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WHO WE ARE

Blue Zones brings over 20 years of research, exploration, and solutions from the world's most extraordinary cultures—the blue zones—where people have lived better and longer than anyone else on the planet.

OUR PURPOSE

To empower everyone, everywhere to live better, longer.

OUR PROMISE

More good years.

Partnered with and trusted by leading organizations:

2

Extra Credit



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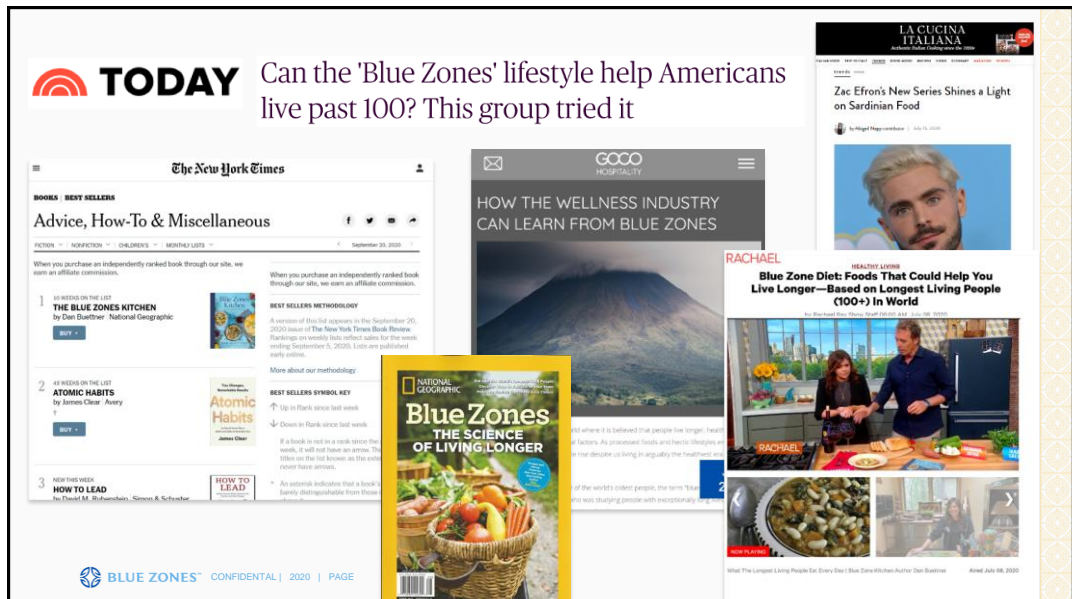
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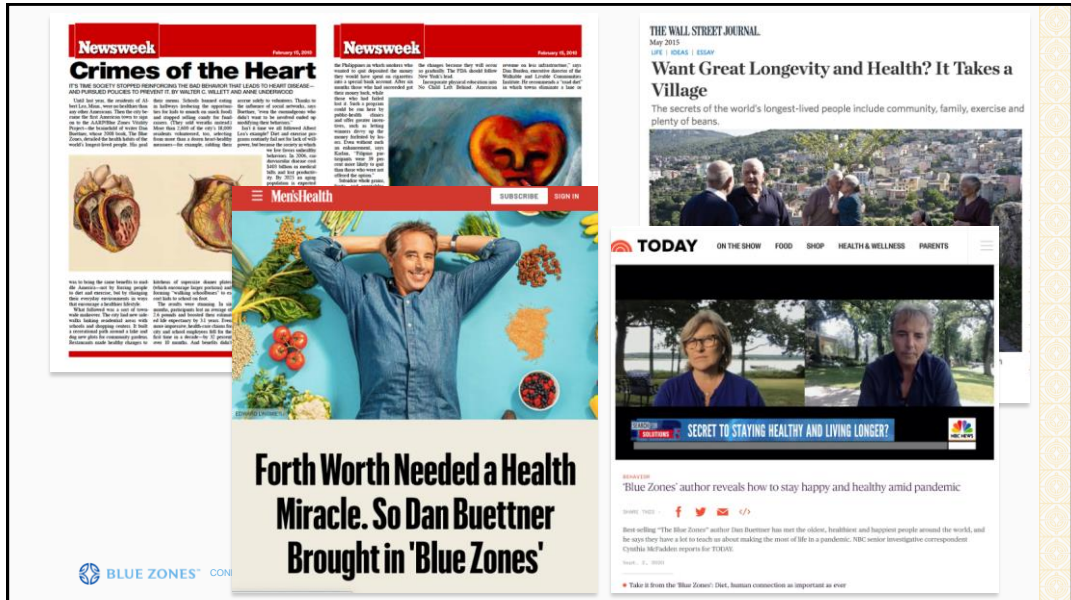
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Bringing The Blue Zones Story to Life

STORIES AND EVENTS THAT IMMERSE AUDIENCES



IN-PERSON



VIRTUAL



PRE-RECORDED

The stories and research that have inspired millions to live **better, longer** lives.






BLUE ZONES™ CONFIDENTIAL | 2022 | PAGE 8

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Blue Zones Retreats

Fully immersive environment for participants to learn and eat, connect, and move like the longest-lived cultures.

A N *d* A Z. | COSTA RICA RESORT
AT PENINSULA PAPAGAYO

**BORGO
EGNAZIA**
NOWHERE ELSE.


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The Blue Zones Challenge App

DELIGHT

INSPIRE

EMPOWER



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Blue Zones Advocate Course by Arizona State University



Blue Zones has partnered with Arizona State University to create the Blue Zones Advocate Course

- Learn about the blue zones regions and the Power 9 principles to understand their relevance to learners and their environment.
- Understand challenges related to applying the Blue Zones principles to one's life.
- Understand ways to apply Blue Zones lessons to one's Life Radius.

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Blue Zones Cooking Course



Blue Zones Online Cooking Courses will launch in 2023 with partner Rouxbe the #1 online culinary training organization

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Blue Zones Meal Planner

1

Take a personalization quiz

2

Discover delicious recipes

3

Enjoy tasty food

BLUE ZONES[®] CONFIDENTIAL | 2022 | PAGE 13

91% of customers said the meal planner makes eating plant-based meals **easier**.

Why it Works

Get support from caring food coaches

Receive nutrition info & tips for longevity

Have groceries delivered in select areas

Enjoy Blue Zones[®] inspired recipes

Stay organized with smart plans and grocery lists

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BRAND OPPORTUNITY: BLUE ZONES KITCHEN

BLUE ZONES KITCHEN FROZEN ENTRÉE LAUNCH LINEUP

RETAILERS LOVE THE PRODUCT – 600+ STORES NATIONWIDE FIRST QTR. LAUNCH

Delivering on people's needs and desires of convenient, healthy nutrition that tastes delicious

Silvermark Partners
CONFIDENTIAL

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BRAND OPPORTUNITY: BLUE ZONES KITCHEN

BLUE ZONES KITCHEN SKU'S EXPANSION



Blue Zones Kitchen product expansion creates the inventory and variety to support Eat Wise Food as Medicine Solution



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Blue Zones Center at The Legacy Tower

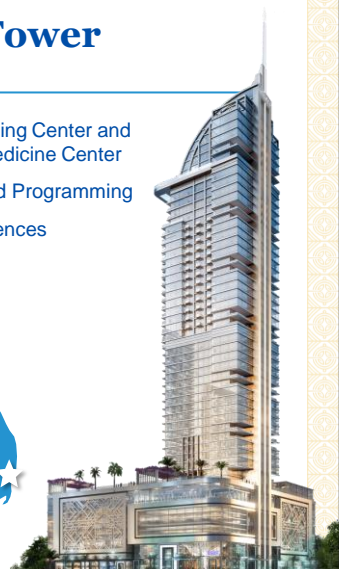
AT MIAMI WORLD CENTER



First-of-its-kind Well-Being Center and
Integrated Lifestyle Medicine Center

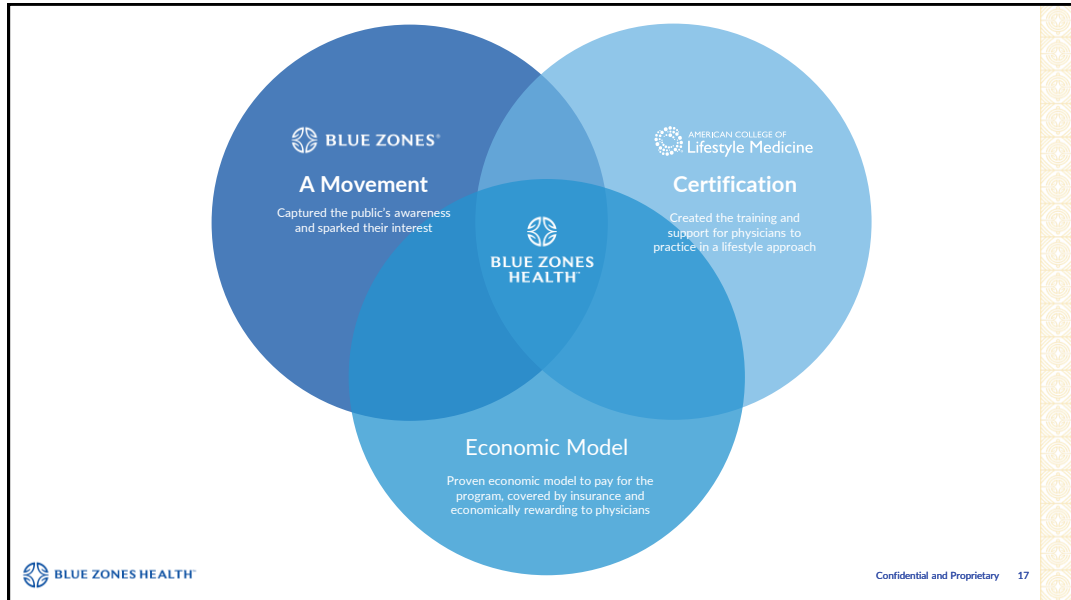
Well-Being Retreats and Programming

Travel Experiences



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BRAND MOMENTUM

THE BLUE ZONES BRAND WILL CONTINUE TO BE PROPELLED BY A SERIES OF SIGNIFICANT EVENTS

Launched August 29, 2023...

