



cleo

Designed to support every stage of self-care, parenting and caregiving, because no matter who you are, we are all caring for someone.



How are your employees **really** doing?

The latest research shows

77%

Of workers have experienced workplace **burnout**¹

65%

Of parents and caregivers are feeling **isolated**²

Taking care of employees is taking care of business.

MENTAL HEALTH

78%

Of participants in Cleo's Mental Health program report an overall improvement¹

BALANCE

80%

Of Cleo members agree that Cleo saved them time by providing the resources, answers, or help needed as a working parent¹

FAMILY SUPPORT

86%

Of Cleo members agree that Cleo helps them support the needs of their family¹

IMPROVED RETENTION

97%

Of Cleo parents who return to work after the birth of a child¹

Sources:

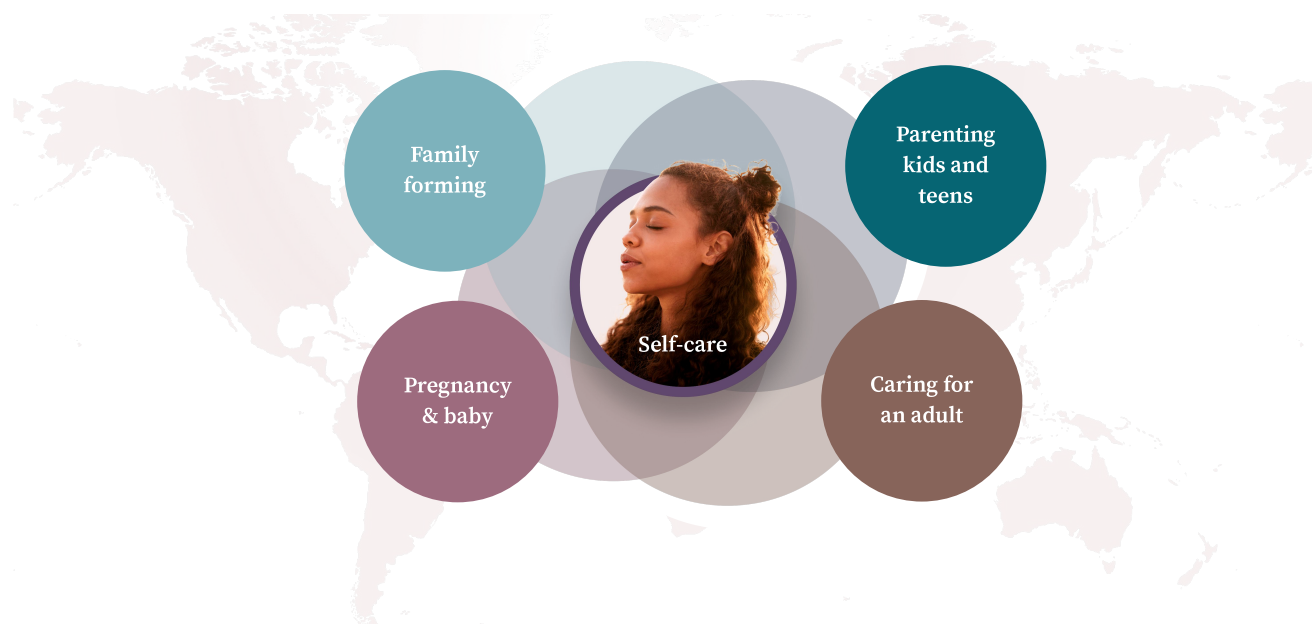
1. Data on file

2. Cleo Family Health Index, Sept 2022 (n=950)



Transform lives by providing comprehensive support with Cleo

Employees can access Cleo for proactive and evidence-based care including: family forming, pregnancy and postpartum, parenting and caregiving for newborns and children of all ages, caring for a loved one, and self-care for all journeys.



Family forming and parenting support

- Family planning, all paths to parenthood
- Pregnancy, postpartum, healing, and mental health
- Miscarriage and loss
- Baby, children, and teen developmental milestones
- Sourcing and vetting childcare solutions
- Support for kids and teens with neurodivergence
- Special health care needs
- Cancer care
- Mental health support
- Discipline and setting boundaries
- Nutrition and positive body image
- College & future planning

Caregiving support

- Healthy aging and support focused on health or aging-related concerns
- Planning for long term care, including financial, legal, home care, and housing
- Finding a medical provider, health plan, or community resource
- Caring for loved ones with health conditions, special needs, or complex care needs
- Cancer care and support
- Depression and combating loneliness
- End-of-life care

All around self-care

- Concierge task support
 - Planning for future care
 - Balancing caregiving and parenting responsibilities
 - Cancer care and support
 - Sleep, nutrition, and physical activity
 - Career coaching
 - Emotional wellness and addressing burnout
 - Stress management and self-care
 - Menopause support and guidance
 - Grief and loss support
- + more across all categories*



