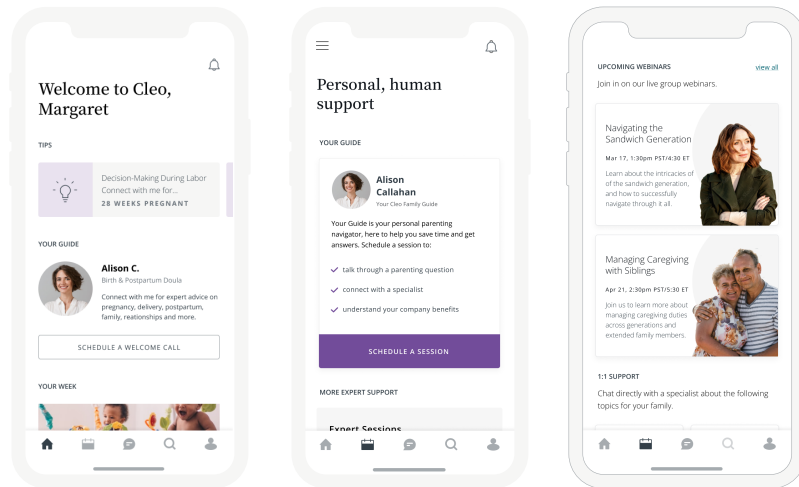




The leading global caregiver support system helping working families thrive

Through our global support model, Cleo helps working families better balance family, health, and work. Through our integrated experience, Cleo directs parents & caregivers to the best possible healthcare decisions, promotes healthy behaviors, and intervenes with expert guidance at critical moments in the caregiving journey, from family planning through parenting and caregiving for an adult loved one.



3 in 4

WORKERS HAS CAREGIVING RESPONSIBILITIES

Whether an individual is planning to start a family, parenting, or caring for an adult loved one, our workforce is comprised of caregivers.

79%

OF PARENTS ARE WORRIED ABOUT THEIR CHILD'S MENTAL HEALTH

The stressors placed on children and parents continue to grow, fueling additional burnout, depression & anxiety, and impacting employee productivity & retention.

1 in 6

WORKERS ASSIST IN THE CARE OF AN ELDERLY OR DISABLED LOVED ONE

The number of caregivers of an adult loved one grows everyday. Moreover, it is increasingly common for individuals to find themselves in the "sandwich generation" - caring for an adult loved one while also growing their own family.

70%

OF PARENTS & CAREGIVERS EXPERIENCE ANXIETY & DEPRESSION

The strain placed on parents & caregivers has a direct impact on their health and wellbeing, productivity, and longevity in the workforce.

The Cleo support philosophy

Personalized coaching with a proactive, one-on-one Guide

Every Cleo family is matched with a Cleo Guide, a health and caregiving expert, who stays with them for their entire journey with Cleo and provides proactive advice and support on all relevant topics across health, caregiving, relationships, and career.

Risk intervention and clinical programs

Different from telehealth solutions, Cleo proactively screens and guides families, improving health outcomes. Cleo's clinical programs are designed to get ahead of common challenges and help families plan for each step of their caregiving journey.

Personalized digital experience to connect the needs of the whole family

Employees and their partners use the Cleo app to message their Guide and care team, read personalized content, receive health and caregiving tips, join live group workshops with experts and other Cleo families, take health assessments, & more.

Cleo delivers value across three pillars of family health:

HEALTH & WELLNESS

61%

of Cleo members report that support received from Cleo helped them **improve their mental health and wellbeing**

PARENTING & CAREGIVING

71%

of Cleo members report that support they received from Cleo helped them have **higher confidence as a caregiver**

WORK & CAREER

47%

of Cleo members report that Cleo has helped them **better balance their work and caregiving responsibilities**

One integrated experience for all caregivers

Cleo Baby

FAMILY PLANNING, FERTILITY, EXPECTING, RETURN TO WORK, INFANT PARENTING

- Family planning - options, timing, etc
- Guidance on IVF, IUI, egg freezing
- Surrogacy, adoption & fostering
- Miscarriage & loss
- Emotional support & mental health screening
- Pregnancy & prenatal health
- Lactation & feeding support
- Sleep training
- Guidance on child care
- Leave planning & return to work
- Inclusive & culturally-concordant support
- And more

Cleo Kids

SUPPORT FOR PARENTS OF CHILDREN AGED 1 - 12 YEARS OLD

- Positive parenting & co-parenting
- Child care & school transitions
- Developmental milestones & navigating neurodivergence
- Feeding and pediatric nutrition
- Children's mental, physical, and sexual development
- Discipline & addressing challenging behaviors
- Addressing children's emotional wellbeing
- Vaccination reminders
- Inclusive & culturally-concordant support
- Career coaching
- And more

Cleo Teens

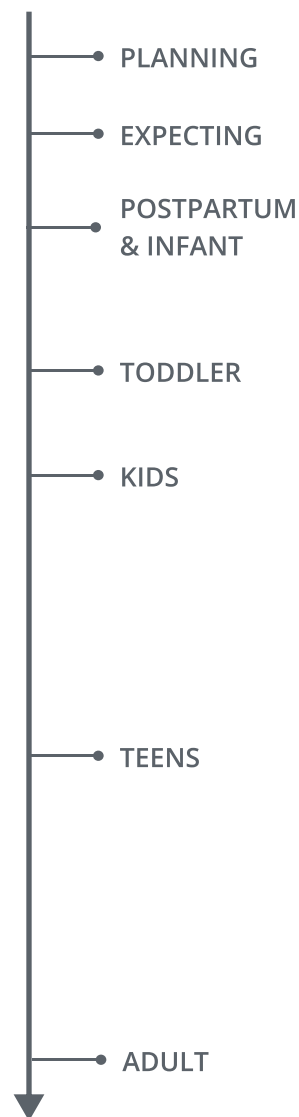
SUPPORT FOR PARENTS OF CHILDREN AGED 13 - 18 YEARS OLD

- Transition to middle and high school
- Mental health support for parents
- Nutrition and eating disorders
- Understanding adolescent development
- Support exploring gender identity
- Children's physical and sexual development
- Addressing children's self esteem & mental health
- Parental guidance for children's academics
- Planning for future and college
- Inclusive & culturally-concordant support
- Career coaching
- And more

Cleo Adult Care

SUPPORT FOR CAREGIVERS OF AN ADULT LOVED ONE

- Caregiver confidence & self-care
- Mental health support for caregivers
- Condition-specific education & planning
- Home care & transitions to senior housing
- Long-term planning (health, financial, and legal)
- Navigating insurance benefits & community resources
- Caregiving from a distance
- Inclusive & culturally-concordant support
- Career coaching
- And more



Employers choose Cleo

Employers choose Cleo as the foundation of their family support benefit. Cleo's 1:1 Guide model allows support to be adapted to the unique needs of each family - from the moment they consider starting a family through parenting & caregiving at all stages of life. Our whole family health approach and targeted, evidence-based interventions support families across health, caregiving, and career.



About Cleo

Headquartered in San Francisco, Cleo is backed by NEA, Greylock Partners, Transformation Capital, Felicis Ventures, and Forerunner Ventures. Cleo supports working families globally in over a dozen languages. Learn more at hicleo.com or email us at sales@hicleo.com.