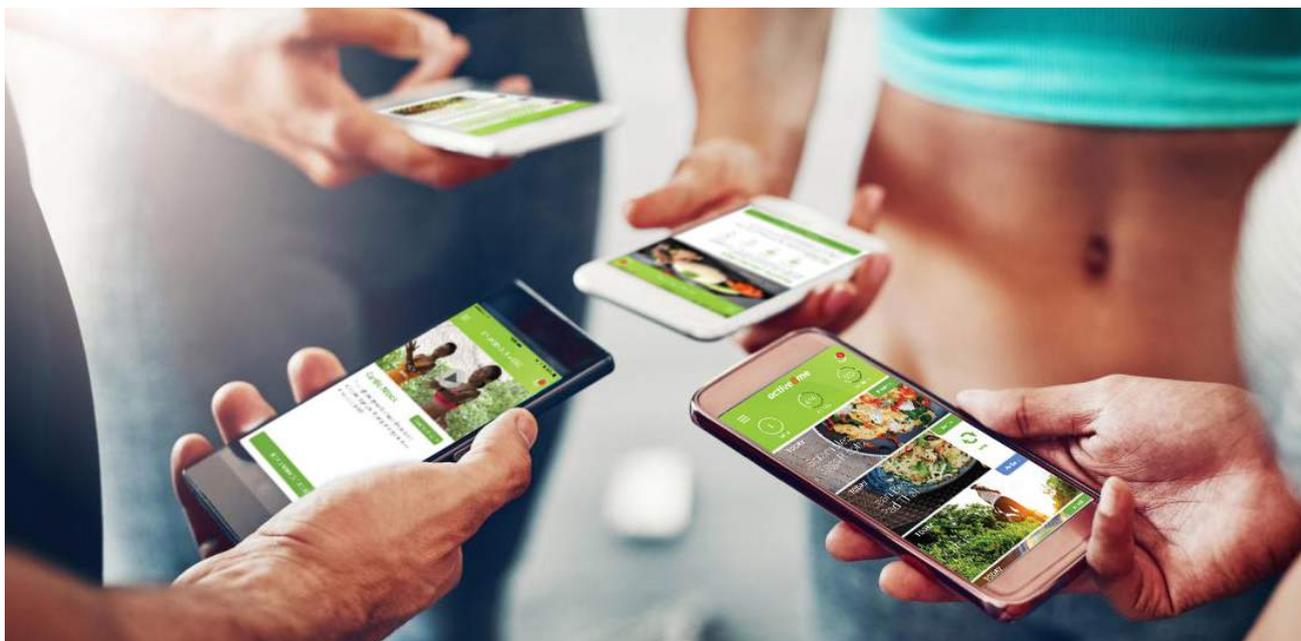




PRESS KIT

active8me

EXERCISE. NOURISH. THINK. TRANSFORM.



About Active8me

Active8me is an integrated digital and health platform that equips and activates people to get fitter and healthier. An engaging, convenient, all-in-one, mobile solution for the aspirational consumer, and a preventative health solution for tackling chronic diseases like diabetes and obesity.

We offer a range of customized programs (e.g. Lose Weight; Running; Lean Fit & Toned, Diabetes Prevent) for people of all levels - written by experts and based in science. The programs are available on mobiles; can be done anywhere and anytime (no gym necessary); offer comprehensive plans and guidance around exercise, nutrition, mindset and holistic health; and intelligently connect with wearable technology. Like a personal trainer, dietician and life coach in your pocket.

Active8me's heartbeat is about building lives. To see people thriving and living active, healthy, inspired and purposeful lives. To help people succeed in realizing their potential.

Active8me is about the lifestyle and the journey, as much as the destination.

Active8me is about transformation - not just physical body transformation, but also transformation on the inside that no one sees. Transforming bodies. Transforming thinking. Transforming lifestyles. Transforming health. Transforming lives.

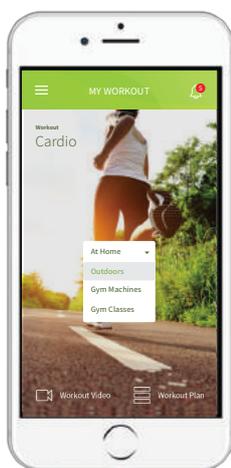
FOUNDER	Jeremy Rolleston
CEO	Jeremy Rolleston
HEADQUARTERS	Singapore
AVAILABILITY	Apple, Android in over 150 countries

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An Integrated Approach

The Active8me programs consist of a number of different elements that all work together to ensure you see transformation. These elements are:



1. MY WORKOUT

Customised daily workout plans and videos designed to transform the body.



