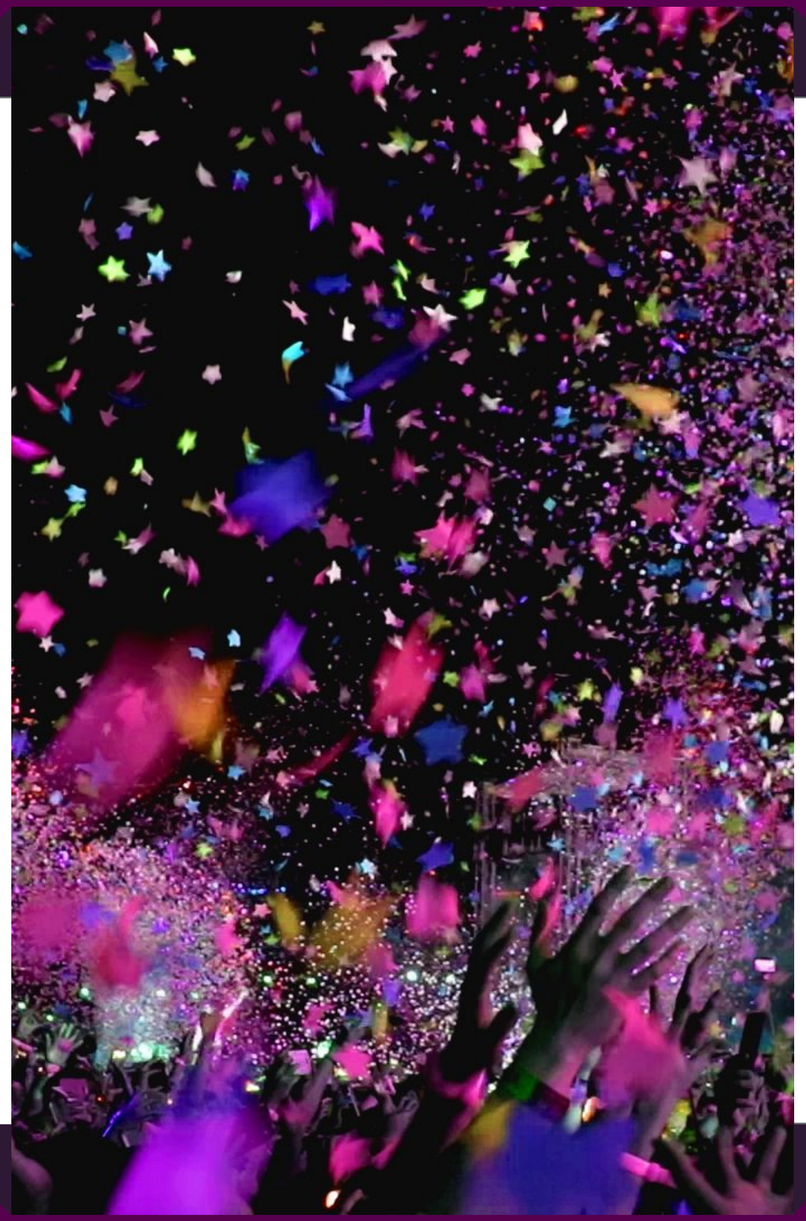
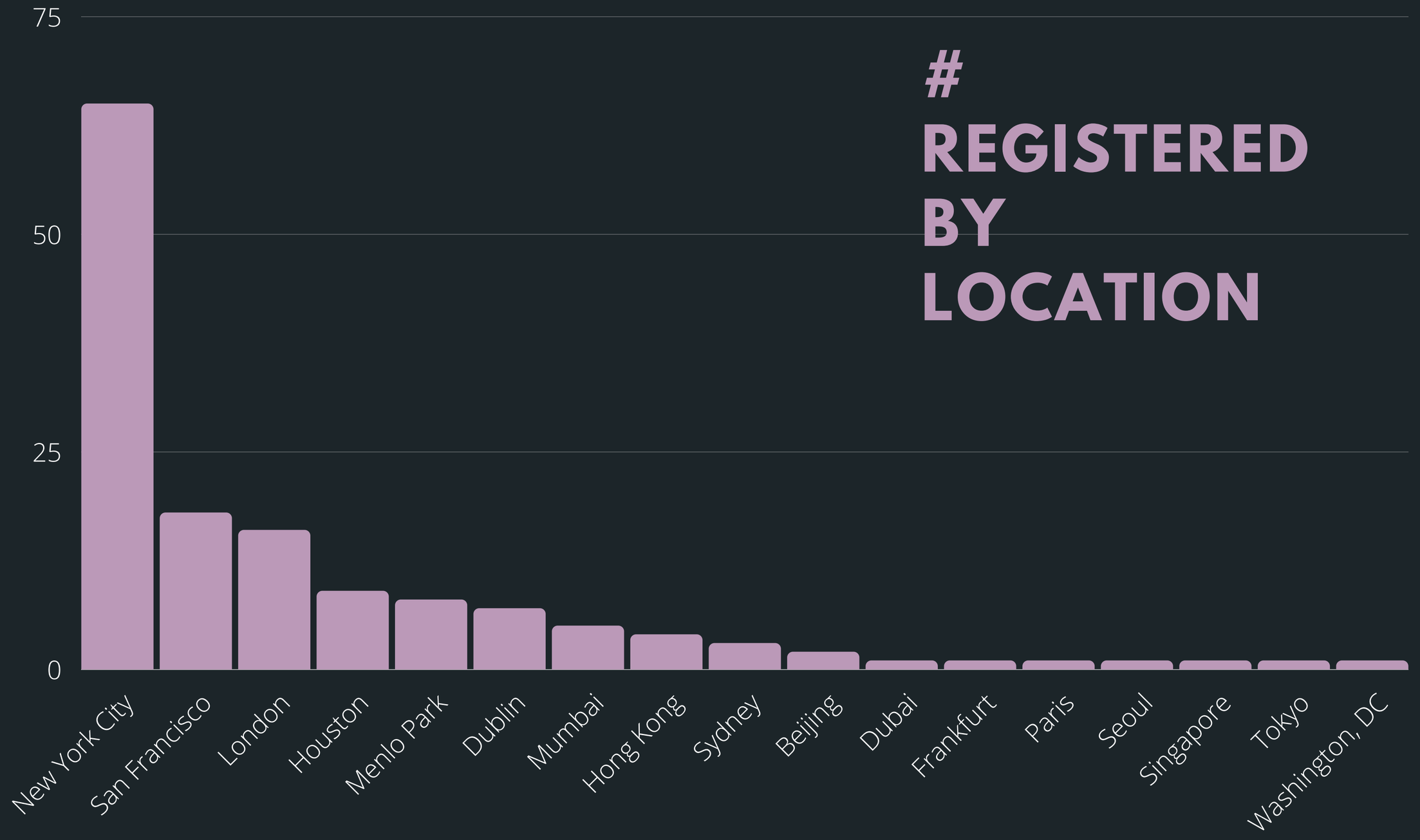
DRY 22

