

Full-Spectrum Weight Health Platform Results Report

Significant Weight Loss and Non-Scale Outcomes Backed by
60 Years of Science-Led Program and Platform Design.

by WeightWatchers for Business



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Executive Summary

From its founding in 1963, WeightWatchers (WW) has been rooted in what science reveals about weight gain, obesity, behavior modification, and lifestyle change. Our science team of specialists in obesity medicine, behavior change, clinical research, nutrition, and more is intricately involved in everything we do.

Today, WW is deeply engaged in – and inspired by – research that continues to reveal more about the biological, psychological, and environmental factors that disrupt weight health. We have also followed the science by acquiring and integrating Sequence, now named WW Clinic, a leading virtual clinic for medical obesity treatment in April 2023.⁷

With the addition of a premier virtual obesity clinic, WeightWatchers for Business integrates the best of behavior change with the best of clinical intervention—offering a full-spectrum weight health platform. This means that individuals no longer need to be carved out into separate prevention and treatment programs; instead the entire experience is populated and configured real-time based on clinical need.

This paper highlights how science-led program and platform design, results in the best weight health and obesity-specific treatment on the market today. It features WeightWatchers numerous clinical trials and published papers, and explores the outstanding early results of the full-spectrum platform: WW behavior change, WW clinic and the combination thereof.

Summary of Findings

Behavior Change- Only Weight Loss^{1,2}

4.1% body weight loss at 3 months¹

5.1% body weight loss at 6 months²

4.7% body weight loss at 12 months¹

Plus Virtual Clinic Weight Loss³

8.9% body weight loss at 3 months

14.1% body weight loss at 6 months

19.4% body weight loss at 12 months

Behavior Change + Virtual Clinic Weight Loss



11%⁴

Compared to those who used medications alone, those who combined the medications with our behavior change program lost 11% more weight. This persisted whether it was first or second generation anti-obesity medications.

Choosing and Integrating WW Clinic

We've seen the powerful results that addressing weight health with behavior change alone can create, but now that we know for some, there's scientifically and biologically more to the weight health equation, we can not ignore what's possible when we harness the power of clinical intervention along with behavioral change.

We've taken our renowned behavioral change program (including coaching and community) and combined it with the best virtual obesity clinical program to address both the behavioral and biological factors that often prevent weight loss - the result is a truly disruptive weight health solution.

Our choice to augment our behavioral change program with a best-in-class clinical program was purposeful and done with extreme due diligence. We conducted a comprehensive evaluation of providers in the virtual obesity clinic space, followed by a detailed analysis of our top 5 choices. **Sequence (launched in 2021) consistently outperformed others across all criteria.**

- Member & physician experience
- Obesity expertise & training
- Quality standards
- Credentialing
- Insurance integration
- Prior authorization procedures
- Lab connectivity
- Longitudinal care
- Cost-effectiveness
- Operational efficiency

Their demonstrated sophistication enabled a swift integration into our WeightWatchers for Business offering, facilitating a superior member experience with easy navigation across all levels of care. **We are now fully integrated and going to market with one comprehensive platform and experience to serve members across the entire weight health spectrum, from behavioral to clinical care and medication management that programmatically supports living with overweight, obesity, pre-diabetes, diabetes, or GLP-1 medication management.**

WW Embraces Scientific Inquiry

WW conducts credible, cutting-edge research with institutions - including Oxford, Cambridge, Johns Hopkins, Stanford, and the Cleveland Clinic - to inform and evolve our programs and to ensure we meet the highest standards.

At the center of this work is our science team, committed to research addressing knowledge gaps in weight health and examining our program results to ensure we deliver for our members.

Ours is one of the most studied commercially available weight health programs globally. In the past five decades, WeightWatchers has been the subject of more than 160 published papers, 38 of which come from randomized controlled trials evaluating the efficacy and impact of the WeightWatchers program. Additionally, the WW program was the #1 doctor-recommend weight loss program, according to a survey of 14,000 doctors⁵.

Expert perspective and oversight are critical to sustaining rigor, precision, and ongoing improvement in research and its application to our program. We have a Scientific Advisory Board of world-renowned weight management, nutrition, and obesity medicine experts. They inform and advise on the company's program innovations, such as our integration of WW Clinic, formerly Sequence.

