

STRETCHIT

Up to X6 ROI
Backed by
Science

WORKING SMART

Employee well-being: from reaction to prevention

HEALTH CRISIS IN THE US

The United States faces a significant health crisis that is largely driven by the rise of chronic diseases and mental health challenges.

60% of Americans have at least one chronic disease, and **40%** have two or more chronic diseases.¹ Chronic diseases are among the leading causes of death and disability in the US.²

21% of US adults experience some form of mental illness annually. Mental illnesses range in severity from mild to moderate and include conditions like depression and anxiety.³

Healthcare costs related to chronic diseases contribute significantly to the country's overall spending, accounting for about 90% of the **\$4.3 trillion** in annual healthcare costs.⁴

While some chronic conditions may not be fully reversible, many may be significantly improved or prevented with lifestyle modifications, and in some cases, these changes can even eliminate the need for medication or halt the disease's progression. The key is an integrated approach focusing on **physical activity, stress management, sleep, diet and regular medical checkups.**



CRUCIAL ROLE OF STRETCHING IN EMPLOYEE WELL-BEING

Helps Manage Chronic Diseases

Stretching plays a vital role in preventing and managing chronic diseases by improving flexibility and joint health,⁹ enhancing blood circulation,¹⁰ improving vascular health,¹¹ supporting weight management,¹² and promoting healthy aging.¹³

Reduces Stress and Anxiety

Stress and anxiety often cause muscles to tense up, leading to discomfort and physical stress.¹⁴ Stretching helps release muscle tension, improves blood flow to affected areas and activates the Parasympathetic Nervous System (PNS), reducing heart rate, and lowering levels of stress hormones such as cortisol.¹⁵ The body feels more relaxed, which leads to a reduction in mental stress as well.

