



WOMEN'S CHOICE AWARD®
THE VOICE OF WOMEN

BRAND GROWTH PRESENTATION

WHERE DO WE *GROW* FROM HERE?

The Women's Choice Award has grown consistently since our beginnings in 2010. In less than five years we have become a driving force in the way women make purchasing decisions.

- In 2010 the Women's Choice Award was only recognized in healthcare. Today, over 500 brands carry our seal including financial advisors, healthcare organizations and national brands for home, travel, baby, food, beverage, automotive and more!
- Over 300 hospitals carry the Women's Choice Award seal throughout the country.
- National Women's Choice Award brands include Bacardi, Hertz, Sealy, AT&T, Goodyear, Lenox, Kenmore –just to name a few.
- In 2015, the Women's Choice Award made the Inc. 5000 list as a “One of the Fastest-Growing Companies to Watch”
- Plans to continue growing into new industries including beauty, baby and more! In healthcare, new programs include bariatrics and physicians.



WOMEN'S CHOICE AWARD®
THE VOICE OF WOMEN

WHY WE'RE SO RELEVANT

THE POWER OF WOMEN

OVER 85% OF ALL CONSUMER PURCHASES ARE MADE OR INFLUENCED BY WOMEN

- 93% Food
- 92% Vacation
- 80% Healthcare
- 80% Home Improvement
- 65% Automobile
- 58% Total Online Spending

WOMEN REPRESENT THE LARGEST MARKET OPPORTUNITY IN THE WORLD

Over the next decade, WOMEN WILL CONTROL TWO-THIRDS OF CONSUMER WEALTH

GLOBALLY, WOMEN CONSUMERS CONTROL 20 TRILLION (US DOLLARS) CONSUMER SPENDING

Businesses that ENGAGE THE FEMALE CONSUMER will gain those dollars and gain long-term and LOYAL CUSTOMERS

IGNORE WOMEN AT YOUR OWN RISK!

THE POWER OF RECOMMENDATIONS

COMPELLING STATISTICS

MILLENNIALS & BABY BOOMERS RANKED WORD OF MOUTH AS THE #1 INFLUENCER WHEN MAKING SPECIFIC PURCHASING DECISIONS

PERCENTAGE OF CONSUMERS WHO REPORT TAKING ACTION BASED ON PERSONAL RECOMMENDATIONS **84%**

92% Of Americans TRUST RECOMMENDATIONS OVER OTHER FORMS OF ADVERTISING

WOMEN DO MOST OF THEIR RESEARCH ONLINE RATHER THAN IN-STORE

9 OUT OF 10 WOMEN WOULD DEFINITELY TRUST A BRAND IF IT CARRIED THE WOMEN'S CHOICE AWARD

Word of MOUTH IS THE MOST VIRAL FORM OF MARKETING

WOMEN LOOK FOR VISUAL GRAPHICS THAT REASSURE SHE IS MAKING A SMART CHOICE FOR HER AND HER FAMILY

WORD OF MOUTH HAS BEEN SHOWN TO IMPROVE MARKETING EFFECTIVENESS BY 54%

* click on image to view sources



WOMEN'S CHOICE AWARD™
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ACROSS INDUSTRIES

- Healthcare

- America's **100 Best Hospitals for Patient Experience**
- America's Best Hospitals for **Orthopedics**
- America's Best Hospitals for **Emergency Care**
- America's Best Hospitals for **Heart Care**
- America's Best Hospitals for **Cancer Care**
- America's Best Hospitals for **Obstetrics**
- America's Best Hospitals for **Patient Safety** *(New 2015)*
- America's Best Hospitals for **Stroke Care** *(New 2015)*
- America's Best for **Extended Care**
- America's Best **Breast Centers**
- America's Best Hospitals for **Bariatric Surgery** *(New 2016)*

- Additional Industries:

Most Recommended in:

- Home
- Automotive
- Travel
- Health & Wellness
- Mom, Baby & Kids
- Pet Care
- Food & Beverage *(New 2015)*
- Financial Advisors & Firms
- America's Best Colleges & Universities *(New 2015)*

