PULSE Challenge™

Official Contest Rules — Master Terms and Conditions (Switzerland)

Promoted by Go Healthy & Co Sagl, co-organised with the Women's Brain Foundation

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A SUBSCRIPTION DOES NOT IMPROVE YOUR CHANCES OF WINNING.

These terms apply to the PULSE™ Challenge in Switzerland. Schedule 1 sets out the Swiss regulatory, tax and data protection points and Annex A the scoring methodology; both form part of these terms.

1. Promoter

Promoter. The Challenge is promoted and operated by Go Healthy & Co Sagl, a Swiss limited liability company, UID CHE-401.973.137, registered office c/o Via Molinazzo 9, 6962 Viganello, Switzerland ("Go Healthy", "Promoter", "we", "us"). The Challenge is co-organised with the Women's Brain Foundation, a Swiss foundation, UID CHE-461.260.791, registered office c/o Mara Fornaro, Lautengartenstrasse 13 4052 Basel, Switzerland ("WBF"), which supports it through its network and communication. Go Healthy runs the Challenge and the PULSE™ app and is solely responsible for data collection and processing, scoring, ranking, data protection, winner verification, and awarding and delivering the prize. WBF has no access to participants' personal data and plays no part in scoring, ranking or winner selection. No other company or organisation organises, sponsors or supervises the Challenge.

Participation constitutes acceptance of these terms. Please read them together with the PULSE™ Privacy Notice and the Pulse Data Consent shown in the app.

2. Nature and Purpose of the Challenge

The Challenge is a free, merit-based digital wellbeing competition run through the PULSE™ app. Participants are ranked on a Final Score with two parts: the positive change in their own digital and daily-life behaviour patterns over their 60-day Participation Period, measured against their personal baseline (80% of the Final Score), and the completion of the in-app activities scheduled in the Activity Plan (20% of the Final Score), as described in Section 6 and Annex A.

The Challenge serves two purposes: (a) promoting healthier digital habits and mental wellbeing; and (b) raising awareness of the PULSE™ app developed by Go Healthy. With separate optional consent, pseudonymised Challenge data may also be used for research (Section 12.9).

Not a medical service. PULSE™ and the Challenge are wellness tools. They do not diagnose, treat or cure any disease or mental health condition, and scores are not a clinical assessment. The Challenge is not a substitute for professional care. If you are in distress, contact a health professional or the emergency resources listed in the app.

The Challenge is designed not to encourage excessive app use, spending, or extreme behaviour and promote healthy lifestyle, balance between online and offline activities. Scoring rewards sustainable change within healthy ranges and does not reward further reductions or increases beyond those ranges (Annex A). Activity points are earned only for the activities in the Activity Plan and only up to the frequency set there, so using the app more often or for longer earns no additional points.

3. Eligibility

- Open to natural persons who, at the time of entry, are legal residents of Switzerland. Participants must remain resident in Switzerland until the prize is awarded. Only residence counts: nationality is irrelevant, and Swiss citizens living abroad cannot take part.
- Participants must be at least 18 years old.
- Participants must hold an active PULSE™ account on a personal, compatible smartphone *(minimum iOS 16.0/ Android versions Android 8.0 (Oreo), API level 26) and must give the Challenge D*ata Consent (Section 12). Without that consent, scoring is not possible and the participant cannot be ranked.
- Not eligible to win: shareholders, employees, contractors, officers and advisory board members of Go Healthy; members of the foundation board and employees of WBF; employees of any prize supplier or agency involved in the Challenge; and the immediate family members and household members of all of the above.

- Persons currently enrolled in a PULSE™ clinical study or using PULSE™ through a clinical or employer programme may participate only through a personal account and are ranked on the same basis as all others.

One entry and one account per person, and one participating device per account. Multiple accounts, shared devices or account transfers lead to disqualification.

4. Challenge Period

Enrolment is open from 1 November 2026 at 09:00 CET to 31 January 2027 at 23:59 CET ("Enrolment Period"). Each participant takes part for 60 consecutive days, starting on the day they opt in to the Challenge through the banner on the app's home screen (Section 5) ("Participation Period"). Days 1 to 7 are the Baseline Phase, during which the participant's personal baseline is measured and gains points, and days 8 to 60 are the Change Phase, during which the Behavioural Change Score is calculated.

