

Digital Food as Medicine

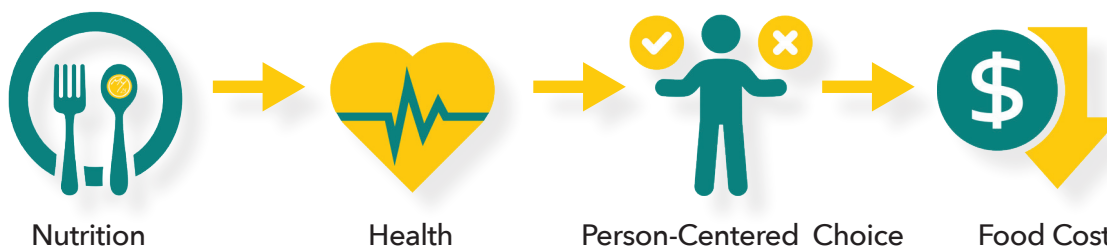
For Supported/Independent Living & Home-Based Settings



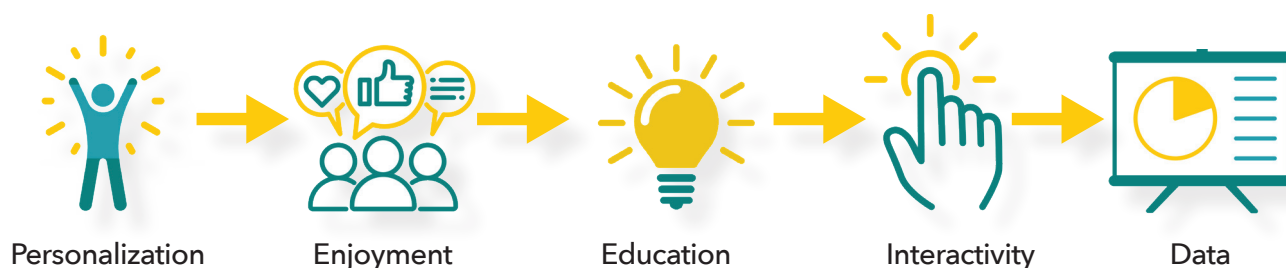
Mobile • Computer • Tablet

My25 is the first, and only, solution simultaneously delivering improved nutrition, health, choice, and food cost reduction for people with specialized needs throughout the U.S. To similarly maximize for supported/independent living and home-based settings, we created a new product. **My25 Home** leverages over a decade of digital success and substantial outcomes among the nation's leading human services and healthcare provider organizations and tens of thousands of their residents—largely Medicaid and SNAP recipients—in community-based settings.

Focusing on the whole person, **My25 Home** is a self-directed platform based on My25's holistic, integrated Food as Medicine approach. We figured out how to stem the leakages getting in the way of sustainable (long-term) habit and behavior change when it comes to food—the number one driver behind preventive health for this vital population.



My25 Home is a standalone resource, but also impactful as a follow-up add-on to medically tailored meals (MTMs) and GLP-1 intervention. We keep the better-nutrition guardrails up, affordably, via personalization, engagement, education/skill building, and interactivity. Multi-media format and 81 languages. As the cherry on top of this high-fiber cake, we track and trend actionable data benefiting multiple stakeholders and funders.





Brief About *My25 Home*

Sustainable • Affordable • Scalable



My25 Home is our newest product specifically designed for supported/independent living and home-based settings use on a tablet, computer or phone. Each **My25 Home** platform is personalized and centered on the dinner meal and associated grocery shopping list and recipe prep steps. There are two options to choose from each week.

1. Individuals and/or whole households select their own dinner meals and are thoughtfully guided throughout hundreds of easy-to-prepare and budget-sensitive recipes via visual and other prompts, including a Healthy Eating Score (HES) metric, per meal cost estimate, recipe photos, and recipe videos set to toe-tapping music. *My25's* Daisy chat feature is front and center.
2. Households can alternatively opt in to receive ready-to-go dinner menus automatically scaled and tailored to their food preferences and diet needs.

