

The
**Baldwin
Group**

**SALES ENABLEMENT
KIT**

Modern Tools for Better Benefit Engagement

Strive is your benefit technology partner—helping employees discover, understand, and use their benefits through a seamless digital experience.

When used together, our platform promotes benefit awareness, access, and participation—turning complexity into clarity, and engagement into action.

1

Custom Company Mobile App

A personalized benefit experience—right in your pocket.

- Tailored to each employee: shows their plans, coverage, and systems
- Stores ID cards and essential documents for quick access
- Built-in feed delivers company news, reminders, and benefit updates
- Wellness challenges, rewards, and recognition
- Seamless connection with the microsite and AI Benefit Assistant for full accessibility

2

AI Benefit Assistant – Meet Gloria

Your 24/7/365 virtual benefit expert.

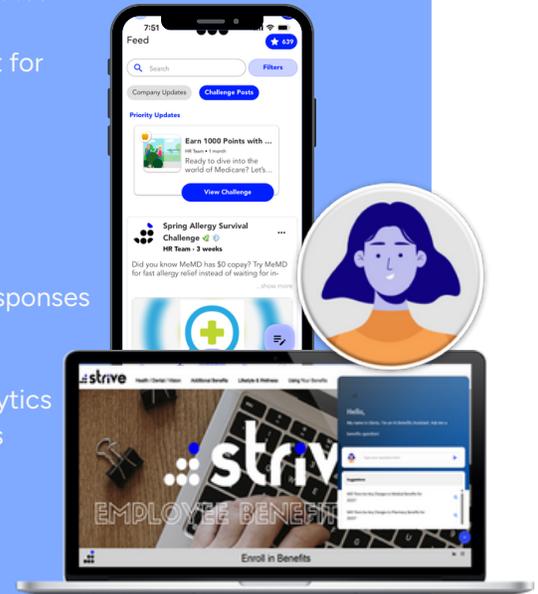
- Instantly answers employee questions—anytime, in any language
- Handles repetitive inquiries with company-specific, accurate responses
- Delivers plan comparisons during open enrollment
- Clarifies benefit details year-round, thriving on fine print
- Reduces HR workload & improves with usage via advanced analytics
- Embedded in both your microsite and mobile app for a seamless experience

3

Benefit Microsite

A centralized, AI-powered portal that gives employees 24/7 access to essential benefit information.

- One-stop hub for health plans, wellness programs, and more
- Multilingual and country-specific content for global workforces
- Integrated AI Benefit Assistant, smart search, and document management
- Real-time updates ensure content is always current
- Customizable templates, rebranding tools, and built-in analytics
- Easy to scale and manage—no heavy IT lift required



From awareness to action, Strive makes benefits easier—for everyone.

Let's build a better benefit experience together.



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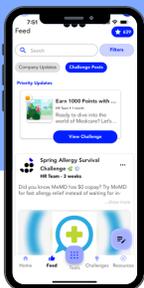
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Your Digital Benefits Guide-No IT Required



Strive's Benefit Microsite is a clean, branded online guide that helps employees easily explore and understand their benefits - anytime, anywhere.

Perfect for open enrollment, new hire onboarding, and ongoing reference, this plug-and-play tool gives employees what they need - without creating extra work for your team.

Quick to Launch. Easy to Use.

Your Always-On Benefits Companion

- Pick your template, send your benefit guide and branding-we do the rest
- Launch a modern, mobile-ready site in days, not weeks
- No passwords, logins, or technical lift required

