



# froach

**Your hybrid corporate  
solution for a healthy break  
culture**



## PROBLEM

# Digital way of working increase the strain on mental, physical and social health



**Increase in labor intensity in particular in speed**



**Increase in labor flexibility in place & time**



**Increasing isolation due to the digital working environment**



**Increasing sedentary activities**



**Increasing absence and neglect of breaks**

- 41% of employees skip their breaks when working from home
- 25% of employees take at least breaks, but need support\*

\*Status quo: February 2021

## EFFECTS OF THE PANDEMIC

# New work approach and greater health awareness

**The last few years have been special:** Together with our customers, we are experiencing the rapid change in the world of work. It becomes clear that **working methods and working conditions have changed long term.**

The challenge of remaining an attractive and caring employer is significant, while many factors have to be considered:

- **REMOTE WORK**

Increasing work in the home environment is becoming an integral part of the working day

- **DIGITAL COMMUNICATION**

Employees can often only be reached digitally

- **NEW HEALTH PATHS**

There is a need for alternatives to back training courses or health days

- **BENEFITS OF CHANGE**

More and more employees are demanding health support from their employer

- **INDIVIDUAL RESPONSIBILITY**

Use of digital offers like froach give structure and motivation at the same time

## OUR SOLUTION

# Short breaks

70 exercises  
45 short breaks  
2 min per short break  
3 categories  
Available in DE & EN  
Reminder  
Favorites  
Goals & Gamification  
Wheelchair exercises



**froach is a company-wide and hybrid solution** for a healthy and conscious break culture in the organization.

**froach short breaks and exercises** enable employees to do something for their health independently, regardless of location and situation.

**The digital application** increases the mental and physical well-being of employees with targeted offers.

## OUR SOLUTION

# Conscious breaks in everyday work

Experts agree:

- Breaks are particularly relaxing if employees move around or do a short relaxation exercise during this time. In the stressful daily routine, however, the motivation to do so is often lacking.

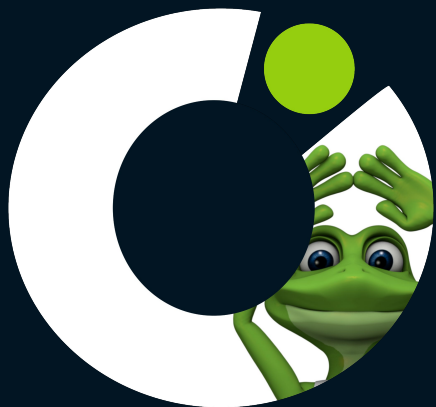
**froach short breaks provide the daily incentive for meaningful breaks.**

- More frequent short breaks are associated with more favorable effects than the classic block break model. Next to longer breaks during the day experts recommend up to 5 minute break every 2 hours. These increase the motivation and efficiency of employees.

(Federal Institute for Occupational Safety and Health in Germany)

**froach short breaks are 2-minute exercise packages consisting of video sequences that our team of sports scientists has developed specifically for workplace needs.**





## HYBRID SOLUTION FOR A HEALTHY BREAK CULTURE IN A ORGANISATION

### 1. ORGANISATION-WIDE & SCALABLE

As a corporate health management tool, froach can be introduced for an unlimited number of users. The goal is to address sports enthusiasts and those who are not so enthusiastic.

### 2. LOW-THRESHOLD OFFER

The portfolio of exercises can be carried out by any employee in work clothes at the workplace or at home.

### 3. HYBRID SOLUTION

We combine the digital with an analogue approach: in addition to our web application, we offer give-aways (bottles, mugs and calendars) and live events to integrate froach sustainably.

### 4. DEDUCTIBLE AS PERSONNEL EXPENSES

froach serves to maintain health in the direct work context. Since the froach short breaks offer specific exercises for the workplace, froach is not a recreational application.

### 5. CUSTOMIZED APPROACH

With various branding options (videos, license, give-aways), employee loyalty can be strengthened, care can be made visible and employer branding can be improved.

# USER BENEFITS

## RELAXING

Even a short break of two to four minutes increases the well-being of the users.

## LOCATION-INDEPENDENT

froach exercises can be enjoyed at work, at home and on the go.