A beautifully illustrated and informative guide to the blue zones - the places on Earth where people live the longest - along with the reveal of a new blue zones region

DAN BUETTNER

Started Streaming August 30, 2023...

Travel around the world with author Dan Buettner to discover five unique communities where people live extraordinarily long and vibrant lives

LIVE TO 100
SECRETS OF THE BLUE ZONES

AUGUST 30 NETFLIX

The Blue Zones media halo for each new release broadens awareness and garners millions of impressions

THREE NEW BLUE ZONES BOOKS by author Dan Buettner, releasing across 2023-2025

FIRST BLUE ZONES DOCUMENTARY four-part series which began streaming on Netflix beginning August 26, 2023

SPECIAL EDITION OF NATIONAL GEOGRAPHIC on checkout stands across the country from 2024 - 2026

POSSIBLE SECOND BLUE ZONES DOCUMENTARY Streaming projected late 2025

BLUE ZONES™

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BOARD OF ADVISORS

- **Luigi Ferrucci MD, PhD**
Director, Baltimore Longitudinal Study of Aging
- **Jack Guralnik MD, PhD**
Chief – Epidemiology and Demography
Section, National Institute on Aging
- **Robert L. Kane, MD**
Minnesota Chair in Long-Term Care and Aging,
University of Minnesota Public Health



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BOARD OF ADVISORS

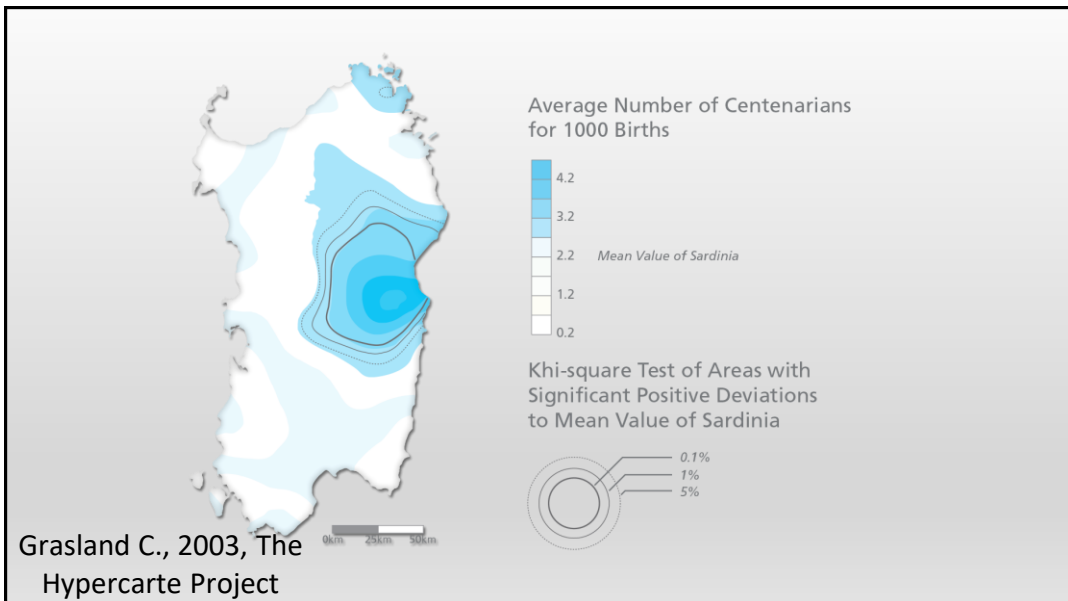
- **S. Jay Olshansky, PhD**
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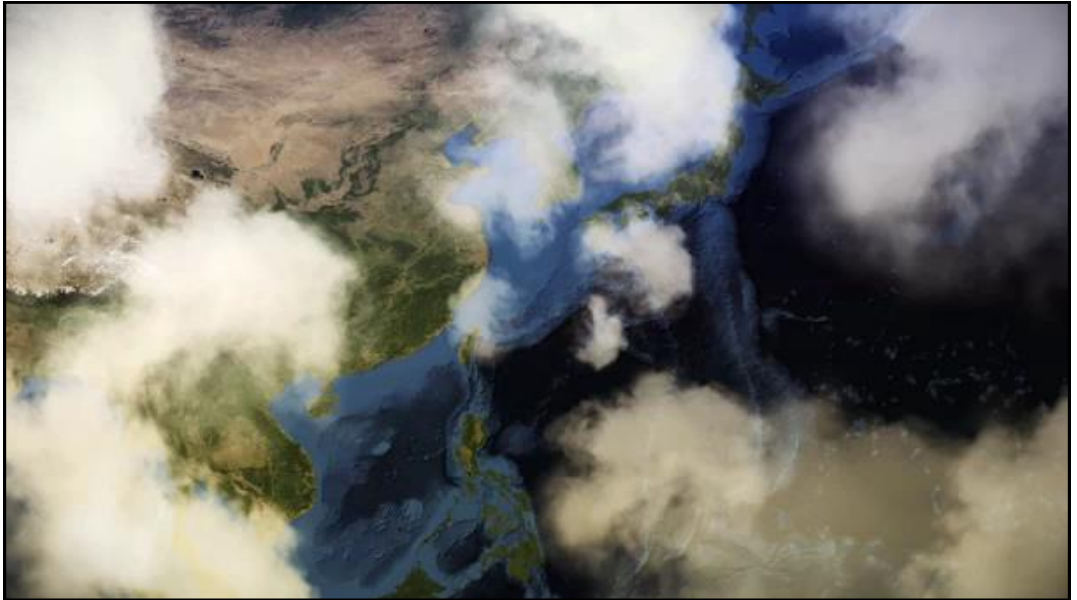
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Okinawa's Longevity Profile

- Longest disability-free life expectancy in the world
- Live **seven good years longer** than average Americans
- **Five times** as many centenarians
- **One fifth** the rate of breast and colon cancer
- **One sixth** the rate of cardiovascular disease

