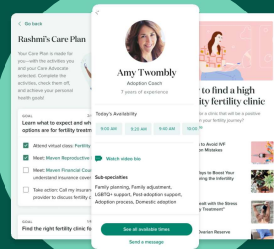


Together, we can deliver the next generation of women's & family health benefits.

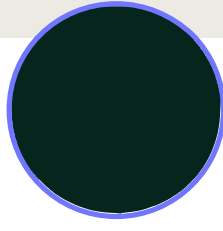


● MAVEN OVERVIEW

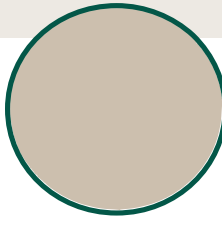
## Maven offers member-centric care across life stages



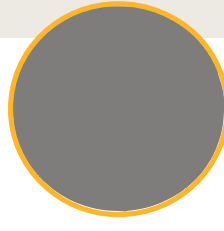
Fertility & Family Building



Maternity & Newborn Care



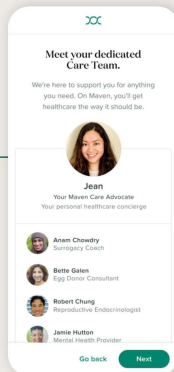
Parenting & Pediatrics



Menopause & Midlife Health

## All on one seamless platform

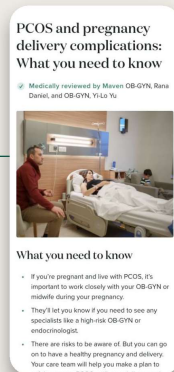
Dedicated care advocacy



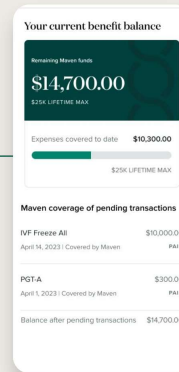
Always-on virtual specialists



Guided education & community



Seamless benefit administration



**15+**  
Member touchpoints monthly

**30%**  
Fertility members achieve pregnancy without treatment

**97%**  
singleton pregnancy rate

**30%**  
lower c-section rates

**28%**  
Lower NICU admissions

# Compassionate fertility and family building support for every journey



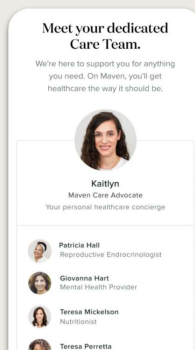
“To know that Maven will not only get me to the point of starting a family but then supporting me and my family beyond pregnancy into postpartum and getting back to work, and really supporting me and my family holistically--that is just life-changing.”

- MO, MAVEN MEMBER

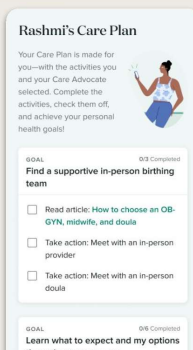
24/7 virtual specialists



Dedicated care team



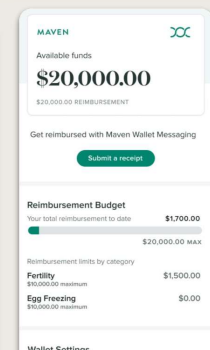
Personalized care plans



Trusted articles and classes



Transparent financial support



30%

achieve pregnancy without treatment

>30%

lower miscarriage rate, compared to national average

92%

overall SET rate (96% for age <35)

## ● MAVEN WALLET

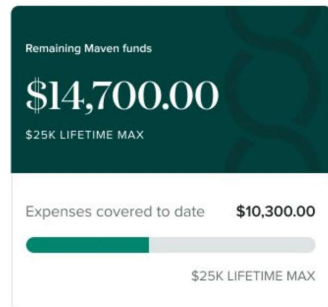
# Maven Wallet: Financial support for every journey

Maven's secure and user-friendly expense management solution supports global members' financial needs.



- Inclusive support from preconception to menopause - for members around the world, across 175+ countries
- Flexible configuration options include reimbursement or the Maven Card to avoid out-of-pocket expenses
- Digital-first experience, available within the Maven app anytime, anywhere
- The ability to check claim status and balance in real-time, all in one place

### Your current benefit balance



### Maven coverage of pending transactions

IVF Freeze All \$10,000.00  
April 14, 2023 | Covered by Maven PAID



"Going through the reimbursement process with Maven, I was kind of assuming it would be a nightmare like you would, maybe, with insurance companies. And it couldn't have been farther from that. It was so easy. I just uploaded my itemized receipts to Maven Wallet, they had one question and I gave them the answer, and then they said they were processing it." - Mo, Maven Member

## Sample covered expenses:

### Fertility & Family Building

IVF & IUI treatment  
Medication  
Donor Material

Adoption fees  
Surrogacy fees  
Preservation

### Maternity & Newborn Care

Doula services  
Travel expenses  
Rx not covered by the health plan

### Parenting & Pediatrics

Childcare costs  
Education costs  
New parent support

### Menopause & Midlife Health

Prescription treatments  
Over-the-counter symptom relief

# Pricing proposal & projections

## PROGRAM FEES

Maven's pricing is designed to tie the employer investment to actual engagement. This includes a one-time implementation fee when the program goes live for employees and enrollment fees when individuals sign up for Maven.

