



Wellness that Works.™

# Full Year 2018 earnings overview



END OF PERIOD SUBSCRIBER GROWTH YOY



REVENUE GROWTH YOY



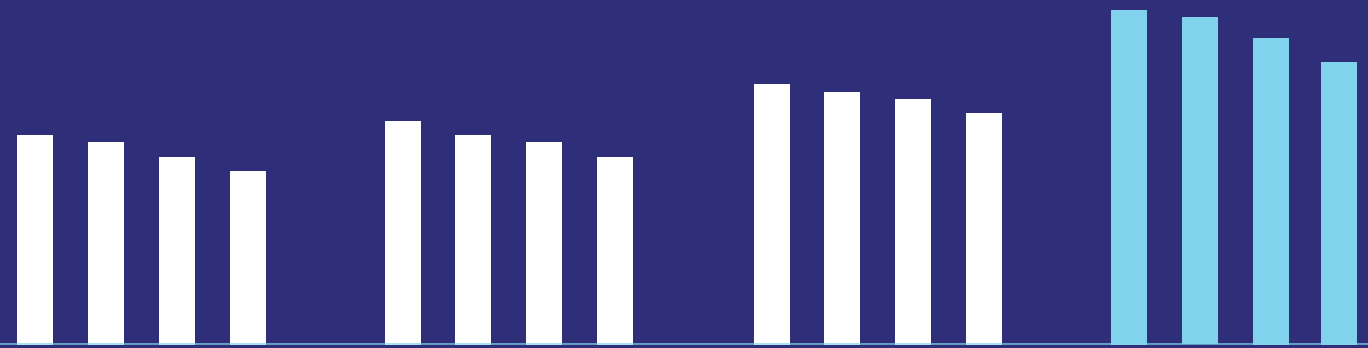
TOTAL PAID WEEKS GROWTH YOY



AVERAGE MONTHS OF RETENTION

“2018 was a significant year for WW. We launched WW Freestyle,” built an expanded technology ecosystem, rebranded to WW and reinforced our mission to become the world’s partner in wellness,” said Mindy Grossman. “While we are proud of our accomplishments in 2018, we had a soft start to 2019 versus last year’s strong performance with the launch of WW Freestyle. Given our Winter Campaign did not recruit as expected, we have been focused on improving member recruitment trends. We quickly moved to course correct, including introducing new creative with a stronger call-to-action and further optimizing our media mix. While we are disappointed with our start to 2019, we are confident that our strategy to focus on providing holistic wellness solutions leveraging our best-in-class weight management program is the right path to support long-term sustainable growth.”

## Predictable seasonal subscriber trend



End of Period Subscribers, in millions

2.9 2.8 2.6 2.4  
1Q15 2Q15 3Q15 4Q15

3.1 2.9 2.8 2.6  
1Q16 2Q16 3Q16 4Q16

3.6 3.5 3.4 3.2  
1Q17 2Q17 3Q17 4Q17

4.6 4.5 4.2 3.9  
1Q18 2Q18 3Q18 4Q18