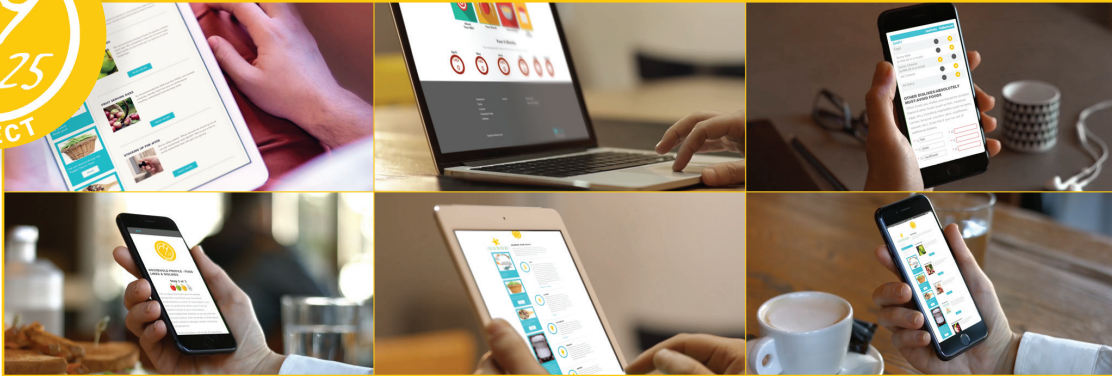


MY25 SELECT DIGITAL: THE HEALTHY EATING SOLUTION

MAXIMIZING FOR HEALTHCARE INNOVATORS & THE PEOPLE THEY CARE ABOUT



Understanding that nutrition is the primary driver behind preventive health for most anyone, for-profit and nonprofit companies across 35 states subscribe to My25 for use by thousands of their valued stakeholders to improve: clinical and social health, accessible care, coordination of care, and reduction of key expenses. Our outcomes are substantial, and we're typically more impactful on a sustainable basis than a focus on points, carbs, protein, plant-based, fad approaches, or traditional methods of diet management. In the process, and as frosting on this high-fiber cake, healthcare innovators also enhance their brand and wellness leadership status while the people they care about reduce their grocery bill and time in the kitchen.

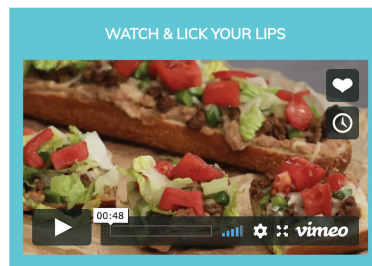
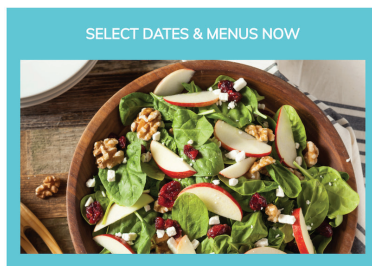
THE MY25 SELECT PLATFORM

PERSONALIZED • INTERACTIVE • FLEXIBLE • HOLISTIC

Web-based/mobile-optimized...easily accessible online or via SSO/API integration with our partners' platforms.

- Weekly suggestions...budget-sensitive, healthy, and scaled menus, recipes and grocery shopping lists based on household size, food preferences, and dietary needs. Select or shuffle for more personalized suggestions.
- Streamlined, direct link between selected My25 menus & online grocers for pick-up and delivery.
- Access to My25's bountiful recipe box with photos and videos...includes an option to build a personalized "Favorites" recipe box.
- ★ On-demand, automatically tracked Healthy Eating Scores (HES) measuring nutritional values of menus for each household. My25's proprietary HES is beneficial as: meal planning guidance in real time; value-based oversight (subscribing organizations may request HES summary reports at any time); readily-accessible data for users to share with their primary care physician to maximize coordination of care and preventive health strategies; and as personal motivation or group gamification.
- Educational and engagement resources in 81 languages and multi-media format, including monthly raffles with prizes to encourage involvement and knowledge gains.
- Food—particularly when personalized—is a conduit to daily interface. Subscribing organizations can strategically leverage this pull dynamic to benefit their messaging and stakeholder engagement.

More...



MORE...WHY NUTRITION & WHY MY25 SELECT?

- Tackling the toughest challenges head on—obesity, diabetes, hypertension, allergies, gluten-free needs, lactose intolerance, GERD, dysphagia, and more—solidified our approach and propelled our software design to address the individual while maximizing whole-household dynamics. Everyone in the household on the same eat-better page galvanizes shared responsibility and accountability regarding eating the right foods in the right amounts. And when you feel well and are well, you're more likely to socialize, maximize on the job, and engage in physical activity. We continually certify: Nutrition is the primary driver behind both clinical and social health.
- Most healthy eating "solutions" require more expense at the grocery store and time in the kitchen; My25 doesn't. We very successfully cut our wellness and nutrition teeth among one of the nation's most health-challenged and budget-strapped populations clamoring for "easy."

ABOUT

- Mainstay is the name of our company and My25 is our core brand, defining our family of digital resources centered on personalized nutrition. My25 Select is our most engaging, interactive and affordable solution compatible with diverse goals of strategic, progressive healthcare innovators.
- We established My25's foundational guidelines in partnership with the USDA and via collaboration with professionals from Northwestern University's Feinberg School of Medicine. Our commercialization spans billion-dollar corporations and mom and pops right around the corner.
- We subscribe to the Dietary Guidelines for Americans, rebalancing the plate, moderation versus deprivation, and that super nutrient: fiber.
- Mainstay is led by two Northwestern University Kellogg MBAs with dynamic experiences and unique successes within the healthcare industry. Jim and Sylvia have strategically assembled a team of nutrition, preventive health, disease

management, culinary, technology, human services, and business professionals. My25's longstanding chef is a graduate of one of the top culinary schools in the U.S.

WE LOVE DISRUPTING THE COSTLY, UNHEALTHY STATUS QUO AND YOU WILL, TOO.

Watch our brief overview video: <https://vimeo.com/403347616>

Watch our My25 Select Welcome & Get Started video: <https://vimeo.com/380244044>