



MOBILE**ADVANTAGE**<sup>™</sup>  
*PartnerPower*

Grow Together. Win Together



# A New, Scalable, High-impact Marketing Channel

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Drives patient engagement and revenue growth for **wellness & health centers** and their **strategic partners** through direct-to-cell phone marketing with the **Mobile Advantage Experience™**.

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# Practices Enable Direct Brand Marketing

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Brands can now bypass TCPA (Telephone Consumer Protection Act) limits on direct-to-phone marketing by tapping into opt-in programs run by their wellness center customers.

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# Scalable, Growth Opportunity for Brands

- Average Patients per Wellness Center = 1,500
- 10,000 Centers = 15,000,000 Patient Contacts
- Unlock Direct Access to Consumer's Cell Phones for First Time
- Piggy-back on Existing Provider Relationships
- ***You Sponsor the Connection. They Drive Your Sales Growth***



# Mobile Advantage Technology

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To achieve its marketing objectives, **Mobile Advantage** utilizes three powerful technologies.

- Mobile Advantage App™ - *(Personalized Business Mobile App)*
  - Mobile Advantage Showcase™ - *(Mobile Business Digital Content)*
  - Mobile Advantage Digital Delivery™ – *(Multichannel Digital Delivery)*
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# Mobile Advantage App™

- Branded per Business
- Web-Based, No App Downloading
- Easy-to-Navigate User-Interface
- Category Customization & Prioritization