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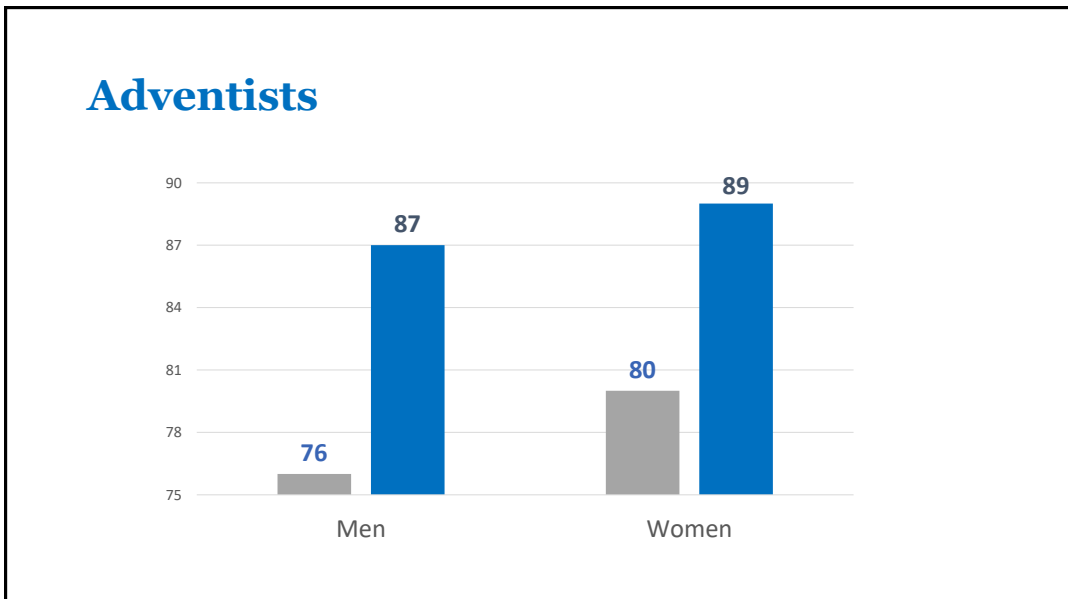
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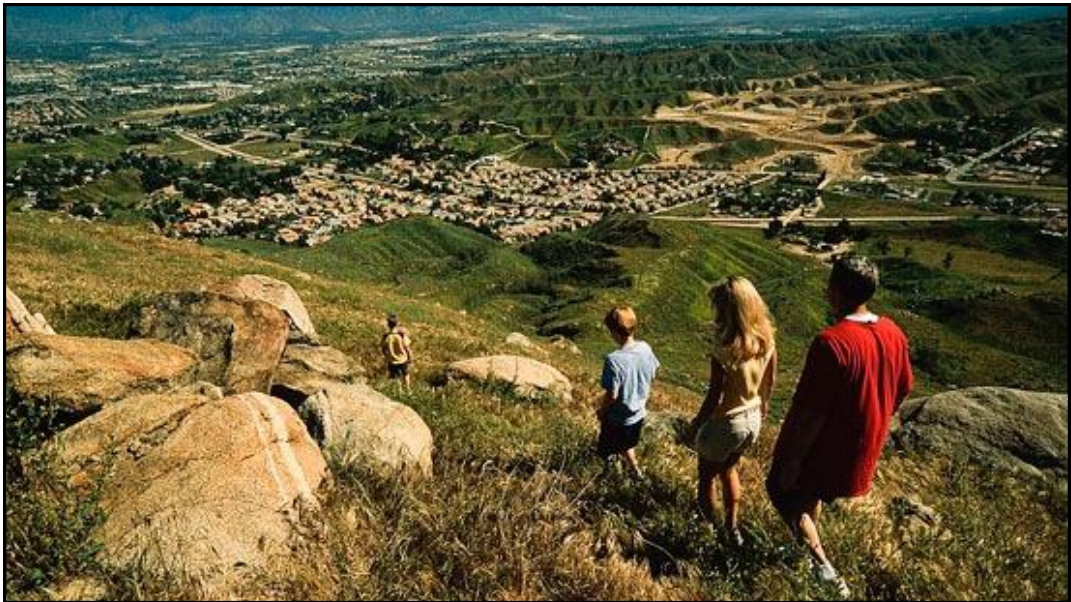
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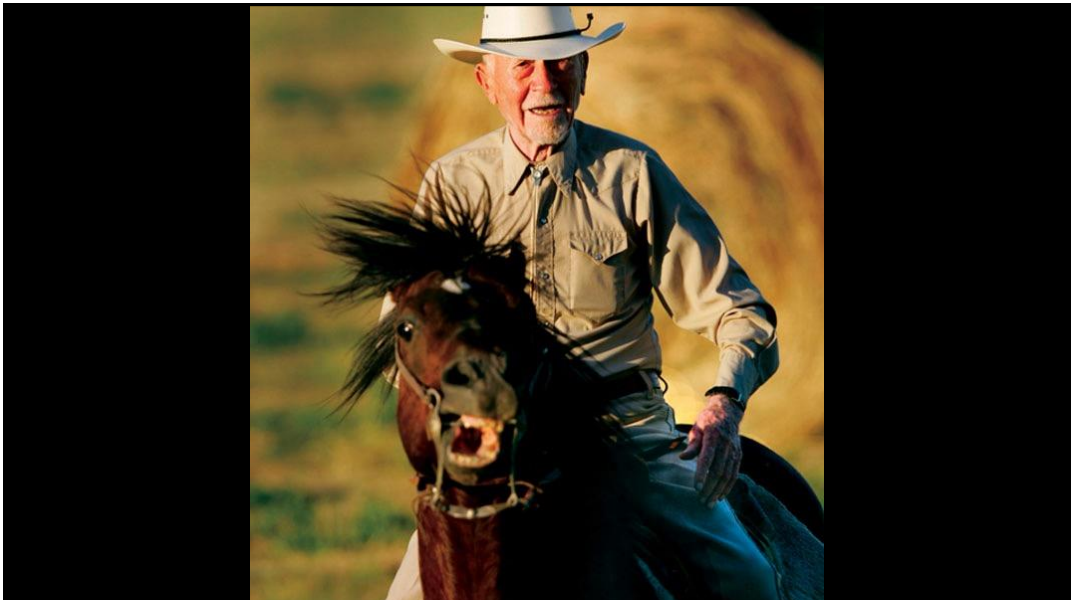
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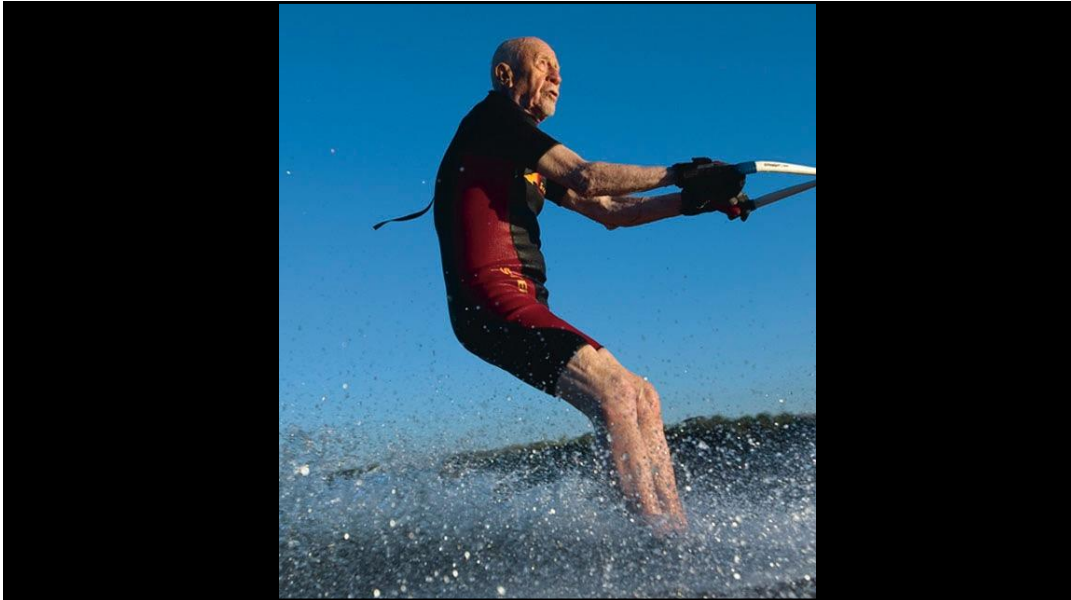
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The Power 9

Secrets to Living Life Longer, Better

Move Naturally

Right Outlook

- Downshift
- Purpose Now

Eat Wisely

- Wine @ 5
- Plant Smart
- 80% Rule

Connect

- Loved Ones First
- Belong
- Right Tribe

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American well-being is at a tipping point

Mental health awareness

Stressed-out workforce

Lifestyle-related diseases

COVID-19 pandemic

The coming “silver tsunami”



**DEMAND FOR
INNOVATIVE
WELL-BEING
SOLUTIONS**

TRAGIC STATISTIC



The average American celebrates just
one healthy birthday after the age of 65



2024
WHR
World Happiness Report
GALLUP

"Led by Its Youth, U.S. Sinks in World Happiness Report"
The New York Times

"The young are now most unhappy people in the United States"
USA TODAY

"US falls out of world's top 20 happiest countries list for the first time ever."
The Guardian

npr

"The world happiness report shows a generational divide in well-being in the U.S."

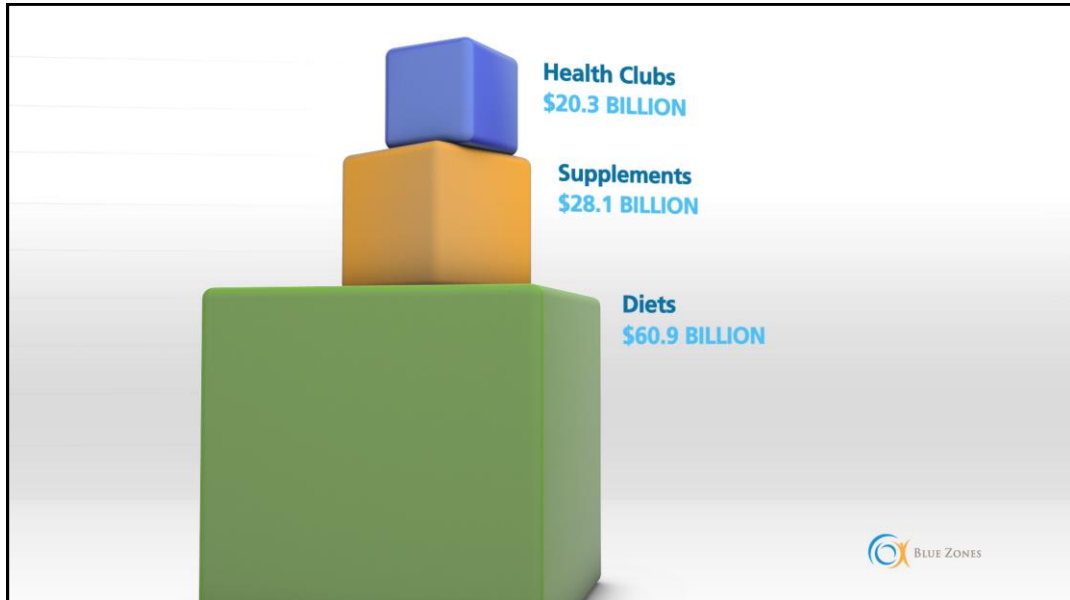
"Happiness has dropped so sharply among the young in North America that young people there are now less happy than the old."
CNN

"U.S..... first time it has ranked so poorly since the World Happiness Report was created in 2012."
Forbes

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The U.S. Health Disadvantage

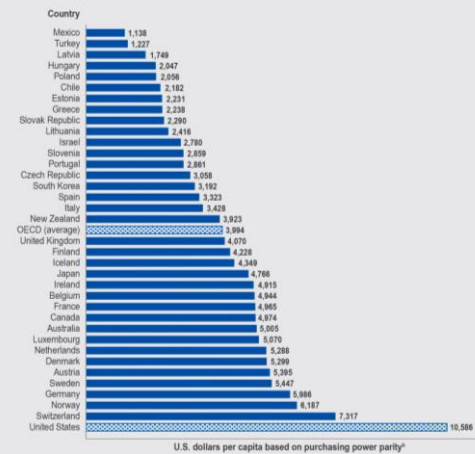
THE HEALTH GAP BETWEEN THE U.S. AND OTHER WEALTHY NATIONS

This disadvantage exists even though the United States spends more on healthcare than *any other country*, and this spending gap has widened over time (Figure 1).