No IT Involvement Needed

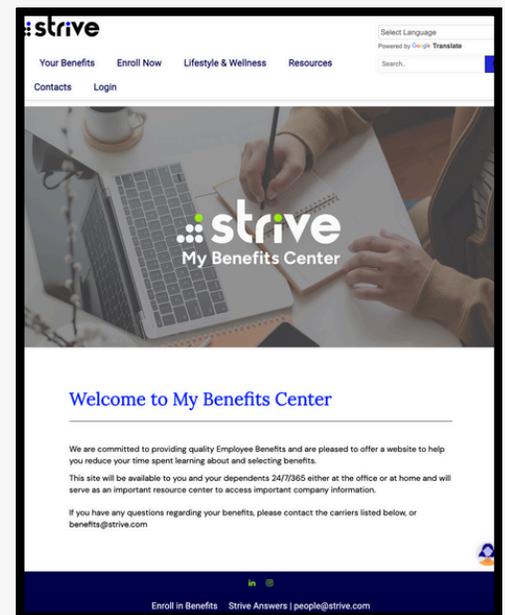
- Hosts plan summaries, guides, videos, contact info, wellness resources, and more
- Centralizes all documents and links in one easy-to-navigate place
- Available 24/7/365 across desktop and mobile devices

Personalized & Inclusive

- Multilingual support and country-specific content
- Serves full-time, part-time, remote, and global workforces
- Built-in AI Benefit Assistant ((Gloria) answers benefit questions instantly-in any language

Smart & Scalable

- Easily update content without developer help
- Integrated search
- Real-time analytics to track what's being used and when



When to Use the Microsite

- As a benefit guide during Open Enrollment
- For new hire onboarding-no more bulky packets
- To support prospective hires by showcasing your benefits
- As an ongoing reference to reduce HR inquiries and improve

Give employees a smarter way to learn about their benefits-with zero lift on your end.

Strive makes it simple. Let's get started.

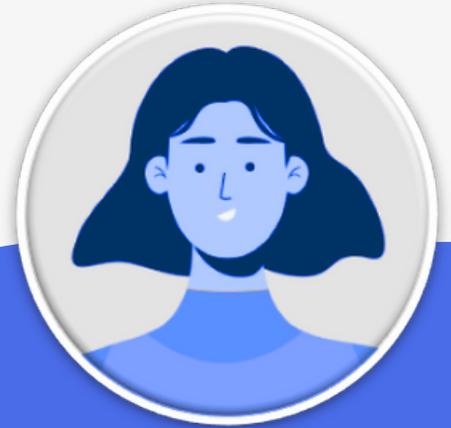
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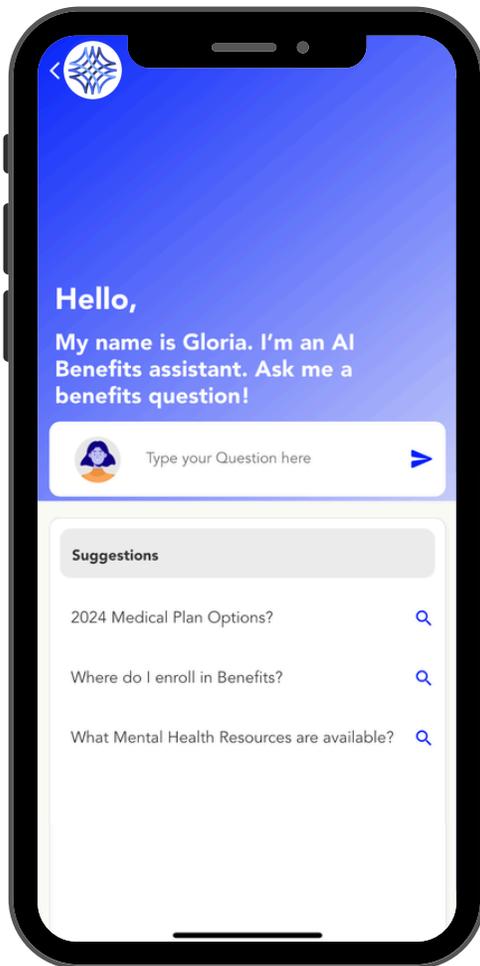
Your Trusted AI Benefit Assistant

Strive's AI-powered Benefit Assistant, Gloria, is **available 24/7/365** to help employees get accurate, **instant answers** about their benefits-confidentially and securely.

