



Benefits Are Boring.  
Airbo Makes Them **Fun!**

INTERACTIVE BENEFIT COMMUNICATIONS PLATFORM

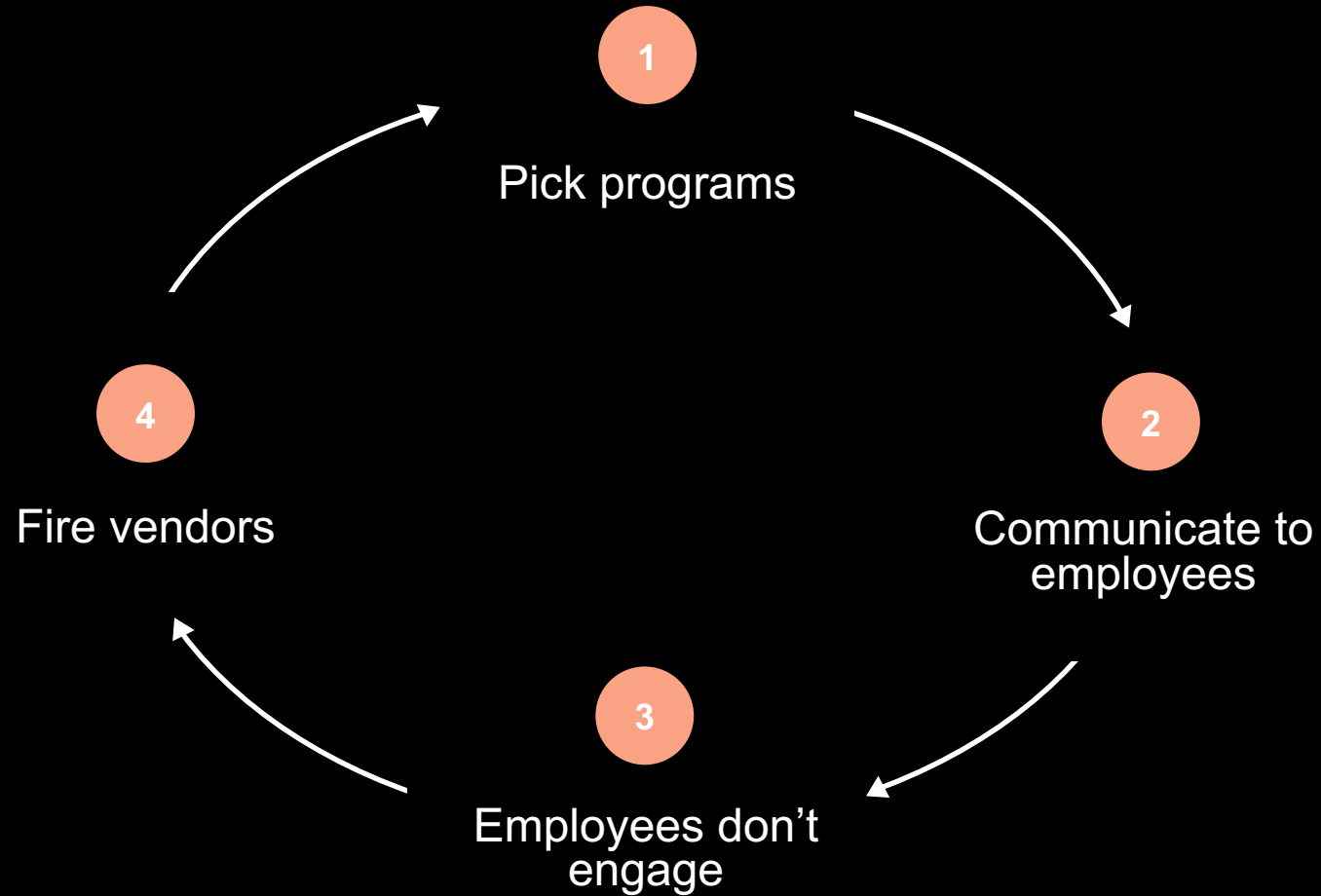


# Over 300 of the world's best companies use Airbo.

**FUJIFILM**

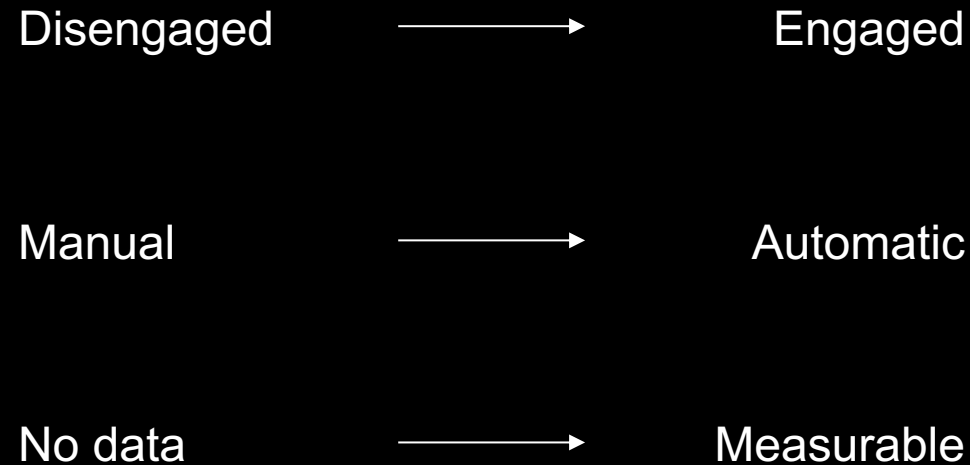


# Cycle of Disengagement



# Benefit communications are stuck in the 90s

## Our mission is to modernize them



## Solutions

### Benefits Microsite

Branded website for  
employees to use during  
Life Moments

### Benefits Education

Proactively educate  
employees year-round

### Airbo AI

Answer employee  
questions in real-time



## Benefits Microsite

### ACME Company Benefits & Wellness Resources

Explore ACME Company's benefits and wellness resources that shape your professional journey. Click into each section below to learn more.

Heart Health  
Month



Direct Value  
Network Basics



Grief



"Where To Go"  
📱



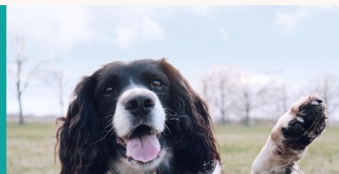
Leaving  
Company 🚪



Health  
Insurance Terms  
🍔



New Hire 🧑



Retirement



Medicare ☀️



## Benefits Education

We drive  
employees to all  
the resources  
you have so  
they use them.



Health Savings Account

High Deductible Health Plan

Healthcare Consumerism

Social Wellness

Biometrics

Health Risk Assessment

Student Loan Repayment

Health Reimbursement Account

Employee Assistance Program

Disease Management

Pet Insurance

Smoking Cessation



## Benefits Education

# Fun for Employees!

## Complete Bite-Sized Content for Points

The more they interact, the more points they earn.

## Reach Employees on Any Device

We trigger engagement via text, email, or QR code.