Scan for Sample

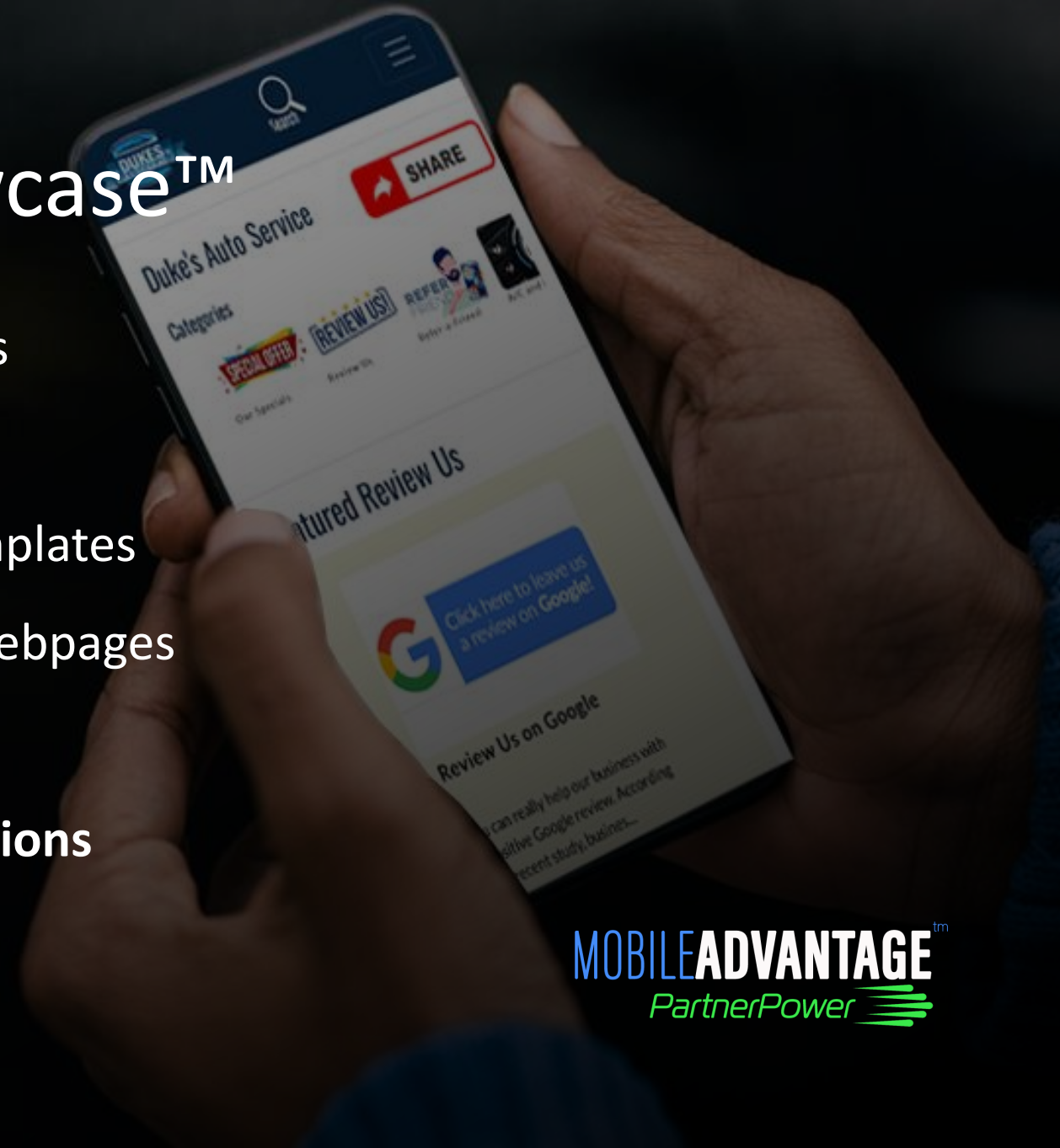


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# Mobile Advantage Showcase™

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- Personalized Content per Your Business
  - Effectively Organized by Category
  - Built-in Learning Libraries Through Templates
  - Interacts with Existing Websites and Webpages
  - Self-Manageable Content
  - **Focused on Existing Customer Interactions**
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# Mobile Advantage Digital Delivery™

- QR Code Marketing
- Weblink Marketing - Existing Text Services, Websites, Social Media Posts, Email, etc.
- Text Delivery Service
- Drives Mobile Traffic to Mobile Advantage App & Showcase





# Wellness Center Benefits

- Powerful, affordable marketing program that increases revenues
- Access to extensive marketing resources and expertise
- Improve patient loyalty, spending and referrals
- Safeguards valuable existing patient relationships.
- Proactive (“Push”) advertising keeps patients engaged



# Sponsored Brand Benefits

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- Legal, Direct Mobile Access to Consumers
  - Immediate, Scalable, Consumer Interaction
  - Premium Product Visibility at Point of Service
  - Mutual Sales Growth with Sponsored Centers
  - ***NEW Exclusive Competitive Advantages***
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# KEY TO PROGRAM SUCCESS

## Strategic Partnerships with Unique Service Categories

- Nutritional Supplement Providers
- Orthotics Suppliers
- Personal Injury Attorneys
- Injectable Manufacturers
- Spinal Health Equipment & Supplies

Direct Access to Centers Nationwide!

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# Sponsors Help Practices Succeed and Help Themselves to Improved Sales & Profits.

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Mobile Advantage Is Designed to Grow a Wellness Center's Patient Base, Increase Loyalty, and Improve All Aspects of a Wellness Center Business

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# How the Program Works

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- Sponsors Provide Customer Referrals & Funding for Program Infrastructure
  - Mobile Advantage Advisors Formalize Prospect Relationships
  - Mobile Advantage Advisors Provide Sponsor & Center Training/Support
  - Automated “Staggered” Quarterly Campaigns
  - One Campaign Dedicated to Referral Marketing
  - Real-time Dashboard Analytics for Centers/Sponsors
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# Wellness Center Pricing\*

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- \$TBD per Month, No Contract (Suggested Retail @ \$149)
  - \$TBD One-Time Design & Setup (Regular Price @ \$495)
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\* Dependent on Sponsor Fees



# Industry Sponsor Pricing / Rebates

- Exclusive Category Sponsors
- \$TBD per Month / No Contract / Sub-Sponsor Opportunities
- Share TBD% Subscriber Revenue Rebate
- Guaranteed Showcase Category Ad Placements

# Program Goals & Mission

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The Mobile Advantage PartnerPower Program is dedicated to helping thousands of Health & Wellness Centers connect directly and effectively with patients through cutting-edge direct-to-cell phone marketing. Utilizing Mobile Advantage technology, we equip centers to engage millions of clients with timely, customized mobile experiences that promote frequent service visits and proactive wellness care.

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