



LifeBalance



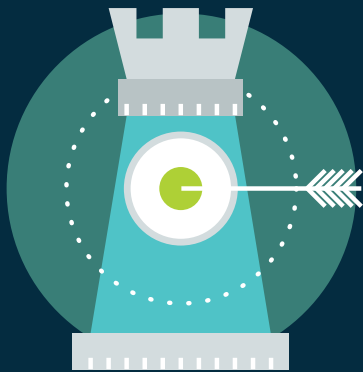
LifeBalance:
Well-being
Focused
Discount
Platform



- **Acquired by Alliant on March 1, 2020**
 - Delivering health, happiness, and savings since 1996
- **A modern approach to discount platforms**
 - More than just an aggregation of vendors
 - Customized, localized discount platform ensures relevance
 - Exciting engagement initiatives facilitate utilization and satisfaction
- **A value-added benefit designed to improve member well-being**
- **Currently serving almost 2 million members nationwide**



LifeBalance:
At a
Glance



- **Offers thousands of savings options**
- **Discount network continually expanded and customized based on client needs**
- **Strong well-being focus**
- **Offers hundreds of online/digital savings options**
 - Ideal for the current COVID “work-from-home” environment
- **Over 70 business/savings categories**
 - Examples include health clubs, airline tickets, ski lift tickets, massage, yoga, pets, meditation, financial well-being, technology
- **Specializes in providing local and regional offers**
- **Ensures all website offers are meaningful discounts**

In response to the COVID-19 pandemic, LifeBalance expanded its savings categories to support working parents.

Savings are now available on:

- Childcare/daycare
- Virtual tutoring and education support
- Online children's learning programs
- At-home STEM projects
- School supplies
- Children's crafts and entertainment

Focus: Support for Working Parents



Support for Working Parents: Sample Discount Vendors



Hundreds of Savings to Support Mental Well-Being

Relaxation/Stress Relief Category Savings Include:

- Meditation and mindfulness apps/programs (e.g. [Calm](#), [Muse](#))
- Massage/Spa (e.g. [SpaFinder](#), [Amrita Aromatherapy](#), local spa savings)
- Yoga and Tai Chi (e.g. [Corepower Yoga](#), [Yoga Download](#), [Inner Dimension TV](#))

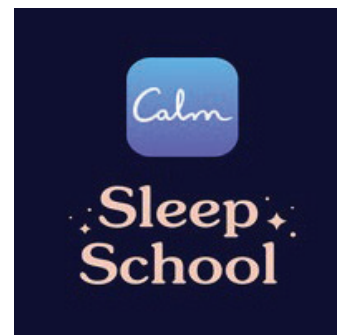
Additional Savings to Support Mental Health and Stress Relief:

- Healthy outdoor activities: Hiking, kayaking, gardening, skiing, and more
- Fitness options: Health club memberships, online fitness, running, cycling, fitness wearables, and more
- Family fun: Amusement park admission, camping gear, hotel stays, games, sporting events, and more
- Stress-relieving hobbies: Painting, reading, sewing, photography, and more
- Nutritional savings: Produce and healthy meal delivery, vitamins, and supplements

Focus: Mental
Well-
Being/Stress
Management



Mental Well-Being: Sample Discount Vendors



- **Customizable platform to satisfy the varied needs of different customers**
- **A responsive account manager to ensure satisfaction**
- **A full member services team to assist employees via phone and email**
- **Co-branded program materials to educate and engage employees**
- **Ongoing vendor recommendation/request options for client contacts and members ensures program relevance**
- **Tracking and reporting services to inform customers of program performance and utilization**

Customer/ Member Service