The Challenge as a whole runs from 1 November 2026 at 09:00 CET until the last Participation Period ends, at the latest on 31 March 2027 at 23:59 CET ("Challenge Period"). All participants are ranked together after the Challenge Period ends (Section 10).

Every participant has the same 60-day Participation Period, whatever their enrolment date. Each person can start the Challenge only once; leaving and re-joining does not start a new Participation Period. Data collected outside the participant's own Participation Period is not used for scoring.

Outside the Challenge, the PULSE™ app offers a 100-day programme to change habits, followed by a maintenance phase. The Challenge covers only the first 60 days of that programme. Days 61 to 100 and the maintenance phase are not part of the Challenge and earn no points for the prize ranking.

At the end of the Participation Period, the participant may continue to use the app with the Free or Premium version, as they choose, or stop using it. There is no obligation to subscribe, and no Free account is changed to a paid plan automatically. From that date, any further use of the app is governed by the PULSE™ Terms of Use and Privacy Notice, not by these terms.

The Promoter may extend or suspend the Challenge Period only as permitted by Section 16.

5. How to Enter — No Purchase Necessary

- Download the PULSE™ app (free) and create an account.
- Tap the PULSE Challenge banner on the home screen of the app, read these terms and the Pulse Data Consent, and opt in. The banner is shown to all users, Free and Premium, during the Enrolment Period.
- Enable the passive sensing permissions listed in Section 6.1 and keep them active for their whole Participation Period.
- Complete the in-app activities scheduled in the Activity Plan (Annex A, Part 2): How you feel right now, Pulse moment, Focus check (game), Note to your future self, Your next move, Habit decision, Progress snapshot, Share progress card, the weekly challenge and the one-time onboarding steps. These earn activity points, which make up 20% of the Final Score (Section 6.3). Activities that are not in the Plan, and repetitions beyond the frequency set in the Plan, earn no points for the prize ranking.

Entry is free. No purchase, payment or subscription is required to enter or win. Normal mobile data or network costs charged by the participant's own provider may apply.

Free and Premium users compete on equal terms. PULSE™ Premium (CHF 12,99 per month) gives access to additional content, such as more suggestions, unlimited check-ins and journaling, history views and extended reports. The Behavioural Change Score is measured from passive data, which is collected in the same way for every participant. All activities that earn points for the prize ranking are available to Free and Premium users alike, at the same frequency and with the same points and caps (Annex A, Part 2). Premium-only content, additional check-ins, journaling and reports earn no points for the prize ranking. Premium does not give any additional entries or any advantage in the prize ranking.

6. Passive Data, Activities, Scoring and Ranking

6.1 Data used for scoring

With the participant's explicit consent, the app passively collects the following data from the participant's device during their Participation Period: Location, Physical activity, Step count, Distance travelled, Movement, Device and app usage and Sleep. The app does not read the content of messages, calls,

photos, browsing or keystrokes, and does not record audio without active consent from the user (eg. during vocal digital journaling).

Where possible, raw data is processed on the device and only derived indicators (for example, daily averages) are sent to our servers. Precise location coordinates are stored on our servers with numeric masks.

6.2 Behavioural Change Score

Each participant's score ("Behavioural Change Score") measures the improvement of their own behaviour indicators during the Change Phase compared with their own Baseline Phase, within predefined healthy target ranges. Participants therefore compete on personal progress, not on absolute values. The full indicator list, weights and data-completeness requirements are set out in Annex A, which forms part of these terms. The Behavioural Change Score accounts for 80% of the Final Score.

6.3 Activity points and Final Score

Participants earn activity points by completing the in-app activities scheduled in the Activity Plan in Annex A, Part 2. Only those activities count, and only up to the points and caps stated there. Additional activities, extra entries, Premium-only features and any activity not listed in the Plan earn no points for the prize ranking.

Points are awarded for completing an activity, not for its content. The answers, mood ratings, notes or game results a participant enters never change the number of points awarded.

