

MAXWELL MAKES OPEN ENROLLMENT EASY



JAN



But we believe the other eleven months of the year are even more important when it comes to employee health and benefits

Our post-enrollment experience helps engage employees by meeting them where they are:

ON THEIR SMARTPHONES



HERE'S WHY WE'VE GONE MOBILE



Mobile web usage surpassed desktop web usage for the first time in 2014



of Americans ages 30-49 are smartphone users



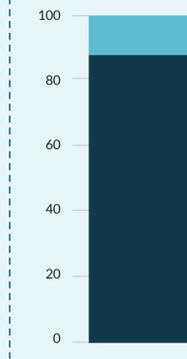
of Americans ages 18-29 are smartphone users



Smartphone users check their phone on average



which is the equivalent of checking every



86% of mobile time is spent in apps

mobile web
apps

AVERAGE MEDIA CONSUMPTION PER DAY



2.8 hrs of mobile

2.4 hrs of PC

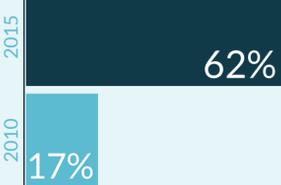
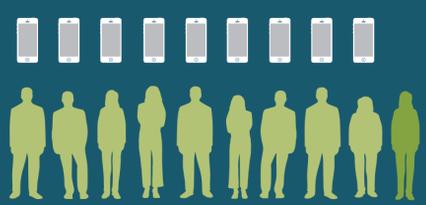
ACCESSING THE WEB via MOBILE vs. DESKTOP



A third of smartphone users go online mostly via mobile web



9/10 healthcare providers use smartphones

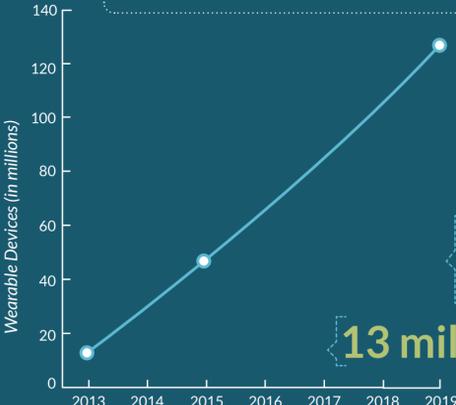


The percentage of cell phone users that used their phone to look for health information nearly quadrupled in four years

58% of smartphone users have downloaded a fitness or health app



EXPECTED ANNUAL WEARABLE DEVICE GROWTH RATE



126.1 million are expected to ship by 2019 resulting in a compound annual growth rate of 78.4%

45.9 million wearable tech units will shipped globally in 2015

13 million wearable devices shipped in 2013

MAXWELL ENABLES EMPLOYEES TO:

1. Gain access to all insurance and benefits information at their fingertips, whenever and wherever they need it

2. Track daily steps by connecting a wearable fitness device



3. Redeem rewards from their employer for meeting progress goals on daily step counts



4. Interact with their personal health advocate, access telemedicine services, and much more.



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