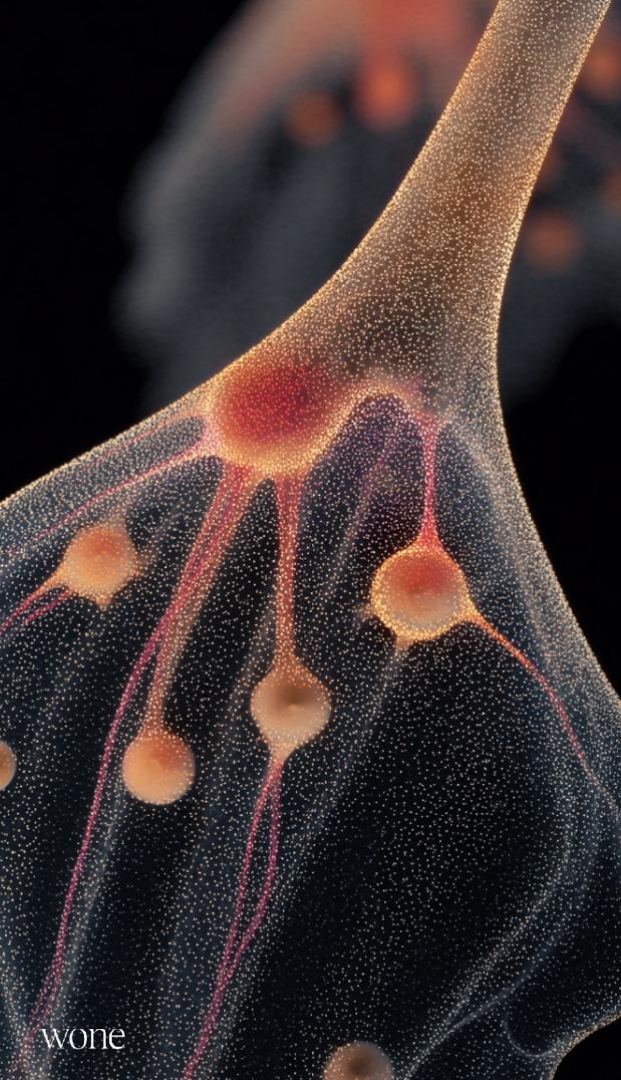




WONE COMPETITIVE POSITIONING

62%

Customers chose to
switch to WONE
from incumbents

8x

Higher utilisation
vs industry
average

We are the category leader in a market desperate for a better solution

The current wellbeing employer market is saturated with solutions that have low utilisation, no ability to measure impact and demonstrate ROI.

WONE takes a new approach with the only solution to:

- **Build performance through resilience to stress** at work
- Augment a **scientific assessment with biometric data**
- Overcome barriers to **utilisation** with AI driven personalisation
- Deliver a **clear ROI** for customers

“ As a signed up member of WONE, this is superior to other apps that I have tried in the past including Calm and HeadSpace.

Partner at leading US Law Firm

Our competitive advantage: we are the only human performance company focused on the workforce

	wone	 betterspace Unmind Wellbeing	  Spring Health  EAPs	InsightTimer  headspace Meditation	  Coaching	WHOOPE  ŌURA Wearables
AI-driven	✓	Some	Some	Some	Some	✓
Scientifically validated measurement	✓	✗	✗	✗	✗	Some
Psychometric & biometric data	✓	✗	✗	✗	✗	✗
Workplace focus	✓	✗	✗	✗	✗	✗
Preventative support	✓	✓	✗	✓	✗	✓
Employer support & analytics	✓	✓	✓	✓	✓	✗