Each scheduled activity counts only if it is completed on the day set in the Activity Plan, between 00:00 and 23:59 CET. On that day the app sends up to three notifications, the last one at 21:00 CET. An activity completed on another day earns no points for the prize ranking, even if the app still allows it. If a notification is not sent but the activity is available in the app, it’s a user responsibility to complete it. If the activity is unavailable because of a fault on Go Healthy's side (identified bug), that activity is removed from the maximum points of the participants affected, so they are not disadvantaged. One-time activities may be completed at any time during the Participation Period. The Activity Score is the points a participant has earned, as a percentage of the maximum points available to that participant during their 60-day Participation Period (scale 0 to 100). The weekly activities follow fixed weekdays, the number of scheduled activities can differ slightly depending on the enrolment day; using a percentage keeps all participants on equal terms.

Final Score = 80% × Behavioural Change Score + 20% × Activity Score, both on a scale of 0 to 100 (Annex A). The prize ranking is based only on the Final Score. Behaviour change is therefore the main factor in the ranking.

Share progress card: points are awarded for completing the share action in the app, whatever destination the participant chooses (for example a social network, a private message or saving the card). Sharing is always optional. The card shows only the participant's Mood, FOMO, Openness and Stress metrics, the activities completed and the Final Score; it never shows raw data, location or any other indicator. The participant sees the card before sharing it. The card is pre-filled with #PULSEChallenge and an advertising label, which the participant should keep when publishing. A potential winner may be asked to show that the shares counted for points were actually sent or published (Section 10). Social networks are not sponsors, organisers or partners of the Challenge and are not associated with it.

Weekly challenges between users earn only the points stated in Annex A, Part 2, and carry no separate prize. The criteria for winning a weekly challenge are objective and shown in the app before the challenge starts. The in-app leaderboard may show points for motivation; the official ranking for the prize is the Final Score verified under Section 7.

6.4 Data completeness and fairness

- To be ranked, a participant must have valid passive data on at least 80% of Baseline days and 80% of Change Phase days. Gaps caused by documented app or operating-system faults on our side do not count against the participant.
- A single leaderboard covers all participants. Scores are not affected by the participant's region or language.

6.5 Human review of the ranking

Rankings are computed automatically but no prize is awarded by an automated decision alone. The provisional top 20 of the leaderboard are reviewed by trained Go Healthy staff for anomalies and manipulation, and the final ranking is verified under Section 7 before winners are notified. Any participant

may request an explanation of their score and a human review of it by writing to the contact in Section 18 within 14 days of the ranking being published.

7. Verification of the Ranking

Go Healthy verifies the ranking internally as follows:

- during the Challenge, data quality, drop-outs and score distribution are monitored on pseudonymised data;
- at the end, the final ranking is computed from a locked, time-stamped data snapshot (passive data and activity completion logs) and the calculation is logged so that it cannot be altered afterwards; a second Go Healthy staff member not involved in the calculation checks that the methodology was applied as published; and
- the ranking record is kept for 24 months and made available to any competent authority on request.

7.1 External reviewers

Go Healthy may ask one or more external reviewers, such as universities, research institutes, foundations or independent auditors, to review the scoring methodology or to carry out or check any step of the ranking process, including bias checks, the ranking calculation or the verification of the final result.

- External reviewers act on behalf of Go Healthy, under a written agreement with confidentiality and data protection obligations, and receive only pseudonymised or aggregated data.
- Go Healthy remains solely responsible towards participants for the Challenge, the ranking and the prizes. External reviewers do not become organisers or sponsors and do not endorse the PULSE™ app.
- Any relationship between an external reviewer (or its board members or staff) and Go Healthy, such as a shareholding, is disclosed at the same time, and persons with such an interest do not take part in the review.
- Involving an external reviewer does not change the scoring methodology or reduce any participant's rights under these terms.

8. Fair Play and Anti-Manipulation

The Challenge rewards genuine behaviour change. The following are prohibited and lead to disqualification and forfeiture of any prize:

- Using more than one account, a shared device, a secondary device to avoid measurement, emulators, rooted or jail-broken devices, or tampering with the app or its permissions to falsify data.
- Leaving the device unused, switched off, in another person's possession or otherwise away from the participant in order to simulate behaviour change.
- Using scripts, bots, automation tools or any method that generates artificial sensor or usage data.
- Completing in-app activities through automation, fake or repeated entries, or by any person other than the account holder, and triggering share actions without genuinely sending or publishing the content.
- Colluding with others, selling or buying accounts, or attempting to access other participants' data or our systems.

