritious part of life."

Confidence and control

"I have been pretty good managing what I eat and love to cook for myself and my family. Watching what I eat is the key to losing weight."

Actions

Behavior change that sticks

"I am ready to not give up and ready to try new things. I am seeking guidance to help me change my habits so this time it sticks."

Guidance and accountability

"Sticking to a weight loss program is hard, I usually get ramped up and fall off quickly. I need to hand over the keys and let someone else drive to make me stick to something that works."

Exercise is energizing

"I have so much more energy now. I used to watch tv and sit around to pass the time but now exercise is a regular part of my routine and I like a variety of ways to stay active from running, to biking to hiking."

DIY approach to weight loss

"Like I always say, 'if you want something done right, do it yourself.'"

SWL

Convenience and discipline

"I am compelled by SWL programs that can offer a customized approach for me and that can provide the structure and assistance to achieve sustained, long-term results."

Teach and demonstrate success

"I need a program that will help me lose weight now but also help me learn to keep it off in the future."

Not essential

"I have a pretty good handle on things, but maybe even more structure can get me to the next level."

Improve appearance

"I really want to look the way I used to look. Is there something to get rid of my belly?"

While the majority of the diet intenders are female, there are important nuances that male diet intenders share



Overall, men are more optimistic about their weight, and life in general



Men have the confidence they can lose weight since they have done it before



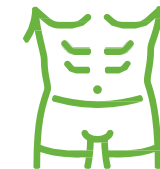
Social activities around food play an even bigger role for males vs. females



Men rate their relationship with family and friends higher than women



Men are more likely to exercise and engage in physical activities



Achieving the body they once had is biggest motivator for weight loss

READY TO TRY RACHEL

SWL provides Rachel with discipline, accountability and convenience



AGE: 49

SEX: Female

EMPLOYED: Full-Time

INCOME: \$94,000

BMI: 32

LBS. TO LOSE: 24

PHYSICAL ACTIVITY:



HEALTH CONDITIONS:

Average Prevalence

HEALTHY BEHAVIORS:

Meditation

UNHEALTHY BEHAVIORS:

Often Feels Stressed

"It's time. I thought losing weight would take care of itself – but with my family, working full time, and everything else, life just keeps getting in the way. I've tried a lot of different techniques in the past, but now I have to succeed – for that wedding in a month, for my health, for my life. So it's time for me to take weight loss seriously and get this done, hopefully once and for all.

And while it's not going to be easy, I know I can do it. I have the knowledge and a good support system around me, so now I'm ready to summon all my willpower and try new techniques to take the excuses away. I have reconciled myself that this will involve avoiding certain foods and exercising a lot more control than I'm used to – but I'm ready."

READY TO TRY RACHEL

HOW TO WIN WITH RACHEL

Demonstrate small wins that lead to lasting results by offering the convenience and discipline she desires.

RELATIONSHIP TO FOOD

Convenience and Impatience



Meal replacements have been a key method to prior weight loss efforts



Likes to cook and try different cuisines, but lacks a lot of time



With busy lifestyle, not very strict about eating healthy foods

ACTIONS

Behavior Change that Sticks



Recognizes the need to change behaviors and be more disciplined



Willing to try new methods, very receptive to getting help



Avoids grocery shopping to resist temptation, but likes being in control to pick out food

TRIGGERS

- Not happy with physical appearance
- Desire to look good soon
- Weight has gotten out of control
- Fear of spiraling further out of control

MOTIVATION

Look Good to Feel Good
Rachel is seeking to take action of her weight before it gets out of control

OUTLOOK ON LIFE

Optimistic but Seeks Improvement
Despite acknowledging the need to lose weight and having negative emotions, she is optimistic she can reach her goals



34% OF THE DIET MARKET OPPORTUNITY (32,980,000)

48% SOMEWHAT OR VERY LIKELY TO JOIN A SWL (15,830,400)

Rachel gets her weight-loss information from online reviews, social media, and social circles. Often time she consults a higher number of information sources than other targets.

MEDIA CONSUMPTION

Netflix, Amazon Prime, Youtube
Facebook & Instagram

FRUSTRATED FIONA

SWL takes Fiona out of the drivers seat



AGE: 52

SEX: Female

EMPLOYED: Full-Time

INCOME: \$94,000

BMI: 33

LBS. TO LOSE: 25

PHYSICAL ACTIVITY:



HEALTH CONDITIONS:

Higher Prevalence

HEALTHY BEHAVIORS:

Drinks Water

UNHEALTHY BEHAVIORS:

Tobacco Use & Stress

"I'm stuck. Weight loss has become the enemy – it's an all-consuming cycle of trial and failure, and I'm just not up to it right now. No more counting, no more tracking, no more deprivation. No more yo-yo's in my weight and mood. If losing weight is supposed to make me more healthy overall, the stress and disappointment of trying has the exact opposite effect. I'm aware this is a relapse and I'm not proud of it, but I just need to pull back for now.

Yet I'm going to have to try again at some point – because my weight is embarrassing and unhealthy and I'm at an age where it's getting harder and harder to make progress. It's a lonely journey, but I know I'll wake up one morning ready to try again. When I do, I'll need a different approach."