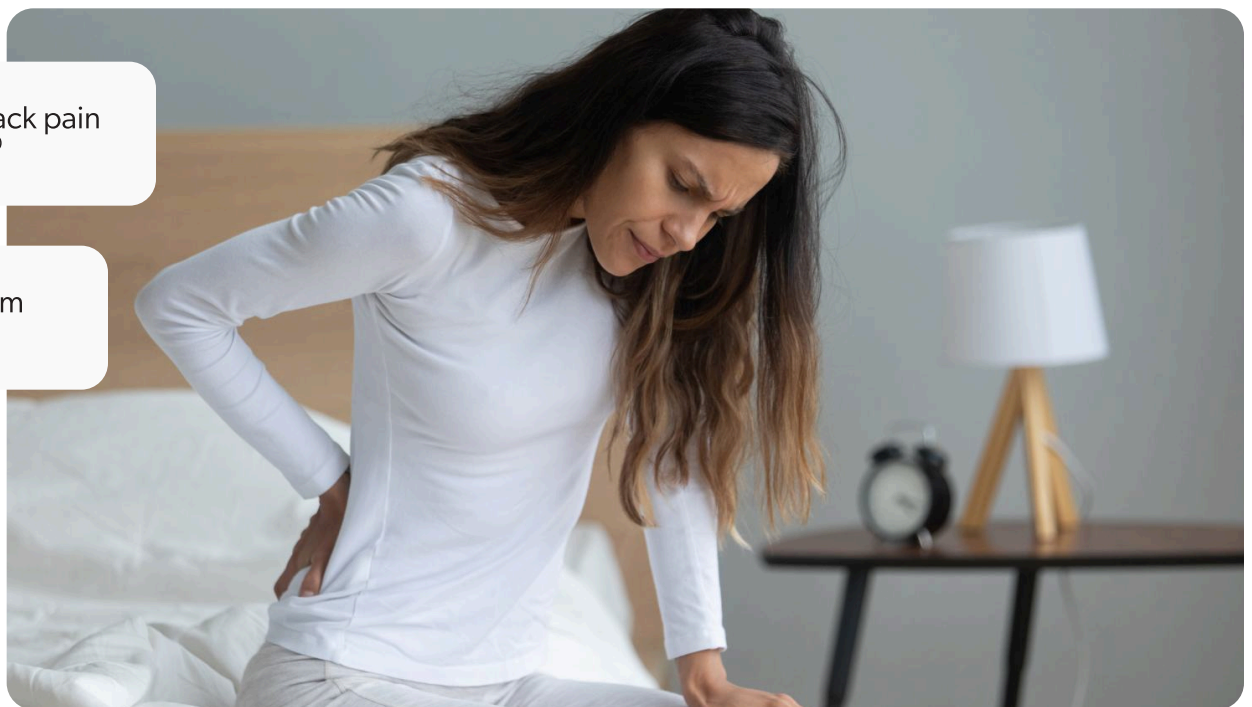
Reverses a Sedentary Lifestyle

Muscle Pain and Tension. Sitting at a desk for extended periods can lead to various types of pain and discomfort, particularly in the neck, back, shoulders, and hips. Stretching helps relieve muscle tension and can reduce pain and discomfort.¹⁶ When employees are not distracted by discomfort, they can concentrate better on their tasks.

Poor Posture. Using computers or mobile devices promotes a forward head posture where the neck juts forward and shoulders become rounded. Poor posture may lead to tension headaches, breathing difficulties, jaw alignment,¹⁷ heartburn, and slowed digestion.¹⁸ By loosening tight muscles, enhancing muscle flexibility, and supporting proper muscle engagement, regular stretching helps align the spine and improves overall posture.¹⁹

80% of people will experience back pain at some point in their lives²⁰

Over **72 M** Americans Suffer from Chronic Back Pain²¹



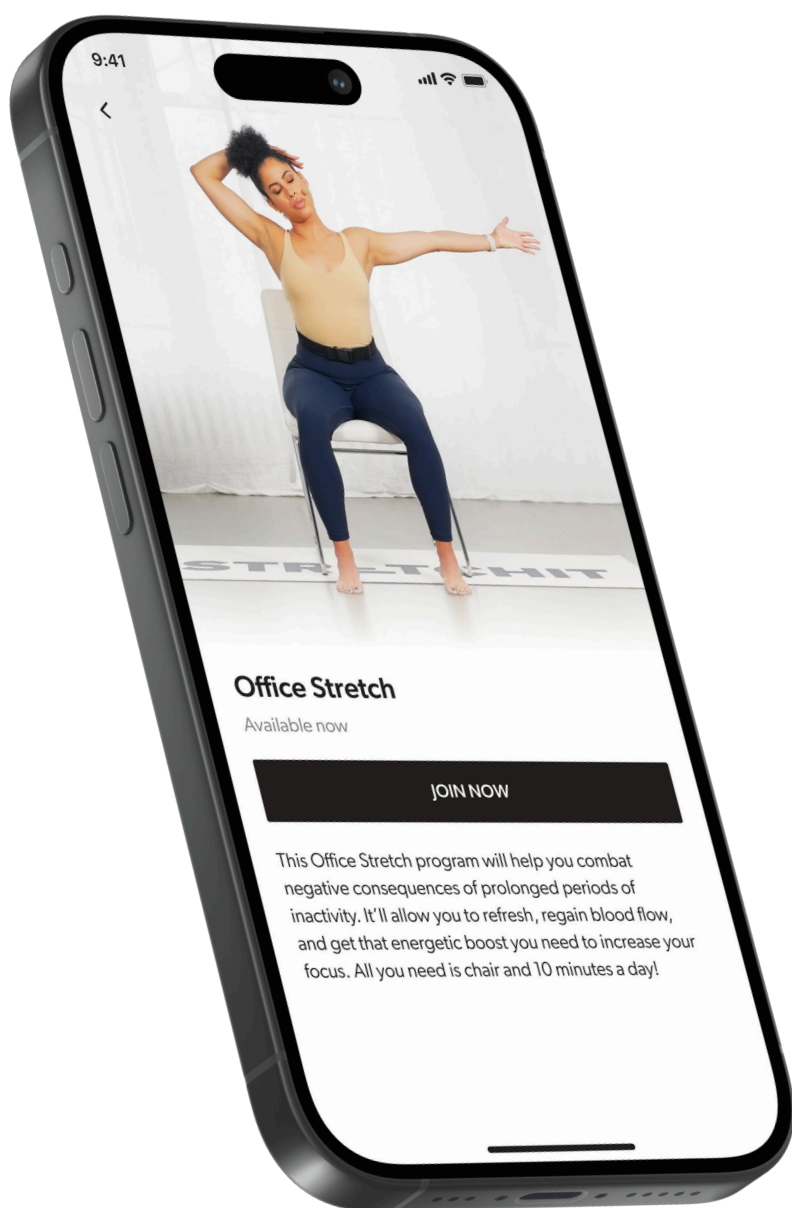
“Stretching helped me so much. I have some real bad back pain and long work days can make it unbearable. Perfect! Thank you so much!”