2. MY NUTRITION

Daily meal plans with recommended recipes that are delicious, calorie-controlled, healthy and nutritionally-balanced. Designed and curated by dieticians.

Plus a range of tools to help people make healthier choices when eating out.



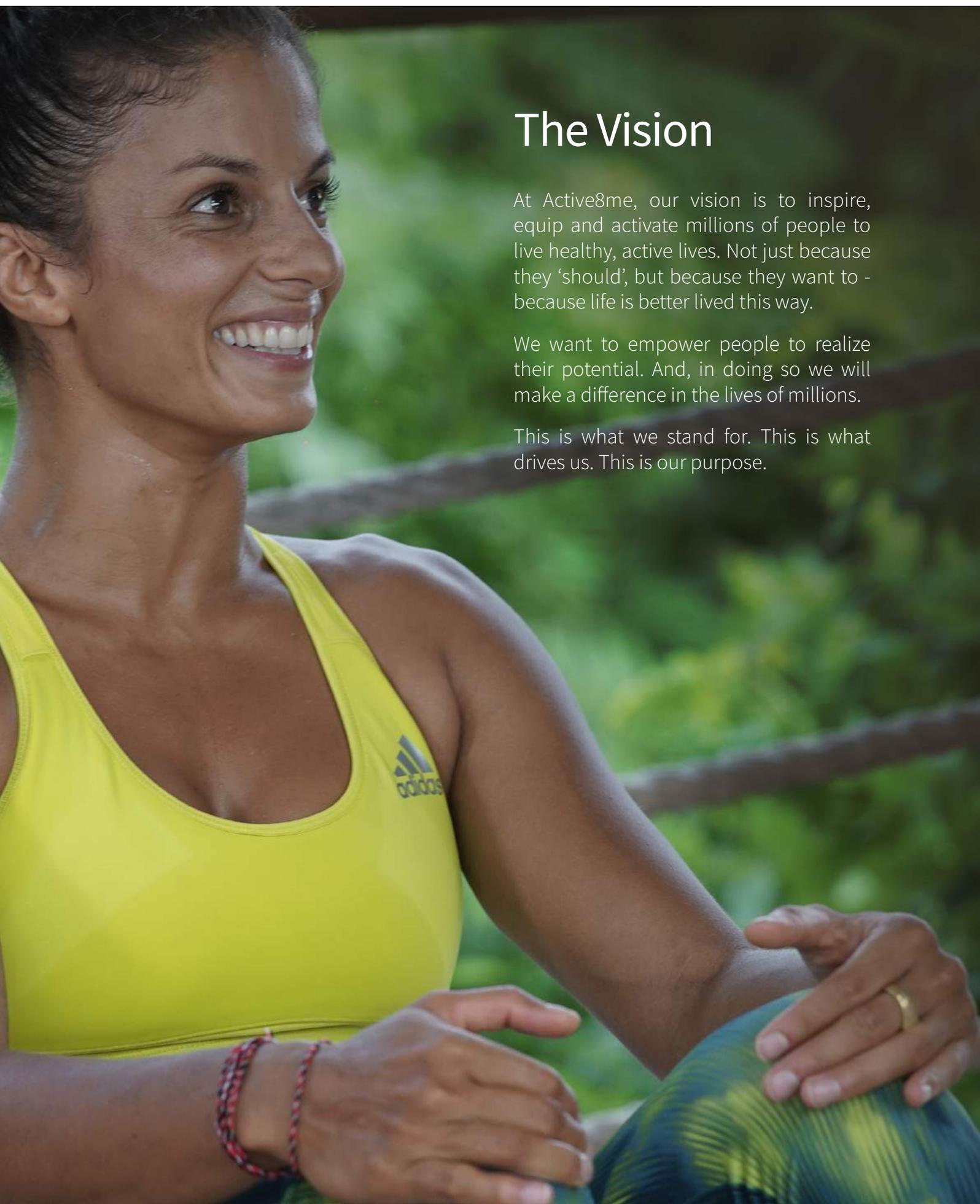
3. MY MINDSET

A weekly mindset video lesson designed to challenge and shift a user's thinking so they can turn their good intentions into action, break habits and be empowered and equipped to make lasting change.