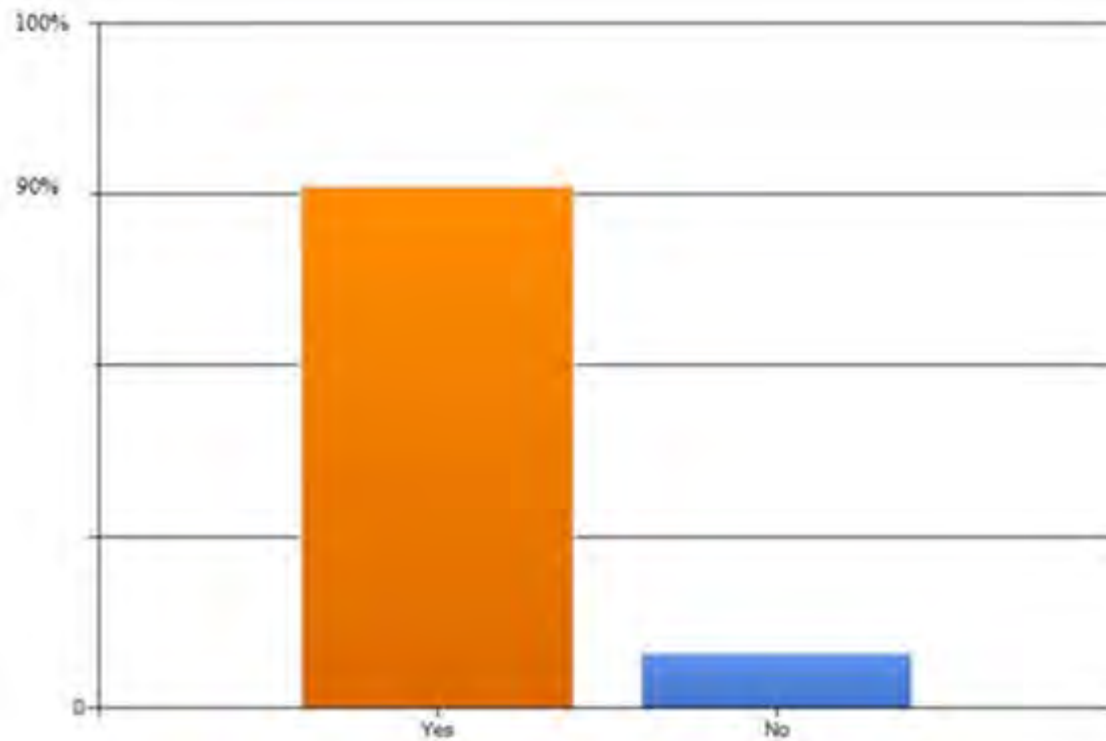


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UNPRECEDENTED BRAND VALUE

Would your **trust** in a brand increase if they were the recipient of the Women's Choice Award?

MedeliaMonitor Independent Study 2013 – Female Consumer Survey: 793 Responses



WOMEN'S CHOICE AWARD®
THE VOICE OF WOMEN

BRAND VALUE IN HEALTHCARE



A.



B.



C.



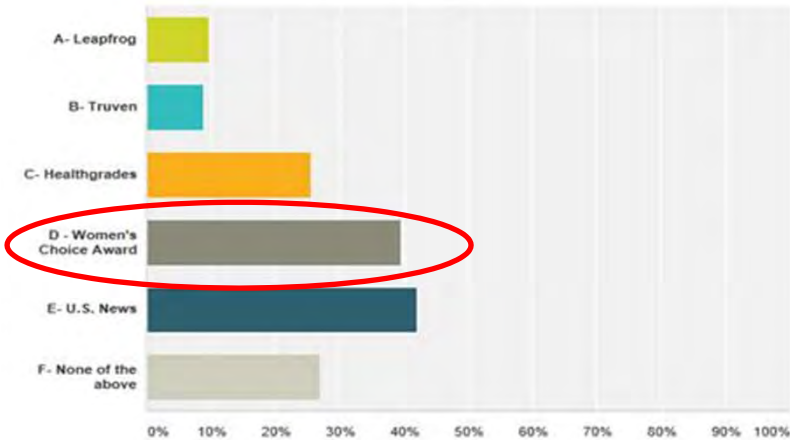
D.



E.

Which of the following designations would you trust for hospital recommendations?
Select all that apply.

