

Welltok Wins Frost & Sullivan Product Leadership Award for CafeWell Health Optimization Platform

Award caps off impressive year for Welltok with three company acquisitions and \$45 million in new funding

DENVER, Jan. 7, 2016 /PRNewswire/ -- Welltok, developer of the CafeWell Health Optimization Platform, today announced it earned the 2015 Frost & Sullivan Product Leadership Award thanks to its advanced personalization and integration capabilities, which drive improved operational efficiencies, increased revenue and greater healthcare value for population health managers.

Welltok designed the consumer health enterprise platform to enable population health managers, including health plans, large employers and providers, to guide and incentivize consumers to optimize their health in a personalized and engaging way. "Frost & Sullivan appreciates that the company's easy-to-use, tightly integrated interface provides population health managers with an analytics-driven, incentive-based platform that enhances consumer engagement," according to the research report.

Each year, Frost & Sullivan presents this Award to the company that has demonstrated innovation in product features and functionality that provide enhanced quality and higher value to customers. The Award recognizes the rapid acceptance of innovative products in the market, which Welltok has demonstrated with an incredibly successful year:

Welltok 2015 highlights:

- **Acquisitions:** To advance the CafeWell platform and engage consumers of all ages and demographics in their health, Welltok completed three strategic acquisitions in 2015: healthcare consumer engagement and communications company Silverlink, predictive analytics company Predilytics and kids activity program Zamzee.
- **Funding:** Welltok closed \$45 million in funding in 2015 to support its inorganic growth, ongoing product development and execution, and new market expansion – adding more top-tier venture firms and strategic partners, and bringing total funding to date to approximately \$130 million.
- **Partnerships:** Welltok expanded its partnership with IBM by introducing CafeWell to all U.S. employees, launching the CafeWell Concierge app powered by IBM Watson and announcing plans to co-develop the first cognitive computing health app for the Apple Watch.
- **Recognitions:** In addition to the Frost & Sullivan Product Leadership Award, Welltok was recognized as a fastest growing company twice in 2015: it ranked #50 on Deloitte's Technology Fast 500™ and #235 on the Inc. 5000 list, coming in among the top five percent of the nation's fastest-growing private companies.

"2015 was a record-breaking year for Welltok. We are incredibly proud of the work our team has accomplished and thankful for our innovative customers and supportive investors," said Jeff Margolis, Welltok chairman and CEO. "The healthcare industry is embracing the need for a data-driven, enterprise-level consumer health platform – the Third Essential

Platform™ in healthcare. Welltok is leading the way and is well positioned for an even more successful 2016."

Jeff Margolis will be presenting about Welltok's success and pioneering health optimization at the 34th Annual J.P. Morgan Healthcare Conference on **January 11, 2016, 2:30pm PT** at the Westin St. Francis Hotel in San Francisco, California.

About Welltok

Welltok, Inc., developer of the healthcare industry's first consumer enterprise platform, is transforming the way population health managers guide and incentivize consumers to optimize their health. The CafeWell Health Optimization Platform organizes the growing spectrum of health improvement and condition management resources, obtains unparalleled consumer insights through advanced analytics, and leverages cognitive computing to create personalized, adaptive health itineraries. Health plans and other sponsors now have an efficient and effective way to engage, activate and reward consumers, which drives greater healthcare value across all types of populations, from kids to seniors. Follow Welltok on Twitter @Welltok.

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