Eligible Employee Count: 1,200

Program	Projected Annual Enrollments	Projected Total Annual Enrollment Fees
Family Building (\$850)	23	\$19,550
Maternity End-to-End (\$1250)	0	\$0
Parenting & Pediatrics (\$600)	0	\$0
Menopause (\$600)	0	\$0
Wallet (\$600)	6	\$3,600
<b>Total Enrollments and Annual Fees</b>	<b>29</b>	<b>\$23,150</b>
<i>Minimum Annual Commitment</i>		<i>\$6,945</i>
<i>Implementation Fee (Year 1 only)</i>		<i>\$3,500</i>
<i>Total Due Upfront</i>		<i>\$10,445</i>

**1. Pricing Proposal:** The enclosed pricing proposal is valid for 90 days and assumes a three-year contract with use of Maven's standard Master Service Agreement. Any changes to the Agreement may impact pricing.

**2. Projected Enrollments:** The above Projected Enrollments for are based on clients of similar size & industry across Maven's book of business and are adjusted for any demographic information provided. Actual employee enrollments may vary.

**3. Enrollment Drivers:** The primary driver of enrollments is a strong communications strategy prior to, at, and following launch.

**4. Pricing escalator:** All fees, with the exception of implementation fees, are subject to an Annual Fee Increase of 3%.

**5. Payment Upfront:** Enrollment fees due upfront (at launch) are non-refundable and typically represent 20-30% of enrollment fees.

**6. Annual minimum:** Maven requires a minimum annual fee of \$20,000 due at launch.

**7. Wallet:** Projected enrollments in Maven's Wallet are estimated based on applicable programs and expected coverage of expenses through public or private insurance.

## CLAIMS PROJECTIONS

Program	Estimated range of annual members	\$5,000 LTM	\$10,000 LTM	\$15,000 LTM
		Claims cost	Claims cost	Claims cost
Adoption <sup>2</sup>	1	\$5K	\$8K	\$11K
Surrogacy <sup>3</sup>	1	\$5K	\$10K	\$14K
Egg Freezing <sup>4</sup>	2 - 4	\$8K - \$16K	\$15K - \$31K	\$19K - \$38K
<b>Total</b>	<b>4 - 6</b>	<b>\$22K - \$31K</b>	<b>\$41K - \$56K</b>	<b>\$55K - \$74K</b>

1. Total cost of adoption ranges from \$20k - \$50k+. This can often be a multi-year journey. Annual utilization at each benefit level is based on Maven's book of business utilization rates.

2. Total cost of surrogacy ranges from \$90k - \$130k+. This can often be a multi-year journey. Annual utilization at each benefit level is based on Maven's book of business utilization rates and assumes that costs are being grossed up.

3. Average utilization at each benefit level is based on Maven's book of business utilization rates for fertility preservation.

● OUTCOMES

## Why employers choose Maven as their single solution for continuous women's & family care

Employers are choosing Maven for their employees across all life stages because we offer one trusted platform with a validated care model that delivers improved outcomes and cost savings.

### PROVEN OUTCOMES

Up to 4x ROI on the investment

#### Whole-person care

30%  
achieve pregnancy  
without treatment

40%  
find emotional support  
with Maven

60%  
breastfeed longer with  
Maven support

#### Family building

97%  
singleton pregnancy  
rate

>30%  
lower miscarriage rate  
vs. national average

93%  
overall SET rate (96%  
for age <35)

#### Maternity

UP TO  
20%  
lower C-sections

UP TO  
28%  
lower NICU admissions

UP TO  
31%  
reduction in  
unnecessary ER visits

#### Business outcomes

70%  
of Maternity members  
feel more productive

96%  
of Family Building  
members more loyal to  
employer

94%  
Return-to-work  
(57% ntl. average)

### OUR COMMITMENT TO END-TO-END EXCELLENCE

Continuity of  
compassionate care



Members fluidly move  
across health journeys  
with the same Care  
Team in one platform

Depth and expertise in  
every experience



Specialized care and  
dynamic resourcing for  
every pathway

One trustworthy,  
accountable partner



Delivering holistic client  
services to make  
reporting impactful and  
administration easy