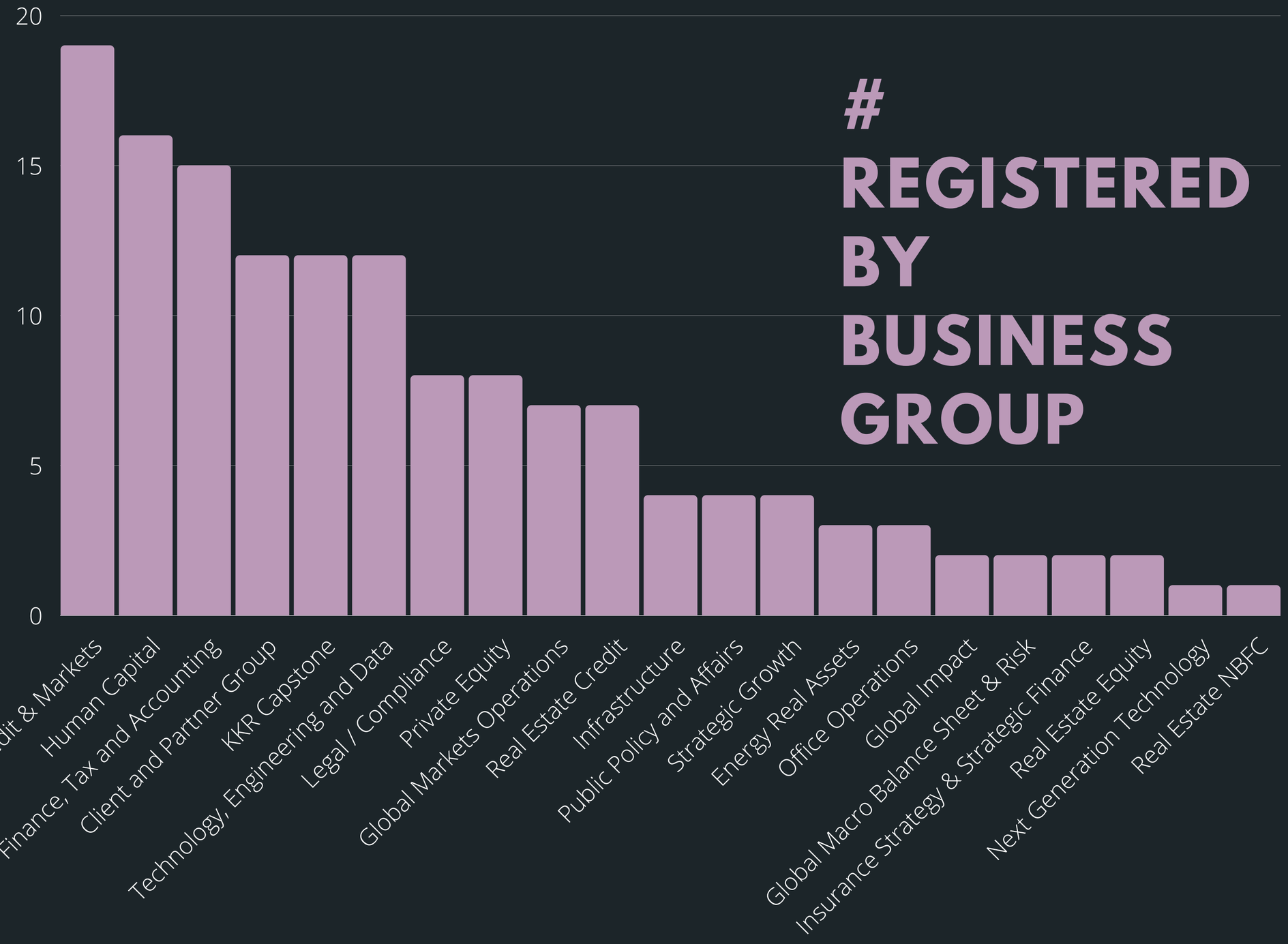
22 Day Alcohol-Free Challenge

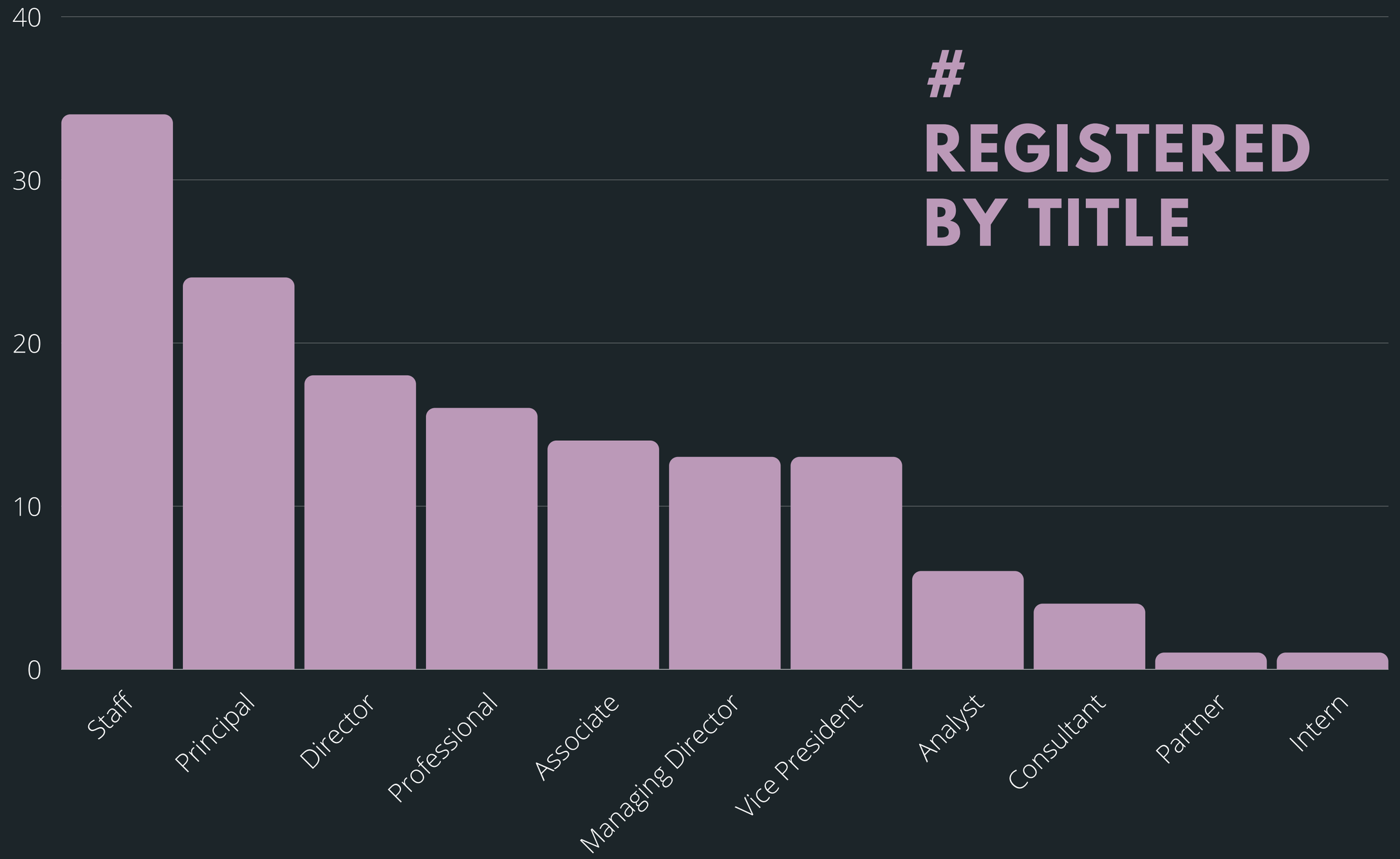


OVERALL STATS

144	121	51	102
Registrants	Participants (Logged in and joined, received daily emails)	Logged Activity (Checked off AF days, posted photos or comments)	Completed AF Success Surveys


75
50
25
0
REGISTERED BY LOCATION
New York City
San Francisco
London
Houston
Menlo Park
Dublin
Mumbai
Hong Kong
Sydney
Beijing
Dubai
Frankfurt
Paris
Seoul
Singapore
Tokyo
Washington, DC