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Figure 1 Health expenditure* per capita, 2018 (or nearest year) by country and the OECD average



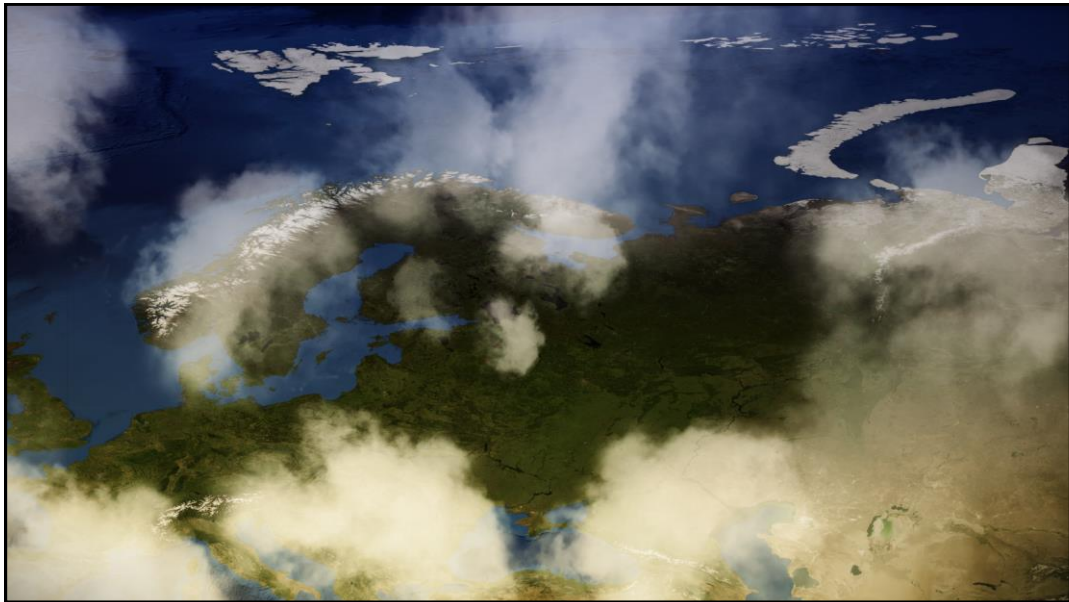
* Total health spending is based on the final consumption of healthcare goods and services (i.e., current health expenditure), including personal healthcare (curative care, rehabilitative care, long-term care, ancillary services, and medical goods) and collective services (prevention and public health services, as well as health administration) but excluding spending on investments. Healthcare is financed through a mix of financing arrangements, including government spending and compulsory health insurance, as well as voluntary health insurance and private funds from, for example, households' out-of-pocket payments, nongovernmental organizations, and private corporations.

** Purchasing power parity is a conversion rate that shows the ratio of the prices in national currencies of the same basket of goods and services in different countries.

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Decline in cardiovascular mortality in North Karelia and other parts of Finland

JAAKKO TUOMILEHTO, JEF GEBOERS, JUKKA T SALONEN, AULIKKI NISSINEN, KARI KUULASMAA, PEKKA PUSKA

Abstract

The trends in mortality from ischaemic heart disease, cerebro-vascular disease, and all causes were studied for the province of North Karelia and for the rest of Finland. Linear trends in mortality were computed for the population aged 35 to 64 for the period from 1969 to 1982, and changes in mortality between the three year means of 1969-71 and 1980-2 were calculated. In North Karelia, where a community based preventive programme has been carried out since 1972, the annual decline in mortality from ischaemic heart disease in men was on average 2.9%, whereas in the rest of Finland it was 2.0%. For

women the respective average annual declines in mortality were 4.9% and 3.0%. The net decline from 1969-71 to 1980-2 in North Karelia was 100 deaths/100 000 men. The annual mortality from ischaemic heart disease declined 4.4% in North Karelia and by 2.6% in the rest of Finland; in women the decreases were 6.0% and 5.0% a year, respectively. The net decline in North Karelia was 71 deaths/100 000 men. The decline in mortality from all causes was also appreciable in both sexes in North Karelia, but it did not differ significantly from national trends.

Introduction

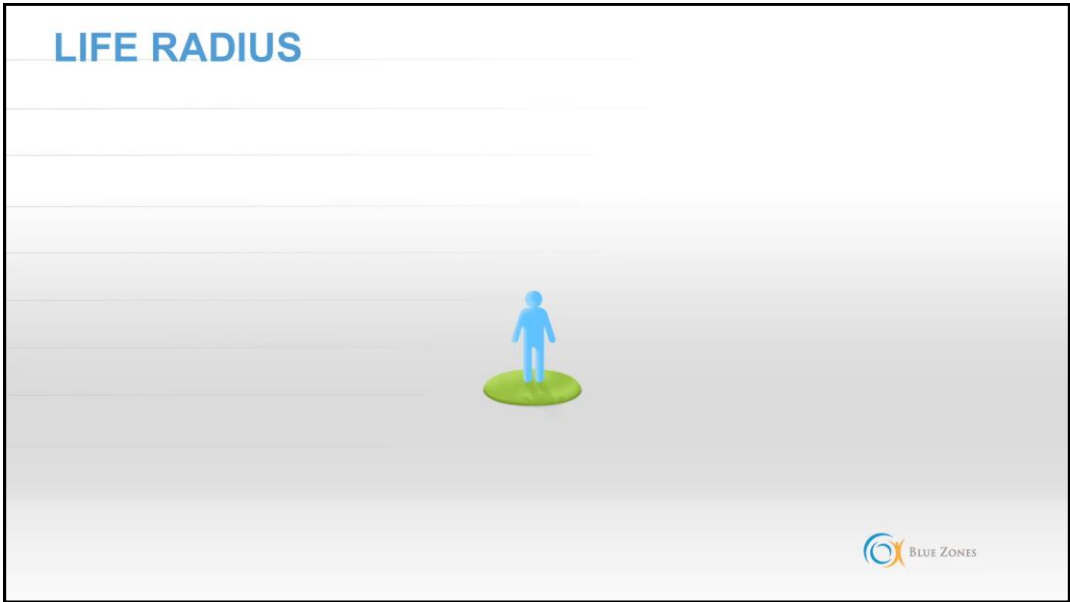
Awareness of the high incidence of cardiovascular disease in Finland as a whole, and in North Karelia in particular,^{1,4} resulted in a comprehensive, community based preventive programme to control cardiovascular disease: the North Karelia project.¹ Its aim was to reduce mortality and morbidity from cardiovascular disease by reducing established risk factors, such as smoking, high serum

Department of Epidemiology, National Public Health Institute, 00280 Helsinki, Finland

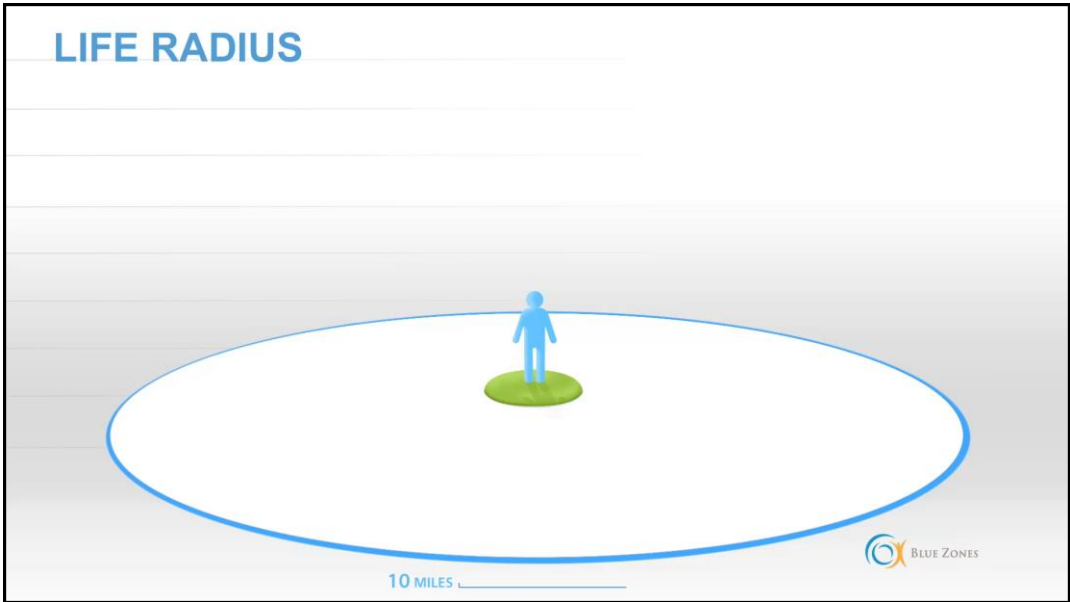
JAAKKO TUOMILEHTO, MD, MPH, SC, professor
AULIKKI NISSINEN, MD, NT, assistant professor
KARI KUULASMAA, PhD, biostatistician

