

Unlocking Workplace Wellbeing as a Strategic Imperative

Overcoming Corporate Health Challenges for Sustainable Growth.

The modern workplace is plagued by a multitude of health challenges that undermine productivity, drive up costs, and impede sustainable growth.

From chronic stress and sedentary lifestyles to unhealthy eating habits and lack of work-life balance, these issues have far-reaching consequences for both employees and companies.

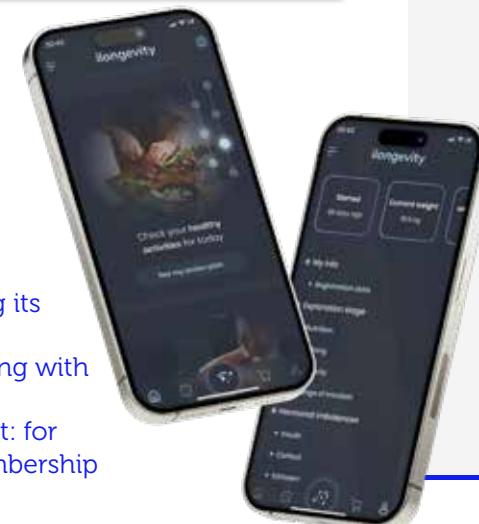
Consider a multinational corporation with over \$70 billion in annual sales. Despite its success, this company was losing approximately 15% of its production costs **- a staggering \$5.5 billion annually** - due to health-related issues within its workforce. This scenario is not unique; it reflects a global crisis that threatens the well-being of employees and the bottom line of businesses. As the Global Wellness Institute report highlights, the global workplace wellness market was estimated at **\$50.6 billion in 2022**, indicating the growing recognition of the importance of promoting employee well-being and addressing health-related challenges in the workforce.

"Ilongevity is a unique platform with holistic capabilities focused on improving well-being and quality of life, through continuous and personalized support that strengthens good habits that we need on a daily basis."

Through its personalized action plans, Ilongevity empowers employees to take control of their well-being. Tailored recommendations on nutrition, physical activity, and natural supplementation are delivered daily, fostering lasting lifestyle changes. Ilongevity's approach is holistic, encompassing mental health, stress management, and mindfulness practices, ensuring a well-rounded path to optimal wellness, and laboral performance.

Ephrin provided strategic guidance to Ilongevity, ensuring its solution addressed corporate health challenges while contributing to sustainable development goals and aligning with ESG best practices.

Ephrin empowered Ilongevity's social action commitment: for every 4 paid memberships, Ilongevity gives one free membership to underserved communities.



CHALLENGES

In today's competitive landscape, companies that fail to prioritize employee wellness risk not only financial losses but also damage to their reputation, innovation capabilities, and commitment to corporate social responsibility and sustainability goals.

Poor employee health and wellbeing lead to decreased productivity (costing U.S. employers \$153 billion annually in lost productivity according to Gallup), increased healthcare costs (with companies spending an average of \$18,000 per employee per year on healthcare according to the Milken Institute), higher turnover rates, and challenges in attracting and retaining top talent.



MARKET POTENTIAL

The global workplace wellness market presents a tremendous opportunity for Ilongevity's innovative solution. With rising healthcare costs and a growing emphasis on corporate social responsibility, the demand for comprehensive employee well-being programs is skyrocketing. According to industry reports, the global corporate wellness **market is projected to reach \$94.6 billion by 2026, growing at a remarkable CAGR of 7.3%**.

Ilongevity is well-positioned to capitalize on this burgeoning market, offering a **unique value proposition that combines cutting-edge technology, personalized support, and a commitment to sustainable practices**. By partnering with Ilongevity, companies across diverse industries can future-proof their workforce, enhance their brand reputation, and contribute to a healthier, more prosperous society.

THE WAY FORWARD

Contributing to United Nations' Sustainable Development Goal #3: Ensuring healthy lives and promoting well-being.

As the world becomes increasingly conscious of the interconnectedness between employee well-being, business success, and environmental sustainability, Ilongevity emerges as a powerful ally. By investing in the wellness of their workforce, companies can not only drive profitability but also contribute to the United Nations' Sustainable Development Goal #3: Ensuring healthy lives and promoting well-being for all at all ages. Its focus on disease prevention, comprehensive health education, and accessibility to wellness solutions directly addresses global health challenges.

The time has come for businesses to prioritize workplace wellbeing as a strategic imperative. Ilongevity offers a proven solution, backed by a robust technology platform and a deep understanding of the corporate landscape. By partnering with Ilongevity, companies can pave the way for a healthier, more productive, and sustainable future for their employees, their business, and the world at large.

Currently, Ilongevity is in the process of raising funds through a Series A investment round. With a conservative revenue projection of \$191.76 million in the first 3 years and a corporate wellness market valued at \$94.6 billion, Ilongevity represents an attractive opportunity for investors interested in driving innovative solutions that promote corporate health and contribute to the Sustainable Development Goals.



SOLUTION

Ilongevity is a pioneering technology platform designed to transform workplace wellbeing. Backed by advanced algorithms and evidence-based technologies, Ilongevity offers a comprehensive solution to address the root causes of wellbeing decline in the corporate environment. Its artificial intelligence technology enables the identification of hormonal and nutritional imbalances and provides personalized action plans that include recommendations in areas such as healthy eating, physical activity, mental health, and natural supplementation.

Benefits

Increased Productivity

Reported savings of \$3.3 in medical costs for every \$1 invested in wellness programs.

Source: Global Wellness Institute

Talent retention

Reduction in employee turnover by up to 65%.



Improved healthy lives

61% of participants reported improvements

Aligned to United Nations Sustainable Development Goals



Ephrin's Support to Ilongevity