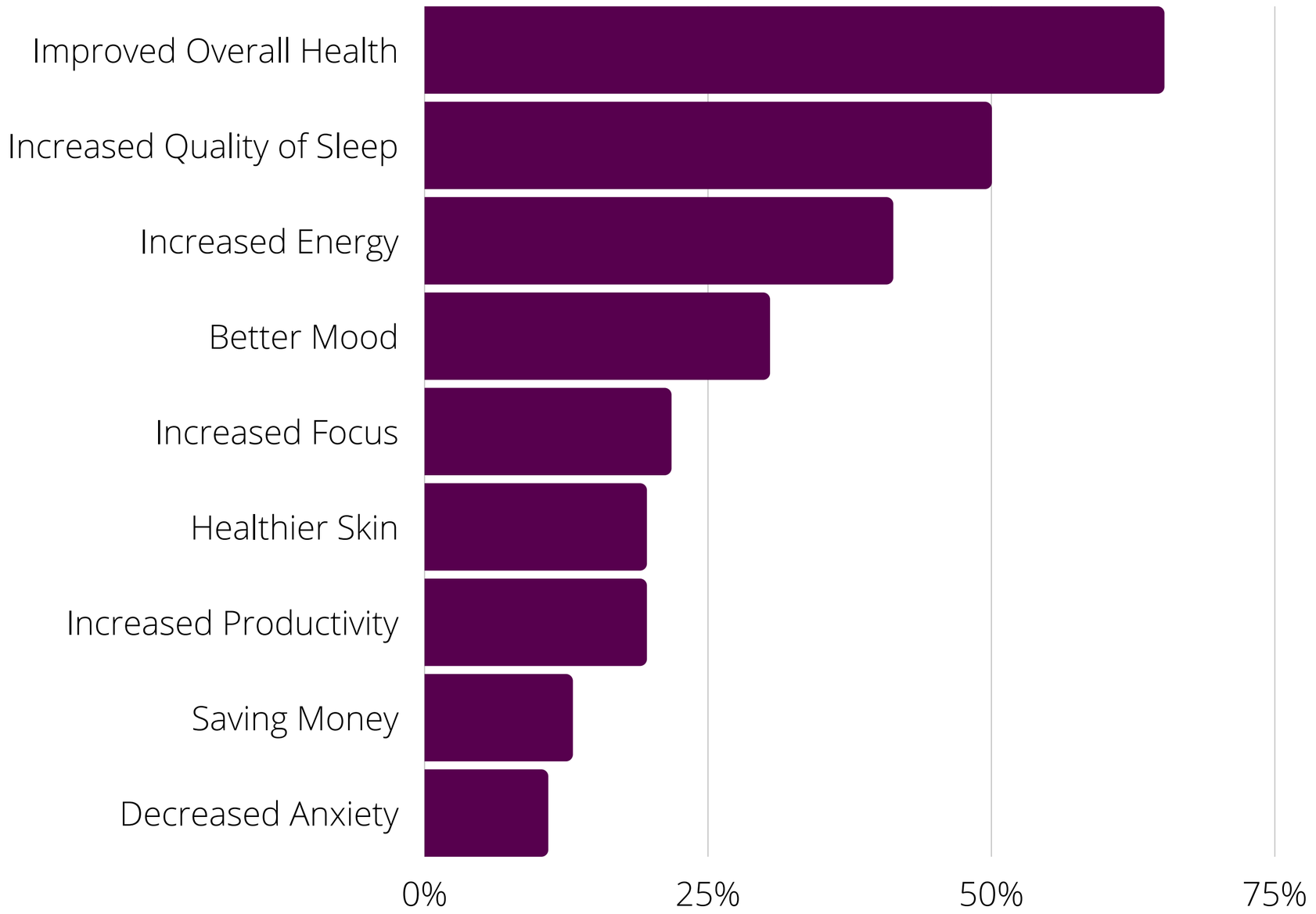

20
15
10
5
0
REGISTERED BY BUSINESS GROUP
Credit & Markets
Human Capital
Finance, Tax and Accounting
Client and Partner Group
KKR Capstone
Technology, Engineering and Data
Legal / Compliance
Private Equity
Global Markets Operations
Real Estate Credit
Infrastructure
Public Policy and Affairs
Strategic Growth
Energy Real Assets
Office Operations
Global Impact
Global Macro Balance Sheet & Risk
Insurance Strategy & Strategic Finance
Real Estate Equity
Next Generation Technology
Real Estate NBFC


40
30
20
10
0
#
REGISTERED
BY TITLE
Staff
Principal
Director
Professional
Associate
Managing Director
Vice President
Analyst
Consultant
Partner
Intern

My motivation for joining the Dry 22 Challenge is

1. TO RESET AFTER A LONG HOLIDAY SEASON. I'M MOST LOOKING FORWARD TO INCREASED FOCUS.
2. TO KEEP UP WITH THE CHALLENGE AND IMPROVE MY HEALTH. I'M MOST LOOKING FORWARD TO HAVING MORE ENERGY.
3. TO MAINTAIN MY HEALTH. I'M MOST LOOKING FORWARD TO SLEEPING BETTER.
4. TO JOIN SOME OF MY TEAM IN THIS CHALLENGE! I'M MOST LOOKING FORWARD TO SEEING WHAT A FEW WEEKS CAN DO!
5. TO IMPROVE MY PHYSICAL AND MENTAL HEALTH. I'M MOST LOOKING FORWARD TO AN IMPROVED MINDSET AND INCREASED ENERGY.