Go Healthy may use automated anomaly detection and may ask a participant for reasonable clarification before disqualification. Go Healthy may report fraud to the competent authorities.

9. Prizes

One prize package is awarded to one winner. It consists of two Garmin smartwatches:

Rank	Prize	Approximate retail value
1	2 Garmin smartwatches (1 Garmin Venu and 1 Garmin Lily 2), both awarded to the same winner	CHF 500 in total

- The prize is awarded as described. No cash alternative is offered, and the two smartwatches cannot be split between different participants. If a model becomes unavailable, a Garmin smartwatch of equal or greater value will be substituted.

- The prize is personal and non-transferable. Delivery to the winner's address in Switzerland, including import duties and VAT, is at the Promoter's cost. The warranty is the manufacturer's warranty; Go Healthy gives no warranty on the prize.
- Garmin is not a sponsor, co-organiser or partner of the Challenge and is not associated with it. Garmin is a trademark of Garmin Ltd. or its subsidiaries, used only to describe the prize.
- Prizes must not consist of or include any insurance product, premium discount or insurance benefit, and winning has no effect on any insurance contract of the participant.
- If the prize is not claimed or cannot be awarded, it passes to the next eligible participant in the ranking (Section 10).

10. Winner Determination, Verification and Notification

The winner is the eligible participant with the highest verified Final Score (Section 6.3), determined after the Challenge Period ends and announced by 30 April 2027. Ties are broken as described in Annex A.

Potential winners are notified by email and in-app message and must, within 14 days, confirm acceptance and return any required declaration of eligibility, identity verification and, where applicable, tax forms and publicity consent. If a potential winner cannot be verified, does not respond, or is found ineligible, the prize passes to the next eligible participant in the ranking.

Before the prize is awarded, the potential winner must show that they are resident in Switzerland, for example with a Swiss residence permit (B, C, L, N or S) or, for Swiss citizens, a certificate of residence from their municipality. Nationality alone is not sufficient.

Before the prize is awarded, the potential winner may be asked to show that each share counted for points was actually sent or published, for example with a screenshot or a link. Shares that cannot be shown are removed from the participant's points and the ranking is recalculated.

With the winner's consent, Go Healthy and WBF may publish the winner's first name, initial and region. Names of non-winning participants and individual scores are never published.

Decisions of the Promoter are final as to scoring and eligibility, without prejudice to the review right in Section 6.5, statutory rights, and the rights of any competent authority.

11. Wellbeing Safeguards

- Scoring is capped so that no participant gains points by reducing sleep, social contact or physical activity, or by reducing phone use to levels that may be unsafe or impractical (Annex A).
- Activity points are capped per week and limited to the activities in the Activity Plan, so more frequent or longer app use does not improve a participant's ranking.
- The app shows supportive messages and links to help resources. The app does not monitor participants for crises, and participants should not rely on it to do so.
- Participants may leave the Challenge at any time without giving reasons from the Profile tab.

12. Data Protection

12.1 Controller

Go Healthy & Co Sagl is the controller of personal data processed for the Challenge. Our data protection contact is data.protection.gohealthy@gmail.com.

12.2 Categories of data

Account and contact data; Challenge participation data; passive behavioural data described in Section 6.1; derived indicators and scores; check-in answers; records of which in-app activities were completed and when, used to calculate activity points; for shares, the type of destination app only (not the content or recipients); required demographic data (year of birth, gender identity) plus email and nickname; and, for winners, identity, address and tax data. Because passive behavioural data can reveal information about a person's mental wellbeing, we treat it as health data (sensitive personal data under Art. 5 lit. c FADP).

12.3 Purposes and legal bases

Purpose	Legal basis
Running the Challenge: collecting passive data, recording completion of in-app activities, scoring, ranking, fraud prevention	Explicit consent (Art. 6 para. 7 FADP) together with performance of these terms
Contacting and verifying winners, delivering prizes, tax compliance	Performance of these terms; legal obligations
Research (optional)	Separate, optional explicit consent (Section 12.9)
Marketing about PULSE™ (optional)	Separate, optional consent

12.4 Consent and withdrawal

Pulse Data Consent is requested separately from the app's general terms and from any marketing or research consent, and none of these optional consents is a condition of entry. Participants may withdraw any consent at any time in the app. Withdrawing the Pulse Data Consent stops passive collection and ends the participant's ranking, because scoring is impossible without that data; data already processed remains lawful until withdrawal. The Pulse Data Consent ends automatically at the end of the participant's Participation Period.