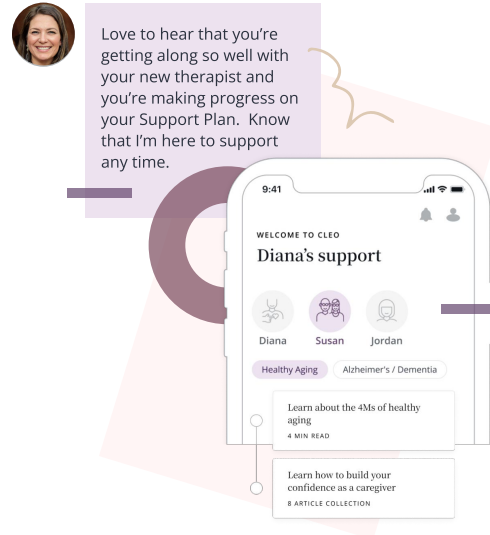
How Cleo works

Employees and one additional family support partner (spouse, family member, co-caregiver) can access:

Dedicated Cleo Guide, supported by specialists and concierge task teams: Members have unlimited access to a dedicated Cleo Guide who has the caregiving expertise to support their needs, backed by a team of specialists and skilled task support. Through this coordinated support, the Cleo team empowers members to be more confident and competent in caring for their loved ones and taking care of their own health.

Worldwide coverage with regional experts: Cleo is available to individuals and families all around the world, with 40+ specialties and 15+ Guide-supported languages. One out of every five Cleo members resides outside the United States and receives culturally concordant care and support from a Guide based in their region.

24/7 support in the Cleo app: Members get everything they need to thrive through Cleo's easy-to-use app. Cleo Support Plans are designed to help members tackle one task at a time, learn from curated articles, and discover other resources. Members are regularly assessed for burnout and supported with personalized interventions and content. Cleo also offers on-demand and live webinars, group sessions, and educational classes, allowing members to learn on their own time or connect with others.



Clients and members worldwide value Cleo's commitment to supporting diverse families and individuals.

GLOBAL MEMBERSHIP

70+

Countries where Cleo members reside

GLOBAL SUPPORT

40%

Of Cleo clients utilize Cleo support outside of the US

BOOK OF BUSINESS

220+

Cleo is trusted by over 220 employers

CLEO MEMBER NPS

65

Member net promoter score

“The fact that I get to utilize Cleo and experience how amazing it is makes me really want to ensure that all our employees know about this support benefit. I have been with [my Guide] and couldn't imagine where I would be without her and all the support sessions I have gotten through her have really stood up to the expectation.

Cleo Member and Cleo Customer
Benefits Executive

Cleo's Ideal Customer Profile

Cleo's mission is to advance global family well-being through proactive, individualized support that guides **prospective and current parents and caregivers**. Here's our Ideal Customer Profile (ICP) where you can read about their key attributes, goals, alignment, as well as how they grow with Cleo.

Who is Cleo for?

- Industries: Cleo's book of business includes computer software, professional services, food and beverage, financial services, healthcare, manufacturing, and more.
- Location: US or US-based with a global workforce

When to recommend Cleo

If any of these buzzwords resonate with your client's business needs or goals, Cleo provides a solution.

- Family-friendly benefits
- Benefits equity
- Recruitment & retention
- Return to work
- Behavioral health
- Productivity
- Absenteeism
- Diversity, equity, & inclusion
- Fertility
- Parenting
- Caregiving
- Childcare
- Eldercare
- Menopause
- Emotional wellness
- Grief and loss support

Buyer overview

At Cleo, **89% of our customers have already implemented a fertility benefit** or offer fertility coverage through their health plan. The majority of Cleo customers also have a **mental health benefit or consider mental health a priority**. Buyers who recognize the importance of these benefits are likely to consider more inclusive family benefits as a natural progression of comprehensive support. Benefits leaders advocating for Cleo often have firsthand experience as parents or caregivers. Their personal understanding of the value of parenting and caregiving support drives them to consider family benefits as an essential component of a supportive, comprehensive, and forward-thinking benefits strategy.

Goals and motivations for family support benefits

Our ideal customer understands that investing in family benefits contributes to the overall well-being of employees. This customer values **benefits equity for the 50-70% of employees who are parenting and/or caregiving**, recognizes challenges specific to the **sandwich generation**, and offers Cleo to some or all of their **global workforce**.

This customer is looking to **foster a diverse workforce**, including individuals from different backgrounds, genders, and family structures and **save all employees time navigating parenting and caregiving challenges**, like finding childcare or caring for an aging loved one from afar.

Product alignment

Overall, a growing **40% of our direct customers have expanded an area of support with Cleo**. Our ideal customer started by offering Cleo for their employees who are planning for a family, expecting a child, or caring for a newborn. This group has the opportunity to expand parenting and caregiving support for parents as their children grow and new caregivers.

