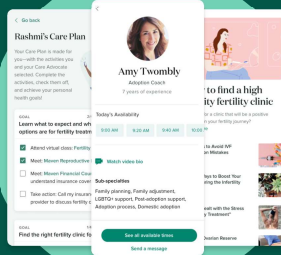


MAVEN

MIAMI BEACH

March 2025

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



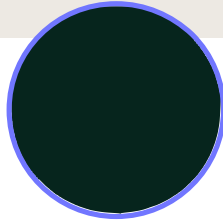
MAVENCLINIC.COM

● MAVEN OVERVIEW

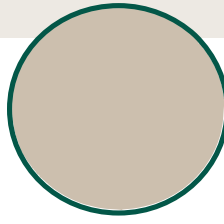
Maven offers member-centric care across life stages



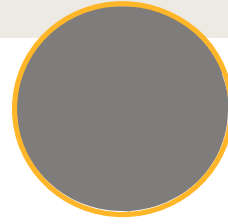
Fertility & Family Building



Maternity & Newborn Care



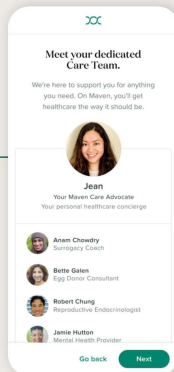
Parenting & Pediatrics



Menopause & Midlife Health

All on one seamless platform

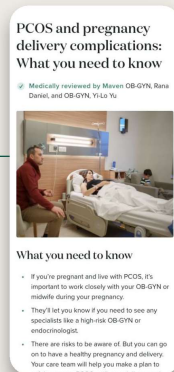
Dedicated care advocacy



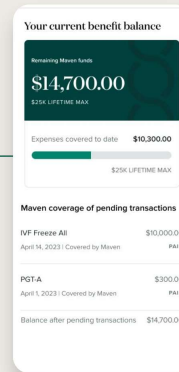
Always-on virtual specialists



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



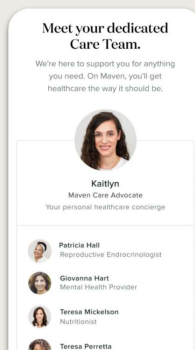
“To know that Maven will not only get me to the point of starting a family but then supporting me and my family beyond pregnancy into postpartum and getting back to work, and really supporting me and my family holistically--that is just life-changing.”

- MO, MAVEN MEMBER

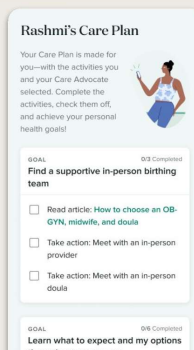
24/7 virtual specialists



Dedicated care team



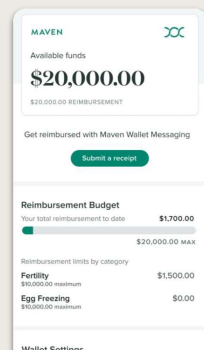
Personalized care plans



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

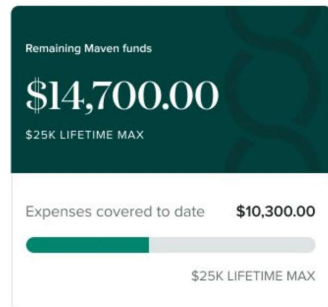
Maven Wallet: Financial support for every journey

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
Total Enrollments and Annual Fees	29	\$23,150
<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 ²	1	\$5K	\$8K	\$11K
Surrogacy ³	1	\$5K	\$10K	\$14K
Egg Freezing ⁴	2 - 4	\$8K - \$16K	\$15K - \$31K	\$19K - \$38K
Total	4 - 6	\$22K - \$31K	\$41K - \$56K	\$55K - \$74K

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