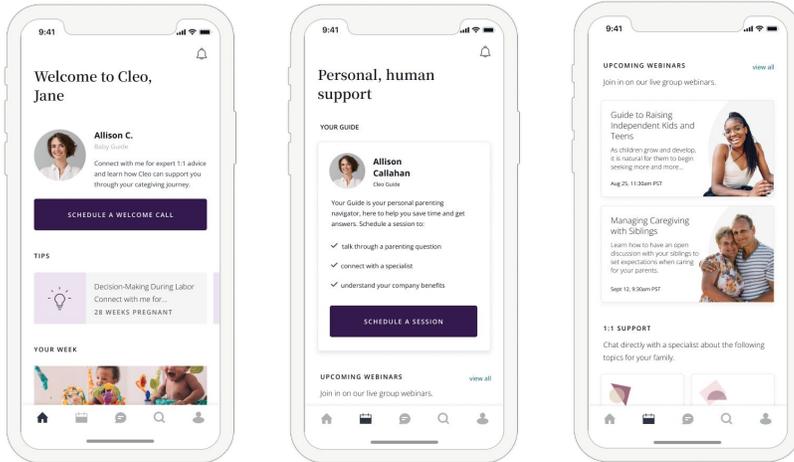




# The leading global parent & caregiver support system helping working families thrive

Through our global support model, Cleo helps working families better balance family, health, and work. Cleo directs parents & caregivers to the best possible healthcare decisions, promotes healthy behaviors, and intervenes with expert guidance at critical moments in the parenting and caregiving journey to deliver better health outcomes.



## The Cleo support philosophy

### Trusted support from Cleo's global care network

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

### Risk intervention Identification of high risk families and data-driven LifePaths<sup>SM</sup>

Cleo applies a multi-dimensional approach to identify families at high risk of burnout and mental health conditions to proactively improve care. Cleo's LifePaths<sup>SM</sup> are designed to intervene and get ahead of common challenges. They 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, parenting, and caregiving tips, join live group workshops with experts and other Cleo families, take health assessments, and more.

**73%** OF WORKERS HAVE 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.<sup>1</sup>

**More than 1 in 10**

**PARENTS HAVE A CHILD UNDER 18 AND CARE FOR AN ADULT 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.<sup>2</sup>

**60%** OF WORKERS HAVE EXPERIENCED BURNOUT

The stressors placed on children and parents continue to grow, fueling additional burnout, depression and anxiety, and impacting employee productivity and retention.<sup>3</sup>

**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.<sup>4</sup>

## 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

**80%**

of Cleo members report that Cleo has helped **save time by getting the resources, answers or help needed as a working parent and/or caregiver**



# One integrated experience for all parents & caregivers

## Parenting & Caregiving Support with Cleo

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

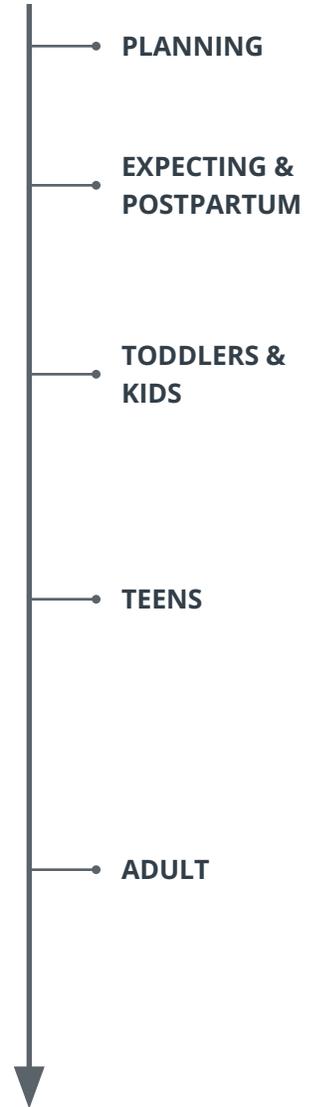
- Family planning - options, timing, etc.
- Guidance on IVF, IUI, egg freezing
- Surrogacy, adoption & fostering
- Miscarriage & loss
- Emotional support & mental health screening
- Pregnancy & prenatal health
- Lactation & feeding support
- Sleep training
- Guidance on child care
- Leave planning &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

### SUPPORT FOR PARENTS OF CHILDREN AGED 1 - 18 YEARS OLD

- Positive parenting & co-parenting
- Child care & school transition
- Developmental milestones & navigating neurodivergence
- Feeding and pediatric nutrition
- Children's mental, physical, and sexual development
- Transition to middle and high school
- Mental health support for parent
- Nutrition and eating disorder
- Understanding adolescent development
- Support exploring gender identity
- Parental guidance for children's academics
- Planning for future and college
- Discipline & addressing challenging behavior
- Addressing children's emotional wellbeing, self esteem & mental health
- Vaccination reminder
- Inclusive & culturally-concordant support
- Career coaching
- And more

### SUPPORT FOR CAREGIVERS OF AN ADULT LOVED ONE

- Caregiver confidence & self-care
- Mental health support for caregiver
- Condition-specific education & planning
- Home care & transitions to senior housing
- Healthy aging and long-term planning (health, financial, and legal)
- Navigating insurance benefits & community resource
- Caregiving from a distance
- End of life care
- 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, parenting, 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](https://hicleo.com) or email us at [sales@hicleo.com](mailto:sales@hicleo.com).