6. TO IMPROVE MY HEALTH. I'M MOST LOOKING FORWARD TO SLEEPING BETTER AND HAVING MORE ENERGY..
7. CONTINUING WHAT I STARTED ON JAN 1. I'M MOST LOOKING FORWARD TO LOSING WEIGHT.
8. CURIOSITY. I'M MOST LOOKING FORWARD TO RECOGNIZING THE PULL FACTORS.
9. CURIOSITY. I'M MOST LOOKING FORWARD TO INCREASED PRODUCTIVITY.
10. TO FIND MORE HEALTHY WAYS TO "RELAX". I'M MOST LOOKING FORWARD TO BETTER QUALITY SLEEP AND REST.

MOTIVATION


Improved Overall Health
Increased Quality of Sleep
Increased Energy
Better Mood
Increased Focus
Healthier Skin
Increased Productivity
Saving Money
Decreased Anxiety
0%
25%
50%
75%

MOTIVATION

I am a social drinker and would take beer or wine occasionally. when this challenge came up, I was curious to find out the ways and benefits of staying AF.

I've been trying to get here for the longest. This challenge was perfect timing. The motivation for me is the improved overall health benefits.

Trying something different. Detox from the Fall. What does 22 days without alcohol look and feel like?

DAY 1

PHOTO HIGHLIGHTS

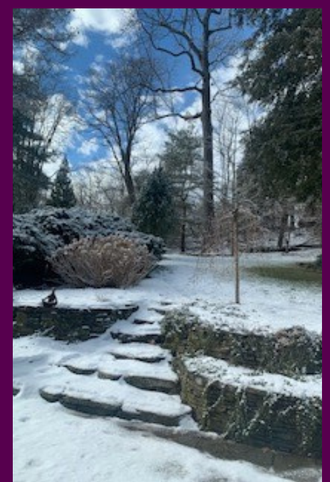
22 POSTS

#MOTIVATEDAF

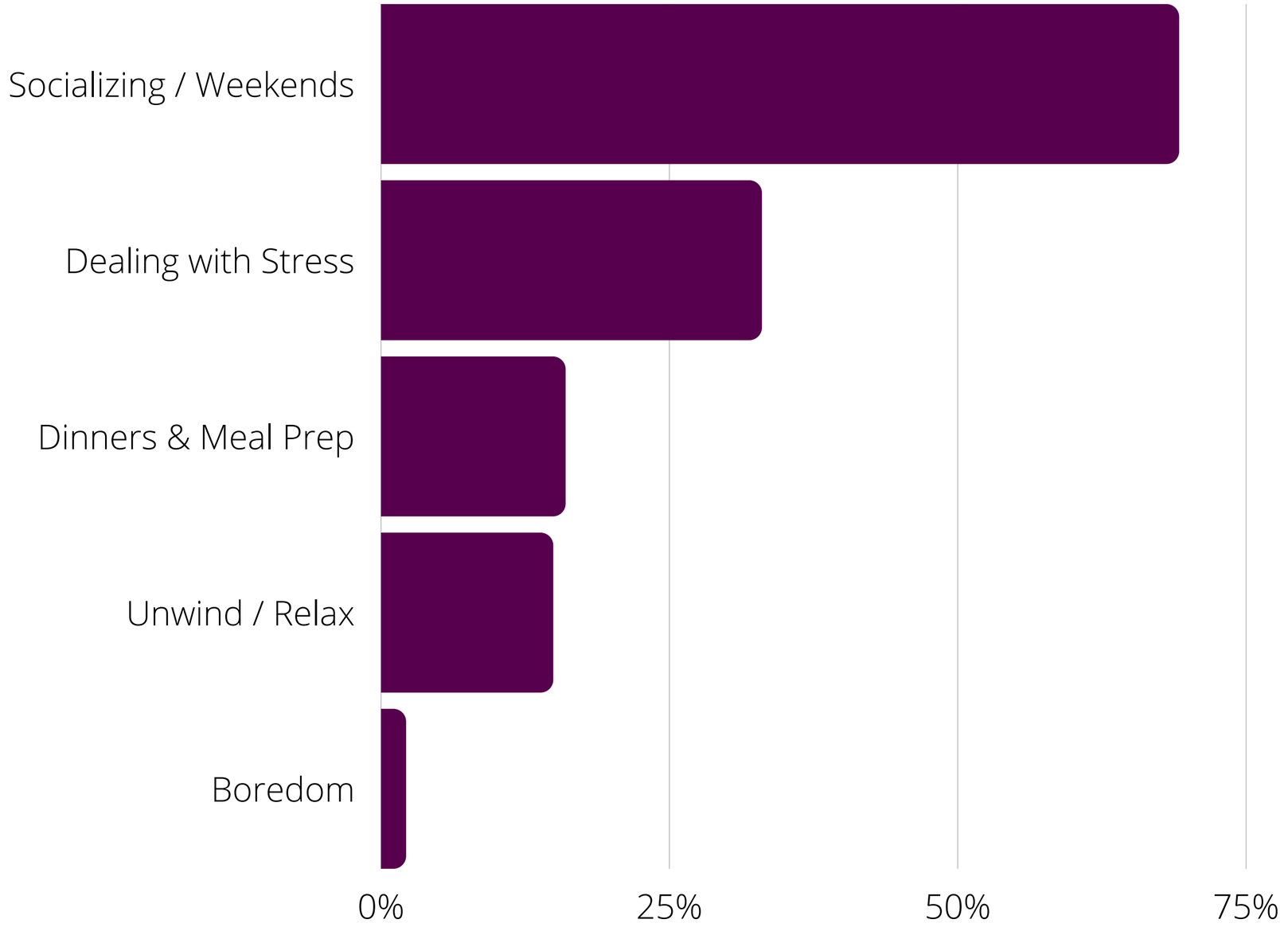
Share a photo about your motivation for the Challenge.

