



# cleo

Overview of Cleo





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

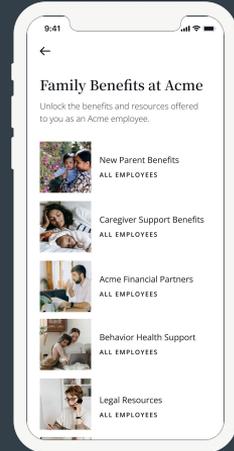
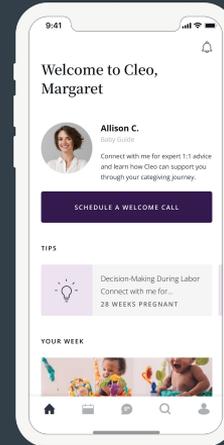
**Cleo Guides:** Proactive, allied health professionals assigned per family



**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



**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 LifePaths<sup>SM</sup>

Powered by predictive and prescriptive insights, Cleo's proprietary LifePaths<sup>SM</sup> 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

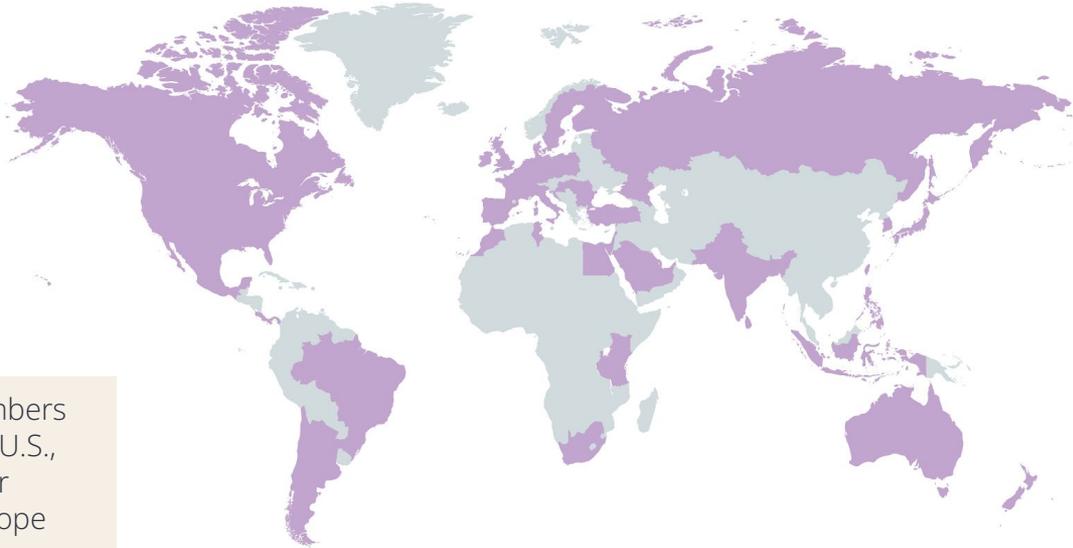
A deep bench of guides and specialists, dedicated to supporting families



# A global & diverse care network

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

## Countries where Cleo members live

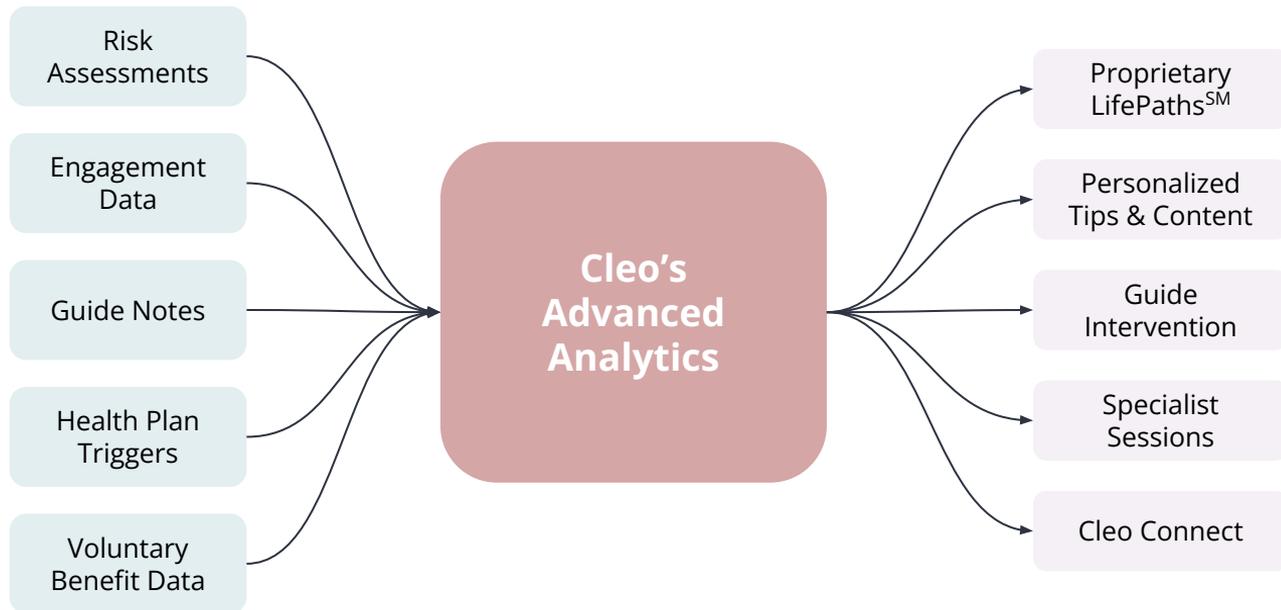


20% of Cleo's members are outside of the U.S., with rapid member growth across Europe and India.