FRUSTRATED FIONA

HOW TO WIN WITH FIONA

Focus on achievability to drive motivation that teaches and demonstrates success by highlighting manageable lifestyle changes that can stick.

RELATIONSHIP TO FOOD

No Restrictions



Food is a major part of Fiona's life and she is unwilling to constrain herself at this point



Less likely to eat healthy foods and more likely to over-eat



Most likely to have a sweet tooth, treating eating as a social activity and being one of the few pleasures in life

ACTIONS

Guidance and Accountability



Tired of restrictions, failing and yo-yoing



Doesn't care as much for cooking

TRIGGERS

- Tired of thinking about her weight
- Embarrassed and stressed about weight
- Sick of yo-yo dieting
- Blames herself

MOTIVATION

Embarrassed and Stressed
Fiona is in a free-fall and unable to pull herself out – she is very embarrassed and stressed about her weight

OUTLOOK ON LIFE

Beaten Down and Pessimistic
Failure in Fiona's diet journey colors her outlook on life and future progress.



15% OF THE DIET MARKET OPPORTUNITY (14,550,000)

46% SOMEWHAT OR VERY LIKELY TO JOIN A SWL (6,693,000)

Fiona gets her weight-loss information from TV ads, social media, magazines, and other print publications.

MEDIA CONSUMPTION

HGTV, History Channel, Hallmark Channel, Discovery Channel, HBO, Facebook, and Instagram

PROGRESS MADE PAULA

SWL is polarizing for Paula - some may look to super charge their progress while others feel they've already got this handled

"I did it! Well, that may be an overstatement, but I've made a lot of progress losing weight, getting healthy, and doing what works for me. I've been eating fresher and healthier food, getting regular exercise, and sticking with it. It's amazing how making this kind of progress has such a positive impact on my whole life. I'm doing more, feeling confident, and thriving in a way that I haven't in years. This is a true lifestyle change for the better.

Yet I've learned two important things: (1) I need to be really focused because it's easy to slip back, and (2) I really don't ever want to go 'back there' again. So while I've earned some margin for error, I need tools and motivation to keep the momentum going and to get better everyday."



AGE: 52

SEX: Female

EMPLOYED: Full-Time

INCOME: \$96,000

BMI: 31

LBS. TO LOSE: 23

PHYSICAL ACTIVITY:



HEALTH CONDITIONS:

Low Prevalence

HEALTHY BEHAVIORS:

Exercise

UNHEALTHY BEHAVIORS:

Has a Sweet Tooth

PROGRESS MADE PAULA

HOW TO WIN WITH PAULA

Boost her already healthy lifestyle and help her continue the journey by offering increased flexibility and complementary holistic lifestyle interventions.

RELATIONSHIP TO FOOD

Enjoys Healthy Habits



Restricts sugars/carbs



Prefers cooking and buying food at grocery store (vs. home deliveries)

ACTIONS

Exercise is Energizing



Being active is an essential part of Paula's journey



Willing to change habits, but want to do it on her own



Tracks exercise and what she eats

TRIGGERS

- Wants fresh foods she can cook
- Needs a personal plan tailored for her
- Needs to change habits for sustainable weight management

MOTIVATION

Results Drive Commitment
Paula is on the upswing – making progress and working toward her goals.

OUTLOOK ON LIFE

Success Breeds Success
Weight loss success makes Paula more optimistic about her life in general



13% OF THE DIET MARKET OPPORTUNITY
(12,610,000)

36% SOMEWHAT OR VERY LIKELY TO JOIN A SWL
(4,539,600)

Paula gets her weight-loss information from online reviews and her doctor. She typically doesn't rely on TV ads.

MEDIA CONSUMPTION

Amazon Prime, Food Network, ESPN, History Channel, Hallmark Channel, TBS, Discovery Channel, Facebook, Instagram, and Twitter

COMPLACENT CARL

SWL is a solution that helps Carl achieve the body he once had in a simple, straightforward way.

"Yes, I know I need to lose a few pounds – but I'm not that worried about it. Like life, health is all about moderation. Now that I have time for myself, it's just about getting and staying active and eating good food. I need to keep taking those daily walks and being smart when I cook. I believe in freedom and responsibility – and the latter earns the former.

There's no reason for anything drastic like some of those crazy weight loss fads I see advertised all the time. The only way I'd consider a diet is if it wasn't a diet at all, but a healthy lifestyle change that included good nutritious meals and daily exercise."



AGE: 52

SEX: Male

EMPLOYED: Retired

INCOME: \$95,000

BMI: 32

LBS. TO LOSE: 23

PHYSICAL ACTIVITY:



HEALTH CONDITIONS:

Average Prevalence

HEALTHY BEHAVIORS:

Getting Outdoors

UNHEALTHY BEHAVIORS:

Alcohol Consumption

COMPLACENT CARL

HOW TO WIN WITH CARL

Don't focus on time and convenience, but instead focus on the end goal of looking good tied to SWL.

RELATIONSHIP TO FOOD

Confidence in Control



Lowest propensity for meal replacement



Likely to prefer cooking and buying food at grocery store (vs. home deliveries)



Somewhat disciplined about not over-eating and avoiding preservatives and sugar

ACTIONS

DIY Approach to Weight Loss



Engages in solitary physical activities (gardening, hunting/fishing)



Seeing a doctor for preventative care staying mentally stimulated

TRIGGERS

Least negative feelings, and least likely to be bothered or pressured by others

MOTIVATION

More Time for Me
He's not as young as he used to be but now that he's retired, he's looking to get back in shape or at least close to it.