Gloria is always available, delivering answers, growing employee confidence and easing HR workload - no matter the day or season.



Built for Security. Designed for Empathy.



A Closed, Secure System

- Gloria only accesses your organization's data. Not public sources
- No data is used to train external models
- Fully anonymous, so employees can feel safe asking sensitive questions

Comfortably Personal

- Employees can ask about fertility and pregnancy coverage, weight loss options, mental health services, and more
- Multilingual and culturally sensitive
- Empowers employees to find the right answers, at the right time, without feeling exposed

Smart, But Knows Its Limits

- Escalates to HR, a benefits advisor, or the correct carrier when a question is too complex
- Ensures employees are always routed to the right human support- no dead ends
- Helps HR teams focus on high-impact work, not repeat questions like "What's changing this year?" or "Where's my medical ID card?"

Insights, Curated for You

You won't need to dig into dashboards - we do that for you.

- Your dedicated Strive account manager will regularly review Benefit Assistant activity
- We provide summarized trends, popular topics, and suggestions for improvement
- Use these insights to:
- Curate new resources, Improve benefit clarity, and Anticipate employee needs before questions pile up

Gloria Knows When to Step Aside.

Smart. Secure. Human-aware.

Gloria brings a new level of clarity and care to the benefits experience.

Let's get your team talking to Gloria.

Elevate Employee Wellness with Built-In Challenges

Strive makes it simple to inspire healthier habits with built-in wellness challenges that drive real participation and engagement.

Whether your goal is to boost benefit utilization, encourage physical activity, or promote preventative care, Strive's wellness challenge platform helps you create a culture of wellbeing-your way.

Three Easy Ways to Launch a Challenge

Use Our Pre-Built Library

Choose from a wide range of expertly designed challenges-like step tracking, hydration goals, outdoor activity streaks, or scheduling preventative care visits.

Build Your Own

Create a custom challenge tailored to your team's culture, goals, or wellness focus.

Get Help from Your Account Manager

Want something in between? Your dedicated account manager can help curate or adapt challenges to meet your needs.

What Challenges Can Support

- Preventive health (e.g., schedule your annual checkup)
- Movement goals (daily, monthly, or annual step counts)
- Mental wellness (screen-free time, gratitude journaling)
- Outdoor time (daily dose of fresh air)
- Healthy habits (nutrition, hydration, sleep routines)
- ...and many more! From the simple to the creative, challenges can be designed to support virtually any wellness goal.

Motivation That Sticks

Looking to boost engagement even further?

Participants can earn points through challenges and redeem them through our integrated Rewards program. (Ask us for details!)

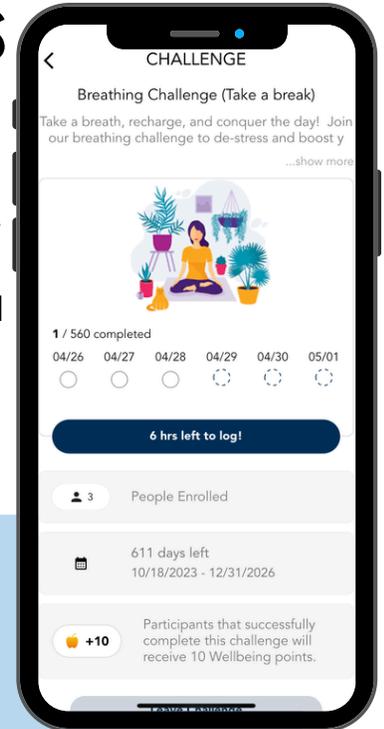
Start your [next](#) challenge today!