4. MY PROGRESS & TOOLS

My Progress & Tools allows you to track your own personal statistics and results – from body weight, to heart rate, to your activity, your measurements, your sleep, your water intake, your calories, your glucose levels, how you feel and more.



The Vision

At Active8me, our vision is to inspire, equip and activate millions of people to live healthy, active lives. Not just because they 'should', but because they want to - because life is better lived this way.

We want to empower people to realize their potential. And, in doing so we will make a difference in the lives of millions.

This is what we stand for. This is what drives us. This is our purpose.



Our Story

Active8me is the fusion and result of founder Jeremy Rolleston's personal journey. The two-time Olympian wanted to take his passion for health and wellness; the knowledge and expertise he had gained as a professional and Olympic athlete; as well as his experience as a stressed and busy businessman and create a mobile solution that would really help people get fit and healthy and create the lasting change they desperately want. Active8me is that solution. An all-in-one convenient app that covers exercise, nutrition, mindset and life. It is built with passion by true experts. It's practical for people's real and everyday lives. Everything about Active8me is designed to help people succeed and realize their potential.



Our Philosophy

ACTIVE8ME'S philosophy is encapsulated in four words:

Exercise. Nourish. Think. Transform.

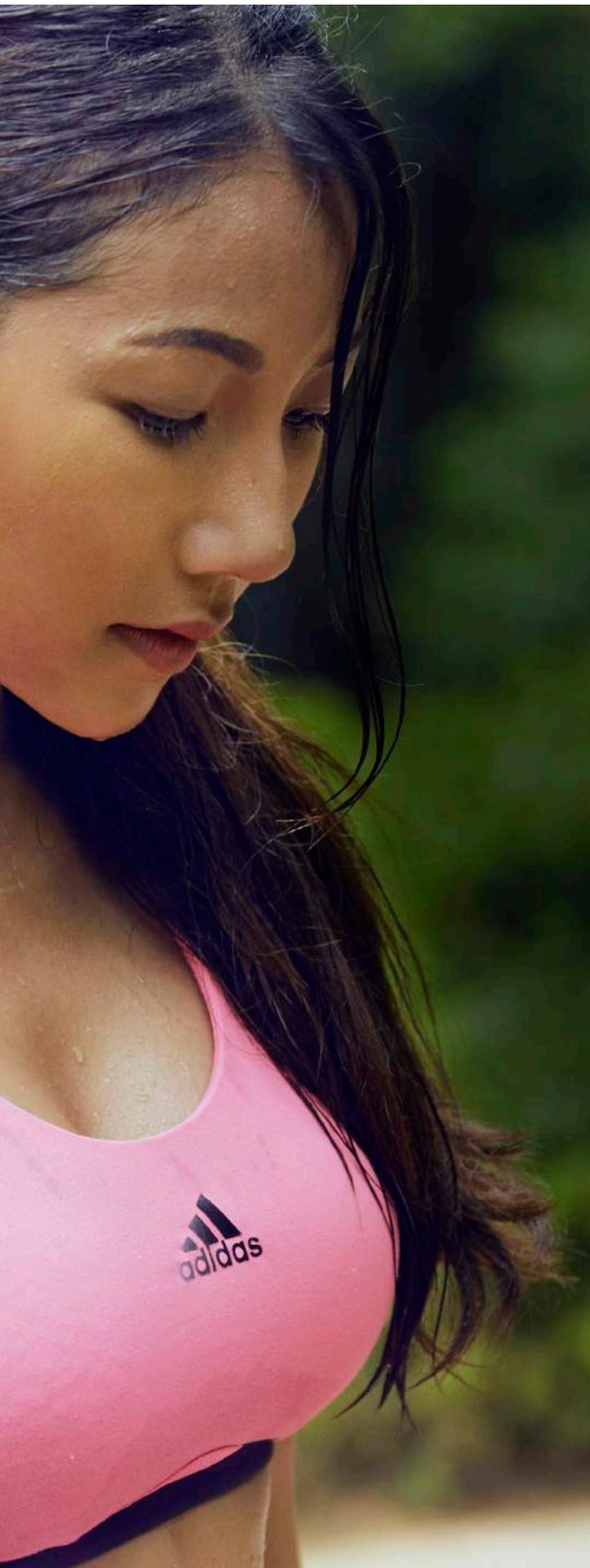
We want to inspire, encourage, educate and equip people all around the world to:

EXERCISE and move;

Eat well and **NOURISH** their body with delicious, healthy food;

Empower themselves and **THINK** positively (in doing so, focus on both the root cause and the catalyst for long-term behavioural change - their thinking)

TRANSFORM their health and fitness, and in turn their broader life.