OUTLOOK ON LIFE

Low stress, high confidence
Carl has a generally positive outlook on life and less stress. He enjoys contributing to the happiness of others.



24% OF THE DIET MARKET OPPORTUNITY (23,280,000)

28% SOMEWHAT OR VERY LIKELY TO JOIN A SWL (6,518,400)

Outside of Friends/Family and doctors, Carl is not actively seeking weight loss advice.

MEDIA CONSUMPTION

ESPN, HGTV, History, FOX, TBS, Facebook

While **'Ready to Try Rachel'** and **'Complacent Carl'** segments are at similar weight loss stages, the difference is their stated importance for convenience benefits – there are more obstacles to overcome to motivate and trigger Carl to join a SWL program.



ADDITIONALLY, COMPLACENT CARL'S ARE:

Less likely to prioritize habits/behaviors related to weight loss
More likely to prefer cooking and buying food at grocery store
(vs. home deliveries)

More likely to believe they can lose weight on their own by
exercising and healthy eating

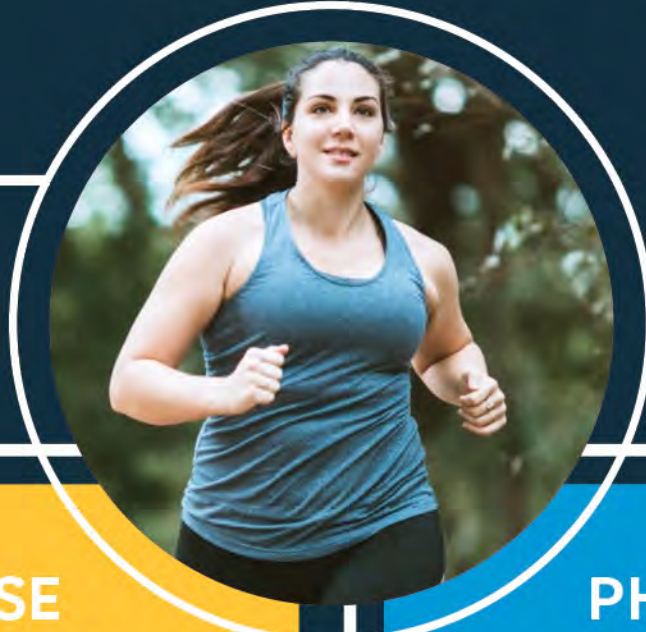
Slightly more disciplined about not over-eating and avoiding
added sugar, preservatives, high sodium

Less like to get stressed easily




Getting to Know Ready to try Rachel

Rachel is in **Preparation** moving to **Action Phase** of the weight loss journey.




PHASE PRE-CONTEMPLATION




Haven't done anything recently to lose weight and don't plan to within the next six months

PHASE CONTEMPLATION



Know should probably lose weight, and might start in the next six months, but not really yet.

PHASE PREPARATION



Want to lose weight, and getting ready to start in the next thirty days or so

PHASE ACTION



Started to change diet/exercise habits within the past six months, and plan to continue

PHASE MAINTENANCE



Been dieting/exercising for over 6 months, and intend to continue.

PHASE RELAPSE



Tried to change diet/exercise habits, but I've recently gone back to my old habits again

Rachel is seeking to take action of her weight before it gets out of control

“I recently saw a picture of myself and I am starting to feel like my weight has gotten out of control. I’ve got an upcoming wedding and I really want to look good for my family and the photographers. I realize that I am the only one to blame for letting my weight management slip and if I don’t take control soon, this could become really embarrassing and stressful.”

- Ready to Try Rachel

Despite acknowledging the need to lose weight and having negative emotions, she is optimistic she can reach her goals

“I have a pretty good life, but there are things I could improve upon that are around habits and behaviors (financial wellbeing, handling stress, appearance), I know that if I put in the effort I can accomplish my goals in life and with my weight.”

OPTIMISM TOWARD LIFE

72%

Rate overall life favorably

OPTIMISM TOWARD WEIGHT LOSS

76%

I have lost weight before, I am confident that I can do it again

69%

I am optimistic that I will lose weight

Better eating habits are a key to success, but life's busyness gets in the way

"I know that cooking is a way to help me control what I eat, but I just don't have the time to prepare every meal or the patience to monitor everything I eat. Meal replacement is probably the most convenient way to exercise control, deliver results and keep me on track while I continue to balance work, taking care of myself and my family, and running all over the place."

LIFE GETS IN THE WAY...

71%

Work 40-59
hours/week

42%

Have kids in their
household

AND HEALTHY EATING ISN'T THE TOP PRIORITY

35%

I like to cook but
don't have time

84%+

Aren't tracking
food intakes
(calories, macros,
etc.)

69%+

Aren't actively
avoiding problem
foods/ingredients

Rachel is willing to try new things and recognizes the need to change behaviors and be more disciplined

“Despite having tried many weight loss actions in the past, I am ready to ramp up and am seeking out weight loss methods to help reach my goals. I am ready to not give up and ready to try new things. I am seeking guidance to help me change my habits so this time it sticks.”

