



Flexible benefits are the way of the future

Employees today seek flexible benefits that provide them with more options & control - especially for wellness.



74%
of HealthKick members surveyed value a wellness stipend over any other benefit



Benefits for the **Modern World**

→ *Multi-generational Workforce*

From fitness to fertility to caretaking, today's multi-generational workforce has a wide range of wellness needs

→ *Geographically Dispersed*

The growth in remote and hybrid work plus an increasingly globalized workforce necessitates geographically equitable benefits

→ *Equitable Benefits*

Distinct employee groups (corporate, field, retail, manufacturing, etc) and diverse employee populations require different wellness options

Why Lifestyle Spending Accounts

Flexibility

Employees can use wellness dollars for their unique needs

Engagement

Higher employee participation and engagement in services

Low Admin

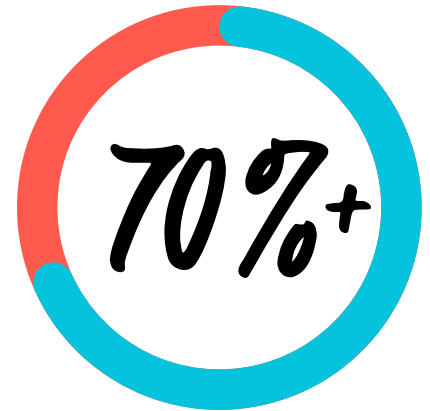
Zero administrative lift & streamlined tax reporting

Data Insights

Insight into employee wellness behavior & trends

Benefits Equity

For diverse, global, multi-generational workforces



Utilization Among Eligible Employees



HealthKick's Digital Wellness Wallet

Simplify and streamline the delivery of wellness stipends, reimbursements and rewards. HealthKick's digital wallet gives employees the freedom to choose relevant wellness options for their lifestyles.

→ Use Cases

- LSA
- Reimbursements
- Rewards

→ Custom Spend Criteria

- Set eligible expenses
- Set expense limit(s)
- Set customizations

→ Flexible Funding

- Upfront annual
- Monthly allocation
- Incentive-based

Benefits as Diverse as Employees

Unique Needs

LSAs are a great solution for clients with diverse employee populations to provide flexibility for different needs while still controlling eligible expense categories for spend and reducing administrative burden.



»»» *New Parents*

OOVA

little spoon®

blueberry



»»» *Millennials and Gen Z*

DAILY
HARVEST

SOULCYCLE

GYMSHARK



»»» *Families*

InsightTimer

HUNGRYROOT

HELLO
FRESH



»»» *All Fitness Levels*

FITMATE

FLEXIT

FUTURE

Digital Wallet Customization

Flexibility to fully customize eligible spend to meet organizational objectives



Allow usage for HealthKick's wellness brand network



Subsidize specific wellness services



Any wellness expenses within specified categories

HK Client Use Cases



Annual upfront stipend for HealthKick partners



Monthly use it or lose it stipend



Annual stipend for mental health resources



Incentive fulfillment for healthy behaviors



Annual Wellness Reimbursement for Global Population