## Guide languages:

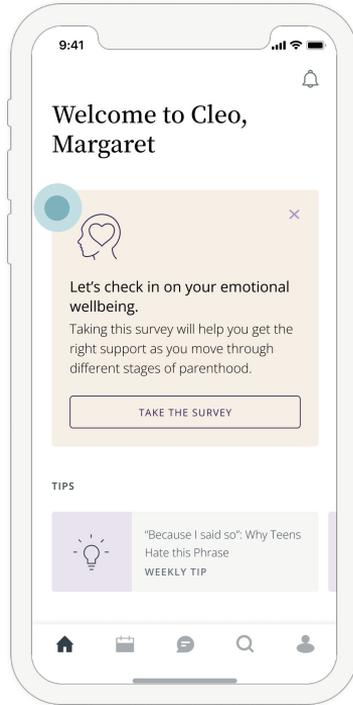
1. Danish
2. Dutch
3. English
4. Farsi
5. French
6. German
7. Hindi
8. Indonesian
9. Japanese
10. Mandarin
11. Polish
12. Portuguese
13. Spanish
14. Tamil
15. Urdu

Leveraging advanced analytics to personalize the family care experience



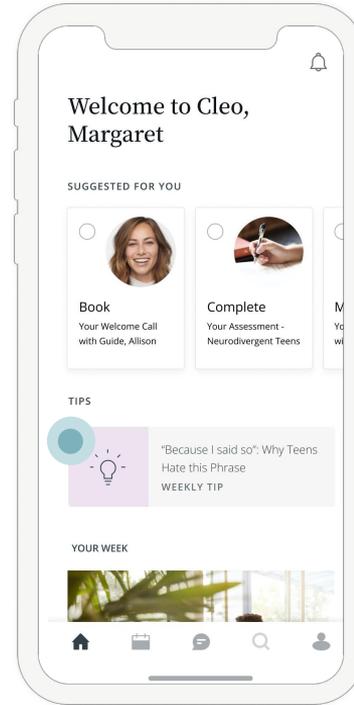
## Holistic, proactive engagement model

### PROACTIVE OUTREACH

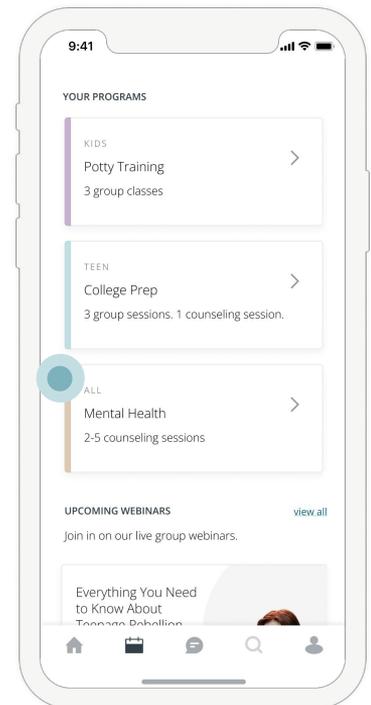


Risk Assessment &  
Outcome Measurement

### PERSONALIZED NEXT BEST ACTIONS

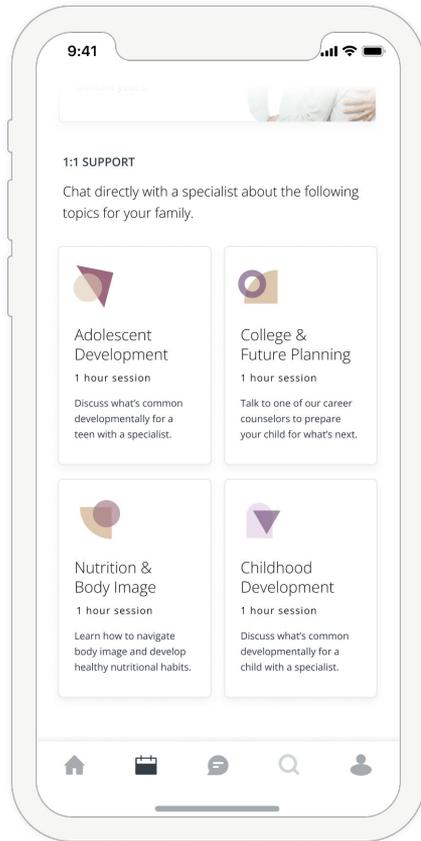


Personalized Tips &  
Content



Targeted Support  
Sessions

Always-on  
experience  
allows  
members to  
engage on  
their terms



**Trusted longitudinal relationship**  
with designated Cleo Guide

**LifePaths<sup>SM</sup>** 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

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



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# Appendix

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OUR VISION

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



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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

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- Child care
- Fertility
- Mental health
- Telemedicine

## Included

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- Maternity
- Caregiving
- Wellness

**8-10**

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