7.03%

Average number
of past weight
loss actions tried

78%

Willing to try new
things

70%

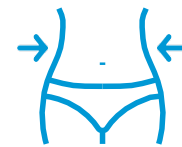
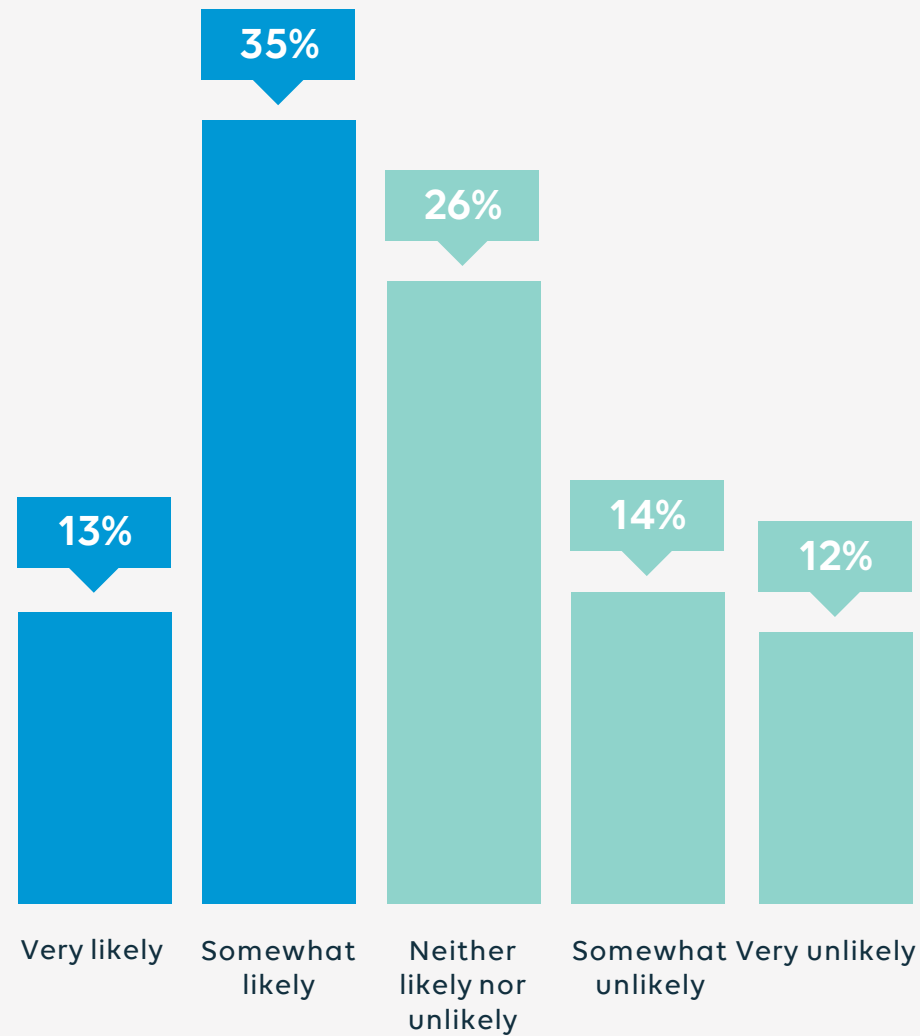
I need help
changing my
habits and
behaviors
related to eating
and weight
management

57%

needed to be successful
at losing weight

SWL provides Rachel with discipline, accountability and convenience

"I am compelled by SWL programs that can offer a customized approach for me and that can provide the structure and assistance to achieve sustained, long-term results."



