

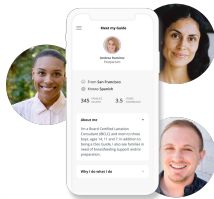
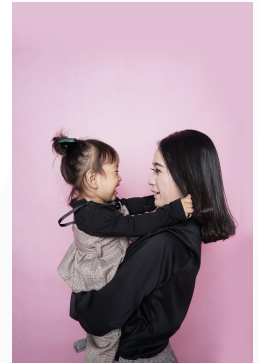


# Welcome to Cleo Baby, your new support system.



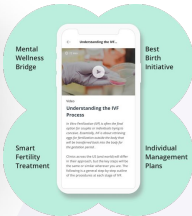
Cleo provides support for expecting parents and parents with infants. It is offered to you for free by your employer.

Whether you're awaiting baby's arrival or figuring out parenthood, Cleo is ready to support you and your family every step of the way. We share your ups, your downs, and everything in between from the first trimester to your baby's first birthday.



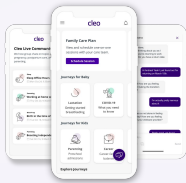
## 1:1 Guidance

Dedicated Cleo Guide, a certified practitioner matched to your needs  
Support in 10+ languages



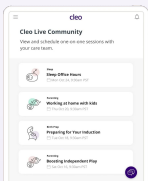
## Evidence-Based Programs

Early clinical detection  
High-touch and monitoring in clinical care  
Prenatal, postpartum, lactation, parental leave, return to work, and more



## Personalized App

In-app messaging with dedicated Cleo Guide  
Virtual sessions, workshops, targeted tips, and community resources  
Practitioner developed and curated content



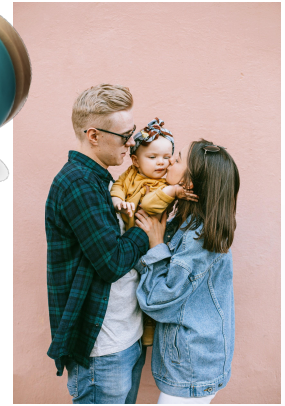
## Cleo Community

Interaction with Cleo's network of members and experts through virtual events and live Q&As

## Ready to get started?

- Visit [hicleo.com/activate](https://hicleo.com/activate) or scan the QR code to download the Cleo mobile app.
- Activate with your work email or company code "PS21"





# It takes a village. Consider us yours.



## Questions?

We have answers.

### What is Cleo?

Cleo is a parental benefit for parents who are expecting a baby or recently welcomed a baby. Cleo provides support on a variety of topics including but not limited to: breastfeeding, sleeping, parenting, newborn care and career coaching. We support birthing parents, supportive partners, adoptive and surrogate parents, same-sex parents and solo parents. This is a family benefit and we strongly encourage both partners to participate!

### Who does Cleo Baby support?

Cleo supports all types of families. We support birthing parents, supportive partners, adoptive and surrogate parents, same-sex parents and solo parents. This is a family benefit and we strongly encourage both partners to participate!

### How will Cleo support my family?

Cleo combines expert guidance and information to provide unlimited personal support throughout this critical phase. Every family is provided with a dedicated Cleo Guide who will be your point person throughout your journey. Our Guides have extensive experience working with families like yours and are experts in the issues and challenges you may face as you grow your family. In addition to the guide, families can also access content via journeys in the app, receive 1:1 support through specialist sessions, and get questions answered on a wide range of topics through virtual community workshops.

### Does Cleo replace my OB/GYN, midwife or pediatrician?

Absolutely not. We know an OB/GYN or midwife plays a central role in your care during this period. Cleo arms you with a holistic team that complements your OB/GYN or midwife, with a special eye toward work-life balance.

### I have questions about Cleo.

No problem, we're here to help! Please feel free to contact [support@hicleo.com](mailto:support@hicleo.com).

