

# Cleo Baby

A personalized virtual care experience for individuals and couples who are contemplating growing their family or are expecting a child, through a baby's first birthday.

1 in 8

COUPLES EXPERIENCE FERTILITY CHALLENGES

63%

OF LGBTQIA+ PEOPLE ARE PLANNING FAMILIES, AND THE MAJORITY EXPECT TO USE ASSISTED REPRODUCTION

11%

OF BABIES WORLDWIDE ARE BORN PREMATURELY

1 in 3

WOMEN DO NOT RETURN TO WORK AFTER HAVING A CHILD

## Today's reality

### Fertility benefits alone are not inclusive enough

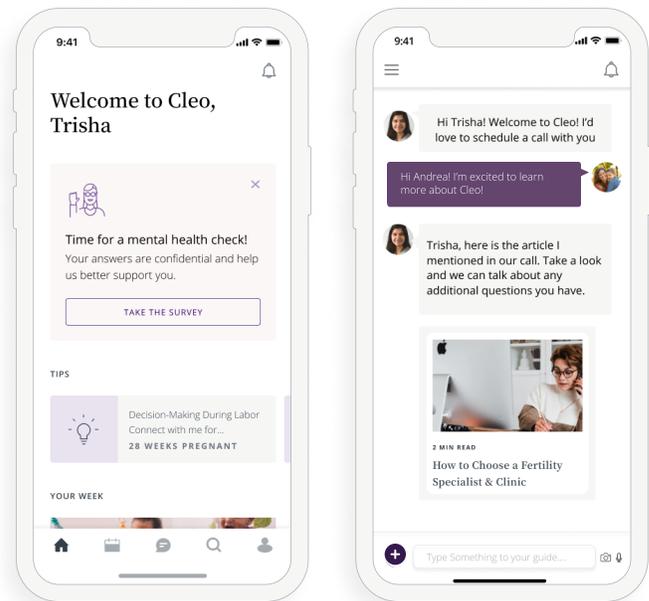
Nearly three-quarters of the working population are of reproductive age or may be thinking about having a baby, and 90% will not need assisted reproduction (IVF, IUI), but still need emotional support and health guidance throughout their journey.

### Neither the workplace nor the healthcare systems prepare families for the many decisions they will face

There is no authoritative source for trusted, evidence-based information for the many critical decisions families will make. These include everything from the mundane ("which breast pump should I get?") to those that can be the difference between life and death ("where is the safest place for my baby to be born?")

### Birth-related complications are preventable and expensive

Pregnancy claims consistently rank in highest areas of employer healthcare spend. Significant savings are possible by steering families to high quality providers, educating them on how to avoid unnecessary interventions, and providing support that keeps families healthy.



### SUPPORT FOR FAMILIES RELATED TO

- Family planning - options, timing, etc
- Navigating family building and work
- Fertility & ovulation tracking
- Guidance on IVF, IUI, egg freezing
- Surrogacy, adoption & fostering
- Miscarriage & loss
- Emotional support & mental health screening
- Pregnancy & prenatal health
- Choosing a facility, care team, and birth prep
- Newborn & infant parenting
- Lactation & feeding support
- Sleep training
- Guidance on child care
- Leave planning & return to work
- Vaccination reminders
- Inclusive support
- Career coaching
- And more

## How Cleo supports

### Proactive, personalized 1:1 support and direction to appropriate care & resources

No path to parenthood is the same and Cleo ensures each family receives personalized support and guidance through their planning and attempts to build a family, whether that be tracking their fertility for natural conception, exploring IVF, IUI, surrogacy, adoption, recovering from a loss, as well as through pregnancy and parenting an infant.

### Evidence-based programs and risk interventions

Cleo offers evidence-based programs to support employees through their experiences, like an Infertility Support Group, individual and group training on optimizing fertility health, choosing a birth facility, birth prep, navigating a NICU stay, infant care, lactation and feeding, sleep, mental health and anxiety support, and more.

### Personalized app experience, content, live workshops, and group sessions

Families can access a personalized app experience including targeted content, health and parenting tips, virtual group workshops on subjects, including "Optimizing fertility health," "Exploring surrogacy," "Recovering from a loss," "Preparing for parental leave and return to work," "Better sleep for the whole family," and more. Members can message their Guide, speak directly with their Guide or a Cleo specialist, navigate to other family benefits their employer offers, access career coaching, and more.