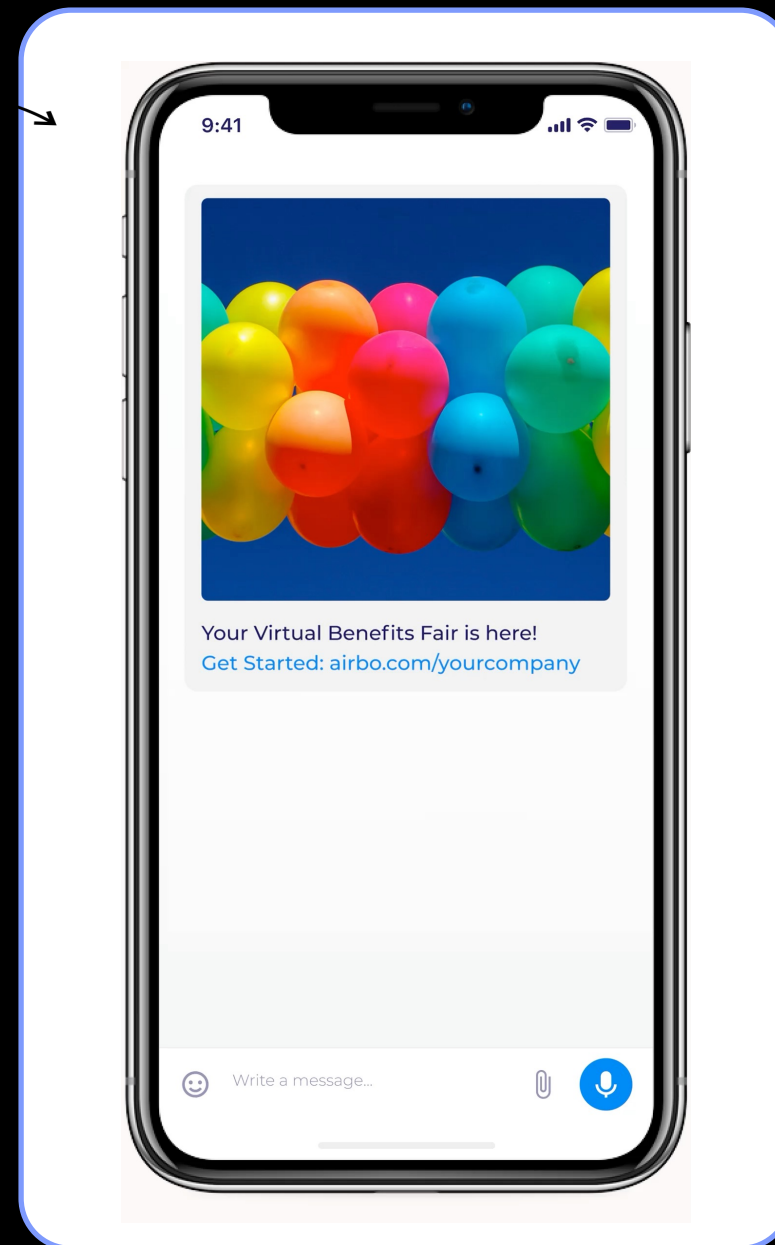
## 42 Languages

Native Google Translate conversion.

## Targeted

Display content based on characteristics like Union / Non-Union.

*Press Play*



## Benefits Education

# Built for busy teams

## Dedicated Consultant

Our team works with you to build your campaign based on your programs and objectives.

## Spend Two Hours / Campaign

Airbo is built to save your team as much time.

## Pick Number of Campaigns

They typically last 30 days and focus on a specific topic.

|                                                  |                                         |                                                |                                        |
|--------------------------------------------------|-----------------------------------------|------------------------------------------------|----------------------------------------|
| JANUARY<br><br>Health Care<br>Consumerism<br>201 | FEBRUARY<br><br>Voluntary<br>Benefits   | MARCH<br><br>Health Care<br>Consumerism<br>301 | APRIL<br><br>Financial<br>Education    |
| MAY<br><br>Mental Health<br>Awareness            | JUNE<br><br>Preventive<br>Care          | JULY<br><br>Wellness Program<br>Participation  | AUGUST<br><br>Retirement               |
| SEPTEMBER<br><br>Health Care<br>Consumerism 101  | OCTOBER<br><br>Virtual<br>Benefits Fair | NOVEMBER<br><br>Holiday<br>Wellness            | DECEMBER<br><br>End of Year<br>Debrief |