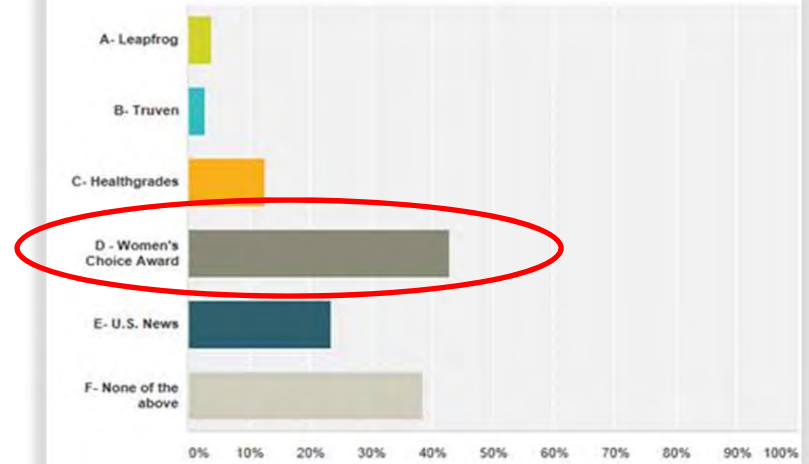
Answered: 322 Skipped: 0



Answer Choices	Responses	
A - Leapfrog	9.63%	31
B - Truven	8.70%	28
C - Healthgrades	25.47%	82
D - Women's Choice Award	39.44%	127
E - U.S. News	41.93%	135
F - None of the above	27.02%	87
Total Respondents: 322		

Which of the following awards makes you feel empowered?

Answered: 322 Skipped: 0

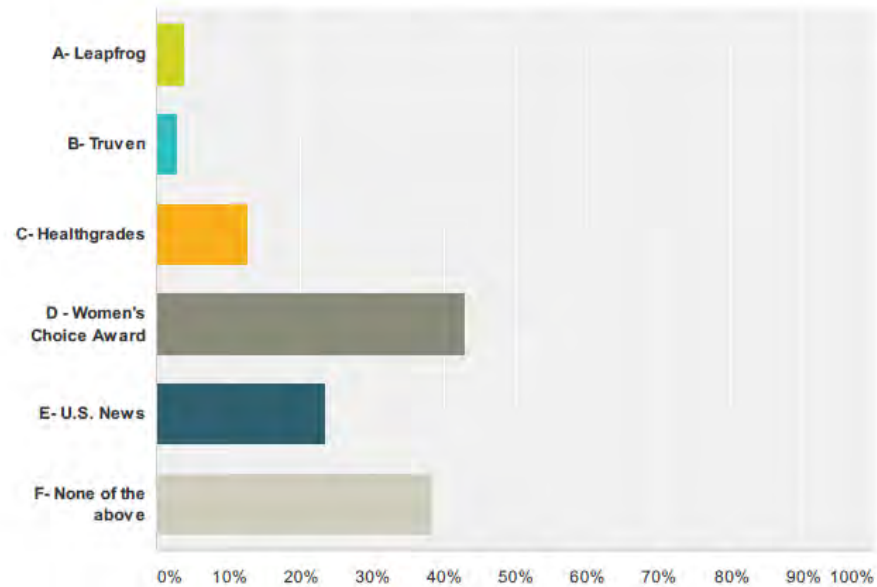


Answer Choices	Responses	
A - Leapfrog	3.73%	12
B - Truven	2.80%	9
C - Healthgrades	12.42%	40
D - Women's Choice Award	42.86%	138
E - U.S. News	23.29%	75
F - None of the above	38.51%	124
Total Respondents: 322		

UNPRECEDENTED BRAND VALUE

Q2 Which of the following awards makes you feel empowered?

Answered: 322 Skipped: 0



Answer Choices	Responses
A- Leapfrog	3.73% 12
B- Truven	2.80% 9
C- Healthgrades	12.42% 40
D - Women's Choice Award	42.86% 138
E- U.S. News	23.29% 75
F- None of the above	38.51% 124
Total Respondents: 322	