12.5 Storage, security and transfers

Challenge data is hosted by Amazon Web Services in the eu-south-1 region (Milan, Italy). The Swiss Federal Council recognises Italy as providing an adequate level of data protection (Annex 1 Data Protection Ordinance). Any transfer to a country without adequate protection, including to US service providers, is made only with the safeguards required by Art. 16 FADP, such as Standard Contractual Clauses recognised by the FDPIC or certification under the Swiss-US Data Privacy Framework. Data is encrypted in transit and at rest, pseudonymised for scoring, and access is limited on a need-to-know basis.

12.6 Retention

Raw passive data is deleted 3 years after the end of the Challenge Period, aggregated data will be stored to improve the PULSE™ App and Machine Learning models. Scores and winner records are kept for 10 years. Research data is kept only as set out in the research consent.

12.7 No access for insurers or other third parties

Raw participant data, scores and rankings are never shared with WBF or with any insurer, employer or advertiser, and are never used for insurance underwriting, pricing, claims or employment decisions. We do not sell or rent personal data. Service providers and external reviewers acting on our instructions (hosting, email, prize fulfilment, ranking review under Section 7.1) receive only what they need.

12.8 Your rights

You have the right to access, rectify, erase, restrict or object to processing, to data portability, to withdraw consent, to obtain human review of automated processing, and to contact the Federal Data Protection and Information Commissioner (FDPIC).

12.9 Research scope

If you give separate research consent, your pseudonymised Challenge data will be used by Go Healthy and its academic research partners named in the research consent for scientific research on digital behaviour and mental wellbeing. Research is carried out under a research protocol and, where required, approval of the competent ethics committee. Your decision does not affect your participation or chances of winning.

12.10 Data protection impact assessment

A data protection impact assessment of the PULSE™ app and the Challenge was carried out with Privintelligent AG on 05.10.2024 and updated on date 05.10.2026. It is updated if the Challenge changes.

13. Intellectual Property and Publicity

All rights in the PULSE™ app, the scoring methodology, algorithms, models, aggregated statistics and Challenge materials belong to Go Healthy or its licensors. Participation grants no licence beyond personal use of the app. Any content a participant voluntarily submits (for example a testimonial) is used only with the participant's separate consent. Content a participant chooses to share stays under the participant's control; Go Healthy does not repost it without separate consent.

14. Taxes

Winners are responsible for any income tax on their prize, except where the Promoter is required by law to withhold or pay tax on their behalf as set out in Schedule 1. The Promoter bears import duties and VAT on prize delivery.

15. Liability and Indemnity

To the extent permitted by law, Go Healthy is not liable for: technical failures, loss of data, sensor or operating-system limitations, app downtime, network outages, or device incompatibility; decisions a participant takes about their own behaviour or health; loss or damage arising from use of a prize; or events beyond reasonable control.

WBF is not liable to participants for the operation of the Challenge, the scoring, the ranking or the prize, to the extent permitted by law.

A participant who breaches these terms, commits fraud or infringes third-party rights will indemnify Go Healthy against resulting claims, costs and reasonable legal fees, to the extent permitted by law.

Nothing in these terms limits liability for death or personal injury caused by negligence, for fraud, for wilful misconduct or gross negligence, or any other liability that cannot be limited under mandatory Swiss law.

16. Amendments, Suspension and Cancellation

The Promoter may amend these terms only for legal, technical, security or fraud-prevention reasons, and never in a way that reduces the prizes or worsens the position of participants already entered, except where required by law or a competent authority. If the integrity of the Challenge is compromised (for example by fraud, a security incident, or a change in operating-system permissions that makes fair scoring impossible), Go Healthy may suspend the Challenge, exclude affected data, or end the Challenge early and award prizes based on the certified ranking at that date. Changes are announced in the app and on gohealthyandco.com before they take effect.