Received 10 October 1984

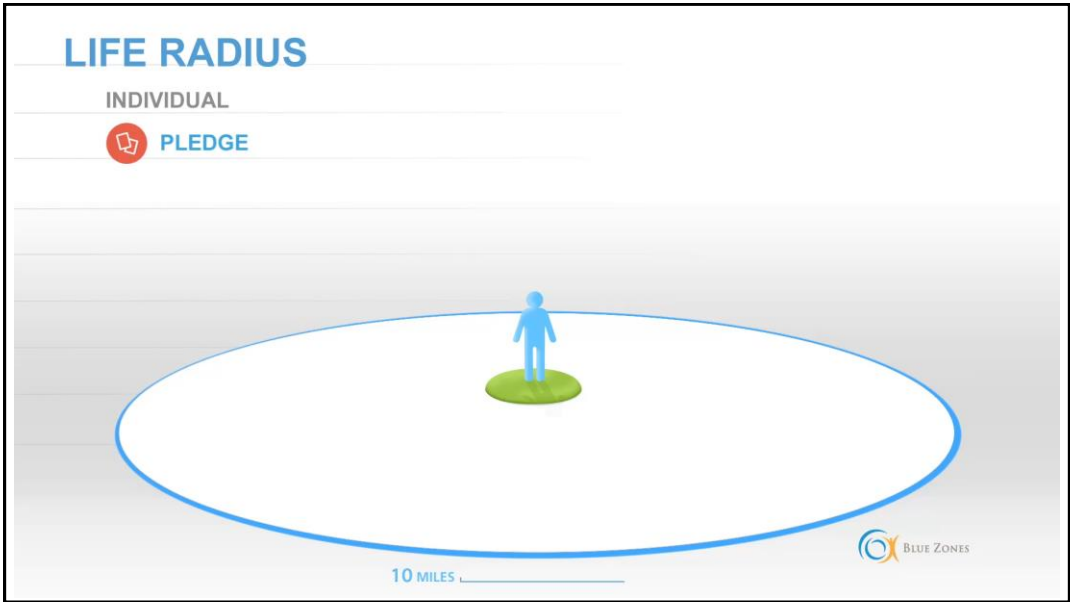
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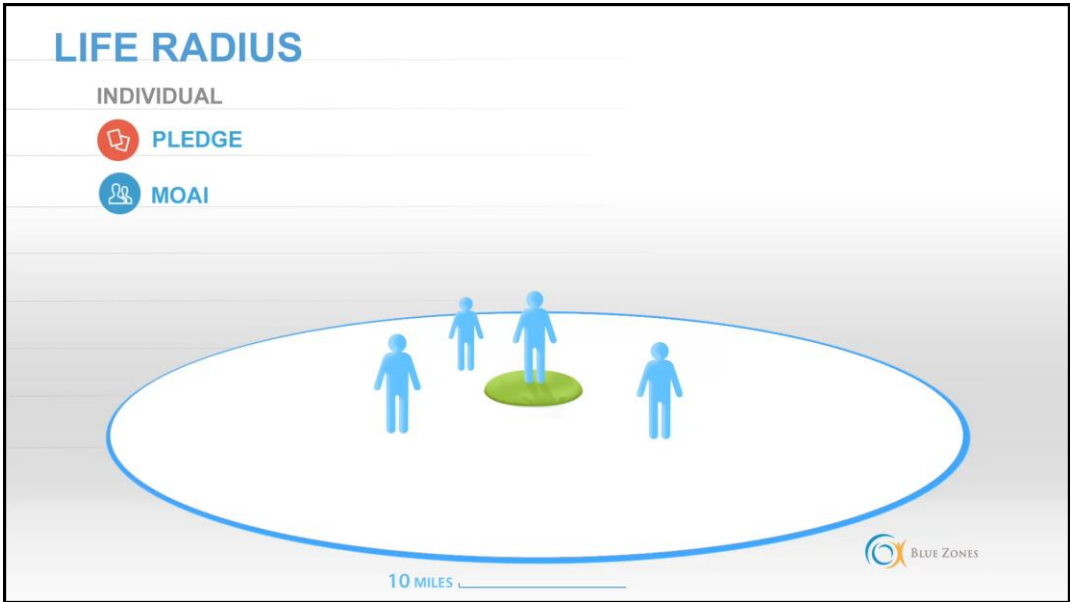
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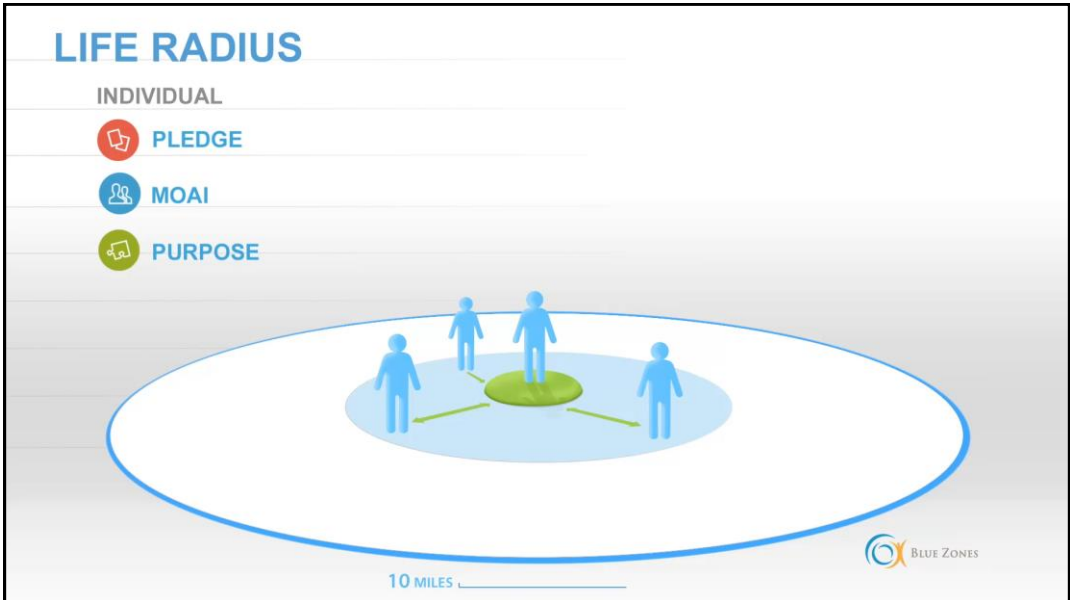
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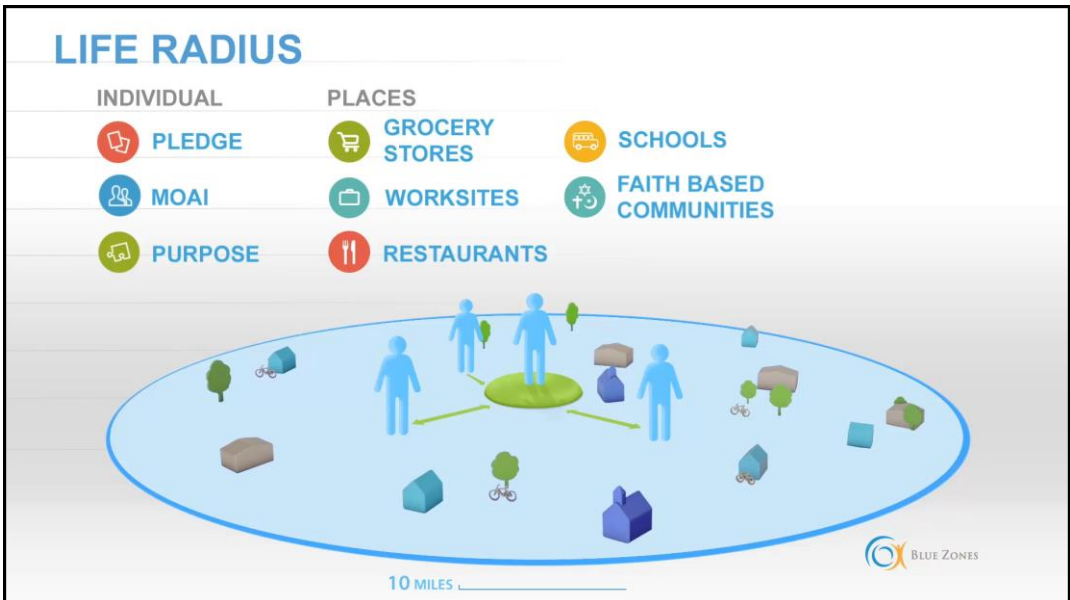
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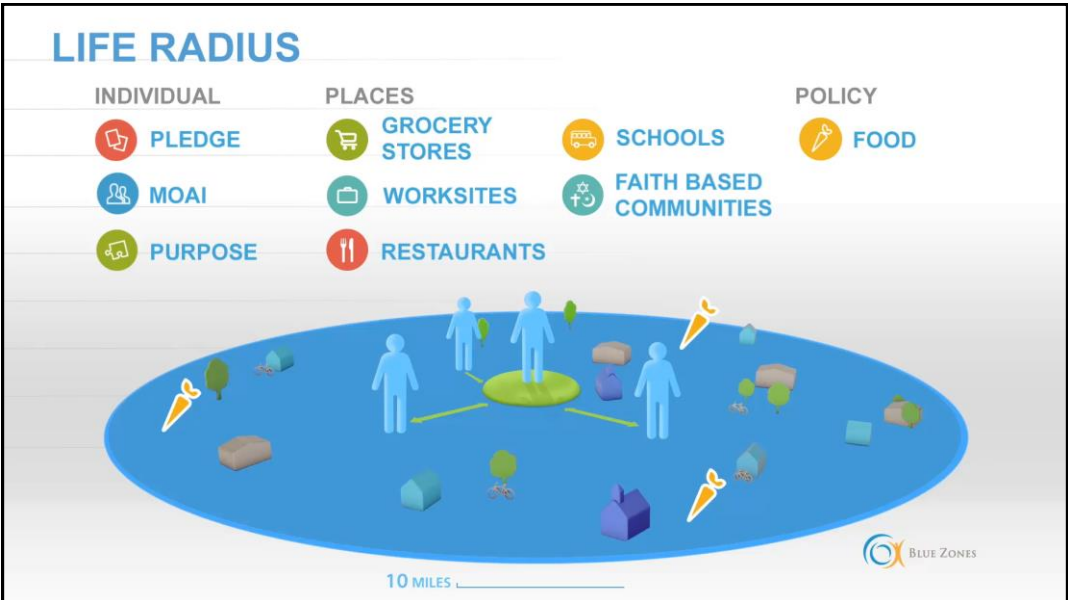
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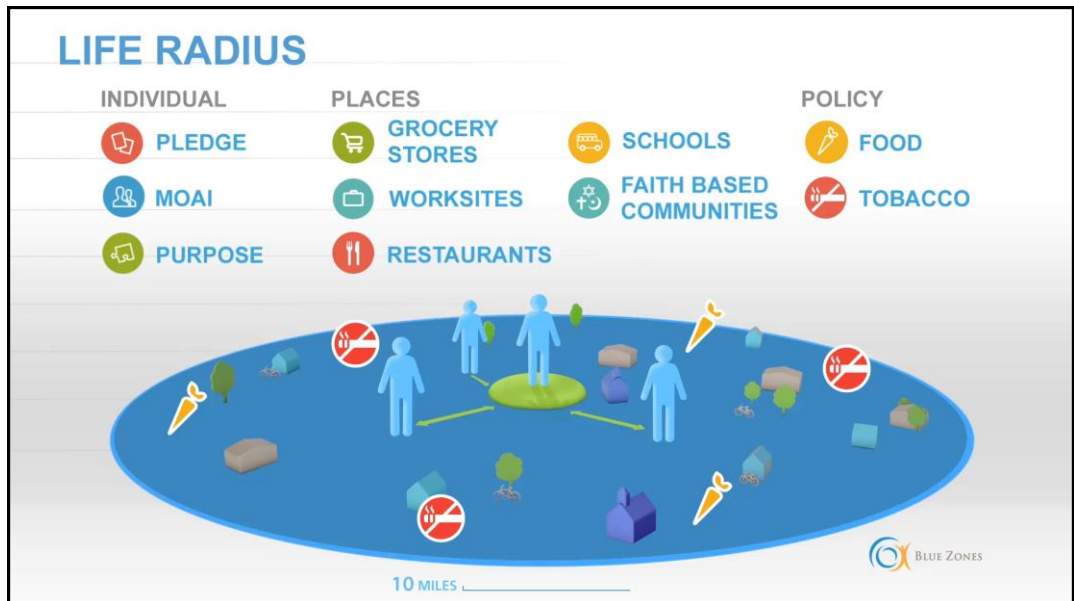
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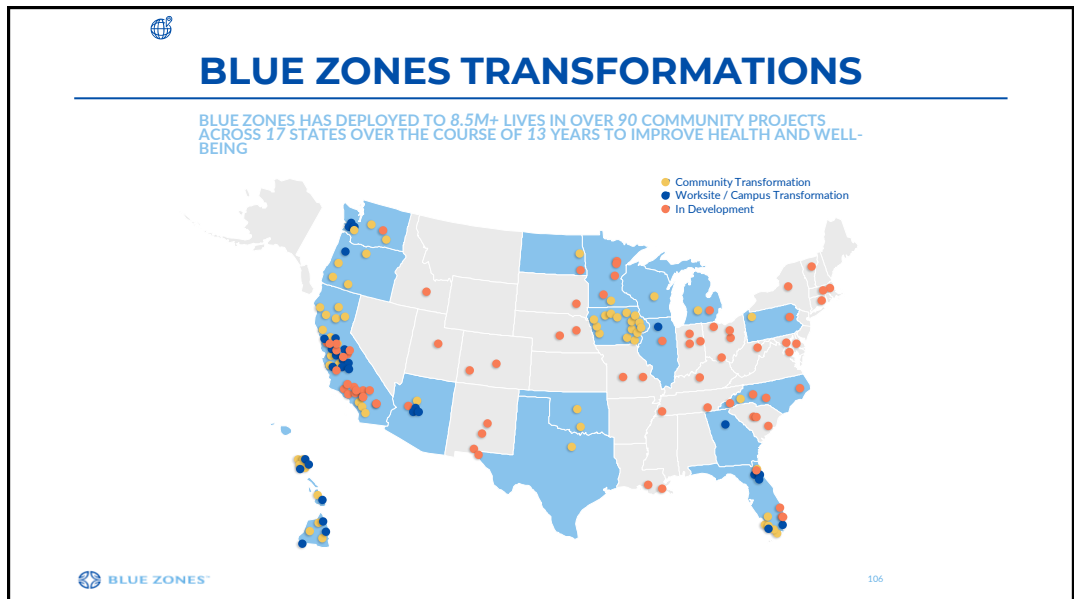
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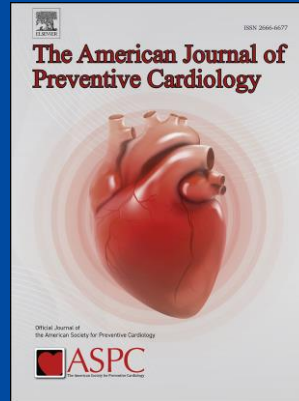
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Emerging Proof

