



NEWS RELEASE

Scientific Evidence Demonstrates OPTAVIA®'s Metabolic Health Benefits, Opening the Door to Qualified HSA/FSA Clients

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BALTIMORE--(BUSINESS WIRE)-- As part of its continued focus on improving metabolic health, **Medifast**® (NYSE: MED) today announced that **OPTAVIA**'s comprehensive metabolic health system is available for reimbursement on select insurance plans using Health Savings Accounts (HSA) and Flexible Spending Accounts (FSA). **OPTAVIA** clients may be able to save up to 40% on program costs by working with their medical provider and insurance administrator to use pre-tax medical funds, offering accessibility for those prioritizing their metabolic health.

This milestone reinforces Medifast's position as a science-driven health and wellness leader, with a metabolic reset plan that reverses metabolic dysfunction — a widespread but often overlooked health concern, with more than 90% of U.S. adults classified as metabolically unhealthy.¹ **OPTAVIA** is designed to address these challenges head-on, combining a science-backed system with coaching to guide clients toward improvements in their metabolic health, targeting the root cause of metabolic dysfunction.

"This is a major moment for our company, and more importantly, for the millions of people across the U.S. seeking solutions for improving their health," said Nicholas Johnson, President of Medifast. "With **OPTAVIA**'s metabolic health system available on select insurance plans using HSA and FSA funds, we're encouraging more people to access the innovative tools and science-backed solutions they need to help promote metabolic health."

OPTAVIA's approach is rooted in our breakthrough science, Metabolic Synchronization™, which resets the body's metabolism through healthy, quality weight loss, targeting visceral fat reduction, preserving lean mass and



protecting healthy muscle.²

“With Metabolic Synchronization, we’re empowering individuals to take control of their metabolic health,” said Dr. Satya Jonnalagadda, Vice President of Scientific & Clinical Affairs at Medifast. “Our science-backed solutions achieve more than just weight loss — they improve body composition by reducing visceral fat, preserving lean mass and protecting healthy muscle, which are critical to restoring metabolic balance.”

Using the science of Metabolic Synchronization, Medifast plans to launch a new system in 2026 featuring products that incorporate clinically studied ingredients designed to further support metabolic health, marking the next step in the company’s ongoing commitment to providing solutions that adapt to every stage of the health journey.

¹O’Hearn M et al. Trends and Disparities in Cardiometabolic Health Among U.S. Adults, 1999-2018. J Am Coll Cardiol. 2022; 80(2):138-151. doi:10.1016/j.jacc.2022.04.046

²In a clinical study, 98% of lean mass was retained and individuals experienced a reduction of 14% visceral adiposity [visceral fat] on the Optimal Weight 5 & 1 Plan® at 16 weeks. Arterburn LM, et al. Randomized controlled trial assessing two commercial weight loss programs in adults with overweight or obesity. Obes Sci Pract. 2018;5(1):3-14. doi: 10.1002/osp4.312.

About Medifast

Medifast (NYSE: MED) is the health and wellness company known for its science-backed, coach-guided lifestyle system. Designed to address the challenges of metabolic dysfunction, the company’s holistic approach integrates personalized plans, scientifically developed products and a framework for sustainable habit creation — all supported by a dedicated network of independent coaches.

Driven to improve metabolic health through advanced science and comprehensive behavioral support, Medifast has introduced Metabolic Synchronization™, a breakthrough science that reverses metabolic dysfunction through targeted metabolic reset. Research demonstrates that the company’s comprehensive system activates strong and targeted fat burning to enhance metabolic health and body composition by reducing visceral fat, preserving lean mass and protecting muscle integrity.

Backed by more than 40 years of clinical heritage, Medifast continues to advance its mission of Lifelong Transformation, Making a Healthy Lifestyle Second Nature®. For more information, visit www.MedifastInc.com.

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