



cleo

Overview of Cleo





Cleo is the family-centered care solution for the modern workforce

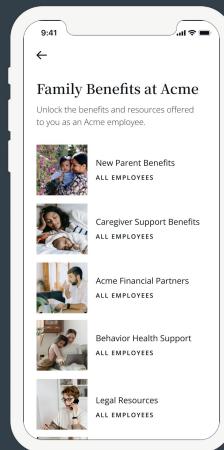
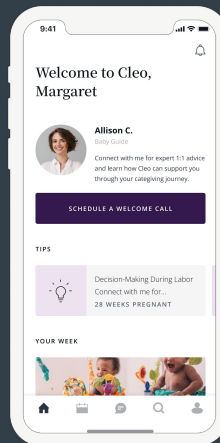
Cleo Guides: Proactive, allied health professionals assigned per family



**Doulas, Midwives | Therapists
Social Workers | Clinical Specialists**



Always on, **personalized**
Caregiver journey



**Messaging | Video | Workshops
Coaching | Content | Benefits Navigation**

Why are employers focused on family-centered care?

Health & Wellbeing

Diversity, Equity, & Inclusion

Workforce Resilience & Retention

Employer Brand & Recruiting

A woman with long braids is sitting on a grey couch, looking down at a silver laptop. A young child with curly hair and a white bow is sitting next to her, looking towards the left. The background shows a window and a wooden easel.

This feels like a million questions a day

My 8 month old isn't sleeping, and I can't think straight.

My manager doesn't seem to understand my caregiving demands.

My mom sounded confused today on the phone. Is she ok?

I can't find affordable childcare - what do I do?

Are my kids reading at the right levels?

I don't have the time or energy to find a therapist, but I think I need one.

My 2 year old is nonverbal. Is this normal?

My father is refusing to engage in his OT after his fall. How do I get help?

What's positive parenting and how can I learn more?

How do I get ready to go back to work after my parental leave?



Cleo is the family-centered care solution

Global Care Network

Trusted and specialized care teams providing 1:1 support to working parents and family caregivers to address the spectrum of family needs

Outcome-Driven LifePathsSM

Powered by predictive and prescriptive insights, Cleo's proprietary LifePathsSM recommend next best actions to improve care for high risk and rising-risk members

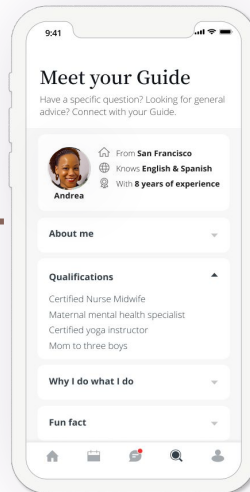
Family Digital Platform

Best-in-class technology that delivers a highly personalized, curated and omni-channel member experience focused on end-to-end support

A deep bench
of guides and
specialists,
dedicated to
supporting
families



Cleo Member



Cleo Guide

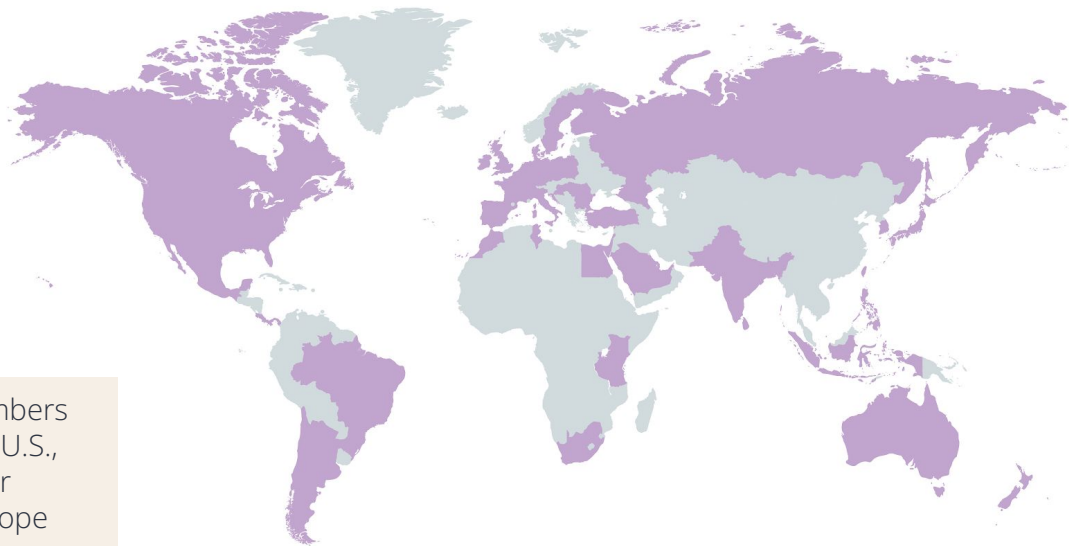
An interdisciplinary care team



A global & diverse care network

Serving workforces in **55+ countries** with localized support in 15 languages (and counting)