160+

published papers

38+

from randomized
controlled trials

#1

doctor-recommended
weight loss program⁵

02

Weight Loss Results

Through multiple trials performed by our expert team of scientists, we've found the results of our weight health platform to be **statistically significant** with regard to weight loss. Let's explore the powerful components of our program separately, followed by an examination of the exponential power of combining the two into a comprehensive weight health platform for best results.

● Results

Clinical Trials of WeightWatchers Behavior Change Program

It's well known that calorie-deficient diets with physical activity to build muscle will usually result in weight loss. But a large percentage - the number is a topic of debate - regain it over time. Programs must have long-term benefits for their members.

Clinical trials of WeightWatchers behavior change program have examined results among members after three, six, and 12 months, and maintenance of their weight loss at two and five years.

In recent studies, clinical trial data confirms the following results:

Weight Loss



Indeed, a clinical trial also affirmed that 63.4 percent of individuals in a WeightWatchers program reached clinically significant weight loss (defined as at least 3 percent after 6 months). In the same study, 51 percent lost at least 5 percent of body weight and 14.4 percent lost at least 10 percent.²

WeightWatchers is one of the few programs that fulfills the criteria for effective weight management from the U.S. Preventive Services Task Force, The Obesity Society, the American College of Cardiology, and the American Heart Association.

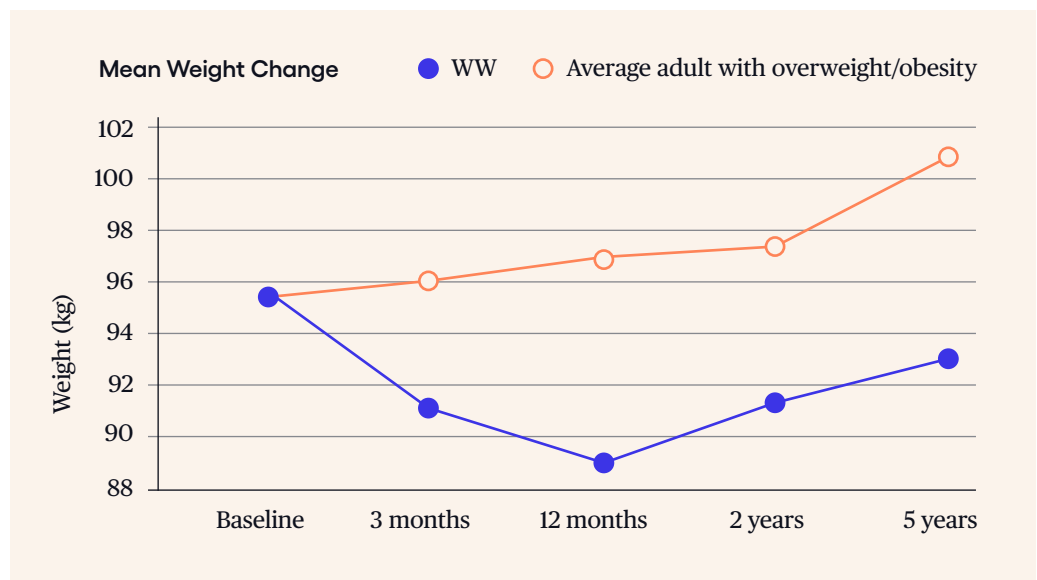
Weight Maintenance

The value of weight loss maintenance can be measured in the lowered risk factors for disease - heart disease, type 2 diabetes, certain cancers, sleep apnea, and others - that can accompany obesity.

Better weight health can also lead to a more positive self-image and renewed vigor in pursuing interests and work ambitions that an individual may have avoided or shied from because of impediments imposed by weight.

