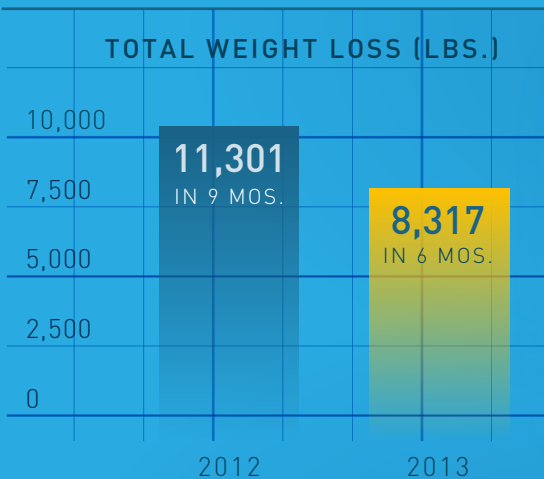




5 TON CHALLENGE

IN 2012, WE CHALLENGED OUR EMPLOYEES TO LOSE 10,000 POUNDS IN NINE MONTHS AND THEY SURPASSED THE GOAL, LOSING MORE THAN 11,000 POUNDS. SO WE EMBARKED ON THE CHALLENGE ANEW IN 2013 — THIS TIME WITH JUST A SIX-MONTH TIMEFRAME.

OUR 2013 WEIGHT LOSS JOURNEY



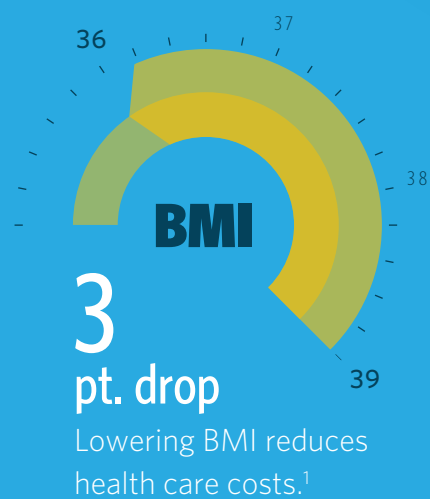
In 2013, we lost a total of 8,317 pounds – 546 pounds more than we lost at the six-month mark the previous year. We also had more employee participation.

Like many of those who embark on a weight loss journey, we didn't quite reach our goal. But we aren't giving up. We will build upon our successes as we continue our company's ongoing commitment to improve the health of our employees.

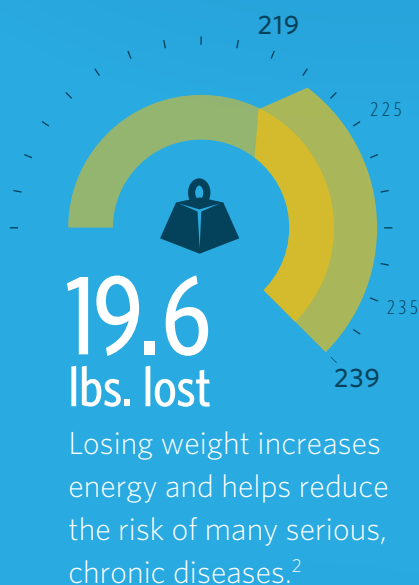
WEIGHT WARRIORS: THE 35 CHAMPIONS OF THE CHALLENGE

COMBINED RESULTS*

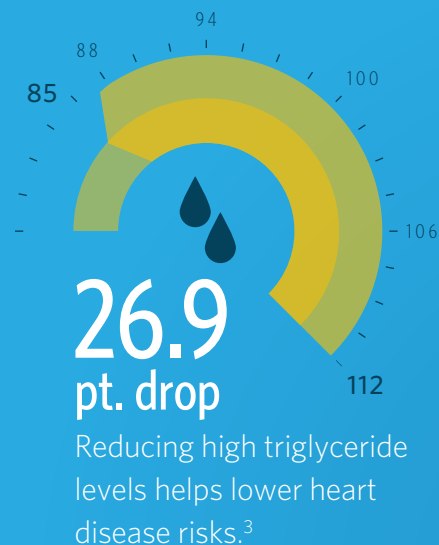
BODY MASS INDEX



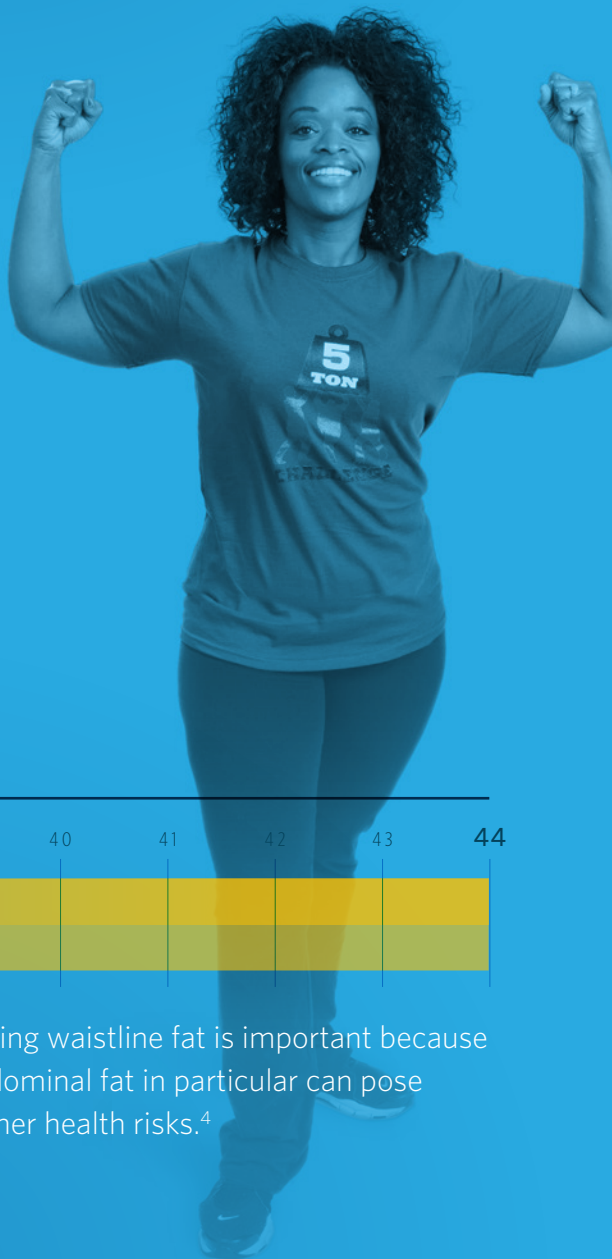
WEIGHT LOSS



TRIGLYCERIDES



WAISTLINE



To learn more, please visit WWW.BCBSNC.COM/5TONCHALLENGE

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* Average results of the Weight Warriors; 1. BCBSNC Internal Data, 2012; 2. WebMD, 2011; 3. Mayo Clinic, 2012; 4. WebMD, 2012