## Benefits Education Overview

# Analytics that Prove ROI

## Track Participation

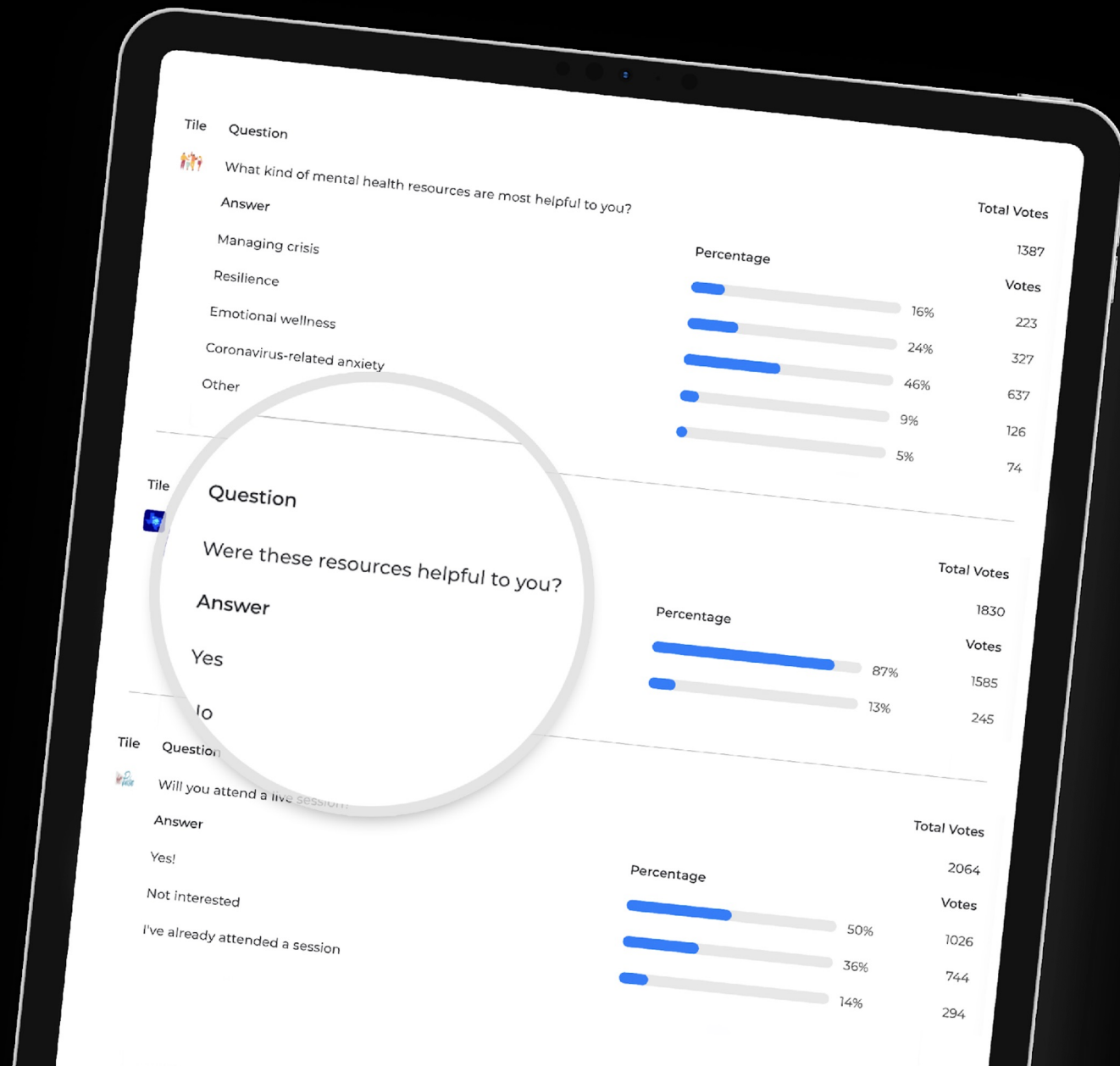
Live metrics track engagement by age, location, and any other characteristics.

## Measure Satisfaction

See increase in benefits understanding.

## Correlate with Benefit Engagement

Employee level analytics measure utilization.



## Airbo AI Overview

# Fast Answers to Employee Questions

### Built for Your Organization

Load your benefits guide, employee handbook, policy documents and more.

### Accessible Anywhere

Employees send questions via text message.