94%

Provide Steady and sustained weight loss results



94%

Be customized based on what foods I like/dislike



93%

Help me change my habits and behaviors



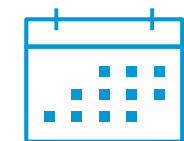
93%

Provide the structure I need to achieve my weight loss goals



93%

Provide a plan specific to my age range

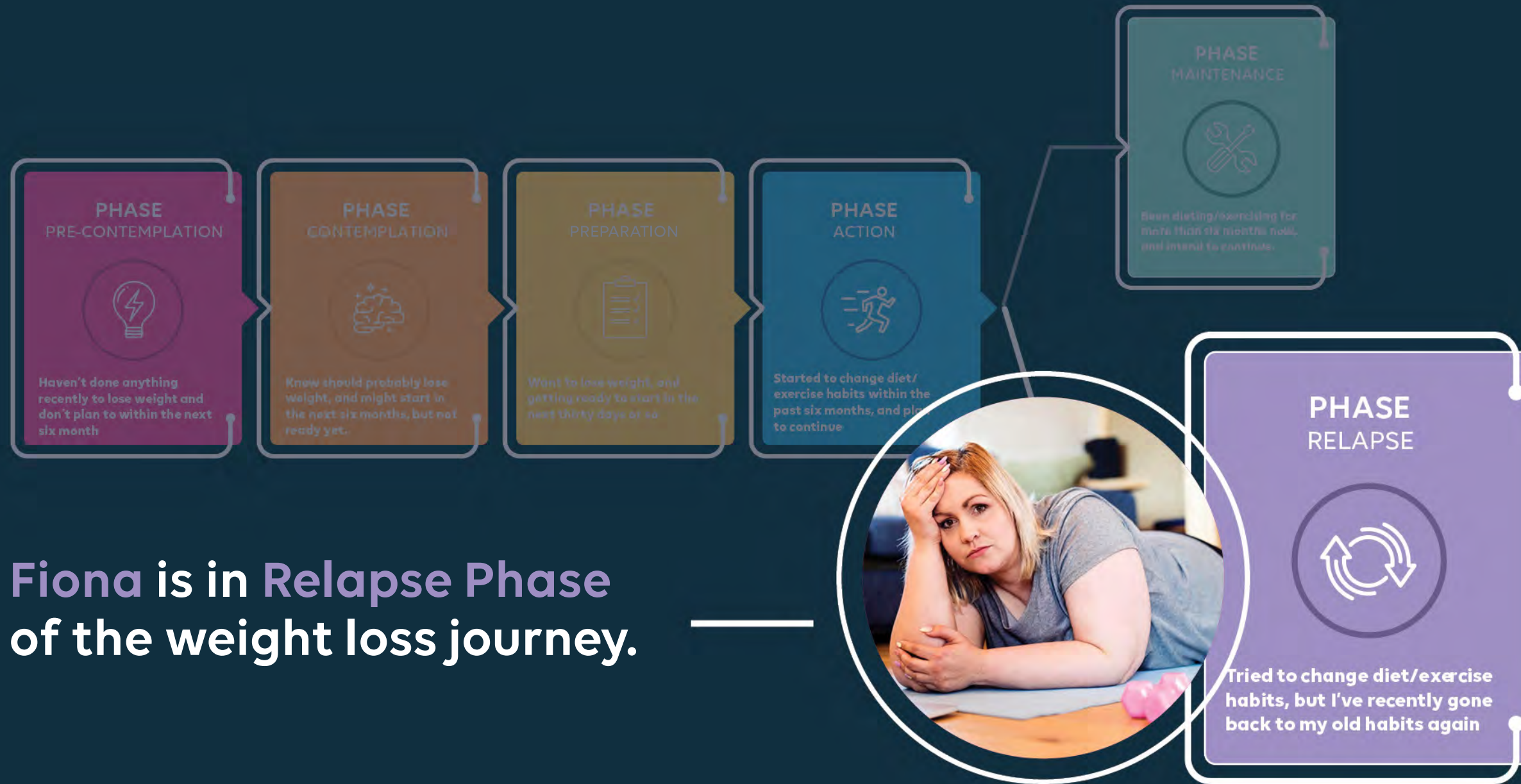


93%

Teach me how to maintain my weight after the program is completed



Getting to Know Frustrated Fiona



Fiona is in Relapse Phase of the weight loss journey.

Fiona is stressed and embarrassed about her weight and frustrated with the weight loss journey

“I just gave up on another fad diet. Again, it was too hard and restrictive and I wasn’t getting the results I needed. Constantly thinking about my weight is driver of stress and I am really embarrassed about my body. This stress and concern makes everything in my life feel harder.

- Frustrated Fiona

Fiona is in a freefall and unable to pull herself out – she is very embarrassed and stressed about her weight

“I’ve tried dieting and other weight loss methods in the past, but I can’t get my weight under control. I have tried everything, from minimally invasive options to structured, nothing has stuck. I am just tired of thinking about my weight. It’s a constant driver of stress and I am really embarrassed about my body.”

72%

I am embarrassed about my weight

66 %

I am stressed about my weight

70%

I am tired of yo-yo dieting

81%

I am tired of thinking about my weight

Failure in Fiona's diet journey colors her outlook on life and future progress

"I don't have a bad life, but everything is just harder for me than it is for everyone else. I am often stressed and anxious, I'm not as healthy as other people, and I am not as successful either. It's just hard to look on the bright side when everything seems to be going against me."

OUTLOOK TOWARD LIFE

64%

Rate overall life favorably
(11% lower than Rachel)

-10%

Fiona rates all life metrics lower on average than Rachel

34%

Feel anxious or stressed regularly

Having tried the most weight loss actions in the past, her failures have led her to be less active and committed currently

"I can't seem to find anything that works for me. I try and I may see improvement, but the weight always comes back or I can't lose enough. I am fatigued from the effort, I restricted myself, I made an effort, but it didn't work so I give up."

8.5%

Average number
of past weight loss
actions tried

3.6%

Average number of
current weight loss
actions

53%

It seems that
nothing I do to try to
lose weight works

Food is a major part of Fiona's life and she is unwilling to constrain herself at this point

"I love food, eating brings me joy and it's a social activity for me. I know that I am not doing well when it comes to my eating habits, but I am not willing to deprive myself. I've been restricting myself and that didn't help me lose weight like I wanted so I'm just going to do what I like right now."

FOOD IS SOMETHING I ENJOY

I KNOW I'M DOING THE WRONG THINGS,
BUT I DON'T WANT TO KNOW ABOUT IT

80%

I have a sweet tooth

60%

he few pleasures I have in life

68%

I continue to eat even when I know I am full

47%

I eat snacks after 7pm regularly

<11%

Tracking food intakes (calories, macros, etc.)