What We Believe

WE BELIEVE every person deserves to feel fit, confident and happy. To wake up positive, energised and empowered. To be comfortable in their own skin. Every. Single. Day.

WE BELIEVE that health is something that is priceless. After all, you can't buy your health and we only have one body.

WE BELIEVE being healthy and confident isn't one ideal look, a certain body type or a particular set of rules that you must follow.

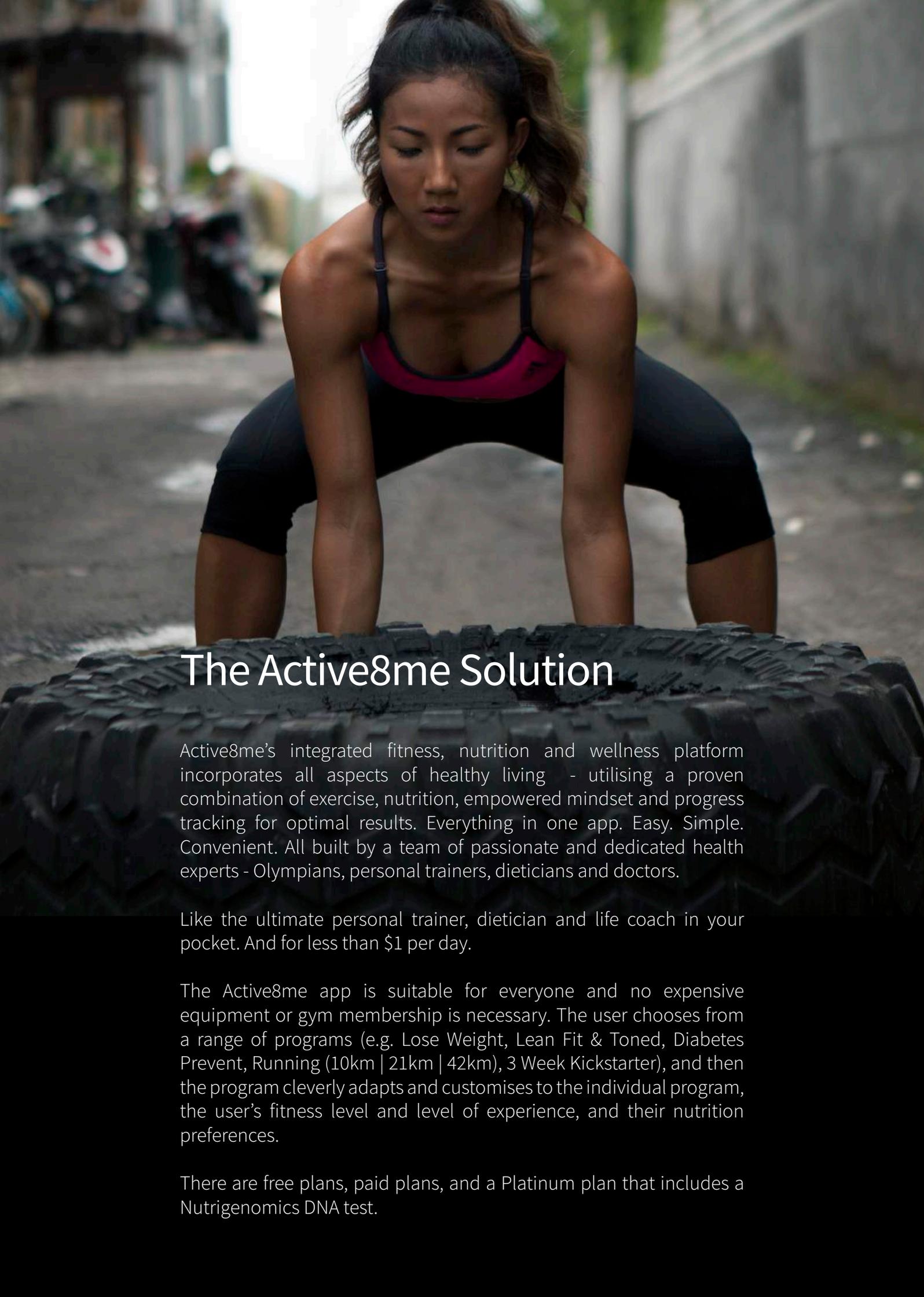
WE BELIEVE that no one ever regrets eating healthily. If you fill your body with rubbish you will feel like rubbish.