— Ellie (STRETCHIT User)

Boosts Brain Function

Stretching increases blood flow throughout the body, including to the brain. This enhanced circulation brings more oxygen and nutrients to the brain, which helps improve cognitive function,²² leading to better focus, memory, and overall mental performance.

Physical exercise has been shown to enhance neuroplasticity—the brain’s ability to form new neural connections.²³ Regular stretching can support cognitive resilience, enhancing the brain’s ability to adapt and learn new information.²⁴



Improves Sleep

Sleep deficiency causes distress, cognitive impairment, increases the risk of chronic conditions, and can even negatively impact the brain and immune health.²⁵ Stretching can significantly improve sleep quality by promoting relaxation, reducing muscle tension, and lowering stress levels. Better sleep enhances memory, attention, and problem-solving abilities. It also improves memory consolidation, making it easier to retain new information.²⁶ All of which improve employees’ performance.

40% of adults are not getting enough sleep²⁷

STRETCHIT SOLUTION

STRETCHIT is a mobile app offering tailored stretching and flexibility programs to enhance mobility, alleviate body pains, reduce stress, improve sleep, increase range of motion, improve posture, and integrate stretching into your wellness routine.

Featuring video sessions by certified instructors, it is ideal for office workers. We make stretching a simple, beneficial part of daily life.

Sessions range from 4 to 45 minutes

"I love this app so much. It is helping me break up the sedentary work at my office job. Unexpectedly, and more importantly, it makes me feel so calm and relaxed and helps me get a good night's sleep. It's like my little moment of mindfulness through my day and I look forward to that feeling. Literally addicted to this app"

— Anny (STRETCHIT User)

HOW STRETCHIT WORKS

We Promote Building Healthy Habits

STRETCHIT helps employees make stretching a habit with immediate benefits. After just one session, users feel better, more agile, and experience pain relief. These quick wins keep them coming back, leading to long-term mobility and flexibility improvements.

We Make Stretching Easy & Engaging

Over eight years, we've fine-tuned the app based on user feedback. Personalized programs match employees' goals, preferences, and experience. Users answer a few questions to get their custom plan. Our smart algorithm keeps workouts fresh and varied, and new classes are added weekly to keep users engaged.



HOW WE NURTURE MOTIVATION

Daily Stretch Option & Personal Training Recommendations

For users who prefer not to commit to a personalized program, STRETCHIT offers a daily stretch option. These short classes change daily, ensuring variety and making it easy for users to start training. After each class, the app collects feedback on the difficulty level and suggests adjustments if necessary. It also offers to schedule the next class, maintaining user engagement and encouraging regular use.

Class Search & Notifications

The app features a comprehensive library of classes divided into training packages, making it easy for users to find what they need. A search function allows users to quickly locate classes tailored to specific needs, such as back pain or tight shoulders. To support consistent use, the app sends notifications reminding users of their scheduled classes and encouraging them to enable notifications if they are off.

"I'm your typical office employee who sits around a lot and this app has made it incredibly easy for me to pick a program and maintain a healthy daily routine. Recommend to all looking to improve their overall health!"

— Jason (STRETCHIT User)