For new customers who match some of these ideal attributes but don't yet offer Cleo, they might have a **caregiving benefit and/or neurodivergence benefit that could be replaced by Cleo**. New customers may also have a **mental health benefit in place and want to drive earlier identification of mental health challenges** and higher utilization.

Benefits of Cleo and points of satisfaction

- **Vendor consolidation:** single family benefits front door for all family and caregiving needs worldwide
- **Demonstrated engagement and impact reporting** validated utilization and outcomes across Cleo portfolio
- **Benefit referrals** and recommendations for members that **amplify usage of other employer benefits** and programs, including **mental health**
- Cleo support **goes beyond concierge care support**, saving members time while providing expert guidance

Potential pain points

Perceived overlap between other family, fertility, or mental health benefits during the buying process.

- **Cleo is uniquely positioned to complement and amplify fertility benefits as well as mental health benefits.** Cleo is well positioned to replace any existing neurodivergence or caregiving benefits while providing a smooth transition for employees.

For caregiving, there's an appetite from customers and members to be able to add more than one additional supporter to the Cleo platform to coordinate care and chat with the guide; this is on our roadmap for 2025.

When should you recommend Cleo?

When engaging with your clients, keep an ear out for these “trigger words,” buzzwords, or phrases. If any of these resonate with their business needs or goals, Cleo provides a solution. Cleo’s generational caregiving platform is designed to support the specific needs of prospective and current parents and caregivers, both at home and at work.



For clients focused on:

- Diversity, Equity, and Inclusion (DEI)
- LGBTQ+ support
- Family-friendly benefits
- Fertility
- Self-care support
- Parenting support
- Caregiving and eldercare
- EAP and EAP utilization
- Mental health
- Women’s health
- Menopause support
- Grief & loss

For clients looking to improve:

- Productivity
- Recruitment & retention
- Reduction in absenteeism rates
- Reduction in presenteeism rates and “quiet quitting”
- Employee morale
- Mental health

82%

Of Cleo members agree that their company cares about their needs as someone planning a family, a working parent, or a family caregiver

For clients looking to reduce spending on:

- Behavioral health
- Neurodivergence
- Pregnancy and birth support
- Attrition
- Hidden costs of productivity loss

Topics to consider when considering Cleo

Diversity, Equity, and Inclusion (DEI): Cleo supports women, Black, Latino, and indigenous people who experience disproportionate health inequities and responsibilities due to parenting and caregiving.

LGBTQ+ support: Support for LGBTQ+ children and their caregivers themselves is a core component of Cleo's offering, fostering an inclusive and affirming environment for families of all backgrounds.

Family-friendly benefits: Cleo's offering is centered around families, from those looking to grow their families to those already parenting or caring for adult loved ones.

Fertility: Cleo offers guidance related to fertility options, including IVF, IUI, egg freezing, finding a fertility clinic, and more, empowering individuals and couples on their unique journey to parenthood.

Parenting support: Support for parents of children of all ages is a core component the Cleo offering.

Caregiving and eldercare: This support is a core component of Cleo's Caregiving offering.

EAP and EAP utilization: Cleo is a holistic solution that works in conjunction with the shorter-term solutions EAPs provide. Cleo refers members to their EAP more than any other benefit.

Menopause support: Menopause is a highly personal experience, with a wide variation of symptoms and challenges that can impact daily life, that's why menopause is included with Cleo's Self-care support.

Self-care support: Cleo's delivers practical, actionable tips for how to stay engaged as a caregiver and employee and how to care for oneself while caring for others.

Grief and loss: Cleo's Guide-driven member experience, expert content, and digital platform are designed to support members if they experience grief and loss at any stage.

Recruitment and retention: Nearly 80% of employers say that caregiving benefits are vital to efforts to attract employees and 55% of employees said they would leave for better family benefits.

Productivity: Cleo supports employees' home life and mental health, so they're able to focus at work.

Absenteeism rates: Cleo connects caregivers with child care options as well as adult caregiving support, so that employees save time during the search for these services and don't have to miss work.

Presenteeism and "quiet quitting" rates: More than 60% of working parents have reported experiencing burnout. Cleo proactively addresses burnout before it becomes overwhelming.

Employee morale: Cleo supports employees' home life so they're able to thrive at work. Our support includes career coaching, navigating return to work, and more.

Behavioral health: Cleo provides emotional wellness coaching as standalone mental health support or to complement and amplify existing mental health benefits; this support lowers healthcare costs due to improved depression and anxiety and improved productivity.

Neurodivergence: Support for neurodivergent children and teens is a core component of Cleo's offering which allows clients to consolidate benefits if they are currently offering a point solution for this support.

Pregnancy and birthing: Providing pregnancy and birth support with Cleo can decrease costs for an employer through improvements in PMAD, safely reduced cesarean sections, safely increased VBAC, safely reduced newborn ER and hospital care, reduced attrition, improved productivity, and more.