BRANDS THAT CARRY OUR SEAL



American by Design

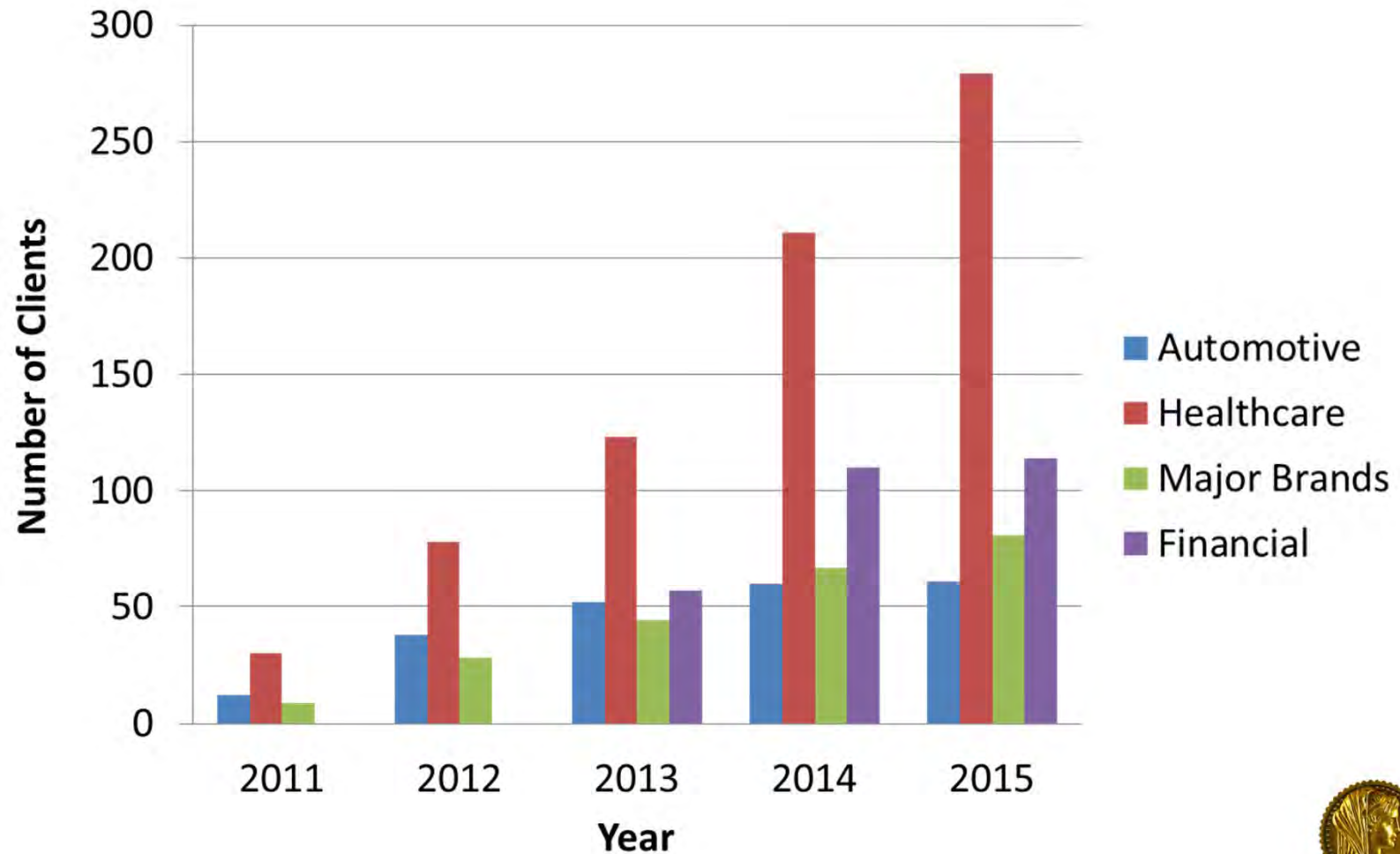


BACARDI



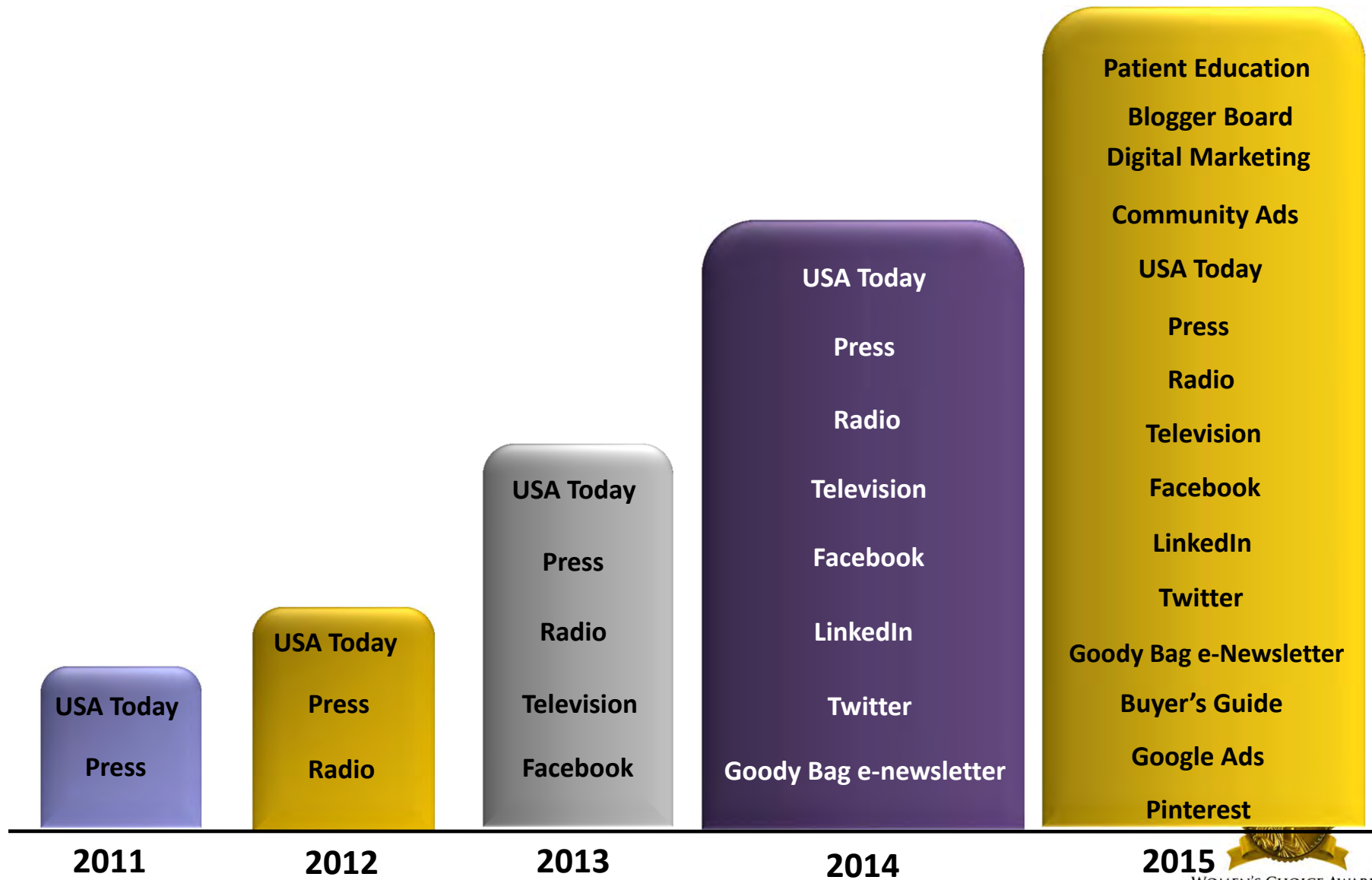
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GROWTH BY INDUSTRY



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OUTREACH GROWTH



SOCIAL MEDIA GROWTH

High audience engagement with multiple daily posts that include:

- inspirational quotes
- helpful tips
- practical advice
- feel good stories
- industry news
- Special offers and more!



IN THE PRESS



USA TODAY NATIONAL ANNOUNCEMENTS

NOVEMBER 13, 2013

NEWS 7A

Women's Choice Award® Honors America's Best Hospitals for Outstanding Patient Experience



"Congratulations to the progressive leaders below and their respective staffs for delivering the best patient experience in our nation as determined by evidence-based criteria. We are so proud to honor hospitals that are meeting the highest standards of patient care for women and their families!"
—Debra Paul, Founder, Women's Choice Award®

ALABAMA	ARIZONA	ARIZONA	ARIZONA	ARIZONA	ARIZONA	ARIZONA	ARIZONA	ARIZONA	ARIZONA
Thomas Hospital "We are proud to receive this award which confirms that Thomas Hospital has the highest patient care standards and provides the best care for our women and babies in our area." —M. Kelly, Executive Director	St. Joseph Hospital "We have a patient safety, experience, and staff that we are proud of. We are honored that our patients have recognized us for our care and staff."	