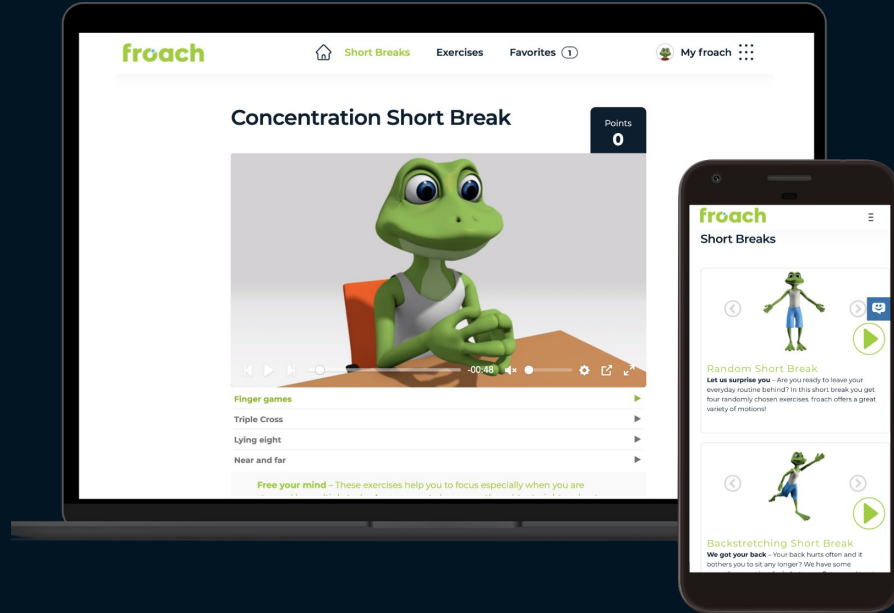
## ACTIVATING

Our breaks are developed by experts and activate all areas of the body from head to toe.

## FUN

The froach figure emotionally engages the users and stands by them.

*Employees who feel good are key in making a company successful.*



# froach *in numbers*

**90%**

user satisfaction

**150+**

clients

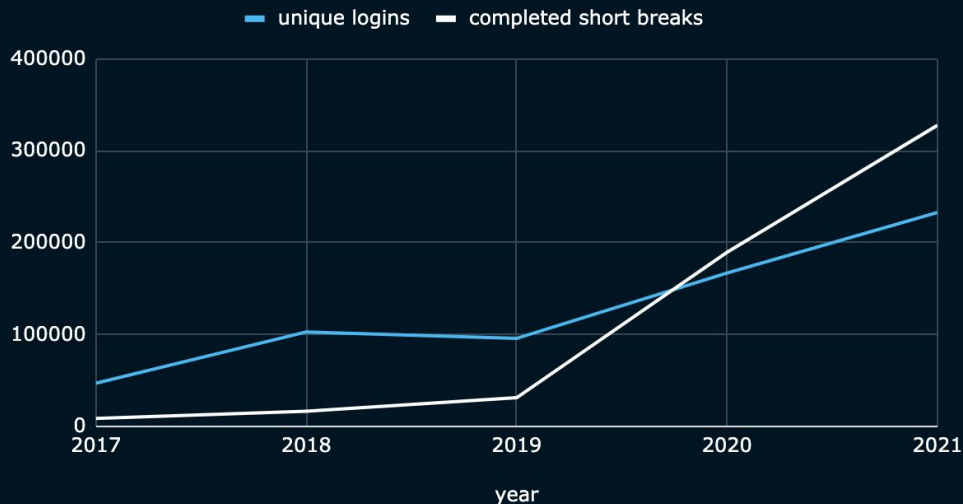
**800000+**

sold users

**>90%**

licenses are extended

## Recurring and active users







# froach

## Our clients and their opinions

Our oldest client since 2013



"We are very happy that with froach we have been able to provide a digital CHM offer for healthy breaks at work since 2017. With froach we can also reach employees in the field who have difficulty accessing our on-site health services. Through the regular campaigns and the expert contributions to promoting recovery in everyday working life, froach always remains lively and exciting."

**M. Brückner-Starke**

Head of Workplace Health  
Promotion



"T-Systems International (TSI) was an early adopter of digital offerings in occupational health management. Short breaks with froach have been a fixed component since 2015 for the employees of TSI. In particular, by always offering new exercises, the motivation to use the exercises is encouraged and this is what makes "froach – conscious breaks" so special."

**Andreas Franke**

Health & Safety Management T-  
Systems International GmbH



"Health at the workplace is very important to us. For us, this includes not only height-adjustable desks and ergonomic chairs, but also regular exercise. With the froach short breaks, all employees can remain fit. These little breaks promote concentration and motivation."