20-Year Trend of High Prevalence of Zero Coronary Calcium in the Beach Cities of California: A Blue Zone?

Results: Among 39,401 participants (mean age, 58.1 years; 36% women), 13,374 (34%) had zero CAC. The prevalence of CAC=0 was significantly higher in Beach Cities compared to the rest of California ($p < 0.001$). Across the study period, the prevalence of cardiac risk factors including obesity, smoking, diabetes and hypertension remain significantly lower in Beach Cities.

Conclusions: This study, shows for the first time, that higher prevalence of zero CAC in Beach Cities of California, adds validity to excellent prognosis and longevity in these areas.



Measurable Results

> 5% Sustained Improvement in Well-Being

\$40M Follow-On Grants

2.5 years added to life spans within one year of participating in the Blue Zones Project.

- 48% increase in tourism since 2012.
- Jump to 34th place in Minnesota County Health Rankings (previously 68 out of 87 counties)

55% Drop in Child Obesity

Beach K-5 schools:

- 15% drop in overweight/obese adults.
- 10% increase in exercise.
- 17% drop in smoking.
- 12% rise in Life Evaluation.
- \$72M in medical cost and lost productivity savings.

\$20B Lifetime Reduced Smoking Value

10.5%

- Sixteen-point increase in residents who exercise at least 30 minutes three or more days of the week, now at 62%.
- 90,000 residents and 500 organizations engaged.

\$27M Medical Claims Redux

34% decrease in healthcare expenditures over six years.

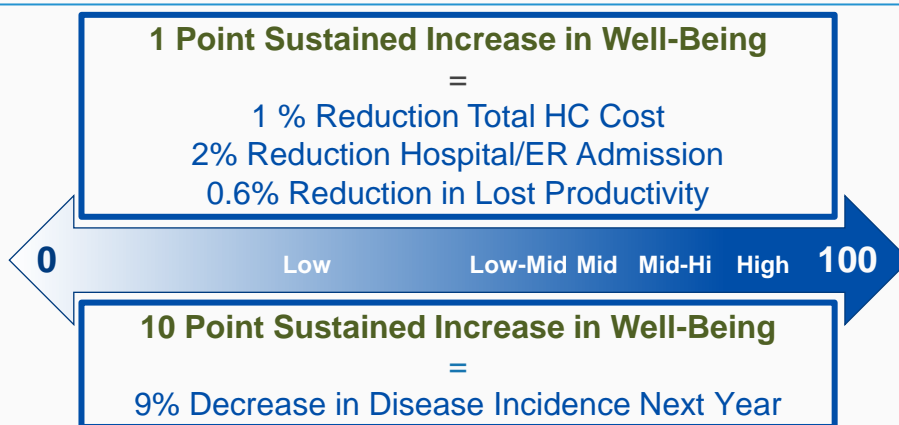
- \$27 million reduction in self-insured medical claims.
- Nearly 60% of all employees pledged participation.
- 40% decline in lost work days due to injury.

The Official Well-Being Metric



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Well-Being Value Translated



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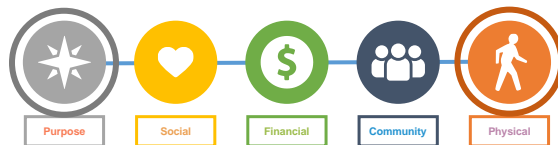
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Relationship: Well-Being Elements to Outcomes

Population-Average Contribution

In an average population, the different elements of well-being have varying contribution towards outcomes of organizational & community value and cost.

Gallup
Well-Being Index™



N = 12,035. Multivariate regression models included age and gender. Outcomes are self-reported.

Job Performance



Absenteeism



Hospitalizations



Life Satisfaction



Presenteeism



ER Visits



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Improving Well-Being Improves Outcomes



IMPROVEMENT

Health Outcomes:

Healthcare Utilization
Hospital Admissions
Hospital Readmissions
Disease Burden

Business Outcomes:

Performance
Unplanned Absence
Turnover
Safety

Community Outcomes:

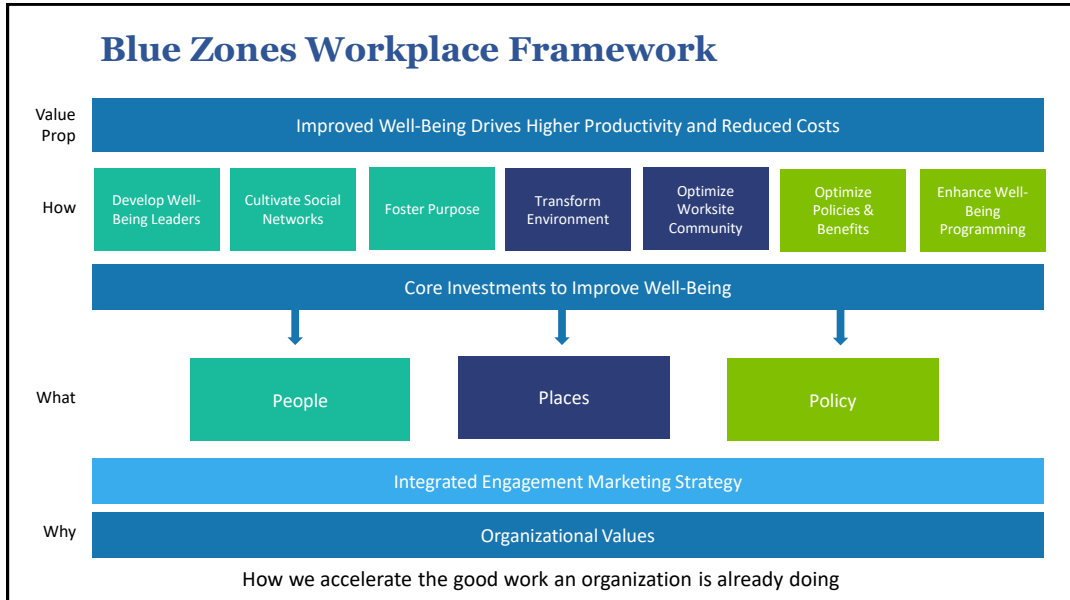
Crime Rates
High School Graduation Rates
Teen Pregnancy Rates
Motor Vehicle Deaths

Mental Health Outcomes:

Clinical Depression
Daily Emotions
Resilience
Adaptability

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Blue Zones Workplace — Creating Your Blueprint

Leadership

Are leaders modeling and supporting health and wellness behaviors that influence the environment at the workplace?