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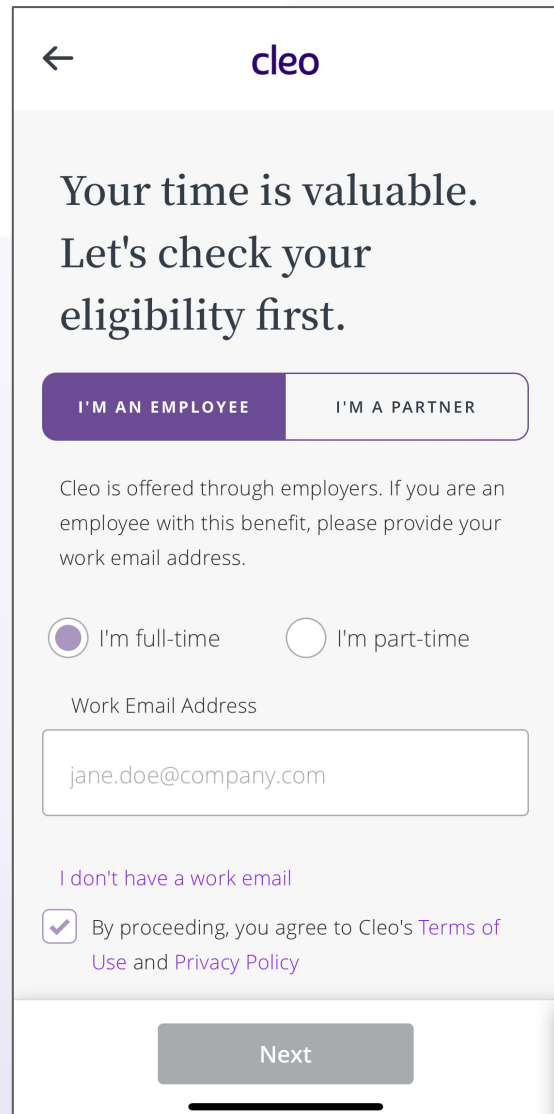
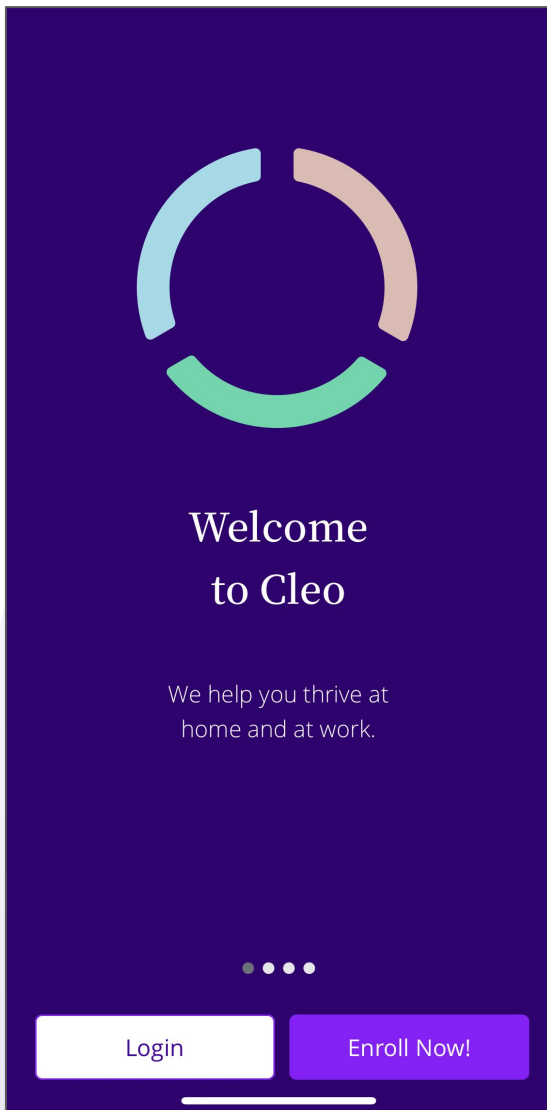
**PET SMART**

## How do I enroll?

Here's a step-by-step guide!



### 1 Using your work email address

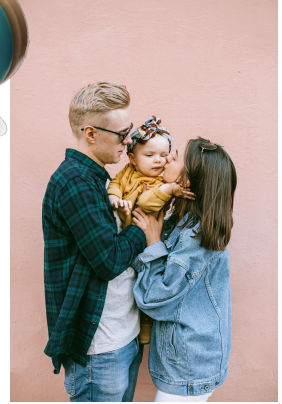


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2

I don't have a work email!

No problem. Simply use your Company Eligibility Code: **PS21**