**Sandra Wehrmann**

CEO, degewo AG



# HYBRID SOLUTION

## For a sustainable break culture

### MOBILE

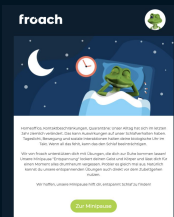


**Integration into everyday life**  
The application can be taken home (to the family) and in the field

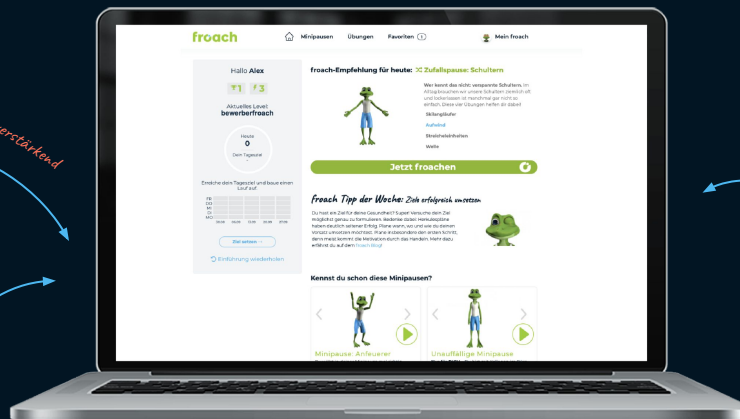
### USER NEWSLETTER

#### Regular activation

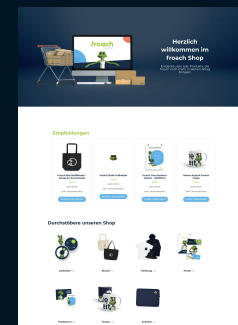
A successful activation measure that invites employees to use froach over the long term.



### DIGITAL WEB APP



### ONLINE SHOP



**Analog activation**  
With giveaways (cups, bottles, calendars) and print media (posters, postcards)

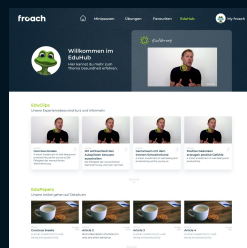
### BGM NEWSLETTER

#### Regular support

The newsletter is intended to facilitate the work of the OHM officers and make it possible to involve them in the organization in a sustainable manner.

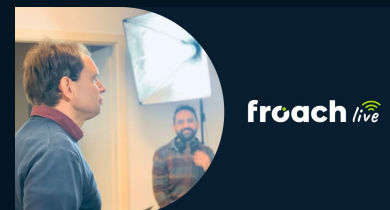


### EDUHUB



**Bond through education**  
Library of background knowledge and expert opinions in the form of videos and articles

### froach LIVE & WEBINARS



**Digital activation**  
Directly in the organization with the help of a video conference

# BRANDING

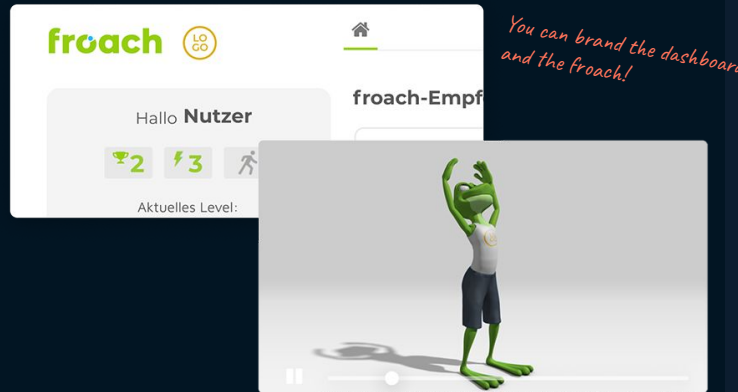
## The 2 for 1 health and marketing tool

The froach figure gives the application a high recognition value and ensures an emotional bond.

However, other branding options are also possible:

- The **exercise videos** can be branded (froach can wear a logo T-shirt and colored pants)
- The **license** can be branded (a logo can be integrated and the colors of the application can be adjusted)
- **Print media** (posters, flyers, postcards, calendars, etc.) can also be branded and distributed

This allows our customers to use and multiply the marketing effects of the froach figure for themselves.