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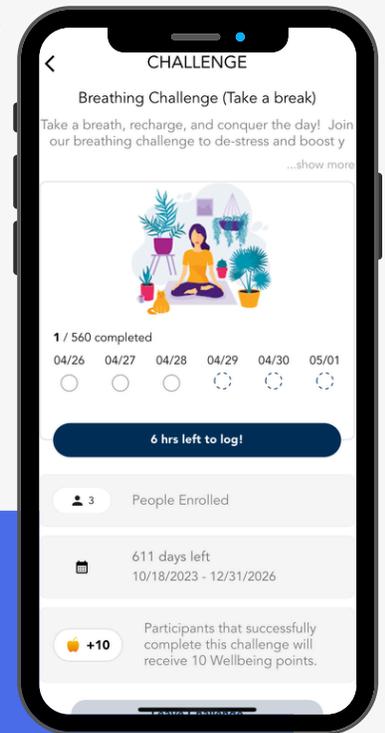
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Mobile App

Your All-In-One, Fully Customizable Digital Front Door

Personalized for Every Employee

Strive's mobile app adapts to your company's structure and every individual user, ensuring a seamless, relevant experience:

Tailored experiences by employee type

- Part-time, hourly, or full-time - each sees only what's relevant to them.

Region-specific content delivery

- Employees in the U.S. can see different resources and benefits than those in Europe.

White-labeled with your branding

- Make the app feel like your own - from colors and logos to company-specific terminology.

Integrations That Simplify Everything

Say goodbye to app overload. Strive is the only app your team needs to access all your systems:

- **HRIS, benefits, EAP, scheduling, payroll, LMS, and more — all integrated in one place.** Part-time, hourly, or full-time - each sees only what's relevant to them.
- Built to be the digital front door to your company's entire ecosystem. Employees in the U.S. can see different resources and benefits than those in Europe.
- **One secure sign-on.** One experience. Everything your people need, when they need it.

Store, Share & Access What Matters

Put essential resources directly in your employees' pockets:

Benefit Wallet

- View personalized plan details, deductibles, and coverage instantly.

ID Card Storage

- Store and share ID cards easily — no more lost cards.

Family Access

- Spouses and dependents can create their own accounts to access their information, anytime.

Engagement That Actually Works

Help your employees stay connected, motivated, and informed — no matter where they are:

Newsfeed

- A company-branded, social-media-style feed to share wellness, HR, and benefits content.

Challenges & Rewards

- Create wellness competitions, build community, and reward engagement.

Push Notifications

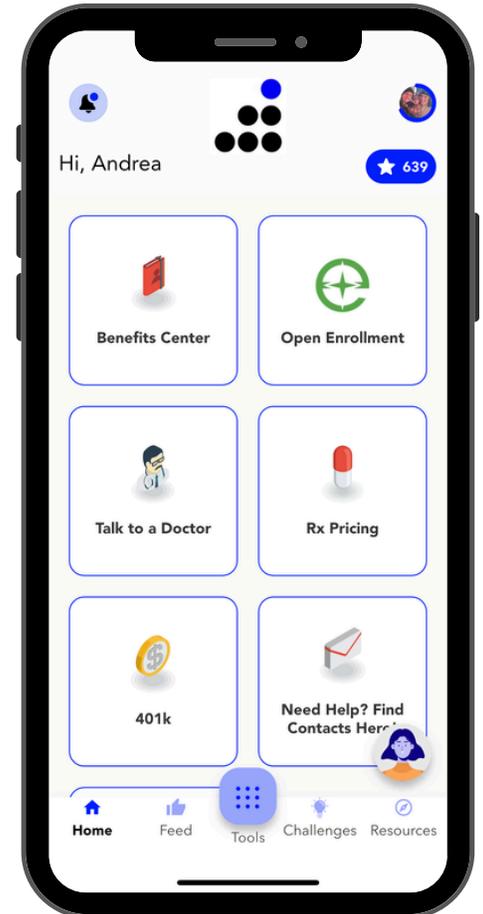
- Reach employees instantly — wherever they are.

