



WeightWatchers

Getting to Know WeightWatchers

John Deere

/

February 2023

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we're glad you're here

As your partner in wellness, WW will guide you towards your weight-loss and wellness goals.

- Eat well
- Move more
- Strengthen your mind
- Sleep better

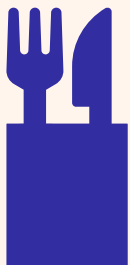
“Now I can play with my kids and not get tired. My family has started building healthier habits too!”



*People following the WW program can expect to lose 1 to 2 pounds per week.

The four pillars of our livable, sustainable program

Food



Grounded in expert recommendations from WHO and US Dietary Guidelines, we help members eat healthier with flexibility

Activity



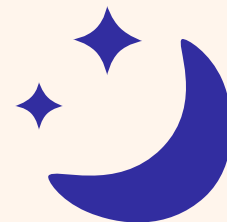
Our program helps members to move more and celebrates all types of movement and physical activity

Mindset



What's in your head is just as important as what's on your plate, so we help members shift their mindset

Sleep



Healthy sleep is critical to overall health; Members learn simple, sleep-better strategies and how it plays a role in their journey



/what WeightWatchers is all about

Meet your Points

You'll be introduced to our Points system that simplifies nutrition into one single number.

Points guide you to eat more nutritious foods and help you find portion sizes that are right for you.

How it works:

We start with calories...

Points™ values go up with...

Points™ values go down with...

- Saturated fat
- Added sugar

- Protein
- Fiber
- Unsaturated fats



Options with **no added sugar** are clearly lower

Whole grains are better because they are **higher in fiber**

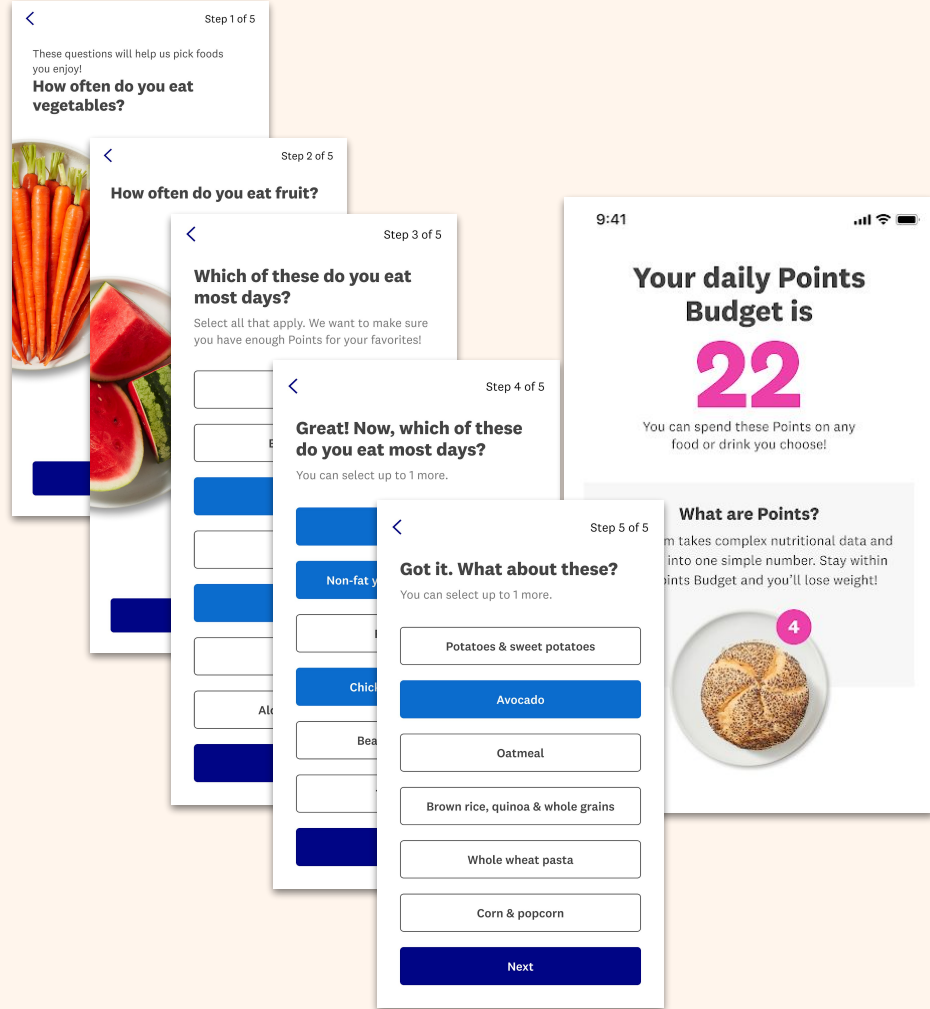


Healthy fats are a better choice

get your plan

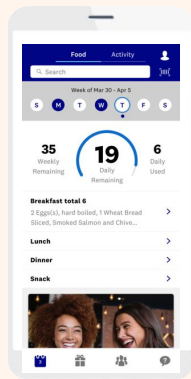
After you join, you'll answer some quick questions in our app, then you'll immediately get a nutrition plan and Points to 'spend' each day.