Fiona needs guidance and accountability, or weight loss won't work for her

"Sticking to a weight loss program is hard, I usually get ramped up and fall off quickly. I need to hand over the keys and let someone else drive to make me stick to something that works."

75%

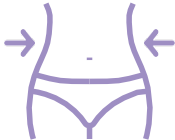
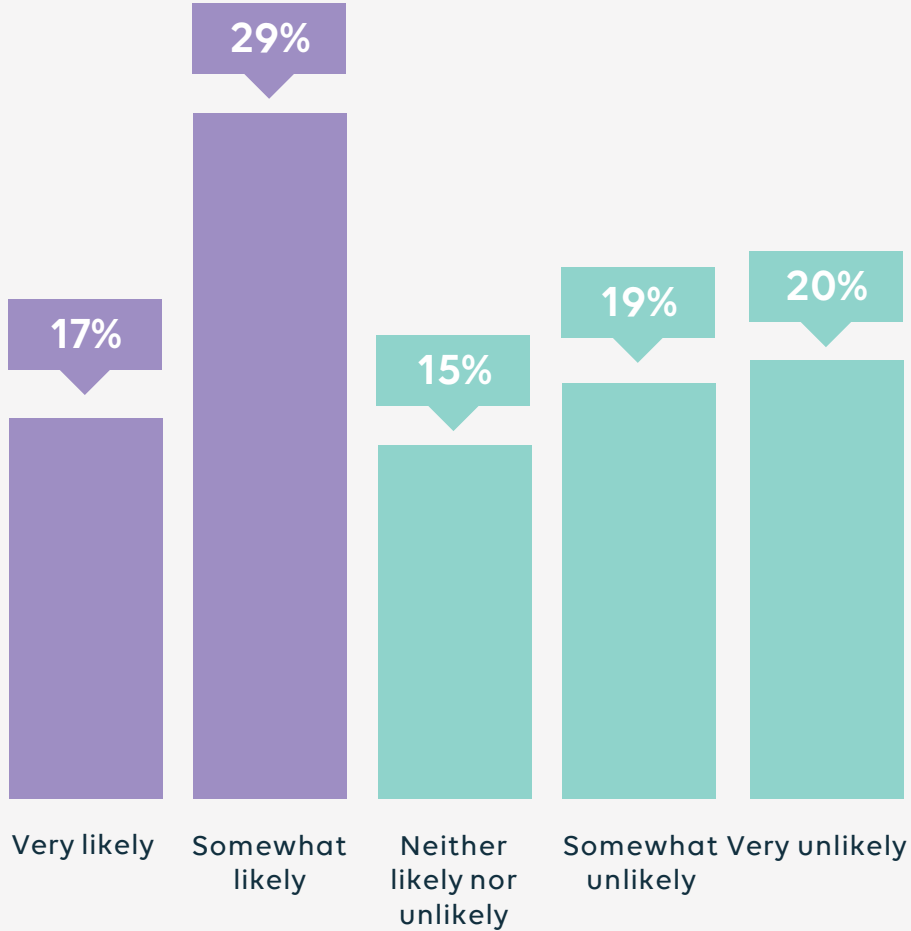
I need help changing my habits and behaviors related to eating and weight management

61%

I lack the discipline needed to be successful at losing weight

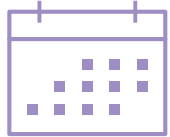
SWL takes Fiona out of the drivers seat

"I need a program that will help me lose weight now but also help me learn to keep it off in the future."



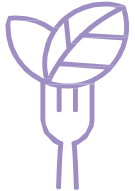
96%

Provide Steady and sustained weight loss results



94%

Teach me how to maintain my weight after the program is completed



92%

Be customized based on what foods I like/dislike



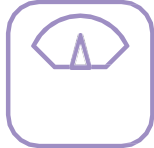
89%

Help me change my habits and behaviors



88%

Provide the structure I need to achieve my weight loss goals



87%

Provide a plan specific to my weight loss goal



Getting to Know Progress Made Paula

Paula is in Maintenance Phase of the weight loss journey.



PHASE
MAINTENANCE



Been dieting/exercising for more than six months now, and intend to continue.



Paula is energized by her success and looking to stay the course

“I just attended my 20th reunion and it was so great catching up with everyone. Even better, I fit into the dress I bought 6 months ago specifically for it. It hasn't been easy, but I feel good about accomplishing this goal. Everyone told me how great I looked, and it energized me to keep making healthy choices and continue my weight loss journey.

- Progress Made Paula

Paula is on the upswing – making progress and working toward her goals

“It hasn’t been easy, but I’m making strides toward my goal weight. I’ve found a system that works for me and I can see the finish line – even if it’s a moving target.”

73%

I know I’m not there yet but I am making steady progress with losing weight

46%

I have found a diet that is very effective for me

77%

I am optimistic that I will lose weight

Weight loss success makes Paula more optimistic about her life in general

“My progress is making me more self-confident and I am motivated to continue doing what I am doing ”

79%

Rate overall life favorably

21-41%

Paula rates all wellbeing metrics 24-41% higher on average than Rachel and Fiona respectively

56%

I regularly look on the bright side of things

Paula is incorporating healthy eating habits and likes fresh, home cooked meals

"Cooking and monitoring my food has become a great way for me to make progress toward my goals. I enjoy buying fresh foods and making new recipes to stick to a healthy diet. Food is no longer the enemy, but a delicious and nutritious part part of life."