Countries where Cleo members live

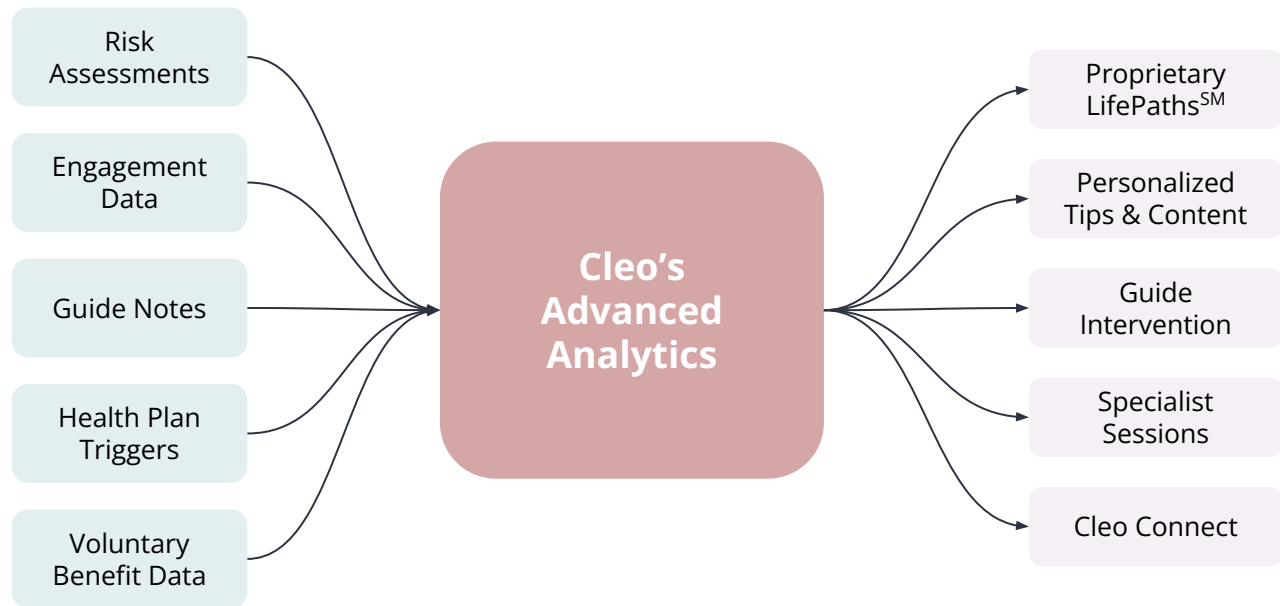


20% of Cleo's members are outside of the U.S., with rapid member growth across Europe and India.

Guide languages:

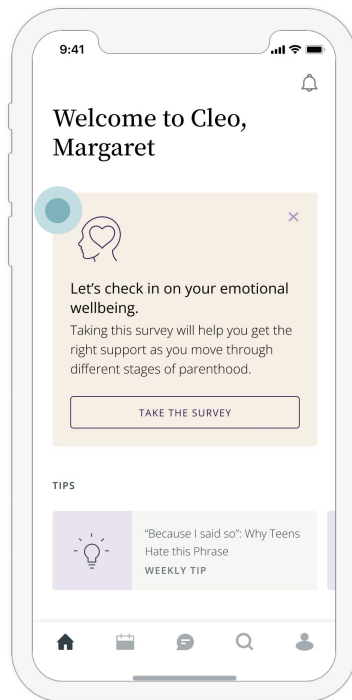
1. Danish
2. Dutch
3. English
4. Farsi
5. French
6. German
7. Hindi
8. Indonesian
9. Japanese
10. Mandarin
11. Polish
12. Portuguese
13. Spanish
14. Tamil
15. Urdu