SELECT DATES & MENUS NOW

YOUR HEALTHY EATING SCORES

WATCH & LICK YOUR LIPS

MAIN	STARCH	VEGETABLE
Lasagna Skillet (32g carbs, 3g fiber, 866mg sodium, 439 calories, 11 ounces)	Baked Potato (microwave or bake) (38g carbs, 3g fiber, 11mg sodium, 168 calories, 7 ounces)	Balsamic Glazed Carrots (22g carbs, 6g fiber, 148mg sodium, 112 calories, 5 ounces)
Air Fryer Eggplant Parmesan (68g carbs, 9g fiber, 859mg sodium, 444 calories, 9 ounces)	Three Bean Salad (24g carbs, 6g fiber, 365mg sodium, 123 calories, 4 ounces)	Instant Pot Collard Greens (14g carbs, 5g fiber, 513mg sodium, 141 calories, 6 ounces)

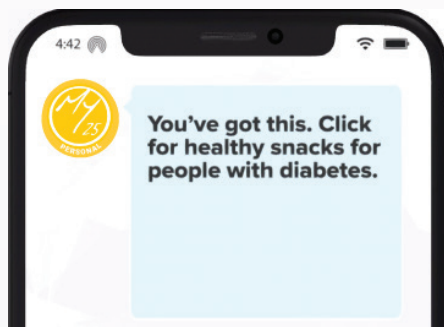
Nothing beyond food—every single day—involves as much passion, time, safety concern, and cost. And we always remember that the kitchen table is where enjoyment of life deserves to flourish.



Brief About My25 Home, more . . .

GROCERIES

We diligently keep suggested meals/menus within a SNAP budget. And while My25 grocery lists can be used at any store, we help further if it's Walmart. Our pivotal partnership with Walmart delivers a one click feature to keep grocery purchases in person-centered, healthy, budget-sensitive, and time-saving lanes. On average, My25 Grocery-Walmart subscribers reduce food costs by approximately \$5,000 annually.

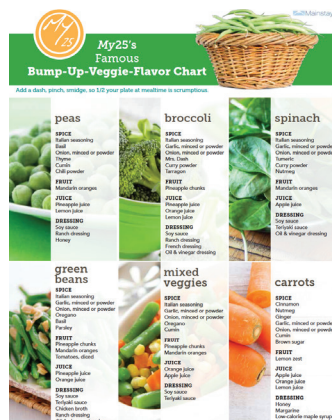


ASSOCIATED STAKEHOLDERS

Along the way, My25 galvanizes and engages associated housemates, family members, caregivers, and staff. Everyone on the same eat-better page cements sustainable change. We include broad-based, free access to the My25 Personal mobile app as part of a **My25 Home** subscription. This means associated stakeholders engage regarding their nutrition and health on a personalized basis, as well. And earn the chance to win rewards.

SCAFFOLDING

In abundance, **My25 Home** scaffolds menus, shopping lists and recipe prep steps with educational and independent living skills development resources.



Bump-Up Veggie Flavor Chart



Jazz-Up Healthy Starches Chart



Brief About My25/Mainstay



Mainstay is the name of our company and My25 is our core brand defining a suite of products solely dedicated to a sustainable (long-term), digital Food as Medicine solution for people with specialized needs, largely Medicaid and SNAP recipients. Our outcomes, spanning many years and people with specialized needs, are substantial.

My25's earliest backer was the USDA, the federal agency dedicated to the nutrition of our most marginalized citizens. During this time, we also collaborated with professionals from Northwestern University's Feinberg School of Medicine to establish our "right foods in the right amounts" foundational basis: moderation vs. deprivation, 25 grams of daily fiber, rebalancing the plate, and the Dietary Guidelines for Americans. From the onset, we kept enhancing our proprietary software and digital resources—and still do.

★ We track and trend actionable data in real time to benefit stakeholders and funders for oversight, documentation, planning, and leverageable opportunity purposes. Included with My25 Home subscription is data correlating My25 Home resources and experience with health improvement and cost reduction outcomes.

Mainstay's founders—both Northwestern Kellogg MBAs—sold their first start-up, centered on enhanced patient care and reduced costs in hospitals, as a nationwide entity to a Fortune 500 healthcare company. Today, the My25 team is comprised of nutrition, preventive health, technology, culinary, grocery, education, engagement, business, and human services professionals & partners.