Like all change management, to be successful programs need to be supported and led by senior leaders.


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Blue Zones Workplace — Creating Your Blueprint

Purpose

Does the organization have a purpose that the employees connect with? Does it support employees to identify and pursue their own purpose inside and outside of the workplace?

Those who live with a strong sense of purpose live 7 years longer than those who don't.

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Blue Zones Workplace — Creating Your Blueprint

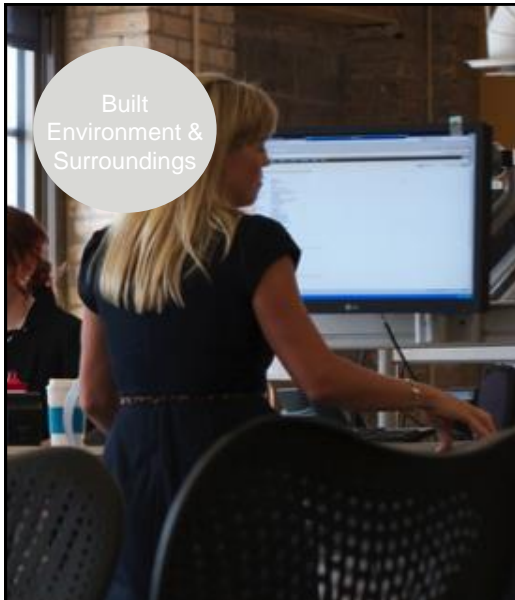
Social Environment & Employee Engagement

Does your organization support social connections, events and support health and wellness to break down department barriers?

Having a best friend at work is one of the strongest indicators of low employee turnover.

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Blue Zones Workplace — Creating Your Blueprint

Built Environment & Surroundings

Does your workplace promote healthy practices and empower employees to make healthy choices through the physical layout, workplace setting and surrounding environment.

People mindlessly make over 200 health decisions daily. Blue Zones makes the healthy choice the easy choice.

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Blue Zones Workplace — Creating Your Blueprint

Policies & Benefits

Do your benefits and policies support health and wellness of your organization?

Employers that support employee well-being attract and retain the brightest and best talent. For every dollar spent on employee wellness, there is \$5.18 return on claims and costs and increased productivity.

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NCH HEALTHCARE SYSTEM Case Study

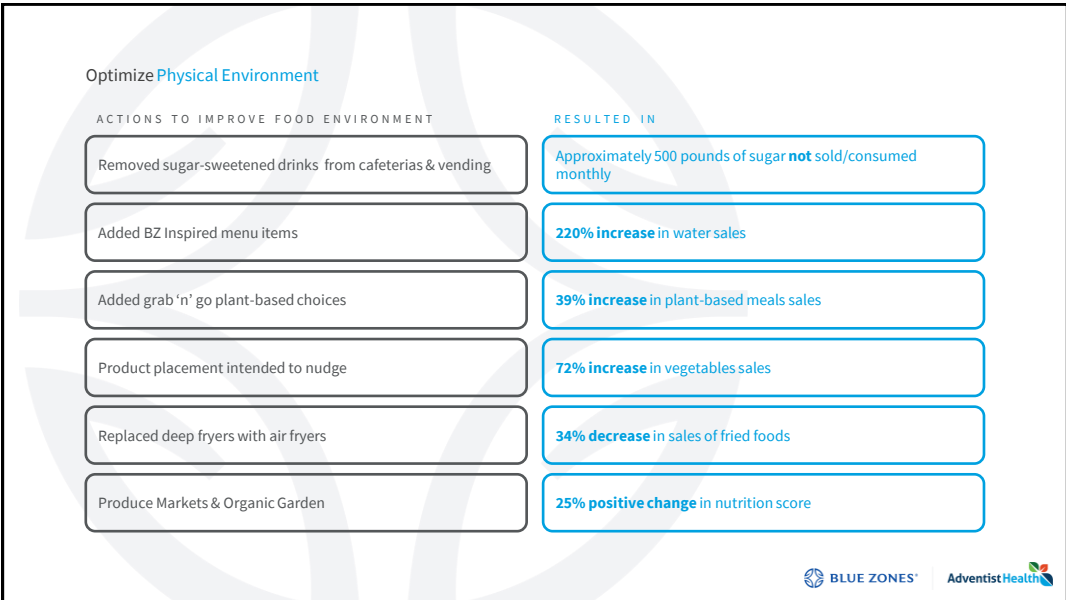
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Specific Actions Taken by the NCH to Achieve a Certified Blue Zones Worksite

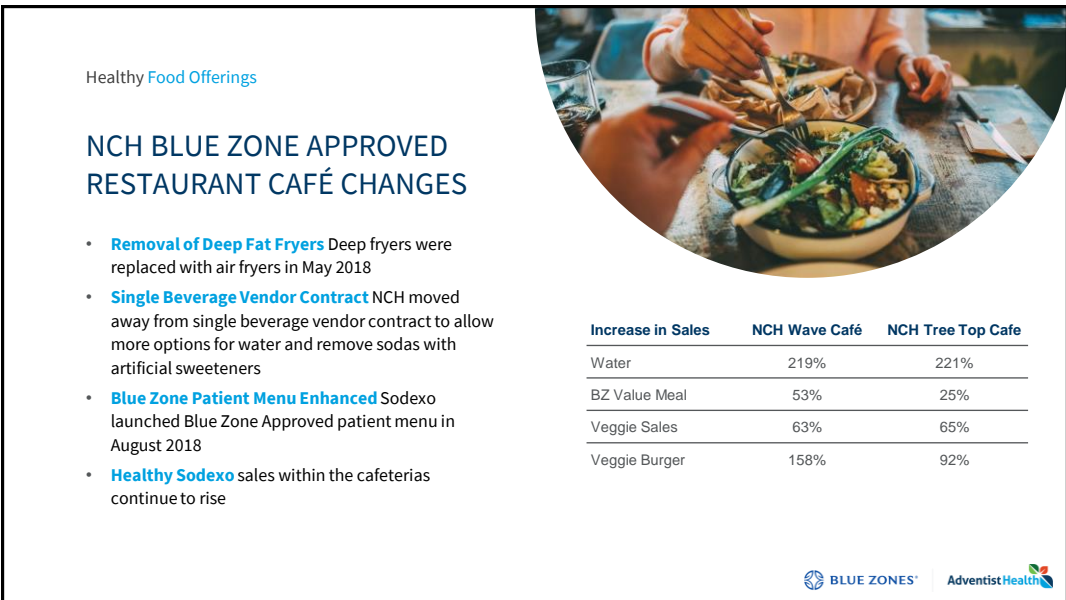
- **Engage leadership** in well-being training.
- Host an **all-company kick-off meeting** to introduce Blue Zones Projects.
- Provide Blue Zones Project **prompts and messaging on campuses.**
- **Offer purpose workshops** and tie to volunteer opportunities.
- **Work with Sodexo** to nudge healthier food choices.
- Schedule **regular produce markets** on campuses.
- Create **walking paths.**
- Launch **Moais.**
- **Provide education** to enhance ergonomic environment.
- **Review & upgrade policies** and services to employees that emphasize health and well-being.