WE BELIEVE that exercise strengthens the body, relaxes the mind and toughens the spirit. When you finish a workout, you don't only feel better, you feel better about yourself.

WE BELIEVE in healthy, active living. It's not just something you do, it's a lifestyle. We believe that being healthy means not just having a fit, healthy body, but also having a healthy mind and a balanced, happy and purposeful life.

WE BELIEVE that those who think they have no time for bodily exercise or good nutrition will sooner or later have to find time for illness. (As Edward Stanley wisely said).

WE DO NOT BELIEVE in quick fixes, miracle cures, fads, gimmicks, yo-yo diets, diet pills, slimming centres, the latest unrealistic trends, and things that push someone to look good at the expense of being healthy.

A woman with dark hair tied back, wearing a black and pink sports bra and black leggings, is leaning forward over a large, black, treaded tire. She is looking down at the tire with a focused expression. The background is a blurred outdoor street scene with buildings and parked motorcycles.

The Active8me Solution

Active8me's integrated fitness, nutrition and wellness platform incorporates all aspects of healthy living - utilising a proven combination of exercise, nutrition, empowered mindset and progress tracking for optimal results. Everything in one app. Easy. Simple. Convenient. All built by a team of passionate and dedicated health experts - Olympians, personal trainers, dieticians and doctors.

Like the ultimate personal trainer, dietician and life coach in your pocket. And for less than \$1 per day.

The Active8me app is suitable for everyone and no expensive equipment or gym membership is necessary. The user chooses from a range of programs (e.g. Lose Weight, Lean Fit & Toned, Diabetes Prevent, Running (10km | 21km | 42km), 3 Week Kickstarter), and then the program cleverly adapts and customises to the individual program, the user's fitness level and level of experience, and their nutrition preferences.

There are free plans, paid plans, and a Platinum plan that includes a Nutrigenomics DNA test.



My Workout

Whether the user wants to lose weight, build strength, get toned or improve their general fitness, the Active8me app makes it possible with tailored training programs, designed by our experts and delivered by technology.

Active8me isn't about following the latest trend or gimmick. These are workouts forged by science and designed by Olympians, exercise physiologists and personal trainers. They're effective and they get results.

Weekly training programs always maintain a balance of high intensity training, classic functional strength training (with a preference to compound movements), flexibility and core strength work, and recovery.

Daily workout plans adjust to the user's program, level of experience and also their workout location choice (home, outdoors, gym). Follow a workout video or a step-by-step workout plan. The choice is theirs.

Users can train with nothing but their own bodyweight or take it to the next level in the gym with equipment.