#FUNAF

Post a photo of an AF activity you've enjoyed this week!



TRIGGERS


Socializing / Weekends
Dealing with Stress
Dinners & Meal Prep
Unwind / Relax
Boredom
0%
25%
50%
75%

One difficulty I experienced over the last week was:

1. NOT HAVING BEER WHILE WATCHING A GAME OF FOOTBALL; I OVERCAME IT BY HAVING FRESH LIME JUICE WITH MINT INSTEAD. IT WAS VERY REFRESHING.
2. NOT OPENING A BOTTLE OF WINE WITH MY PARENTS. I OVERCAME IT BY DISTRACTING MYSELF BY PLAYING WITH THEIR CUTE PUPPY INSTEAD.
3. ATTENDING A MOM'S NIGHT OUT HAPPY HOUR. I OVERCAME IT BY REQUESTING A MOCKTAIL INSTEAD.
4. WE PLAYED GAMES WITH FRIENDS AND THEY HAD A HUGE PIZZA. I OVERCAME IT BY EATING A SALAD AND DRINKING A COKE ZERO.
5. CELEBRATING A BIRTHDAY DINNER WITH A FRIEND AND SKIPPING THE CHAMPAGNE. I OVERCAME IT BY ORDERING A FUN MOCKTAIL.
6. ATTENDING A ZOOM HAPPY HOUR. I OVERCAME IT BY MAKING A MOCKTAIL.
7. GOING OUT TO DINNER WITH FRIENDS. I OVERCAME IT BY ENSURING THAT THE RESTAURANT WE PICKED HAD GOOD AF DRINK OPTIONS.

PHOTO HIGHLIGHTS

#NOTICENATURE

Going for a walk or spending time in nature are effective ways to improve your mental well-being. Post a photo spending time in nature this week.

#CREATIVEENERGY

The flow of hormones you experience when you exercise naturally increases your creativity, productivity, and mood, so it's time to get moving! Post a photo of your workout or post-workout glow!

I'm proud of myself for...

1. STICKING TO THE CHALLENGE AND EXPERIENCING WHAT BEING AF CAN BE LIKE.
2. STAYING WITH THE CHALLENGE AND NAVIGATING THE TIMES WHEN I MAY TURN TO A DRINK TO RELAX BY USING THE TOOLS LEARNED!
3. BEING AF DURING THIS CHALLENGE AND TAKING A MORE HEALTHY, ACTIVE APPROACH IN MY LIFE.
4. STAYING ON THE AF COURSE AND SEEING THE BENEFITS OF BEING AF DURING THIS CHALLENGE.
5. RECOGNIZING AND BREAKING MY DRINKING HABITS DURING THIS CHALLENGE
6. STICKING AF AND ENJOYING THE BENEFITS OF NO HANGOVERS DURING THIS CHALLENGE.
7. MAINTAINING DISCIPLINE TO REMAIN AF DURING THIS CHALLENGE. I WAS EVEN ABLE TO RESTRAIN WHEN GOING OUT TO DINNER TO CELEBRATE MY DAD'S BIRTHDAY.
8. FINDING AF FREE WAYS TO DESTRESS DURING THIS CHALLENGE.
9. ACHIEVING MY EXERCISE GOAL ON 23/31 DAYS IN JANUARY!
10. COLLECTING 10K STEPS A DAY DURING THIS CHALLENGE.

PHOTO HIGHLIGHTS

#DRY22ROCKS

Show us how you've benefited from being AF by posting a photo of an alt plan you leaned on to address a trigger, like a new activity you tried or quality time with people you care about!