# FIRST AND FOREMOST: SECURITY & DATA PROTECTION

## Implementation of the latest data protection guidelines



### We are GDPR compliant

- All personal data are in Germany
- Easy to introduce for companies, as no GCU is required
- Data protection rights lie directly with the users
- We rely on data economy

# ISO 27001

### Our technology is secure

- Tried and tested in large organizations and companies
- Easily implemented as it is web-based ("no technical project")
- Supports all common browsers and mobile devices
- Resource-saving e.g. also for terminal server environments
- Scalable from 1 to 1 million users
- All connections are SSL encrypted
- Climate-neutral hosting with ISO 27001 certified hosters



WIR LEBEN  
SICHERHEIT



froach

## TEAM & EXPERTISE

# We have been on the market for 10 years

- Located in **Berlin**, Germany
- **International team** of 15 employees in the areas of: product + IT, finance, sales, and marketing
- We have **20+ years of experience** in health management, IT and marketing
- We are **certified health experts** with many years of health expertise (psychologists, physiotherapists, sports scientists, health managers)
- We **have the IT know-how** with our own development department
- Our **data protection is certified**
- We are **promoted by the health insurance companies**
- We are **compliant with the prevention guidelines**
- **We are quality-tested:** Awarded the Inform seal from the Federal Ministry of Health and recognized and eligible as a digital WHM prevention offer

WIR SIND

**in form**  
Deutschlands Initiative für gesunde Ernährung  
und mehr Bewegung

## GIVE HEALTH

### Actively support employees in planning their breaks

**With froach you are sending a strong signal of "taking care"** in terms of employer attractiveness and a healthy organizational culture.

**You provide significant relief for employees** with stress-reducing moments and gentle motivation to move body and mind during a work day..

**The digital froach health platform** enables you to communicate, conserves your resources and promotes well-being and thus productivity in the age of the mobile working world.



**froach**

## TEAM

**Our goal is to make people happier and healthier.**



Executive Team:

**Agnieszka Sarnecka**  
CEO & Managing Director  
10 years of IT startup experience

**Marina Moya**  
CPO  
10 years engineering & product  
development experience

**We are one of the first  
digital CHM providers on  
the market  
with many years of health,  
marketing and IT  
expertise**

Founders and shareholders:

**Gunnar Reinhardt**  
Physiotherapist & sport scientist  
20 years experience in CHM

**Till Schrader**  
IT architect  
20 year of IT experience

**Thomas Reformat**  
Physiotherapist & Psychologist  
20 years experience in CHM



OUR OFFER

## Our plans overview

### SME Plan

Up to 100 employees

**999 EUR**

annually

plus VAT and one-time  
implementation costs

### Corporate Plan

101 to 750 employees

**Calculate**  
**here**

plus VAT and one-time  
implementation costs

### Enterprise Plan

starting with 751 employees

**Price on**  
**request**

plus VAT and one-time  
implementation costs



## FREE TRIAL ACCESS

### Try our web app now

#### 30 DAYS

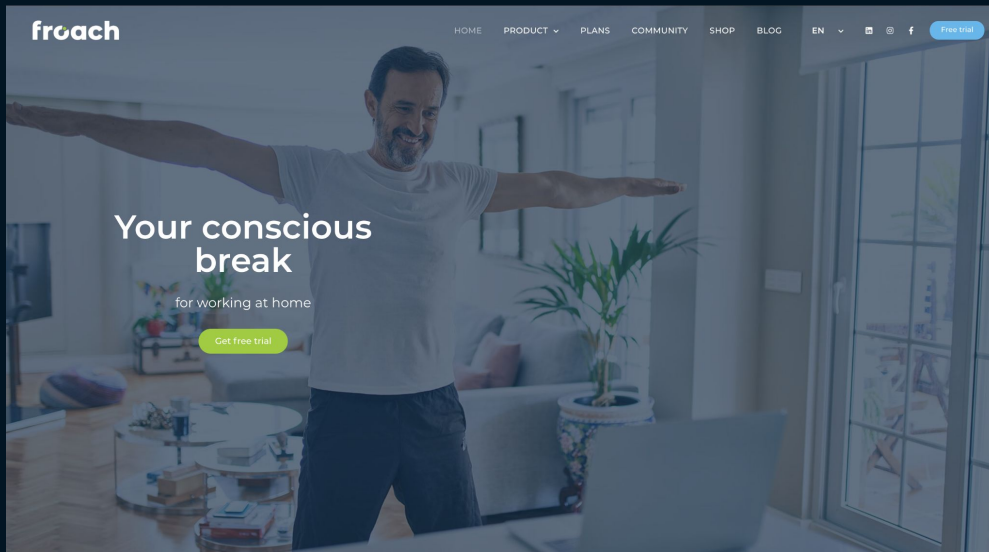
Use froach in full for 30 days  
free of charge

#### INVITE 4 EXTRA USERS

With the access you get the  
admin access and can invite up to  
four further users

#### ALL FEATURES

70 exercises, 45 short breaks,  
reminders, newsletter, favorites  
and more



Test now



# froach

says

**THANK YOU**

**Agnieszka Sarnecka**

CEO & Managing Director  
Froach Media GmbH

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