



# cleo

The next generation of  
family-centered care





The cost of waiting to  
offer parenting &  
caregiving support is  
higher than ever before.

**\$12M+**

Annual cost of **productivity  
loss by caregivers** for an  
organization of 10K employees

**\$52M+**

Annual cost of **burnout among  
working parents** for an  
organization of 10K employees



# In the face of competing demands, family benefits take priority.

67%

Of employers say a lack of caregiver support negatively impacts the entire workforce<sup>1</sup>

80%

Nearly 80% of responding employers said that caregiving benefits are vital to efforts to attract and retain employees, and 66% believe these benefits could advance their diversity, equity and inclusion (DEI) goals<sup>2</sup>

77%

Of employers say family-friendly benefits are a priority over the next few years<sup>3</sup>



## CLEO'S CLIENT TRENDS

*Cleo clients & partners continue to expand family benefits. In the last year, **47% of our largest customers added at least one new area of support with Cleo**<sup>4</sup>*

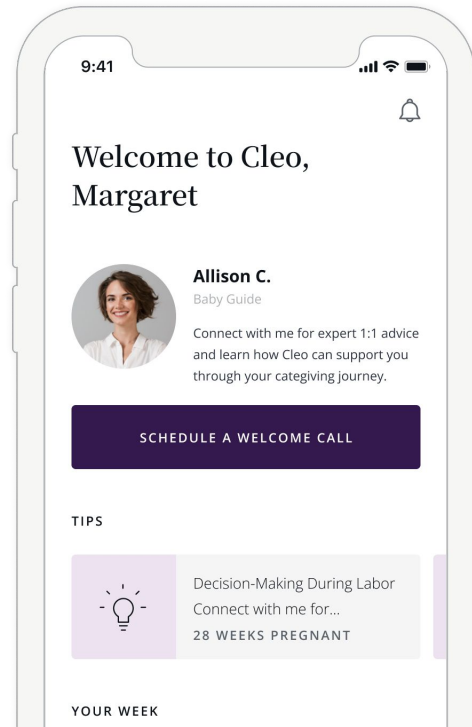


*Cleo is the first global family benefits platform to support every stage of parenting and caregiving, pioneering the next generation of family-centered care.*

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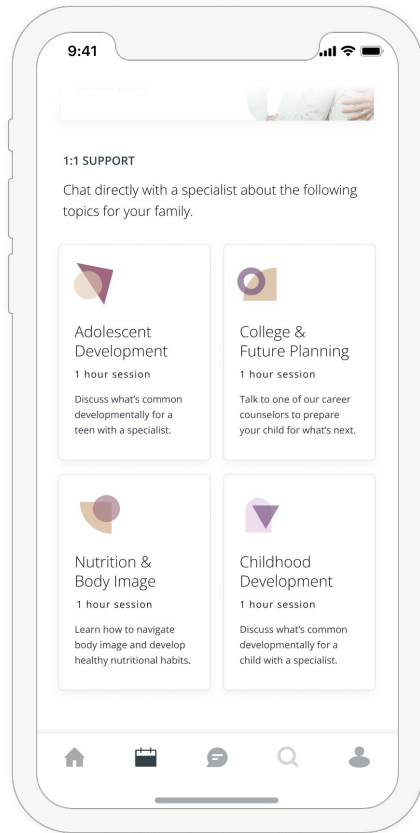


Cleo Guides: global parenting & caregiving experts



Digitally curated member experience & expert support system, designed for anyone caring for a loved one.

Always-on  
experience  
allows  
members to  
engage on  
their terms



**Trusted longitudinal relationship** with designated Cleo Guide

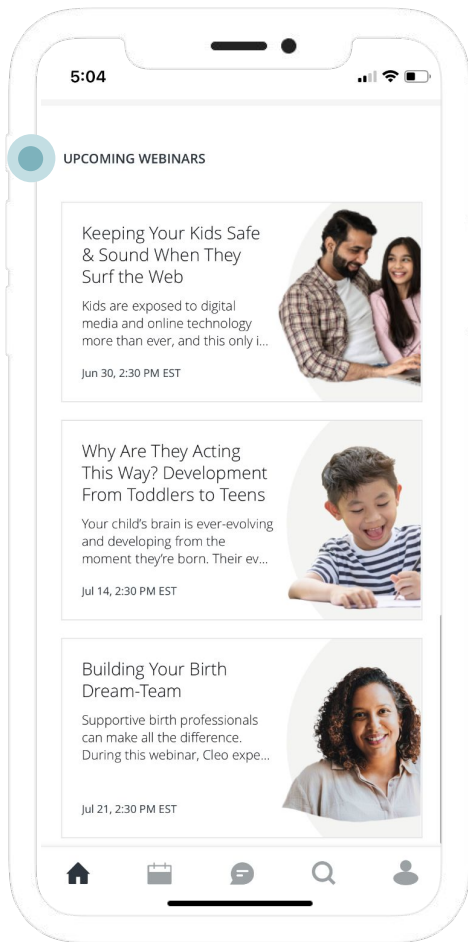
**LifePaths<sup>SM</sup>** to support high need members, like NICU, Mental Health, Neurodivergence, & Alzheimer's disease

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

**Cleo Connect:** group sessions across family cohorts



# Making community connections during all of life's ups and downs



Members can also engage in **group sessions** on relevant health and caregiving topics and **Cleo Connect** groups.

## Selection of Cleo Connect Groups:

- Prenatal
- Postpartum
- BIPOC families
- Mind/Body Fertility

“Thank you for **creating this safe space** for us to come share what we’re going through. The past few days have been testing our resilience and coming here today was so important to me. **I am already feeling like I can do this!** So thank you for being there.”  
- Cleo Connect Parent



Cleo drives  
real outcomes  
for employers,  
parents, &  
caregivers

## EMPLOYER IMPACT

**92%**

Return to work after  
parental leave

**80%**

Recommend their  
employer

**95%**

Cleo customer  
retention rate

## MEMBER IMPACT

**88%**

Cleo member  
activation rate

**70+**

Member NPS

**5+ hrs**

Time saved when  
supported  
finding child care



cleo

Cleo members love the support

