

MWi Monthly Metrics

March 2025



Community

Total

| | |
|--------------------------|---------------|
| New Members | 226,845 |
| Comments | 63,122 |
| Response Time | 29 seconds |
| Comment Sentiment | 100% Positive |
| Profile | Texas |

Content

Total

| | |
|--------------------------|---------------------|
| Views | 30,090,351 |
| Shares | 81,365 |
| Demographics | 41% Male 59% Female |
| Article Sentiment | 100% Positive |
| Engagement | 165,121 |

Community and Content Insights

Community

Growth: Community response time dropped to 29 seconds as the Meta Moderation Tool better filters news cycle keywords. This human-machine approach drives higher engagement with faster, quality responses even during politically charged VA discussions.

Engagement: Members increased physical activity with longer daylight hours, embracing our "Move" content for gym-free exercise options. Members experienced a dramatic jump in technology access from private companies offering free upgraded devices (iPhone 14+ models versus mostly iPhone 10s last year) in exchange for service contracts.

Texas: In Texas's 6th District, MWi serves over 87,000 members with engagement rates 13% higher than any other Texas district, as members actively share resources and encouragement to address their focused concern of long wait times for mental health services and transition support, while MWi delivers targeted content on navigating these specific challenges.

Content

Reach & Relevance: February-March "Atmospherics" dominated engagement with 17.2M views, proving military and Veteran communities value collective voices. MWi's platform amplifies shared experiences, improving education access without burdening members. Neutral discussion spaces focus on health needs while avoiding politics, letting collective input drive meaningful support solutions.

Articles and Learning: March content maintained consistent engagement averaging 7.4M weekly views across four weeks. Millions view the platform weekly, with peak engagement during evening hours (7pm-12am). Content addressing military obesity, TBI-related sleep disorders, and the mental health impact of social connection drove the strongest participation.

Key Insights for Future Content: Military obesity content resonated powerfully, addressing the 17-20% of active duty personnel and 41% of Veterans meeting obesity criteria. With \$1B annual treatment costs and post-9/11 Veterans showing 3-7% higher obesity rates than civilians, future content will connect DoD prevention, VA MOVE! programs, and lifestyle interventions to support the transition to civilian life.

MWi National Metrics

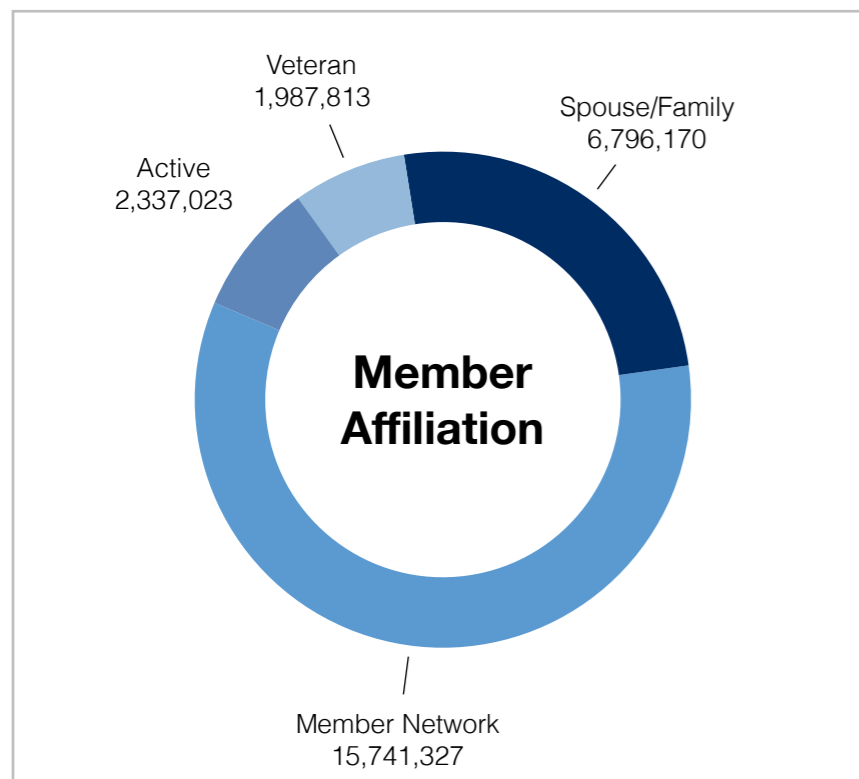
March 2025



| | |
|----------------------|-------------|
| Members | 26,862,333 |
| Communities | 54 |
| Surveys | 3,718,823 |
| Audience | 111,967,894 |
| Comments | 1,826,204 |
| Shares | 2,308,786 |
| Article Views | 549,258,803 |
| Response Time | 31 seconds |

| Total Membership | |
|------------------|------------|
| Top 10 | Membership |
| Texas | 4,827,979 |
| Florida | 3,941,604 |
| California | 3,710,819 |
| New York | 1,144,107 |
| Georgia | 1,027,883 |
| Arizona | 812,309 |
| Alabama | 749,532 |
| Pennsylvania | 646,105 |
| Tennessee | 601,845 |
| Colorado | 590,063 |

| Weighted Score | |
|----------------|-------|
| Top 10 | Score |
| Arkansas | 346.1 |
| Texas | 317.6 |
| North Dakota | 304.2 |
| Florida | 300.9 |
| Montana | 293.1 |
| Minnesota | 255.5 |
| New York | 240.4 |
| California | 236.4 |
| Oklahoma | 230.2 |
| Mississippi | 229.9 |



Notes:

- As a digital platform MWi has created a rich collection of proprietary data.
- MWi metrics are both quantitative and qualitative with national, state and local insights captured.
- Multi-Scale Analysis has identified areas of greatest concern and where resource gaps exist.
- Real-time community management drives higher engagement and generates more candid member feedback.