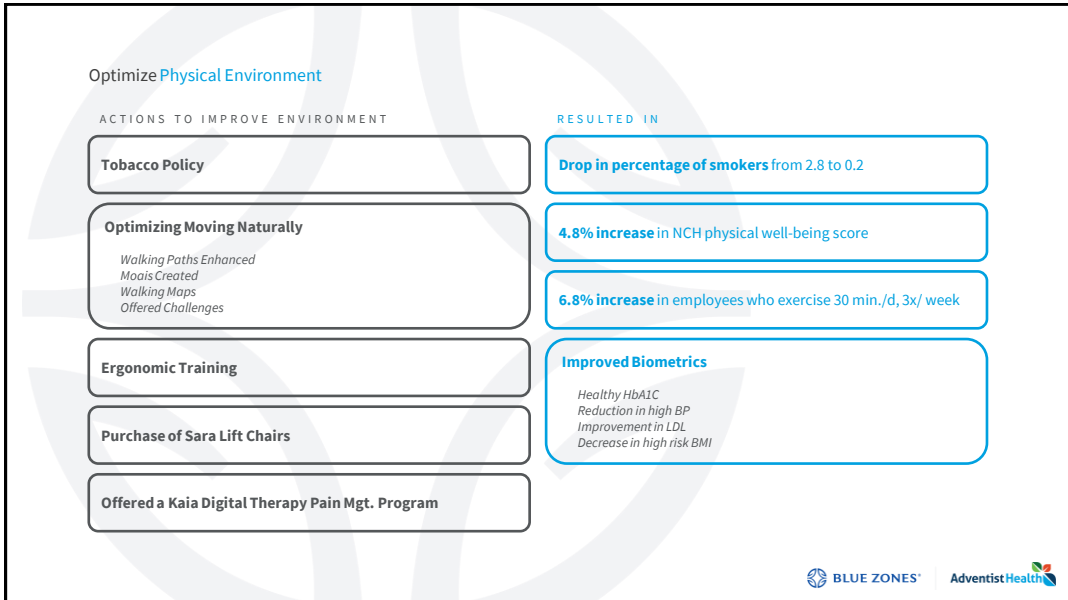
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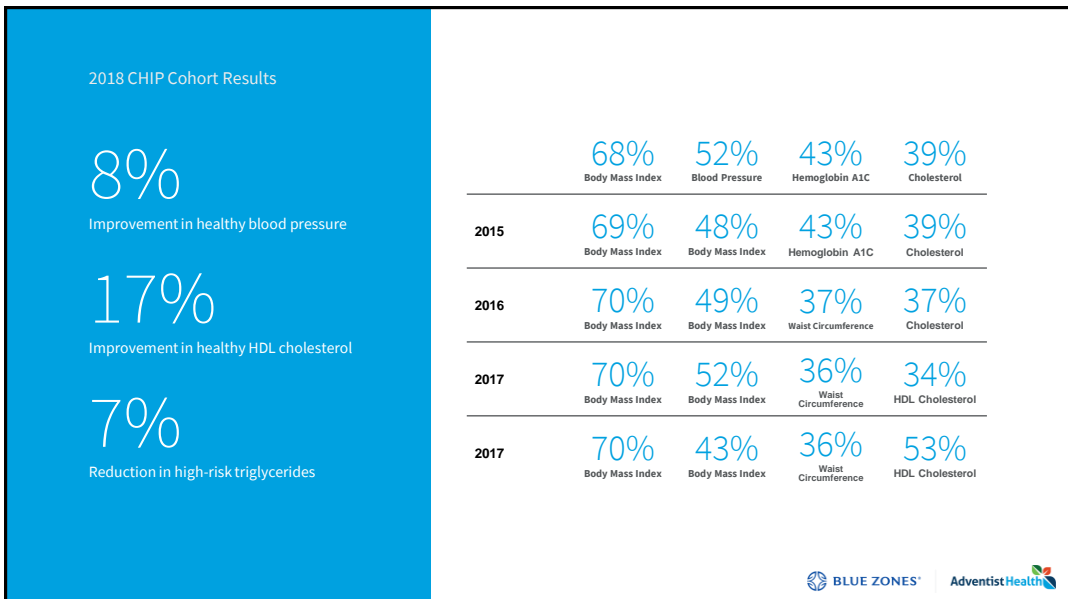
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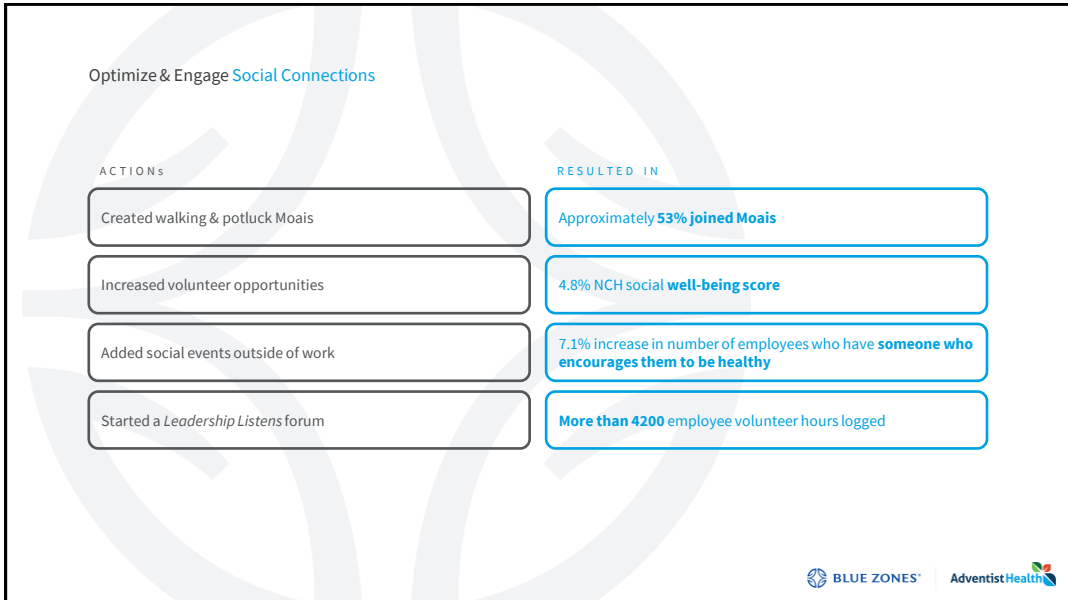
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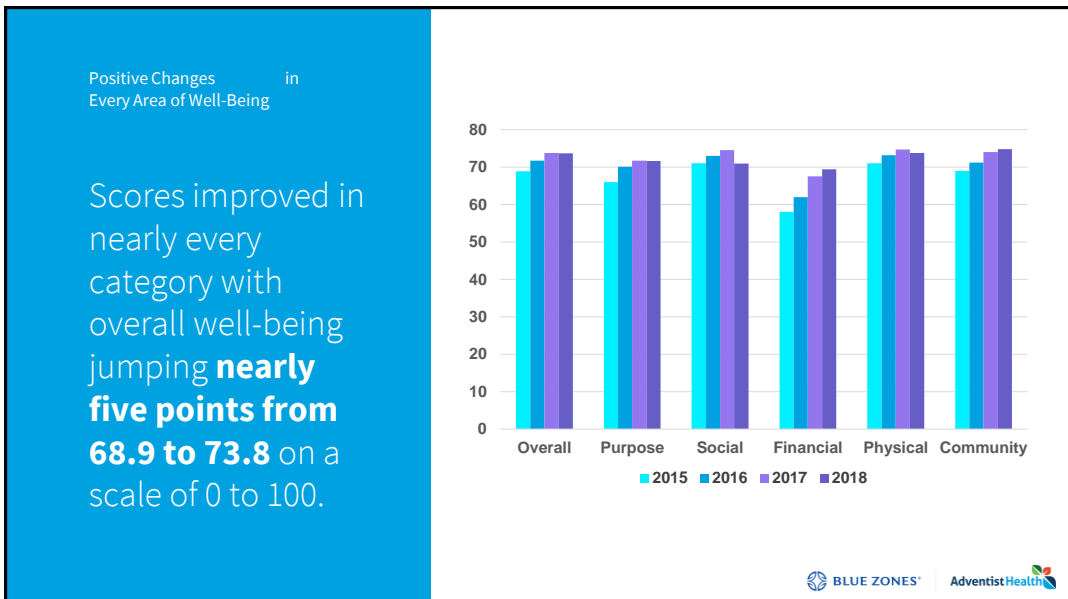
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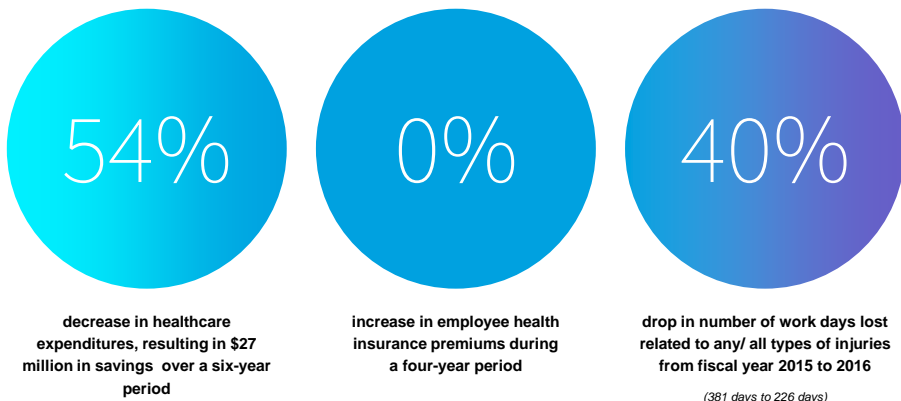


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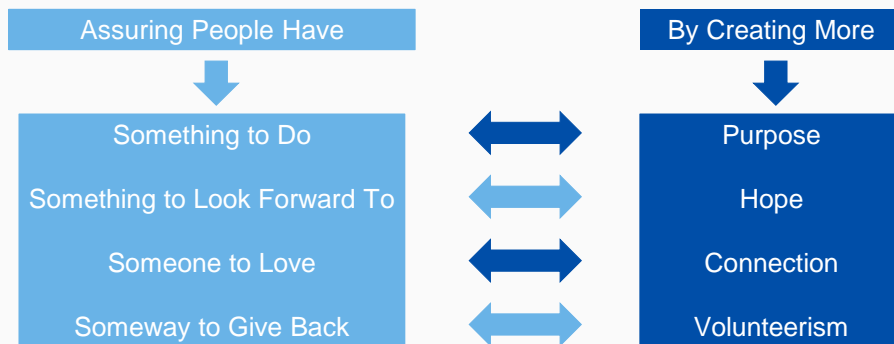
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Positive Changes to the Bottom Line



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Blue Zones Aims and Competencies



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Dan Buettner, Jr.
EVP & Chief Development Officer

Contact: Danny@BlueZones.com

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