70%

Consume fresh, healthy foods regularly

60%

Read nutrition labels on the food I buy

≈40%

Avoid problem foods/ingredients (sugar, artificial sweeteners, sodium)

78%

Cooking my own food helps me control what I eat

84%

I would rather buy my food at the grocery store than have it delivered

59%

I love cooking and preparing food

Being active is an essential part of Paul's journey

"I have so much more energy now. I used to watch tv and sit around to pass the time but now exercise is a regular part of my routine and I like a variety of ways to stay active from running, to biking to hiking."

WEIGHT LOSS ACTIVITY

6

Average number of current weight loss actions

68%

Exercise regularly

LIFE ACTIVITY

41%

Spend time with friends regularly

56%

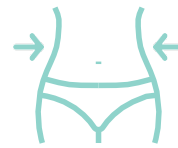
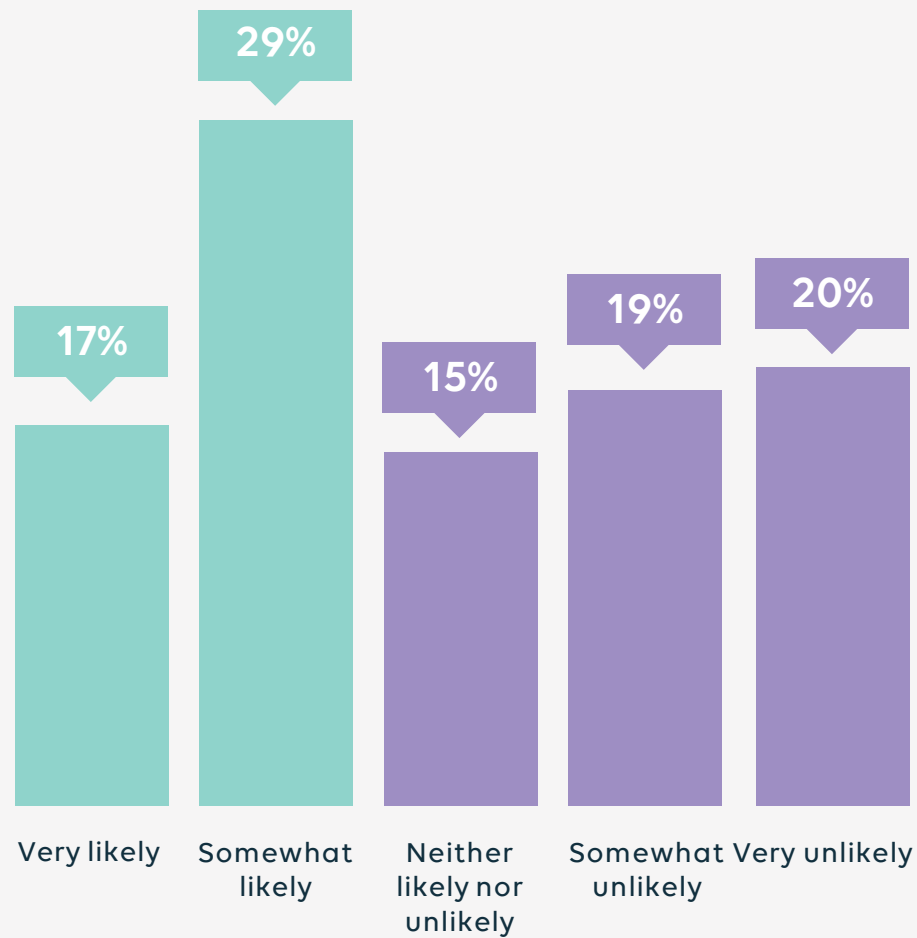
Regularly engage in physical activities (2X more than Rachel)

7

Average number of leisure activities

SWL is polarizing for Paula - some may look to super charge their progress while others feel they've already got this handled

"I have made great progress on my own but am looking for something to help me get to the next level."



