

breakthru



Breakthru is a **digital health platform** delivering movement and breathing **microbreaks** in the flow of the workday, within work tools. **2-minutes** to reset mind, mood, and metabolism for workers in all kinds of jobs — **backed by science.**

Words leaders use to describe Breakthru's impact:

"Energized, grounded, focused, calm"

"Good for physical, emotional, and mental health"

My team is "in sync", "coming back fresh"

"My leaders have the focus, energy and body language they need to motivate their teams."

"My shoulders no longer hurt."

Breakthru addresses energy, burnout, productivity, focus, mood, and MSK injuries with one tool.

The Science

Movement Microbreaks are scientifically proven to: improve cognitive performance, working memory, executive functions, information processing, reaction times, and self-efficacy.^{2,3,4}

60 seconds of intentional breathing significantly reduces the stress hormone cortisol in our bloodstreams. Less cortisol contributes to better focus and better outputs, and fewer errors.

Sedentary Behavior is Costly.

80% of US workers are sedentary

\$353B Spent annually by employers on treatments for musculoskeletal conditions (MSK)

What makes Breakthru different?

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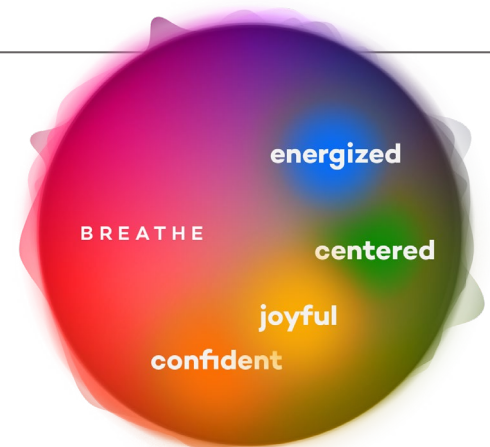
Just 2-minutes. Embedded in work tools, at an easy reach. Turnkey to implement. Tuneable by mood.

Breakthru is a strategic, pre-packaged, and easy to integrate tool into the daily flow of work **without being another add-on.** Embedded in Microsoft Teams, Office 365, Chrome and Slack, it fits into the flow of the day and company culture. Easy to launch, learn and share. Interactive, immersive, and personalized. It works for anyone and everyone in your organization. Globally.

Individuals set custom reminders, reach for the break they need when they need it. Teams gift to each other, share in meetings, add to training sessions, and set team challenges.

"Micro movements to improve mental health shone through, and the app was **so simple to use** that our team knew we had to get this out. NHS employees can now give their colleagues the gift of time and positive movement."

JOHN MCGHIE, HEAD OF COLLABORATION SERVICES, NHS ENGLAND



"Our organization is huge, there are lots of layers in terms of resource usage, communication, marketing, awareness, managerial, so it adds on complexity.. So that was the problem we wanted to solve... something easy to use and easy to adopt."

BAHAR OZKAN, SENIOR DIRECTOR OF GLOBAL WELLBEING, CONCENTRIX

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Reset mind, mood, and body. Research proves our brains need breaks. Your best performers may have a hard time taking them. Make it easy.

Movement and breathing microbreaks bring energy, cognitive focus, performance, and musculoskeletal health—for reduced costs to employers and improved productivity.



Mind

Microbreaks have been shown to improve cognitive performance.

"I would argue that my greatest productivity hack is a break. What's the best and most rewarding break of all time? Breakthru."

ERIK, GLOBAL CUSTOMER SUCCESS LEAD,
MODERN WORK, MICROSOFT



Mood

When taking movement breaks, employees report more positive emotions, and more workday energy.

"I think you're a better, more focused, healthier, happier employee when you take, it doesn't have to be big, just two minutes...it gets me outta my head. It gets me in. I just love it."

MARYANNE, DIRECTOR OF MARKETING, SAP



Body

Employers spend \$353 billion annually on treatments aimed at helping their employees with musculoskeletal conditions and 75% of employers rank musculoskeletal conditions among the top 2 health conditions (and rising) driving their costs.⁷

"I use Breakthru to remind me to move out of my office chair. I have arthritis and when I sit too long in one position it doesn't help my condition."

SARAH,
PATIENT ADVICE & LIAISON SERVICE, GLOUCESTERSHIRE HOSPITALS NHS

"There is a thin line between loving your job, being effective and putting in a hundred percent of your soul and **burnout**. How can we change the mindset around **wellbeing infused efficacy at work**?"

BAHAR, CONCENTRIX

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Extremely effective as a team tool. Loved by the business, launched by employees, and grows organically.

Colleagues gift Breakthru to each other to show their support and encourage healthy habits. Teams use it together in meetings and during challenges—to come together with improved energy, focus, and collaboration.

"It's effective for the individual. It's five times that when it's a team. You all come back with the same mindset and the same fresh, effective way of looking at something."

LORI, CONCENTRIX

Individual Benefits



Improved Mood
Enhanced Focus
Reduced Burnout

Team Benefits



Improved Team Energy
Enhanced Collaboration
Reduced Attrition

Organization Benefits

Increased Productivity
Improved Safety
Reduced Costs

A global team tool.

Breakthru is used in over

72

countries

TOP 20 COUNTRIES IN TERMS OF USAGE:

1 United States	6 Japan	11 France	16 Philippines
2 United Kingdom	7 Germany	12 Brazil	17 Switzerland
3 Netherlands	8 India	13 Colombia	18 South Africa
4 Ireland	9 Canada	14 Spain	19 Austria
5 Malaysia	10 Mexico	15 Australia	20 Poland

FOR MORE INFORMATION CONTACT:

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Leading organizations who continue to differentiate themselves from their competition understand the value of microrenewal, reset and recovery and experience significant ROI.

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