Backed by nutritional and behavioral science, WeightWatchers helps you change your relationship with food for weight loss done well.

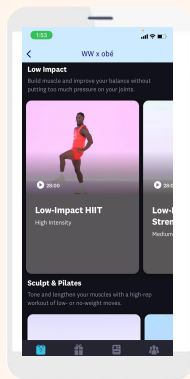


/WW Membership Benefits for John Deere

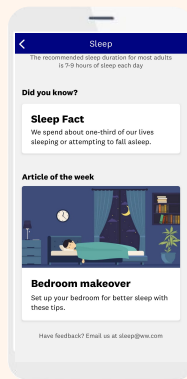
Our award-winning app delivers personalized content, with fully integrated tools, curated partner activities, PLUS 24/7 chat with live expert WW Coaches.



Food, activity & water tracking



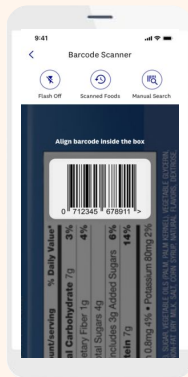
obé Fitness
reach your goals and have fun with a wide variety of video classes



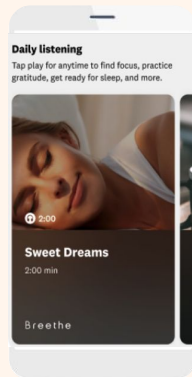
Sleep
tips & techniques to improve sleep habits & track zzz's



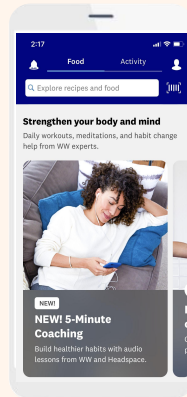
WW Connect
private, safe social community



Barcode scanner
plus 12,000 recipes, What's in my Fridge, & meal planner tools



Brethe
meditation and mental wellness content to help shift your mindset



5-minute Coaching
audio lessons whenever you need them

Premium

Get it with a WW Coach in-person or virtually and your group for ultimate convenience and weight loss success

- Choose from our expert Coaches to find the right one for you, and bond with other members on a similar journey.
- Join unlimited weekly Workshops from early morning to late at night with WW friends and family anywhere.
- Dedicate time to yourself each week to focus on your journey and swap tips and tricks with your group.

Includes all the benefits of the Core membership plan.



/John Deere & WW partnership

Join WW for 50% off the retail price!

WW Membership Plan	Cost to you
Core	\$8.48 per month
Premium	\$19.11 per month

Start your success story at JohnDeere.WW.com.

All U.S. salaried and non-bargained wage employees, Horicon IAM employees, and production employees represented by the UAW or IAM get an exclusive discount of 50% off the retail price.

Don't miss this exciting offer!

Join WW by **February 28th** and get a **FREE WW Bluetooth Body Weight Scale** with your membership.

After you've signed up, redeem for your scale at [WW.com/Freescale](https://www.weightwatchers.com/freescale).



WW Marketing Tools

- WW & John Deere Partnership Flyer
- Latest Promotional Materials (*Ex: Body Weight Scale*)
- Health Observances Content (*Ex: Heart Health Month*)
- General Wellness Content (*Ex: recipes, articles on food, fitness, mindfulness and sleep*)

Need anything else? Contact:

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Communication Best Practices

- Have the WW & John Deere Partnership Flyer on hand throughout the year
- Hang the WW & John Deere Partnership Flyer in high traffic common areas
- Send out an email each month highlighting the WW promotion and offering
- Create a group wellness channel or touch bases in-person/email/text (group communication method)
- Share wellness resources during team meetings
- Create a recipe book or folder (digital or physical) and share your favorite healthy recipes

How do you communicate with your colleagues?



WeightWatchers

q&a

Sign-up or learn more at JohnDeere.WW.com.