90%

Provide Steady and sustained weight loss results



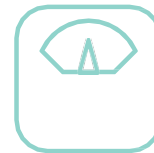
88%

Help me change my habits and behaviors



86%

Be customized based on what foods I like/dislike



85%

Provide a plan specific to my weight loss goal



84%

Teach me how to maintain my weight after the program is completed



84%

Provide a plan specifically designed for my age range



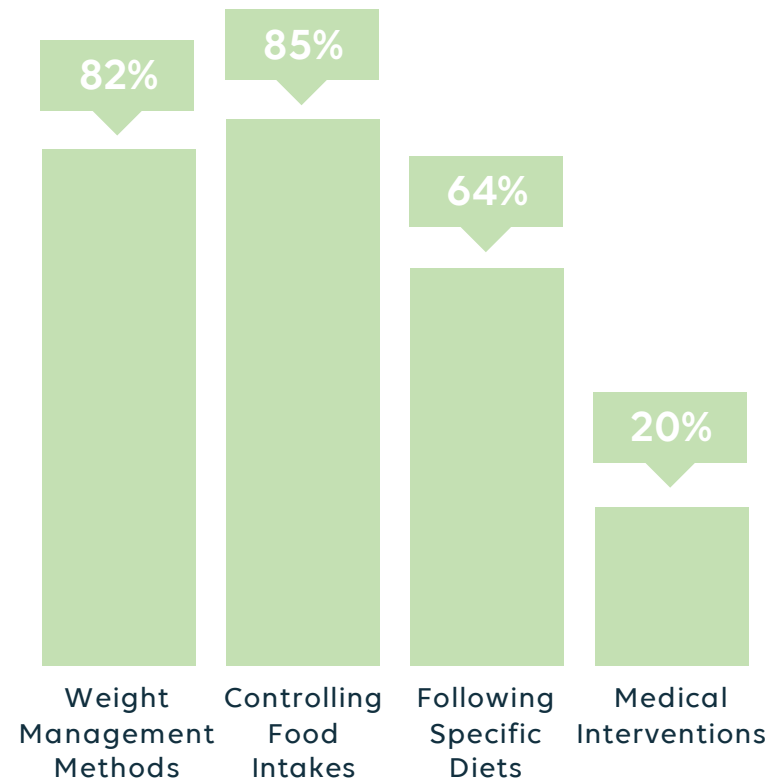
Thank You

Nutrisystem®

They have tried many things in the past and are doing a few of them still today – but in the future they plan to ramp up activity

6.75

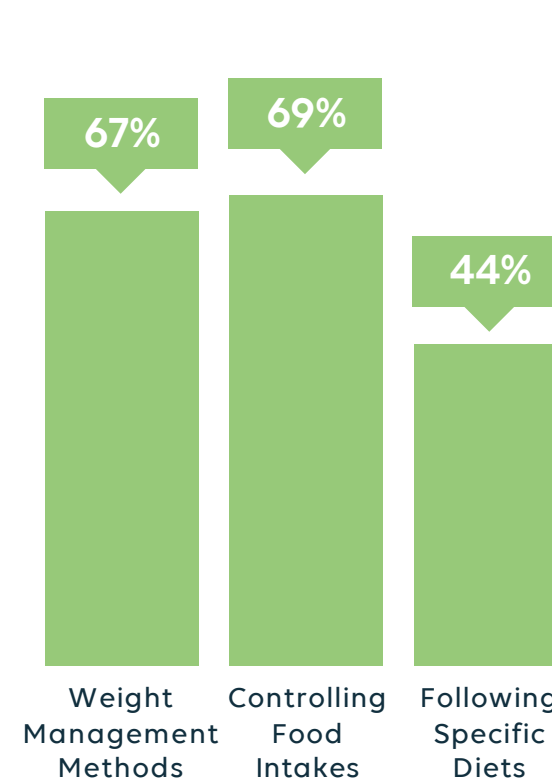
Average Weight-loss Actions Tried in the Past



Tried in the past

4.3

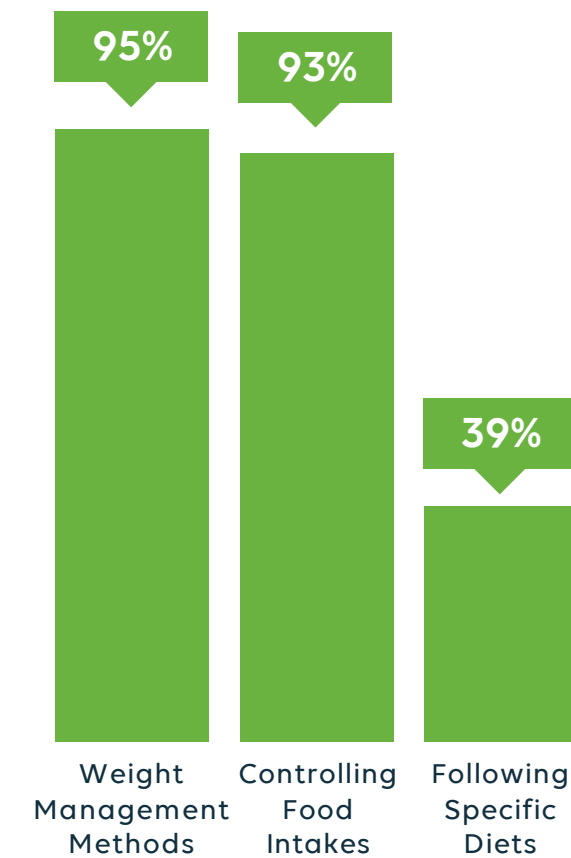
Average Number of Current Weight-loss Actions



Currently Doing

66%

Are Willing to Try New Methods



Willing To Do

Top weight loss activities consistently revolve around exercise, control and accountability



Tried in the Past

- 01 Exercise regularly (62%)
- 02 Avoid desserts/snacks (57%)
- 03 Weigh myself regularly (52%)
- 04 Use portion control (46%)
- 05 Avoid sugar (44%)

Currently Doing

- 01 Exercise regularly (41%)
- 02 Weigh myself regularly (40%)
- 03 Use portion control (36%)
- 04 Avoid desserts/snacks (30%)
- 05 Restrict or change the foods I eat to assist with weight loss (29%)

Willing to Do

- 01 Try portion control (80%)
- 02 Exercise (78%)
- 03 Change my habits and behaviors (77%)
- 04 Cook or learn to cook (64%)
- 05 Eat low-fat foods (62%)