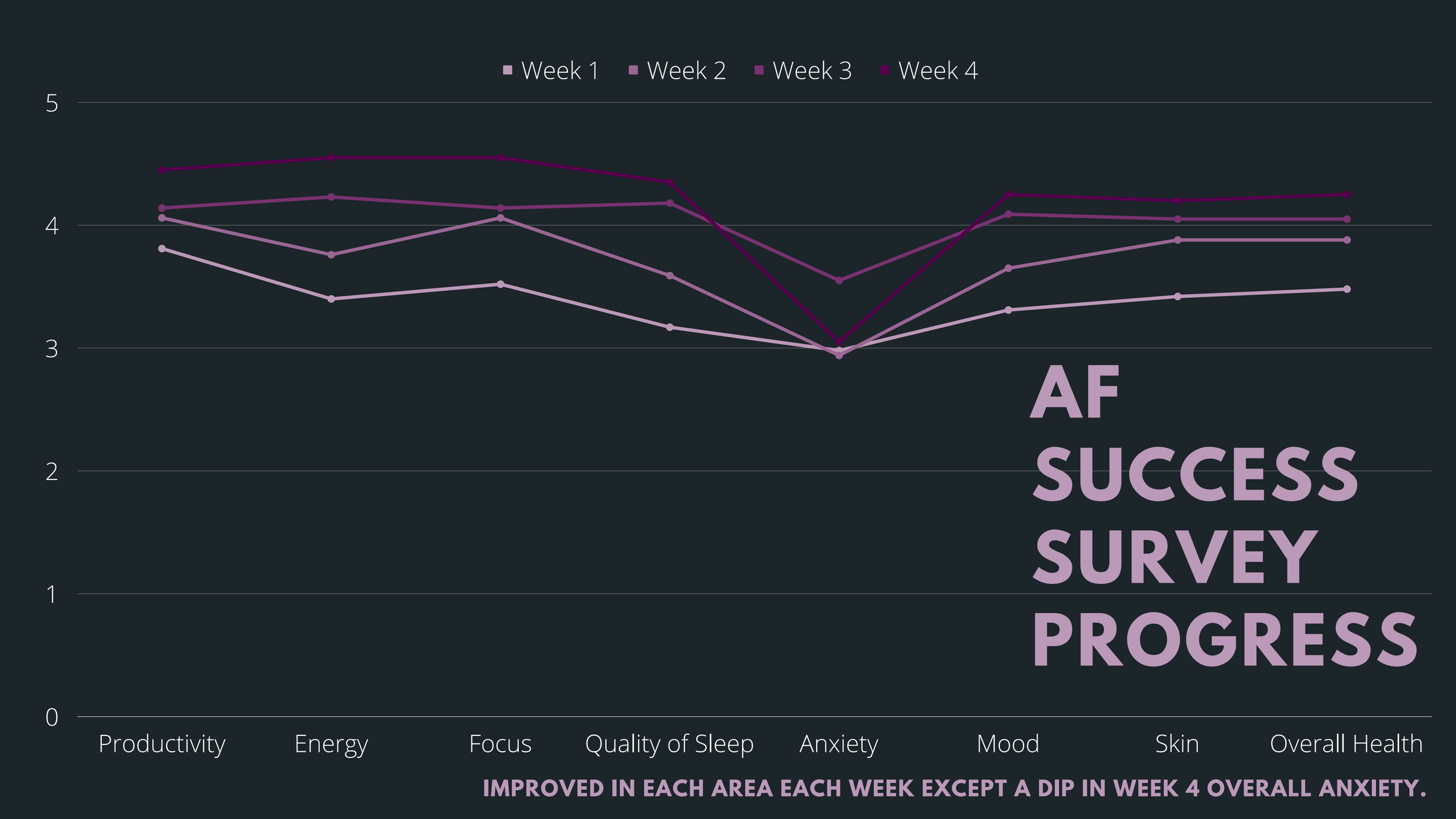
#TREATYOURSELF

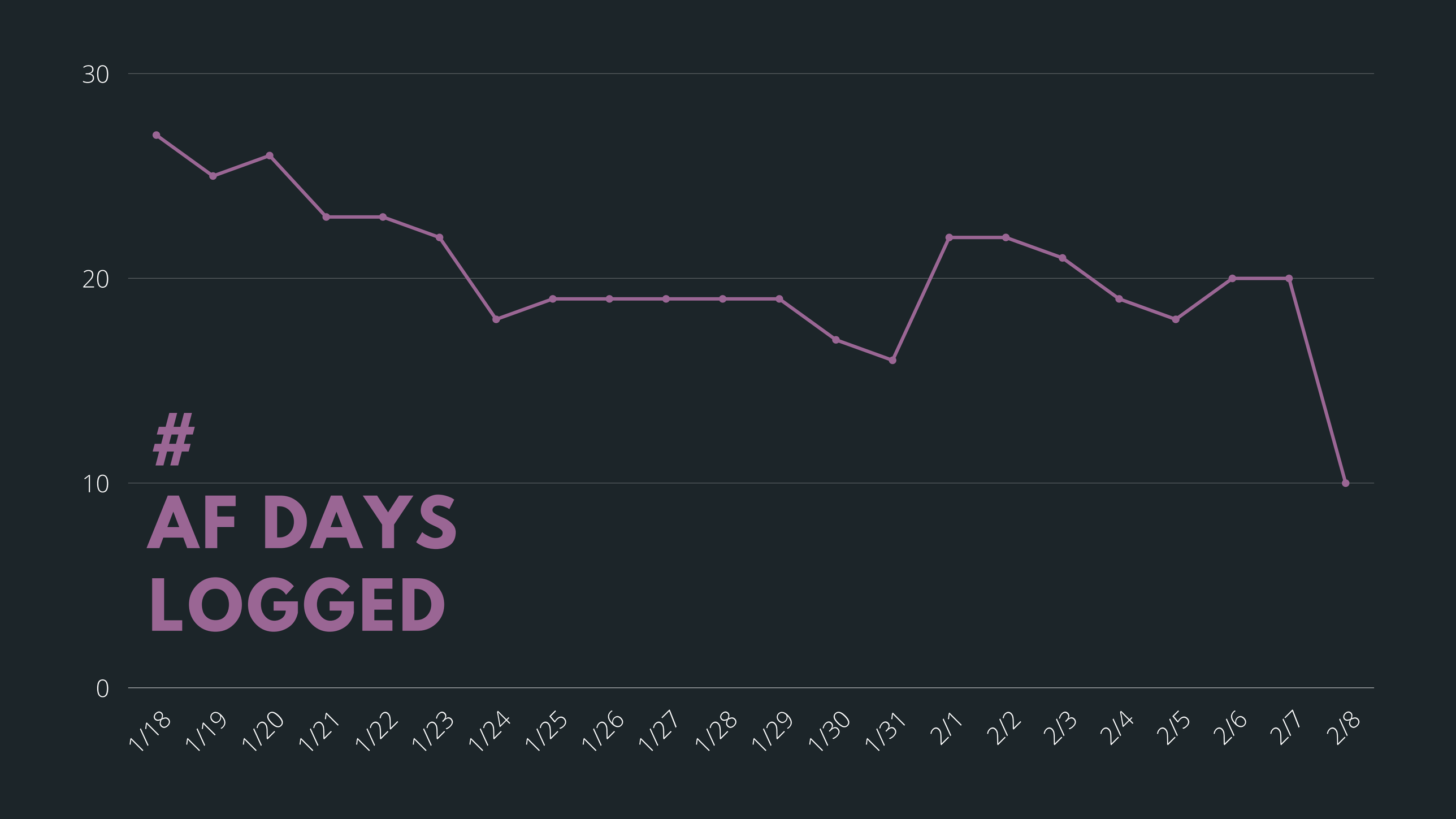
Have you calculated how much money you've saved by not drinking? Cash it in and post a photo of your self-care splurge!