Kelly A. Young, MS, RN, FAHA, President	St. Joseph Hospital "We are proud to receive this award which confirms that St. Joseph Hospital has the highest patient care standards and provides the best care for our women and babies in our area." —M. Kelly, Executive Director	St. Joseph Hospital "We are proud to receive this award which confirms that St. Joseph Hospital has the highest patient care standards and provides the best care for our women and babies in our area." —M. Kelly, Executive Director	St. Joseph Hospital "We are proud to receive this award which confirms that St. Joseph Hospital has the highest patient care standards and provides the best care for our women and babies in our area." —M. Kelly, Executive Director	St. Joseph Hospital "We are proud to receive this award which confirms that St. Joseph Hospital has the highest patient care standards and provides the best care for our women and babies in our area." —M. Kelly, Executive Director	St. Joseph Hospital "We are proud to receive this award which confirms that St. Joseph Hospital has the highest patient care standards and provides the best care for our women and babies in our area." —M. Kelly, Executive Director	St. Joseph Hospital "We are proud to receive this award which confirms that St. Joseph Hospital has the highest patient care standards and provides the best care for our women and babies in our area." —M. Kelly, Executive Director	St. Joseph Hospital "We are proud to receive this award which confirms that St. Joseph Hospital has the highest patient care standards and provides the best care for our women and babies in our area." —M. Kelly, Executive Director