Contrary to fad diets and quick fixes that are characterized by short term weight loss followed by weight regain, these data show that clinically significant weight losses are maintained at one year. Even more impressive, are a study in over 1200 people, published in the Lancet, that showed that even after fully discontinuing WW at either 3 months or 12 months, two-thirds of the weight loss achieved was maintained two years later. At five years, members have maintained 28.4% of their weight lost after discontinuation of the program at one year.⁷

This chart compares weight loss with WW to expected weight if an individual had not participated and gained 1.04 kgs/2.3 pounds per year.⁸



POV from the WW Science Team

Dr. Michelle Cardel PhD, MS, RD, Head of Clinical Research & Nutrition at WW

This data is from tightly controlled, rigorous randomized controlled trials, the gold standard for measuring efficacy (for the 3, 12, 24, and 60-month time points). In addition, these results are especially significant when compared to weight gain trajectories people typically experience over the course of adulthood. On average, people gain about 2.3 pounds per year⁸; over 5 years, that would equate to 11.5 pounds gained. When we apply this data over the years to data collected in this study, it is quite impressive to see the differences in weight trajectories comparing those participating in WW vs. nonparticipants.

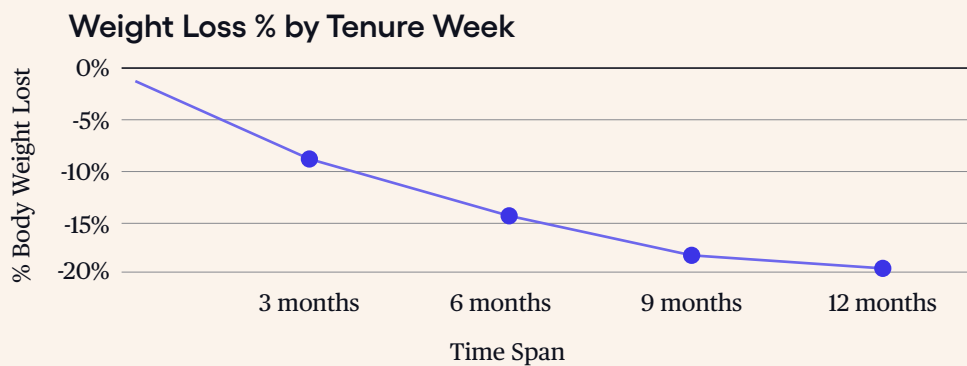
● Results

Weight Loss Results with WW Clinic

WW evaluated the weight loss among 53,590 members who started WW Clinic in January through July 2023³.

The member program included clinical management, anti-obesity medications (AOMs), nutrition planning with a dietitian, support groups, and fitness coaching. Members used a digital app to check in with their care team.

Weight Loss



Note: Results are observational data and not a randomized controlled trial. Still, the sample sizes are large, and the results are statistically significant.

Time Span	% Body Weight Lost	Pounds Lost
3 months (n=37,565)	8.9%	19.8
6 months (n=24,140)	14.1%	31.5
9 months (n=15,169)	17.7%	40.1
12 months (n=6,089)	19.4%	44.5

● Results

Outcomes of WW Clinic (formerly Sequence) + WW Behavior Program

With the integration of the WW behavior program with medication management, we are beginning to examine the results of members who have enrolled since May 2023.⁷

We focused our analysis on two groups:

- WW Clinic members only (n=43,470)
- WW Clinic members who began WW Behavioral within 14 days of starting WW Clinic (n=13,409)

Weight Loss Significantly Higher at 4 Weeks for WW Clinic + WW Behavioral Regardless of Medication Type

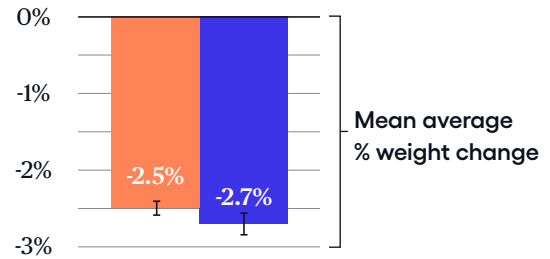
This equates to an

↑ **11%**

relative increase in weight loss performance as measured in pounds.

4-week weight change by WW Behavioral membership status

■ No WW Behavioral
 ■ With WW Behavioral

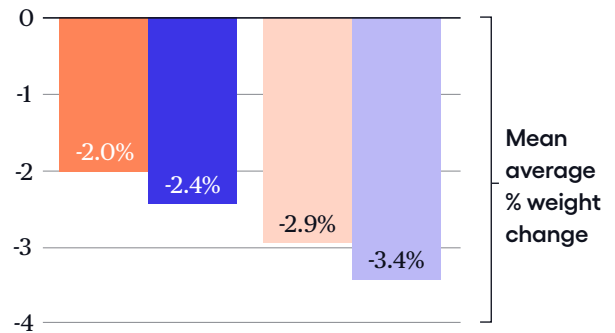


Compared to those who used medications alone, those who combined the medications with our behavior change program lost 11% more weight. This persisted whether it was first or second generation anti-obesity medications.