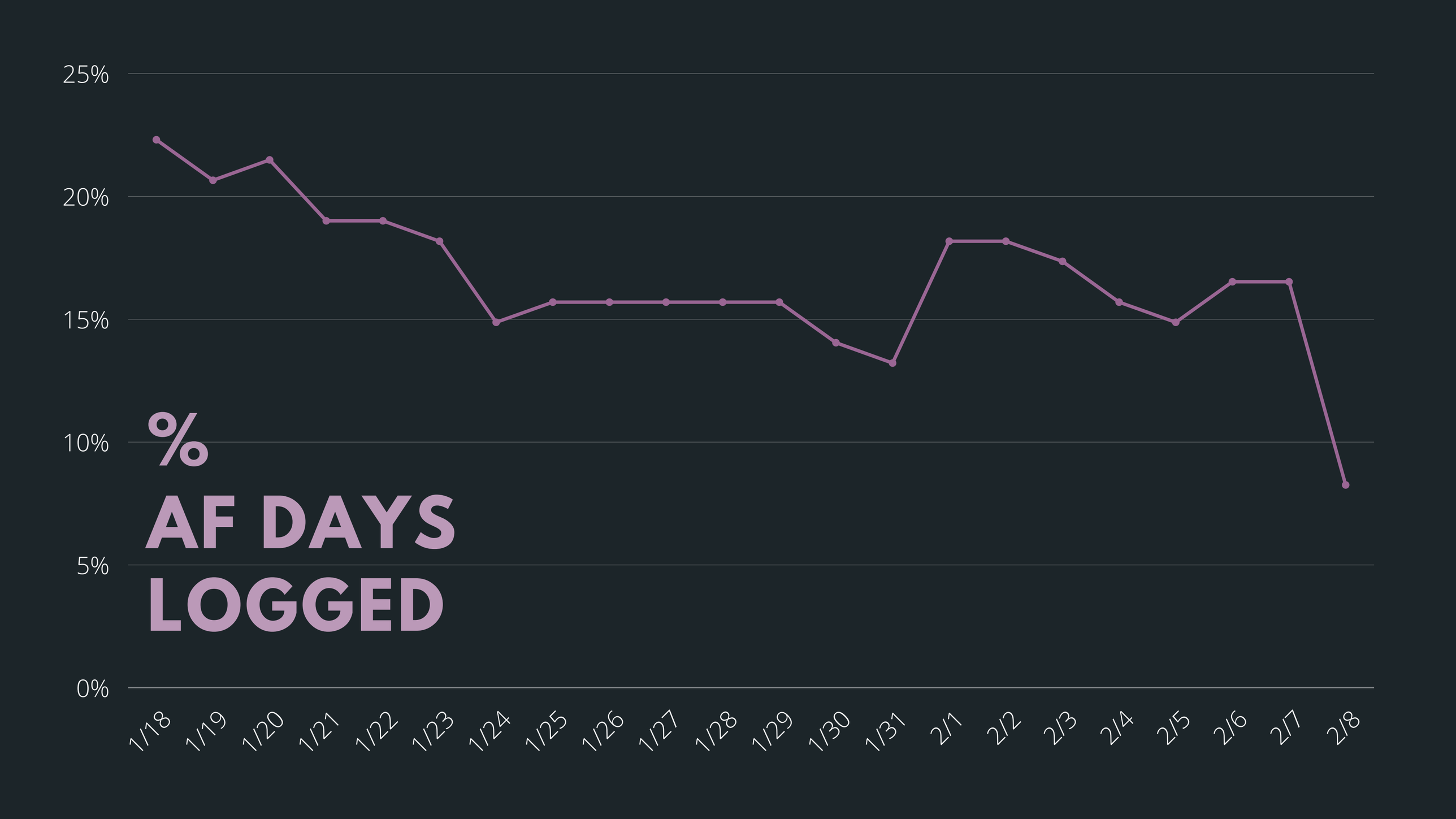
I completed the "Week 1 Survey".
I identified my alcohol triggers and made an alternative plan to counteract them.
I chose an AF activity to do last week.
I chose an alternative drink(s) and restocked my beverage options.
I assembled my AF support group.
I took a moment to observe how being AF has impacted my sleep.
I started putting the money I normally spend on alcohol into savings.
I spent 15 minutes in nature to help de-stress.
I took a few minutes to do a breathing exercise to regulate my neurotransmitters.
I spent quality time socializing with friends, partners, or family members.
I intentionally added more protein, omega-3 fats, and dark, leafy vegetables into my diet to help replenish my neurotransmitters.
I engaged in a form of movement to help increase my GABA.
I found an alcohol-free (AF) way to relax, relieve stress, and naturally calm my nervous system.
I harnessed my creativity and got into a creative flow to increase my dopamine.
I thought about situations where I no longer want to include alcohol and times I really enjoy including alcohol.
I set drinking guidelines for myself for when this Challenge is over.
I practiced the “Sipping Smarter Exercise” with a non-alcoholic beverage.
I planned a social gathering with friends that didn’t involve alcohol.
I cashed in my Dry 22 savings!
I completed the “Crossroads Exercise”.
I wrote down 3 things I am truly grateful for and basked in them!
I celebrated (or made plans to celebrate) with a non-alcohol related reward!
DAILY TASKS
0%
25%
50%
75%
100%

AF SUCCESS SURVEYS

WEEK 1	WEEK 2	WEEK 3	WEEK 4
#	#	#	#
46	17	19	20
%	%	%	%
38	14.05	15.7	16.5


Week 1
Week 2
Week 3
Week 4
5
4
3
2
1
0
Productivity
Energy
Focus
Quality of Sleep
Anxiety
Mood
Skin
Overall Health
AF SUCCESS SURVEY PROGRESS
IMPROVED IN EACH AREA EACH WEEK EXCEPT A DIP IN WEEK 4 OVERALL ANXIETY.