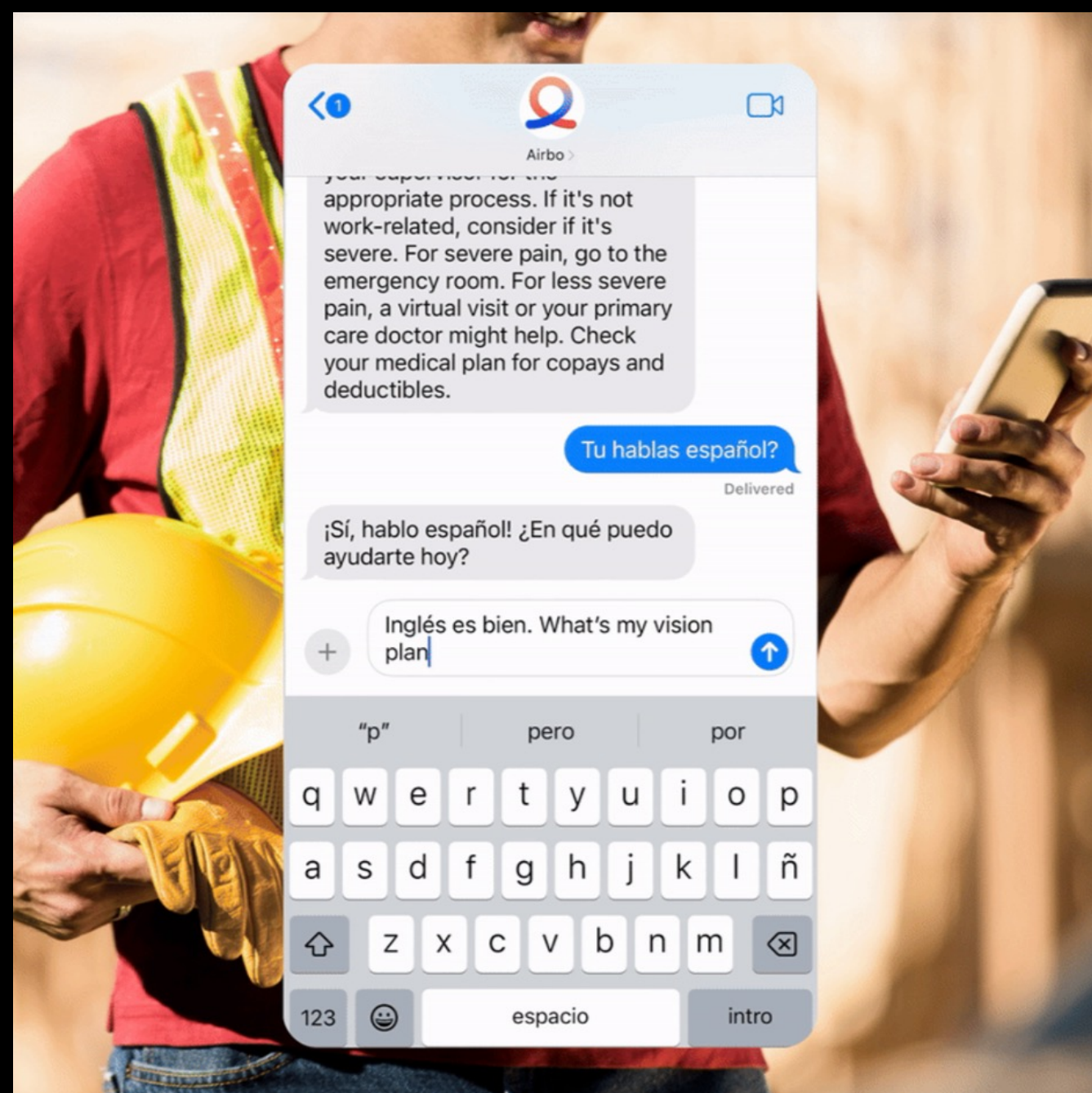
### Routes Employees

We work with your team to decide how employees should be guided to the correct resources.



# Get instant answers to benefit questions

## Scan the QR code to see how it works!



## CASE STUDY

# Airbo AI Turns D+ Students into A- Students

In an academically rigorous study with a major employer, Airbo AI was measured to dramatically increase benefits literacy.



**69%**  
Test Score using  
microsites & guides



**92%**  
Test Score  
with Airbo AI



# Implementation Takes Weeks, Not Months

## We Create Content

Provide all the benefits, systems and other information you need to promote. Airbo will create the content, including reaching out to vendors if needed.

## Rapid Technology Deployment

Does not require system integrations.