Launchpad for New Benefits

- Use Strive to introduce new vendors and programs.

Open Enrollment Hub

- Centralize open enrollment details, deadlines, FAQs, and resources — all in one place.



Meet Gloria, Your AI Benefits Assistant

Gloria lives in the Strive app, ready to answer questions about benefits, coverage, providers, deadlines, and more. **24/7.**

No more digging through PDFs or waiting for emails.



**Ready to transform how your employees experience benefits?
Let's make your mobile experience truly yours.**

Recognition Program

Celebrate People. Strengthen Culture. Drive Engagement.

Recognition, Reinvented

Strive's Recognition Program makes it **easy to acknowledge, reward, and celebrate employees** — all from within the Strive mobile app. Whether it's a shout-out from a peer or a milestone from HR, recognition becomes part of the everyday employee experience.

Admin & HR-Led Recognition

Mark important moments with ease and consistency:

- Birthdays & Work Anniversaries
- New Hire Welcomes
- Holiday Gifting
- Employee of the Month Programs
- Custom Company Awards

Automated or manual - you decide how to celebrate. Everything is posted directly to the app for employees to see, react to, and engage with.

Peer-to-Peer Recognition

Empower employees to recognize one another for meaningful contributions:

- Helping on a project
- Going above and beyond
- Living company values
- Leading an initiative

You can assign a monthly point allotment to each employee to distribute as they choose — creating a culture of continuous appreciation.

Flexible Privacy & Posting Options

Empower employees to recognize one another for meaningful contributions:

- Helping on a project
- Going above and beyond
- Living company values
- Leading an initiative

Employees feel seen. Teams stay connected.

Redeemable Rewards (or Bragging Rights!)

Points can be used for:

- Strive Rewards Mall: Redeem points for gift cards, wellness tools, tech gadgets, and more
- Bragging Rights Only: Or, keep it simple with a feel-good leaderboard

Fully customizable based on your budget, culture, and goals.

Ready to recognize what matters?

Let Strive help you build a culture of appreciation that works for everyone.

Rewards Program



Turn engagement into impact and benefits into real-world value.

✓ A Rewards Mall Built Right Into the App

Strive's mobile app features a fully integrated, customizable Rewards Mall, where employees can turn points into meaningful rewards they actually want.

Employees can redeem points for:

- 🎁 Gift Cards (Amazon, Visa, Mastercard, airlines, restaurants & more)
- 📱 Tech Gadgets & Electronics
- 👗 Fashion, Wellness, and Lifestyle Items
- ❤️ Personalized Picks Based on Interests

✓ Give Employees the Power of Choice

Say goodbye to generic swag bags and one-size-fits-none gifts. With Strive, employees choose what motivates them creating stronger buy-in and lasting value.

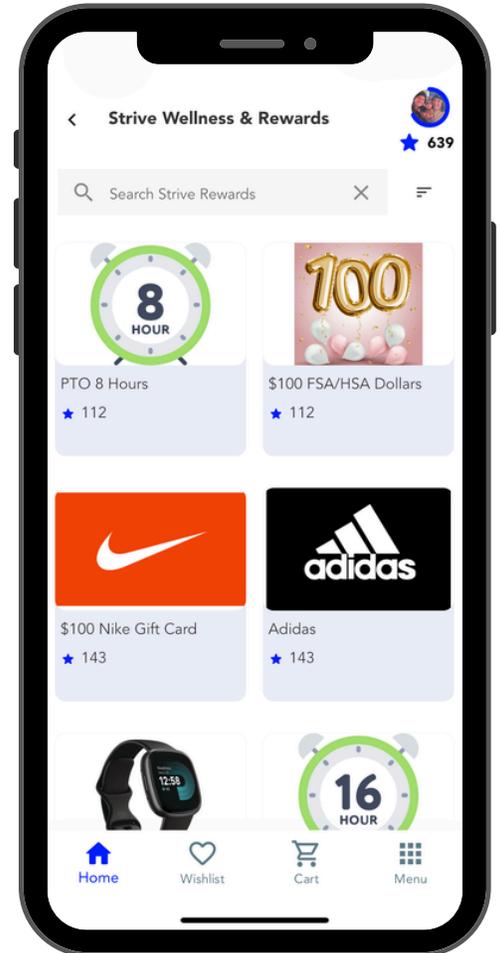
Reward participation in:

- Peer-to-peer recognition
- Wellness challenges
- Birthdays, work anniversaries & holidays
- Company initiatives, milestones & engagement goals

✓ Customizable to fit Your Culture

The Rewards Mall is built for flexibility:

- Tailor item categories to your team's interests
- Set your own budget and redemption rules
- Align rewards with program goals and core values
- Allow employees to build a wishlist and work toward what they really want

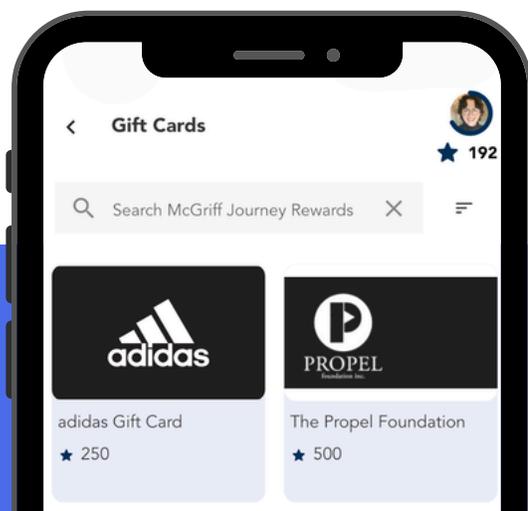


✓ Earn Points Through Every Strive Experience

Employees earn points by:

- Participating in wellness and benefits challenges
- Recognizing and being recognized by peers
- Hitting key milestones and company-set goals

Everything's tracked, earned, and redeemed - all within the Strive app.



Ready to turn your benefits strategy into something your employees actually use and love?

Let's build your custom rewards experience.

Empower Employees to Drive Benefit Engagement

Strive builds custom company apps, AI assistants, and benefit microsites helping employees discover, understand and actually use their benefits. Because empowered employees are the ones who drive benefit engagement, Strive turns complexity into clarity through centralized access, intelligent communication, and engaging challenges and rewards that inspire real behavior change.

Features	Pricing \$2.00 PEPM
Custom Company App: Desktop + Mobile <small>Free White-Labeling on Google & Apple Play Stores with over \$4,999 ARR</small>	✓
Deep Link Integrations and SSOs <small>SSO connections are contingent upon 3rd party's ability to integrate. Client responsible for any fees charged by the 3rd party.</small>	✓
Configurable App Tiles & Target Audiences	✓
Benefit Center & Health and Wellness Tracking	✓
Interactive, Social Media-Styles Company Newsfeed	✓
Messaging Tools (Push, Email, SMS) <small>No charge for SMS until the predefines usage limit is reached - calculated based on employee count</small>	✓
Employee Recognition/Kudos Features	✓
Automated Birthday and Work Anniversary Messaging	✓
Unlimited Document Resource Center	✓
Benefits Microsite <small>Microsite creation is based on the submission of one benefit guide, built off company level benefits. Any customization outside of one benefit guide will be billed at \$150 per hour rate to the client.</small>	✓
Challenges & Rewards <small>Rewards are funded by the client; margin may apply</small>	+ \$1 PEPM
"Gloria" AI Benefit Assistant <small>AI Document Curation is an additional \$2,000 annual fee</small>	+ \$1 PEPM
Integrated SSO Health Solutions Available (Telemedicine, Advocacy, Etc.)	Contact for Pricing