30
20
10
0
#
AF DAYS
LOGGED
1/18
1/19
1/20
1/21
1/22
1/23
1/24
1/25
1/26
1/27
1/28
1/29
1/30
1/31
2/1
2/2
2/3
2/4
2/5
2/6
2/7
2/8


25%
20%
15%
10%
5%
0%
%
AF DAYS
LOGGED
1/18
1/19
1/20
1/21
1/22
1/23
1/24
1/25
1/26
1/27
1/28
1/29
1/30
1/31
2/1
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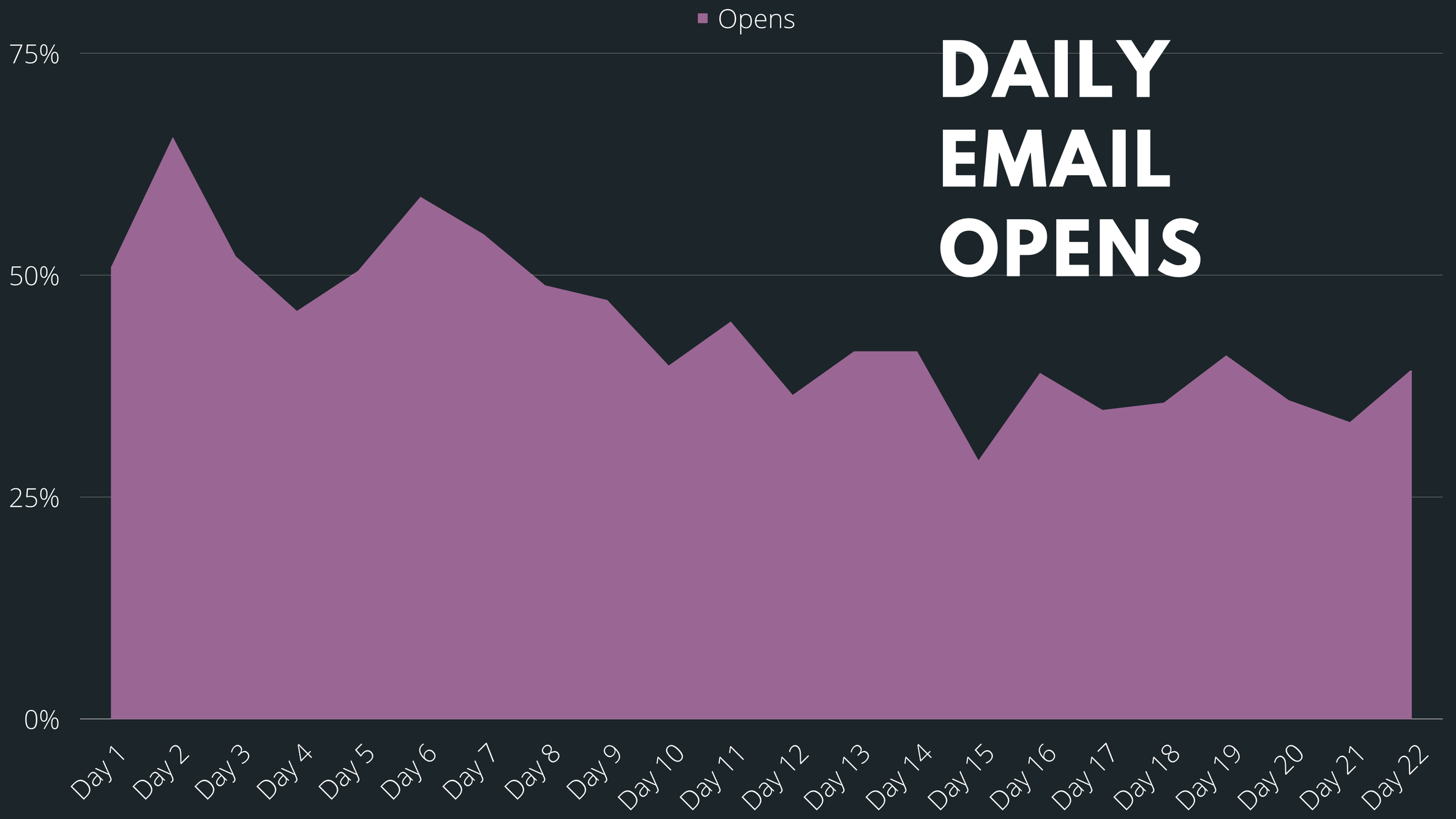
2/4
2/5
2/6
2/7
2/8

DAILY EMAIL OPENS



GRATITUDE

- Better energy, enjoying time with friends without alcohol, and being able to participate in this challenge with my colleagues
- Firstly, I am extremely grateful to KKR for going lengths to ensure the well-being of their employees. Being part of the AF challenge, grateful for the insights learned, and mechanisms to cope with anxiety.
- I am grateful for all the information shared throughout the challenge so I was able to make better informed choices. I also appreciated the shared employee experience and the encouragement!
- I know I can change my habits and enjoy AF drink during the weekend
- I thought I needed a glass of wine to fall asleep at night. I realized that I actually sleep better without it! I will still enjoy a glass here and there but it is no longer a part of my nightly routine!
- Increased consciousness of when alcohol is required vs not in social situations. More confidence to say no vs social norms
- Motivating yourself together with other participants is a cool challenge. To seriously think about your health and to consume conscious drinks and foods differently and to question them. I find the given opportunity and possibility great. Thank you very much for this.
- The fact that I was able to go through it and include 8 additional days (prove to myself)

DAY 22