4-week weight change by WW Behavioral membership status

Other AOMs
■ No WW Behavioral
 ■ With WW Behavioral

2nd Gen GLP-1s*
■ No WW Behavioral
 ■ With WW Behavioral



These results suggest that directionally, the addition of WW Behavioral is beneficial for overall weight loss performance.



POV from the WW Science Team

Dr. Gary Foster, PhD, WW Chief Scientific Officer

This data demonstrates the additional benefit of combining weight loss medications with behavioral intervention.

*MOUNJARO, OZEMPIC or WEGOVY

● Results

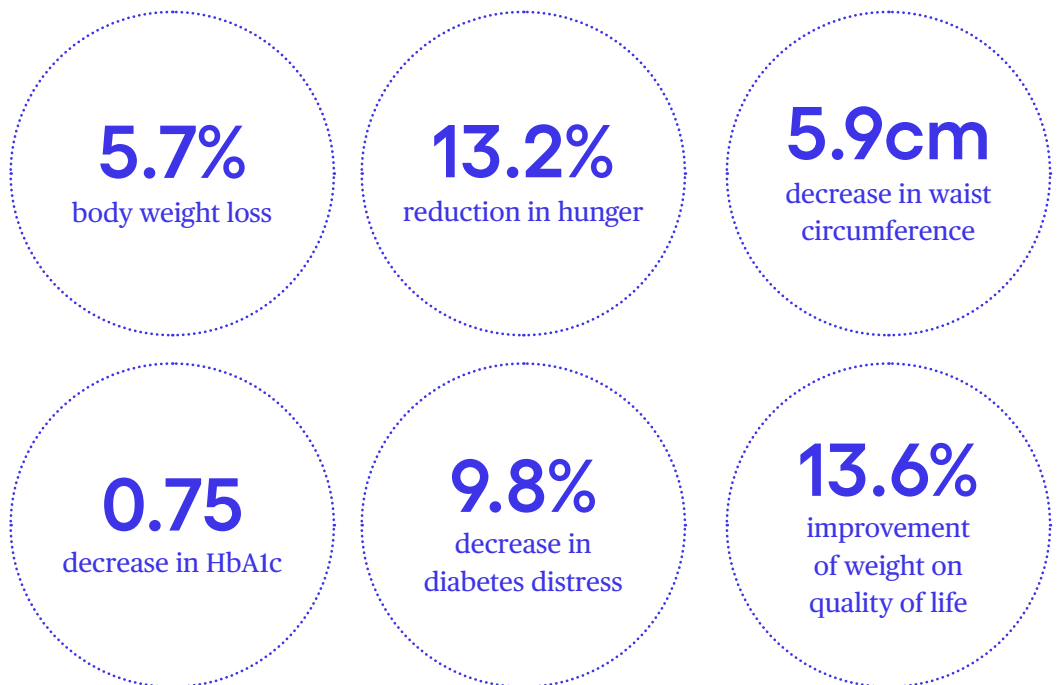
Other Cardiometabolic Conditions: Diabetes or Pre-Diabetes

While the WeightWatchers Points® program can meet the needs of people with pre-diabetes, we developed a diabetes-centric behavior change program for people living with type I or type II diabetes. This program takes into consideration the nutritional needs of people living with diabetes and offers communities with tailored support.

Studies show statistically significant results for members living with diabetes:

At 6 months:⁹

About the Study: The six-month clinical trial evaluated the effectiveness of the WW Diabetes Program on HbA1c and weight management, as well as overall health and well-being.



At 1 year:¹⁰

About the Study: A randomized controlled trial in over 500 people living with diabetes to examine the effects of the WW Points® Program in combination with professional diabetes coaching on glycemic control and weight loss.