For a full list of America's 100 Best Hospitals and our award methodology, visit WomensChoiceAward.com.
Celebrating our 5th Anniversary of Empowering Women to Make Smart Healthcare Choices

6D LIFE

USA TODAY
MONDAY, MAY 16, 2010



WomenCertified®, The Voice of the Female Consumer announces the

BEST HOSPITALS FOR PATIENT EXPERIENCE IN HEART CARE

We are spotlighting those progressive hospital leaders who support the empowerment of women to make smart healthcare choices by carrying the Women's Choice Award seal. The award is earned by hospitals that women highly recommend based on patient surveys. The seal simplifies her choice as 9 out of 10 women say they will trust a hospital more that is recognized for excellence among women.

Bakersfield Heart Hospital
"Caring for the women of our community is very important to Bakersfield Heart Hospital. We are proud to be recognized by WomenCertified and in our area as one of America's Best Hospitals for Patient Experience in Heart Care."

Baptist Medical Center Jacksonville
"This recognition is an honor for the talented and highly skilled professionals providing cardiovascular care at Baptist Medical Center Jacksonville. We are committed to delivering exemplary care, from preventive measures to emergency procedures and I'm pleased WomenCertified recognizes that commitment."

Kansas Medical Center
"We are thrilled to be recognized as a Women's Choice Award winner. Patient care is a central theme of our organization and we consistently strive to provide our patients with care that goes well beyond what they expect."

The Christ Hospital
"We're honored to be recognized as one of America's Best Hospitals for Patient Experience in Heart Care. As the Most Preferred Hospital in Greater Cincinnati, our experienced team is committed to providing exceptional outcomes and the very best heart care for women and their families—from prevention, to leading research, to the most advanced treatment options available."

North Cypress Medical Center
"We are extremely pleased to have been recognized with the Women's Choice Award for Patient Experience in Heart Care. This recognition affirms our commitment to providing our patients the highest in quality care, coupled with exceptional customer service. We are proud to have the area's best physicians and staff to help us achieve this goal."

Citizens Medical Center
"It is an honor to be recognized by WomenCertified as one of America's Best Hospitals for Patient Experience in Heart Care. The Women's Choice Award reflects over 40 years of quality care and treating heart patients like family."

Methodist Stone Oak Hospital
"It is an honor for Methodist Stone Oak Hospital to receive this distinction that is based on quality measures, clinical excellence indicators and patient satisfaction measurements. The doctors and staff thank the women of San Antonio for considering us the best place for heart care in this city."

Memorial Hospital and Health Care Center
"Memorial Hospital and Health Care Center's mission is to 'Be for Others.' Being included in WomenCertified's group of Best Hospitals for Patient Experience in Heart Care is a perfect illustration of how our staff lives our mission each and every day through the loving care and compassion they have for our patients and their families."

Virginia Hospital Center
"Virginia Hospital Center is honored to add the Women's Choice Award for Heart Care to the recognitions that the Hospital has received for extraordinary and staff, physicians and volunteers to provide an outstanding patient experience."

Honoring America's Best Hospitals for Outstanding Patient Experience

According to surveys of patients across America, these progressive hospitals are honored with the Women's Choice Award® because of their high patient care standards and appreciation of the unique healthcare needs of women.



ALABAMA	ARIZONA	ARIZONA	ARIZONA	ARIZONA	ARIZONA	ARIZONA	ARIZONA	ARIZONA	ARIZONA
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For the full list of America's Best Hospitals visit: WomensChoiceAward.com

2015 RECOGNITIONS

Inc. 5000

WomenCertified Inc., the home of the Women's Choice Award®, has been named to the 2015 Inc. 5000 list of *Fastest-Growing Private Companies in America*, ranking **#1,088** on the list.



Florida Companies to Watch, a statewide program managed by economic development group GrowFL, celebrates and honors second-stage companies headquartered in Florida that demonstrate high performance in the marketplace with innovative strategies and processes.