17. Governing Law and Disputes

These terms are governed by Swiss law, with exclusive jurisdiction in Lugano, Switzerland. Mandatory places of jurisdiction under Swiss law, including a consumer's right to bring proceedings at their own domicile (Art. 32 Swiss Civil Procedure Code), remain reserved.

18. Contact

Challenge questions and score reviews: *info@gohealthyandco.com*. Data protection: data.protection.gohealthy@gmail.com.

Schedule 1 — Switzerland

Regulatory status. Entry is free and participation is possible under equal conditions without any purchase. All activities that count towards the Final Score are available free of charge to every participant on the same conditions, so a Premium subscription gives no advantage in winning. The Challenge is therefore a promotional skill-based competition not subject to the Federal Act on Money Gaming (Art. 1 para. 2 lit. d MGA/BGS) and requires no authorisation.

Winner control. The final ranking is verified internally by Go Healthy as described in Section 7.

Tax. Because free participation is possible on equal terms and the Promoter is not a media company, prizes are not subject to Swiss withholding tax. Individual prizes up to CHF 1,100 are exempt from income tax, so the smartwatch prizes are not taxable for Swiss-resident winners.

Data protection. Federal Act on Data Protection (FADP) and Data Protection Ordinance. Supervisory authority: FDPIC.

Language. These terms are available in Italian, German, French and English. In case of discrepancy the English version prevails.

Annex A — Scoring Methodology

<table>
<tr><th>Element</th><th>Definition</th></tr>
<tr><td>Indicators</td><td>Behavioural indicators (Behavioural Change Score, 80% of the Final Score):
Heavy day
Checked out
Solo & scrolling
Loss of Interest
Moving through mud
Inverted Sleep-Wake
Restless nights
Stress spike
Pressure buildup
Work overload
News spiral
Wired at night
Staying put
Fear of missing
3am scroll
Late screen binge
Winding down
Always checking
Game night spiral
On the move
Morning mover
Evening release
Active commute
Full momentum
Walk-powered day
Present & social
Activity indicators (Activity Score, 20% of the Final Score; points and caps in Part 2):
Email verification
Work information (profile)
Signal unlock: screen time
Signal unlock: health
Signal unlock: GPS
Signal unlock: activity transition
Weekly challenge, accepted
Weekly challenge, completed
Weekly challenge, won
How you feel right now
Pulse moment
Focus check (game)
Note to your future self
Your next move (choose a habit and set it as a reminder)
Habit decision
Progress snapshot, viewed
Share progress card (share action)</td></tr>
<tr><td>Baseline</td><td>For each participant, during the first 7 days in the challenge, the App build the behavioral baseline by calculating the scores for each indicator (behavioural indicators only; activity indicators have no baseline and are scored as set out in Part 2).</td></tr>
<tr><td>Change metric</td><td>For each behavioural indicator, the change is the difference between the Change Phase value and the participant's own Baseline value. A change in the direction shown below counts as an improvement; a change in the opposite direction counts as a worsening. Changes beyond the healthy target range earn no further improvement (Section 11).
<table>
<tr><th>Indicator</th><th>Direction</th><th>Improvement vs baseline</th></tr>
</table></td></tr>
</table>