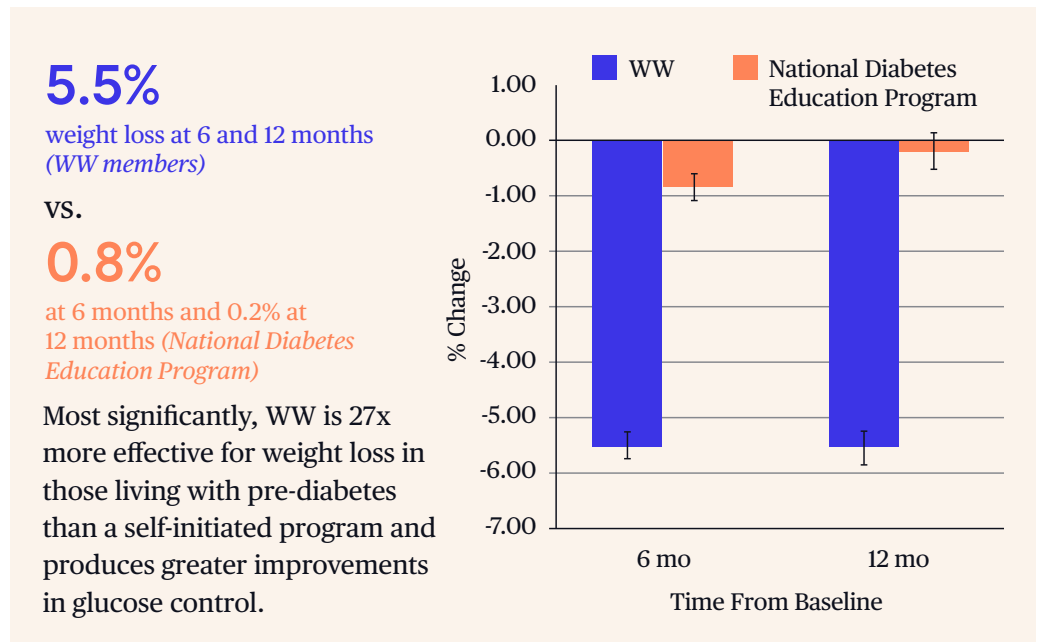


WW Members	Usual Diabetes Nutrition & Counseling Standard Care (SC)	WW Results
4.0% weight loss	1.9%	2x more weight loss by WW members
34.3% lost at least 5% body weight	18.1%	47% or ~2x more WW members achieved 5%
0.32% decrease in HbA1c	0.16% increase	WW helped decrease HbA1C following weight loss
23.8% achieved HbA1c below 7%	13.6%	42.9% more (indicates well-controlled diabetes)
26% reduced diabetes medications	12%	2x as likely to reduce diabetes medications over 1 year

Another study shows impressive results for those with prediabetes.¹¹

The results for WeightWatchers members vs. the control group were significantly better in various ways. The most impressive results were when comparing weight loss at 6 and 12 months in those living with pre-diabetes.

About the Study: A randomized controlled trial of the WW Points® Program with an activation session tailored to pre-diabetes compared to educational materials from the National Diabetes Education Program (control group).