Leveraging
advanced
analytics to
personalize
the family care
experience



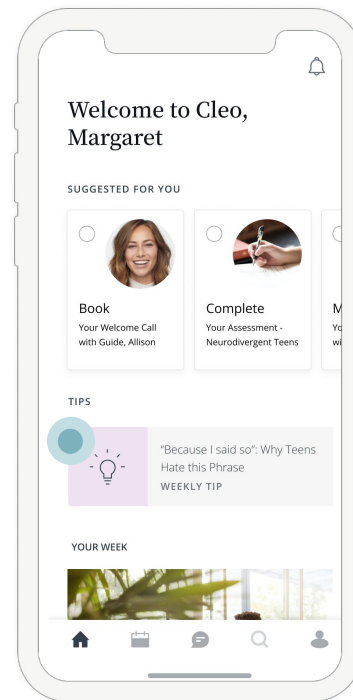
Holistic, proactive engagement model

PROACTIVE OUTREACH

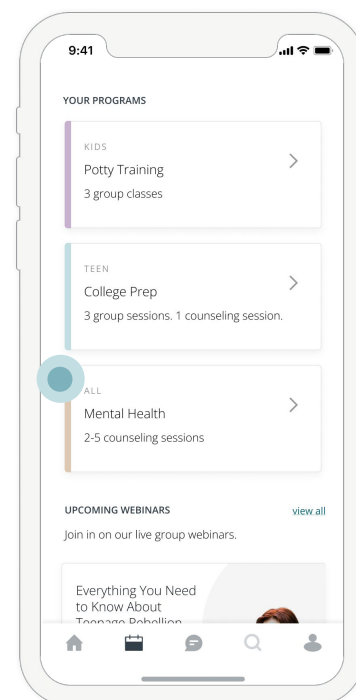


Risk Assessment &
Outcome Measurement

PERSONALIZED NEXT BEST ACTIONS

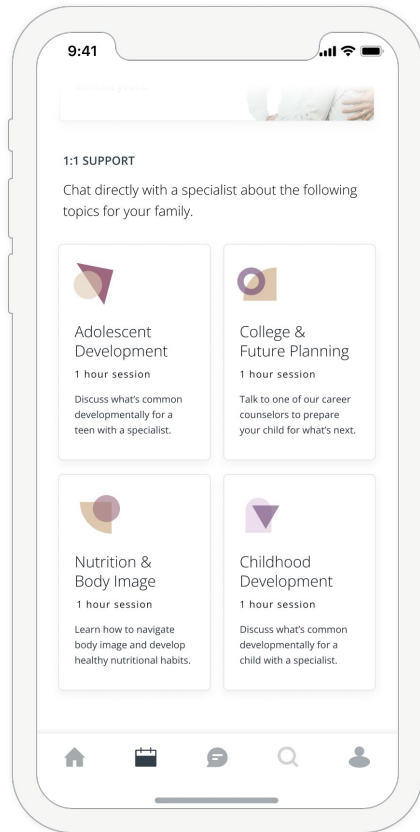


Personalized Tips &
Content



Targeted Support
Sessions

Always-on
experience
allows
members to
engage on
their terms



Trusted longitudinal relationship
with designated Cleo Guide

LifePathsSM to support high need
members, like NICU, Mental Health,
Neurodiversity, & Alzheimer's disease

Curated **articles, videos, expert
workshops, personalized tips** and
in-app assessments

Cleo Connect: group sessions across
family cohorts

Health plans & employer **benefits
integration and navigation**

Delivering value & outcomes across four key pillars

Member Experience

Net Promoter Score (NPS)

Customer Satisfaction (CSAT)

Perceived value with Cleo

Engagement with Cleo's support

Retention Loyalty

Family Health Outcomes

Early identification and treatment of depression and anxiety

Improved Caregiver Confidence and Wellbeing

Maternity-related outcomes (e.g., reduced C-section, preterm birth)

Decrease ED visits & readmission rates (e.g., post NICU, high risk peds)

Fall Risk Assessment

Workforce Engagement and DEI

Improvement in Productivity; Decrease in Absenteeism

Improved Confidence in Returning to Work (parental or family leave)

Employee Retention rate

Inclusion, Diversity & Belonging score

Navigation Support

Referral to Care Management

Referral to Employer Benefits

Referral to In-Network Providers

Referral to Community Resources

Supporting SDoH

Finding Child Care solutions

Finding Home Care Providers

Finding Senior Housing Options

Cleo drives impact

FAMILY HEALTH

71%

Of members report that Cleo helped them **have higher confidence as a parent**

COMPANY PERFORMANCE

90%

Cleo **members say they would stay** with current employer if they have another child

WORKFORCE HEALTH

79%

Of members report an **improvement to their mental health** in 6 weeks

EMPLOYER BRAND

24%

Cleo members are 24% **more likely to feel valued as a working parent** compared to non-Cleo members

Our comprehensive family support platform is trusted by 130+ leading global employers



Appendix



OUR VISION

Employers pioneer the
next generation of
family-centered care,
powered by Cleo



Great employers deliver proactive, holistic family-centered care for working families



Maximize the benefit of Cleo's end-to-end solution

How Cleo works with your existing benefits or those you are considering

Complement

- Child care
- Fertility
- Mental health
- Telemedicine

Included

- Maternity
- Caregiving
- Wellness

8-10

The number of additional benefits our clients typically list within the Cleo app