<table>
<tr><td></td><td>
<table>
<tr><td>Heavy day</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Checked out</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Solo & scrolling</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Loss of Interest</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Moving through mud</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Inverted Sleep-Wake</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Restless nights</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Stress spike</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Pressure buildup</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Work overload</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>News spiral</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Wired at night</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Staying put</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Fear of missing</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>3am scroll</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Late screen binge</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Always checking</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Game night spiral</td><td>Negative</td><td>Decrease</td></tr>
<tr><td>Winding down</td><td>Positive</td><td>Increase, within the healthy range</td></tr>
<tr><td>On the move</td><td>Positive</td><td>Increase, within the healthy range</td></tr>
<tr><td>Morning mover</td><td>Positive</td><td>Increase, within the healthy range</td></tr>
<tr><td>Evening release</td><td>Positive</td><td>Increase, within the healthy range</td></tr>
<tr><td>Active commute</td><td>Positive</td><td>Increase, within the healthy range</td></tr>
<tr><td>Full momentum</td><td>Positive</td><td>Increase, within the healthy range</td></tr>
<tr><td>Walk-powered day</td><td>Positive</td><td>Increase, within the healthy range</td></tr>
<tr><td>Present & social</td><td>Positive</td><td>Increase, within the healthy range</td></tr>
</table>
Activity indicators have no change metric. They are scored by completion only, as set out in Part 2.
</td></tr>
<tr><td>Weights</td><td>Each indicator weights the same, total 100% of the Behavioural Change Score (behavioural indicators). Activity indicators are weighted by their points in Part 2 and together make up the Activity Score.</td></tr>
<tr><td>Activity points</td><td>Count for 20% of the Final Score. Only the activities in the Activity Plan (Part 2 below) count, up to the stated caps. Additional activities and entries earn no points for the prize ranking. Activity Score = points earned / maximum points available in the participant's Participation Period × 100.</td></tr>
<tr><td>Final Score</td><td>Final Score = 0.8 × Behavioural Change Score + 0.2 × Activity Score. Behavioural change accounts for 80% of the final ranking and in-app activities for 20%.
Both scores are expressed on a scale of 0 to 100 before weighting. The Behavioural Change Score is rescaled linearly so that the highest score among ranked participants equals 100 and the lowest equals 0.</td></tr>
<tr><td>Data completeness</td><td>80% of Baseline days and 80% of Change Phase days</td></tr>
<tr><td>Tie-break</td><td>Higher Behavioural Change Score, then higher data completeness, then earlier registration.</td></tr>
<tr><td>Bias check</td><td>Internal review of score distribution by sex, gender, age band, enrolment week and device.</td></tr>
</table>

Annex A, Part 2: Activity Plan and activity points

Only the activities below count towards the Activity Score (20% of the Final Score). Points and caps are identical for Free and Premium users. Each weekly activity counts only if completed on its scheduled day (00:00 to 23:59 CET); the app sends up to three notifications that day, the last at 21:00 CET.

Activity	When it is offered	Points	Counts for the ranking
One-time activities (onboarding, any time during the Participation Period)			
Email verification	At account creation (reminder every 2 days until done)	+50	Once
Work information (profile)	Onboarding	+50	Once
Signal unlock: screen time	Onboarding	+50	Once
Signal unlock: health	Onboarding	+50	Once
Signal unlock: GPS	Onboarding	+50	Once
Signal unlock: activity transition	Onboarding	+50	Once
Weekly activities (days 8 to 60 of the Participation Period)			
Weekly challenge, accepted	Every Monday	+40	1 per week, on the scheduled day
How you feel right now	Every Tuesday	+15	1 per week, on the scheduled day
Pulse moment	Every Wednesday (Free and Premium). The Friday Pulse moment offered to Premium users earns no ranking points	+25	1 per week, on the scheduled day
Focus check (game)	Every Thursday	+40	1 per week, on the scheduled day
Note to your future self	Every Sunday (Free and Premium)	+30	1 per week, on the scheduled day
Weekly challenge, completed	By Sunday 23:59 CET of the challenge week	+60	1 per week
Weekly challenge, won	At the end of the challenge week, if the participant wins the challenge under the objective criteria shown in the app before the challenge starts	+100	1 per week
Your next move (choose 1 of 3 habits to test and set it as a reminder)	Day 8, then every 14 days (days 22, 36 and 50)	+30	1 per habit, on the day it is offered
Habit decision (say whether the habit you tested is working: keep it or drop it)	14 days after the habit was chosen (days 22, 36 and 50)	+25	1 per habit, on the day it is asked
Progress snapshot, viewed	Every Sunday (Free and Premium)	+10	1 per week, on the scheduled day
Share progress card (share action completed in the app)	Every Sunday (Free and Premium)	+50	1 per week, on the scheduled day

Maximum available: 300 one-time points, 370 points per calendar week, 30 points for each new habit chosen and 25 points for each habit decision. Where the app allows more than one entry of an activity in a week, only the first entry counts towards the Activity Score.

Activities shown in the app that are not listed above earn no points for the prize ranking, including Challenge result and leaderboard, the Day 14, Day 30 and Day 100 reports, and any additional check-ins, notes, journaling or games, as well as any activity from day 61 onward (days 61 to 100 of the PULSE™ programme and the maintenance phase).

Signal unlock points are awarded for enabling the permissions needed for the passive data described in Section 6.1. If a permission is later withdrawn, Section 12.4 applies.