The screenshot displays a web form for implementing a system. It includes the following sections:

- Company Name** and **Broker**: Each with a text input field containing "Your company" and "Your broker" respectively.
- Upload your logo**: A dashed border box containing a blue plus icon and the word "Upload" with a cursor icon pointing at it.
- Open Enrollment**: Two text input fields containing the dates "11/20/2021" and "12/07/2021".
- Upload your benefits guide**: A dashed border box containing a gray plus icon and the text "Click or drag file to this area".
- Benefits**: A list of three benefit plans, each in a box with an "X" icon for removal:
  - Allstate AD&D
  - CIGNA HDHP
  - BCBS PPO

## CASE STUDY

# Hartford Healthcare

30,000 Employees  
Multi-State  
Multi-lingual

**Use Airbo for year-round communications regarding all benefits and wellbeing programs.**

- **59%** overall participation in Airbo.
- **46%** of Airbo participants learned that a Health Advocacy program was available to them for the first time, even though it had been available prior to working with Airbo.
- **59%** of Airbo participants reported that they scheduled their annual eye exam as a result of Airbo.
- **85%** of Airbo participants reported that they reviewed their beneficiaries on all savings and retirement plans to ensure accuracy.

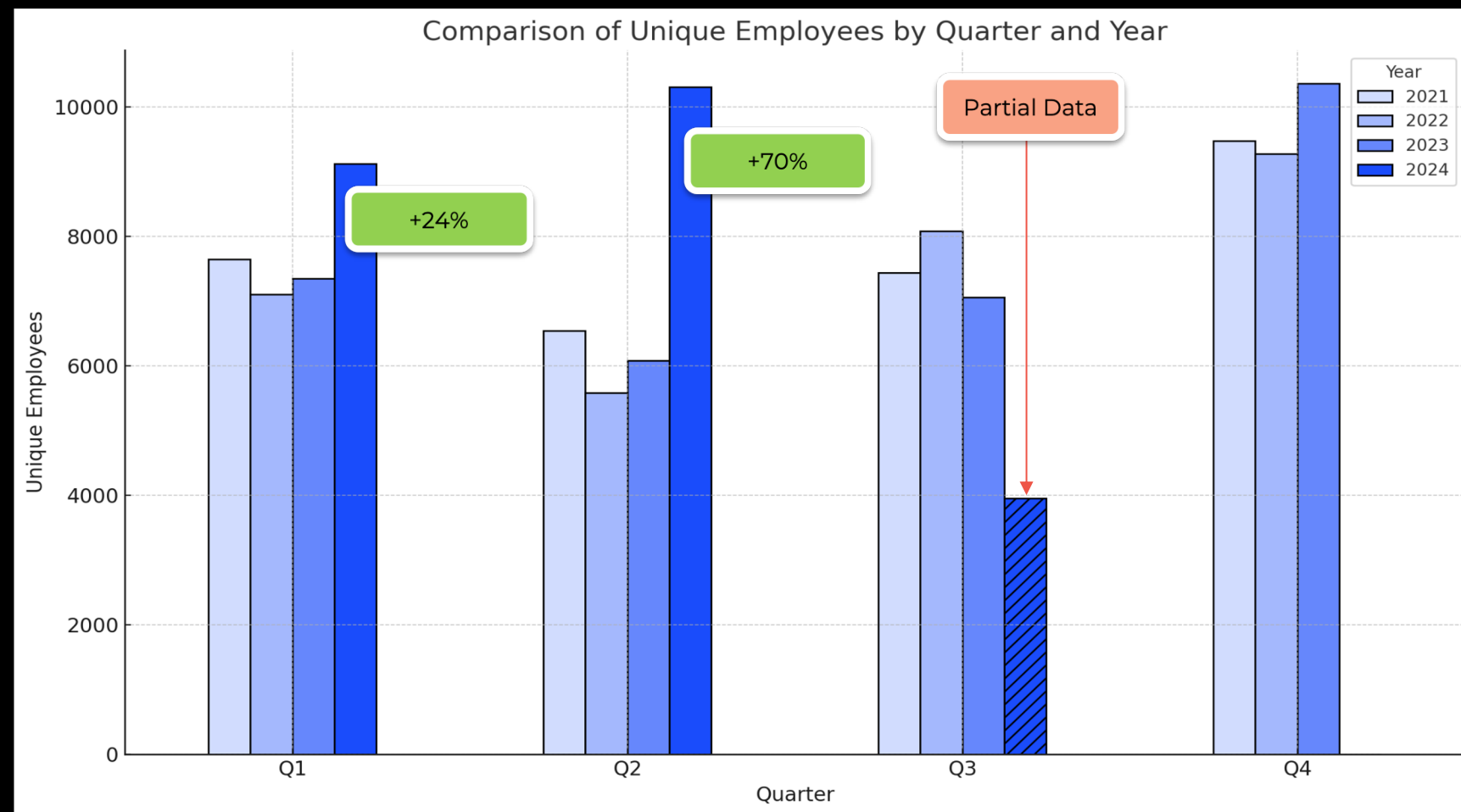


## CASE STUDY

# Hartford Healthcare

30,000 Employees  
Multi-State  
Multi-lingual

Lessons learned from 2023 applied to dramatically increase engagement in 2024.



## CASE STUDY

# RTX

150,000 Employees  
Multi-national  
Multi-lingual

**Use Airbo for year-round communications regarding all benefits and wellbeing programs.**

- **53%** overall participation in Airbo.
- **75%** increase in wellness program participation when promoted on Airbo.
- **62%** of Airbo participants that they did not know their medical provider offered additional resources prior to using Airbo, like behavioral health support, inclusive care or family planning support.
- **77%** Airbo participants learned something new about their medical benefits as a result of Airbo.

## Testimonials

# Employees Love Airbo

- “This was very informative, as I look forward to making better choices as it relates to health care!”