My Nutrition

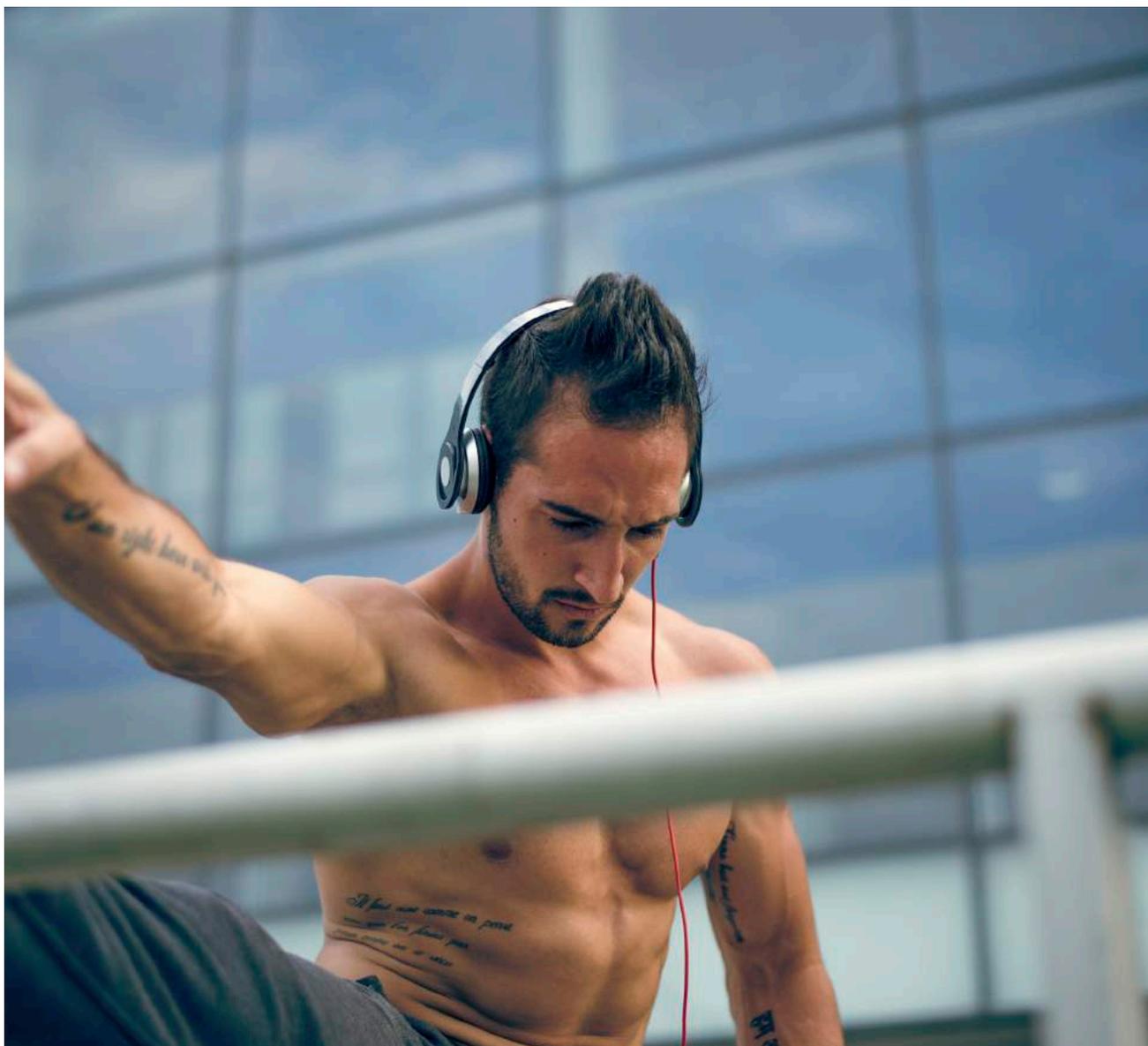
Food is such a powerful tool for health and is foundational for any physical body transformation. After all, you can't out-train a bad diet!

Active8me understands this which is why nutrition is an absolutely key part of our programs.

Based on the principle of clean eating, our aim is for users to enjoy healthy, delicious food, instead of obsessing over it. We are after long-term sustainable changes, rather than restrictive yo-yo dieting.

We have hundreds of healthy recipes (both Asian and Western) curated by dietitians - embracing the many tastes, cuisines and preferences users have. Our nutrition algorithm then takes into account a user's nutrition plan and preferences, and then creates meal plans that are nutritionally balanced, whole food dense, calorie controlled, delicious, and will ultimately nourish their bodies.

We even offer a range of tools to help people make healthier choices when eating-out. For example, our interactive healthy plate teaches users what an ideal meal should look like and awards points according to how healthy their meal is. Tips from dietitians help users make better eating out choices. And users are even able to geo-locate healthy food places around them - anywhere in the world. Like a nutritionist in your pocket - and less than the price of a single consultation with a nutritionist.



My Mindset

Making real and lasting change starts in the mind and requires changed thinking.

That's why every week we deliver weekly mindset lessons to help users stay motivated, shift their thinking, break old habits, and make empowered decisions.

Grounded in psychology and neuro-linguistic programming, these mindset lessons aim to help people turn their good intentions into action and make positive, lasting behaviour changes.



My Progress & Tools

Users can track their progress - from weight, sleep, water and calorie intake, to blood pressure, heart rate, stress, activity, 'before and after photos' and more.

In an age of the quantified self and wearable devices, being able to track your results and progress is just another tool for Active8me to help our users remain motivated and engaged.

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