BEST FOR HOME & FAMILY GUIDE

- Interactive digital guide that drives traffic back to partner websites, social media pages, special offers, etc.
- Customized content for partnering brands
- Engages women early in the project-planning lifecycle
- Distribution of over 5 million
- Optimized for SEO



WOMEN'S CHOICE AWARD®
THE VOICE OF WOMEN

“BRANDS WOMEN LOVE” ADS

The Women’s Choice Award runs full page ads in women and home publications featuring participating partner brands.

Ad highlights brands as the America’s Most Recommended by women.

Publications include Real Simple, AllRecipes, Weight Watchers, Women’s Health and others.



Great way for brands to reach a large audience with the validation of the Women’s Choice Award.



Brands We Love

The following are the most recommended brands by women across the country for home and family

WOMEN'S CHOICE AWARDS
THE VOICE OF WOMEN

Name Here
Title Here

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TOP PICK!

Name Here
Title Here

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Title Here

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LOGO

Find more at www.womenschoiceaward.com



GOOGLE: DIGITAL ENGAGEMENT

Google has recognized the Women's Choice Award as a valid and trusted consumer advocacy group.

As such, Google offers our partners a **FREE 4th line of text** for Google advertising.

This helps distinguish brands among the competition and enhance outreach efforts.



Women do most of their research online rather than in-store.



\$18.95 Oil Change - GoodyearAutoService.com

Ad www.goodyearautoservice.com/ ▼

Oil Changes As Low As \$18.95, \$29.95 & \$49.95 Synthetics Tool

2014 Best Auto Service & Tire Retailer – Women's Choice Award

\$18.95 Oil Change – \$20 Off Brake Service – Easy Online Tire Shopping

MerryMaids.com - Merry Maids-Official Site

Ad www.merrymaids.com/ ▼ (877) 969-1721

Insured, Trained & Reliable Maids. Get Your Free Consultation Today!

2013 America's Best for Home Cleaning – Women's Choice Award

📍 9550 Northwest 77th Avenue, Hialeah Gardens, FL

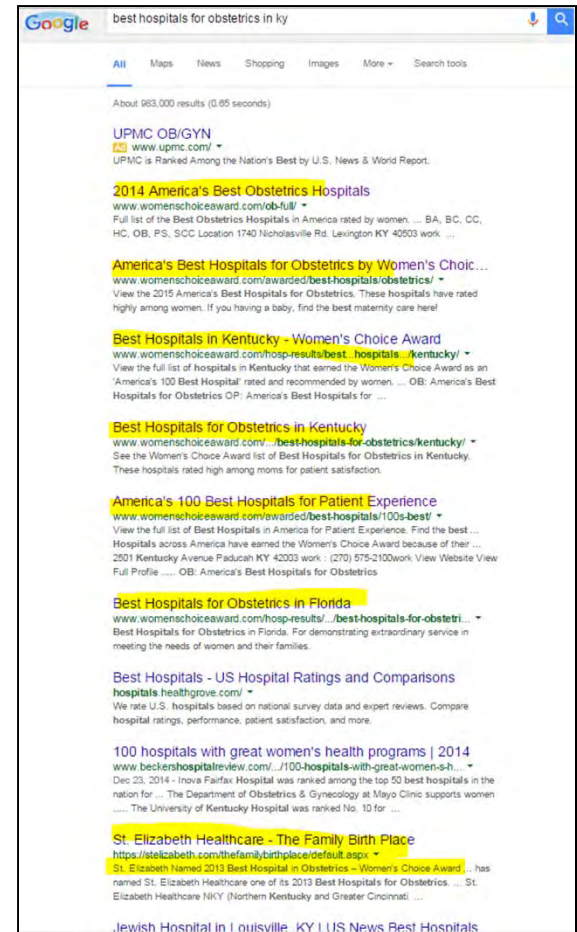
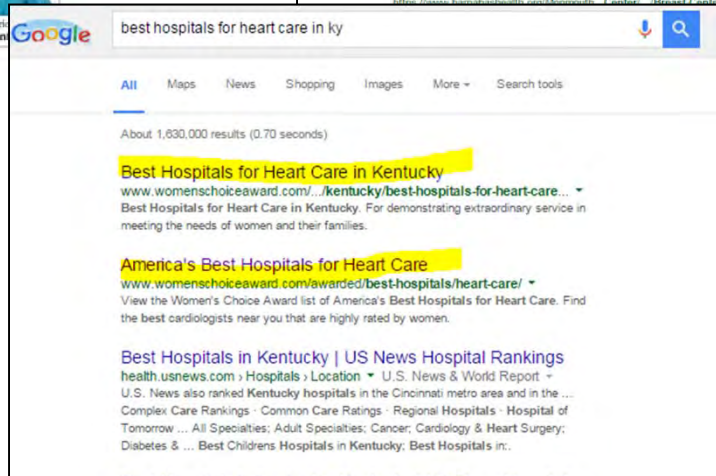
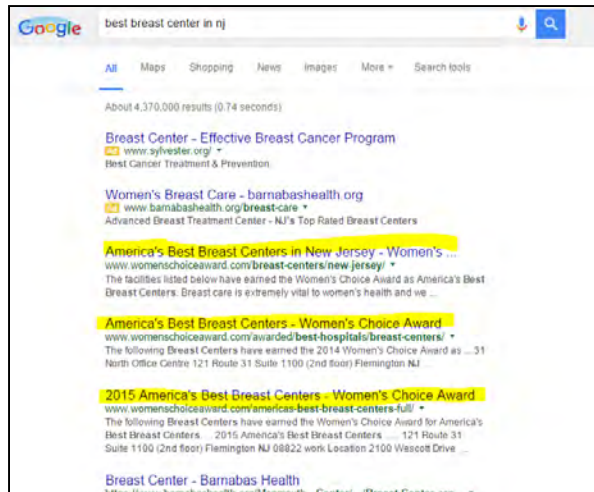