- “Short and sweet. Kept my attention and didn't drag on. Lots of useful resources.”
- “Thank you for this step-by-step guide, the best way to understand health policy!”
- “Excellent information. I've learned a few key things I didn't understand.”
- “This was extremely helpful.”
- “I'm impressed that [company] shows such interest in making sure their employees are knowledgeable.”
- “It was a really entertaining and engaging way to get us to learn more about our benefits.”



## CASE STUDY

# Fujifilm

6,000 Employees  
Multi-national  
Multi-lingual



Use Airbo for year-round communications regarding all benefits and wellbeing programs.

- Within the first year of Airbo, Health Assessment completion rates increased from 17% to 54% (217% increase).
- 96% of Airbo participants reported a greater appreciation for their retirement and financial planning benefits.
- 400% increase in webinar participation when compared to communications shared by local HR representatives.

## PLANS

You tell us about your benefits, goals, and challenges.  
We run interactive campaigns.

### Free Platform

New Hire Onboarding  
Text & Email Messaging  
HR AI Assistant  
One free educational campaign (*outside of OE*)

### Open Enrollment

Virtual Benefits Fair  
Drive Participation in enrollment education and meetings  
Direct to Ben Admin and other technologies  
Collect and rapidly answer questions.  
42 languages

### Year-Round Campaigns

Helps support goals outside of Open Enrollment. For example, if employees are confused about how the HSA works, run an educational campaign.  
Financial Education  
Wellbeing  
How to Use Benefits  
And much more..

### HR Help Desk

Collect & manage employee questions  
Airbot: AI Powered Answers

Airbo Education

AI

PARTNER PRICING

Everything is included

Implementation &  
ongoing support  
Communication plan  
Content  
Technology

**FREE**

Benefits Microsite

30-day educational campaign\*

AI HR Assistant

*\*Open Enrollment not included*

**OE Campaign**

Annual platform fee:  
**\$1,200**

+

**\$5 PEPY**

\$3,000 minimum spend

**4 Campaigns**

Annual platform fee:  
**\$1,200**

+

**\$10 PEPY**

\$4,000 minimum spend

**12 Campaigns**

Annual platform fee:  
**\$1,200**

+

**\$20 PEPY**

\$5,000 minimum spend

**AI Help Desk**

**\$4 PEPM**

Tiers based on size  
\$5,000 minimum spend

