Section 1: 8-K (FORM 8-K)

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported): April 29, 2019

WEIGHT WATCHERS INTERNATIONAL, INC.
(Exact name of registrant as specified in its charter)

Virginia
(State or other jurisdiction of incorporation) 001-16769 11-6040273
(Commission File Number) (IRS Employer Identification No.)

675 Avenue of the Americas, 6th Floor, New York, New York 10010
(Address of principal executive offices) 10010
(Zip Code)

Registrant’s telephone number, including area code: (212) 589-2700
Not Applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 ($230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 ($240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐
On April 29, 2019, Weight Watchers International, Inc. issued a press release, a copy of which is attached hereto as Exhibit 99.1 and incorporated herein by reference.

**Item 8.01. Other Events.**

On April 29, 2019, Weight Watchers International, Inc. issued a press release, a copy of which is attached hereto as Exhibit 99.1 and incorporated herein by reference.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits.

<table>
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<th>Exhibit</th>
<th>Description</th>
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WEIGHT WATCHERS INTERNATIONAL, INC.

DATED: April 29, 2019

By: /s/ Nicholas P. Hotchkin
Name: Nicholas P. Hotchkin
Title: Chief Financial Officer, Operating Officer, North America and President, Emerging Markets

For more information, contact:
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WW Launches New “Gamechanger” Advertisement Featuring the Power of the WW App for Its Members

NEW YORK, April 29, 2019 – WW (NASDAQ: WW) — the new Weight Watchers — today as part of its Spring campaign launched a new spot called “Gamechanger” highlighting the power and impact the WW app has for all its members. The new advertisement features Oprah Winfrey, who is both an active WW board member and WW member, calling another WW member to talk about how powerful the WW app has been on her wellness journey, the friendships she has made within the community and the support network that is available to her 24/7. “Gamechanger” launches on national broadcast and will also appear on social channels.

“We aim to be the world’s everything app for wellness. Today, we’re celebrating the power of the WW app for our members through this new creative asset with Oprah,” said Mindy Grossman, President and Chief Executive Officer of WW. “This advertisement brings to life the impact the WW app has on our members. All of our members, which at the close of the first quarter was approximately 4.6 million people, have access to this incredible, Webby Award-winning app.”

The digital experience on the highly-rated WW app and the in-person experience at WW Studio locations provide the tools, information and inspiration to help people build sustainable habits and achieve their goals. The WW program works because it’s grounded in science, enabled by technology and powered by community. It is more effective and livable than ever, and WW remains a category leader, having been ranked #1 “Best for Weight Loss” for the ninth year in a row by health experts in the 2019 Best Diets rankings released by U.S. News & World Report.

About WW
WW – the new Weight Watchers – is a global wellness company and the world’s leading commercial weight management program. We inspire millions of people to adopt healthy habits for real life. Through our engaging digital experience and face-to-face group workshops, members follow our livable and sustainable program that encompasses healthy eating, physical activity, and a helpful mindset. With more than five decades of experience in building communities and our deep expertise in behavioral science, we aim to deliver wellness for all. To learn more about the WW approach to healthy living, please visit ww.com. For more information about our global business, visit our corporate website at corporate.ww.com.