WOMEN'S CHOICE AWARD[®]
THE VOICE OF WOMEN

HOSPITAL SEO- MAXIMIZED BY WCA



Leading search engine optimization for hospitals to help them connect with women seeking healthcare services.



GROWTH AMONG MAJOR BRANDS

279 Hospitals/HC
61 Auto
81 Major Brands:

300 -
200 -
100 -

30 Hospitals
12 Auto
9 Major Brands:



2011

78 Hospitals
38 Auto
28 Major Brands:



2012

123 Hospitals/HC
52 Auto
44 Major Brands:



2013

211 Hospitals/HC
60 Auto
67 Major Brands:



2014



2015
HOSPITAL CHOICE AWARD
CHOICE OF WOMEN

GOODY BAG NEWSLETTER

Distributed monthly to a consumer database of over 250,000 female consumers. National brands are featured with content that links back to their website, company blog, etc. Features include:

- Consumer Tips
- Partner Brand Sweepstakes
- National Surveys
- Spotlitged Partner Brands
- Did You Know?
- Consumer Blogs
- News from 'Brands You Love' featuring national partner brands



The largest opt-in database in the industry!

AMERICA'S BEST COLLEGES GUIDE

Digital and print distribution to college bound graduates, high school counselors, girls' organizations and more.

Our guide simplifies a woman's decision by including information on colleges and universities including:

- student-to-faculty ratio
- campus safety
- graduation rates
- quality education programs
- and more!



The only college guide for women, by women.



BLOGGER BOARD

The Women's Choice Award connects our national and local partners with some of the most influential bloggers in the industry.

Partners have the option of contracting bloggers from our blogger board for a specific product launch, product reviews, etc. The WCA does all the screening to ensure bloggers are the best fit for each brands' audience.

All posts will be posted on the blogger's website as well as on WomensChoiceAward.com for increased visibility.



Blog posts live forever. Blogs are a perfect way to increase SEO while gaining authentic word of mouth recommendations.



WOMEN'S CHOICE AWARD®
THE VOICE OF WOMEN

WCA NATIONAL COMMERCIAL

The Women's Choice Award commercial educates consumers about our mission and features our national partner brands.

- National commercial with approximately 140,000 spots over the course of several weeks.
- Featured on women-focused networks, such as WeTV, HGTV, QVC, OWN, Food Network, ABC Family, Style, SOAP, etc.
- Reach of over 12MM households



RETAILER PARTNERSHIPS

The Women's Choice Award is proud to partner with some of the most well-known retailers including Walmart & The Home Depot.



- Shopper's intercept program
- Demo events



Women's Choice Award *Best for Home Buyer's Guide* is posted on HomeDepot.com with 2 more guides coming soon!



WOMEN'S CHOICE AWARD
THE VOICE OF WOMEN



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THE VOICE OF WOMEN

**We appreciate your integral role
in the growth of the Women's Choice Award.**

**Because of you, there has never been a more exciting time
to be a Women's Choice Award Partner.**

Thank You!



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