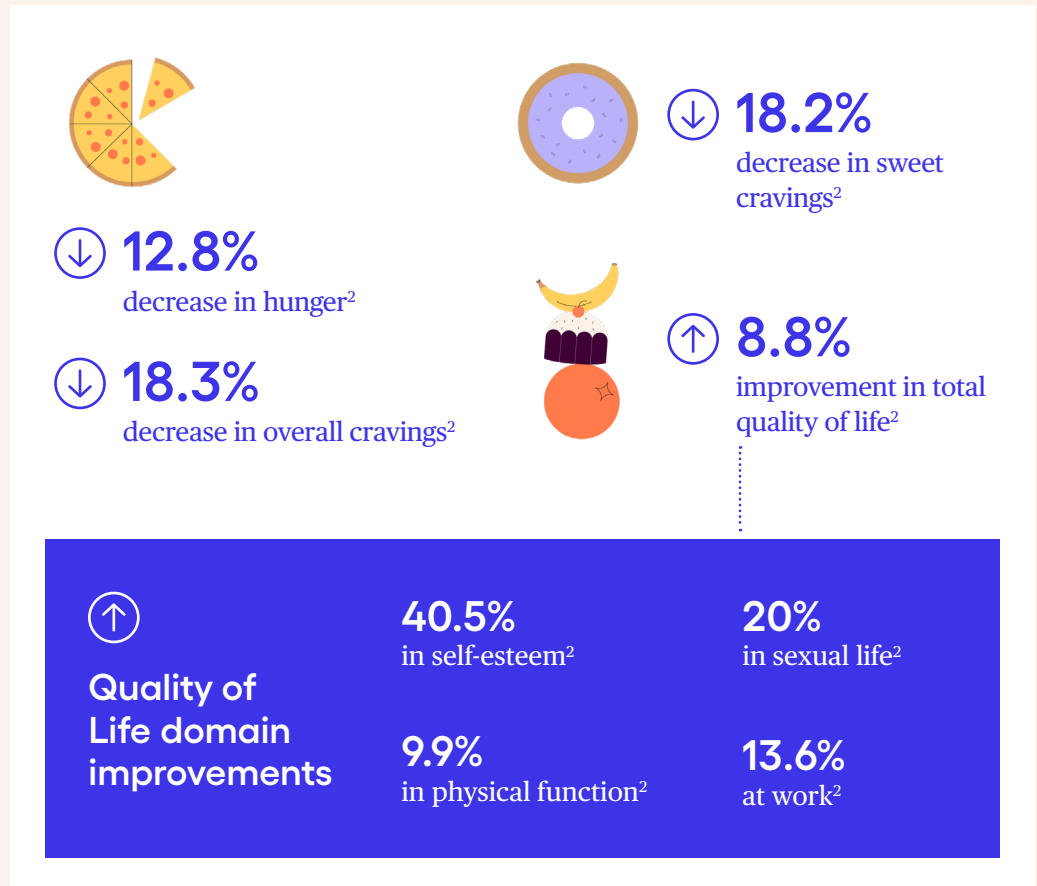
The odds of achieving 5% or greater weight loss for the WW group was 6.9 times greater than the control group at 6 months and 4.7 times greater at 12 months.

Participants on WW also had significantly greater improvements than controls at 6 months in HbA1c (-0.22 vs -0.14 P=0.032), along with significantly greater improvements in their HDL cholesterol (good cholesterol) than control at 12 months.

03

Non-Scale Results

While we pride ourselves on the significant weight health results that come from weight loss specifically, there's much more to celebrate that goes far beyond the scale and improves overall health and well-being.



40% increase in frequencies of healthy habits²

Healthy habits are defined as the increase in and automaticity of healthy habits (includes questions on considering portion sizes before I eat, tracking the food I eat, considering the POINTS before I eat, eating vegetables, weighing myself, being physically active, talking kindly to myself after a setback, arranging my kitchen so healthy foods are easy to access).

10.1% increase in overall well-being²

Well-being is defined as the state of being comfortable, healthy, or happy. The questionnaire used to identify this term specifically asks about being cheerful/in good spirits, being calm and relaxed, feeling active/vigorous, feeling rested/refreshed, and having a life filled with things that interest them.

04

WeightWatchers vs. Others

WeightWatchers' results are significantly better than the competition. Our foundational Behavioral program is proven to be far more effective than many other weight health solutions out there, with results at twice as effective in multiple cases:

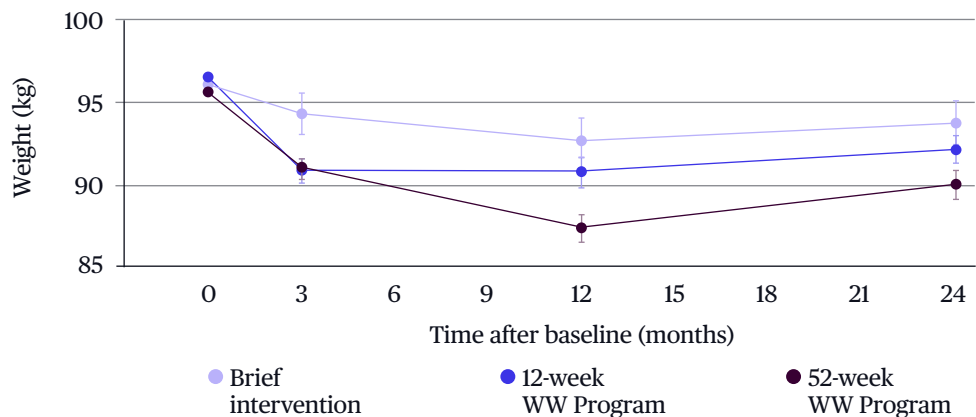
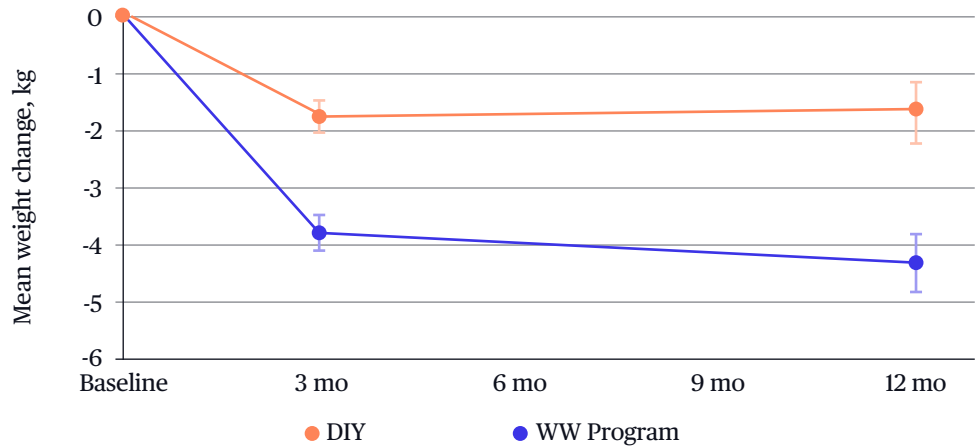
2x
more effective than Do-It-Yourself approach¹

2x
more effective than a brief intervention⁶

2x
more effective than physician counseling¹²

3x
more effective than professional obesity behavioral weight loss programs¹³

27x
more effective for weight loss in those with prediabetes than a self-initiated program and produces greater improvements in glucose control¹¹



WeightWatchers is independently evaluated and meets the needs of expert panels. These panels include the United States Preventive Task Force, The Obesity Society, the American College of Cardiology, the American Heart Association, UK National Institute for Health and Care Excellence, and the Australian Government's National Health and Medical Research Council.

Percentage of members that reach clinically significant weight loss at 6 months:²

63.4%
lost at least 3%

51%
lost at least 5%

14.4%
lost at least 10%

05

Conclusion

To provide the most cost-effective, full spectrum solution to serve members from low- to high-acuity on an individualized level, we took our trusted behavioral change program and integrated it with one of the highest performing virtual obesity clinic vendor in the market—ultimately building a weight health solution to aid in prevention and treatment of obesity, diabetes, and other cardiometabolic conditions, while ensuring treatment and care is delivered based on clinical need.

WeightWatchers' digital weight health platform delivers sustained outcomes with three programmatic offerings for members to choose from:

01. **Cost-effective individualized behavior change support for all covered lives.**

WW's #1 clinically proven behavior change is available to support building and maintaining healthy habits across the weight health spectrum and with- or without- pharmacotherapy interventions. This includes specialized experiences like the diabetes-specific behavior change program, coaching and community.

02. **GLP-1 specific behavior change program for individuals on GLP-1 medication.**

For individuals already on GLP-1 or requesting GLP-1 medications, WW offers an individualized experience to provide support for specific needs while on GLP-1 such as appropriate intake of nutrient-dense foods and resistance training.

03. **End-to-end virtual clinic care with obesity specialists, medication management, and behavior change support.**

WW now offers a complete solution combining our science-proven behavioral program with high-quality obesity clinical care. The full spectrum platform individualizes pathways to treat all acuities of weight health—with or without medication. The goal is to manage medication treatment with de-escalation and step therapy while allowing for the appropriate access to treatment.

Need a solution to meet your organization's unique needs?

WW can also integrate with your PBM and Health Plans wherein both options (2 & 3) can be implemented through claims block/prior authorization workflows to better manage medications that can be costly on a long-term basis.

Let's talk about science and results. Visit ww.com/forbusiness.

06

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† WW Clinic provides access to medical services through its affiliated independent medical groups.

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