

# 800 000

employees have access to services

# 1 200

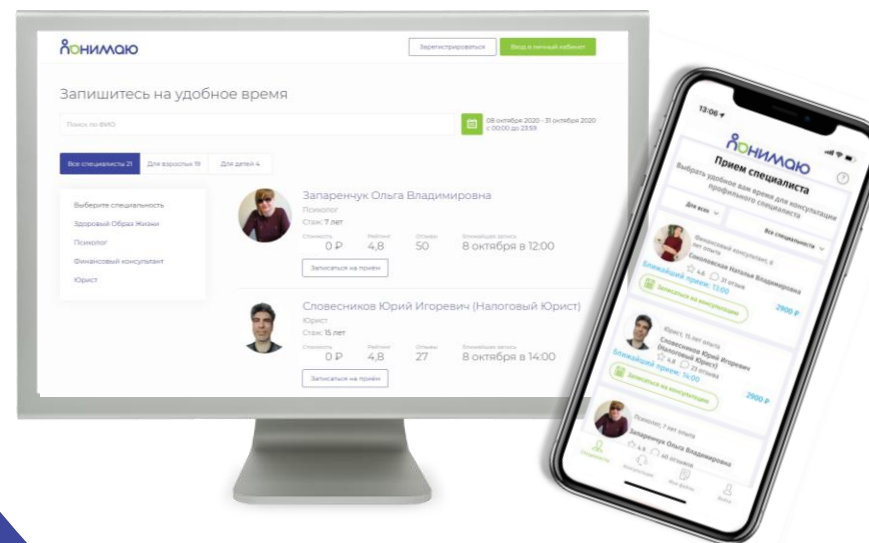
company clients

# 116

counsellors and experts  
of different fields

# ПОНИМАЮ

- ✓ Founded in 2016
- ✓ Own web-based platform and mobile applications which ensure high quality of service provisions and high utilizations rates



# 180

sessions provided daily

# 4.85

average rating of sessions out of 5

# 78%

NPS



KUEHNE+NAGEL



4 905 059

confirmed cases in total

4 518 529

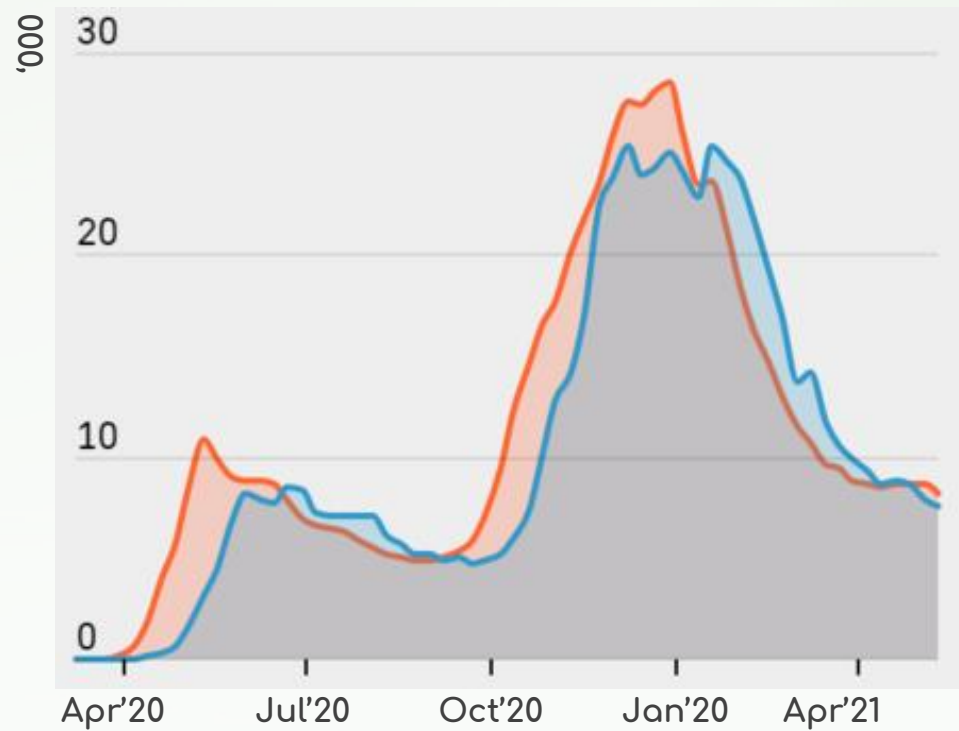
recovered

114 331

deaths

+360 000

excessive deaths related to COVID-19



6% fully vaccinated



**8%** average utilization rate\*

- at the launch of the program requests for legal assistance prevail
- share of counselling sessions at the contract mid year is over 50%
- share of personal financial advice is always around 10%

\*for the company of >1000 employees

## CHANGES IN EAP USAGE

**11%** average utilization rate\*

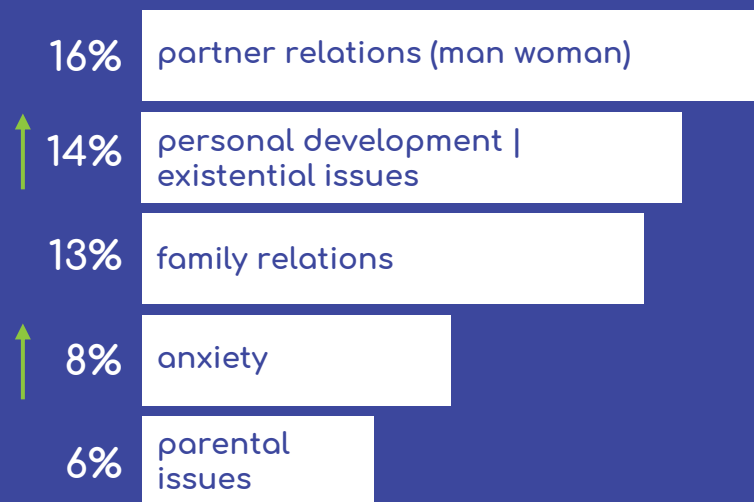
- financial advice is winner in terms of growth rate – number of requests tripled
- counselling – number of requests doubled
- functional health and nutritionists advice introduced and became second popular service



# EMPLOYEES "PAINS"



TOP-5 topics requests for counselling\*



TOP-5 topics requests for financial advice\*



\*PONIMAU portfolio March – December 2020

besides growth of number of requests on anxiety (which is explainable), during the pandemic the topic of existential issues and personal development is on the rise

having income decrease in general and key rate cut the issues of investments and planning became highly popular

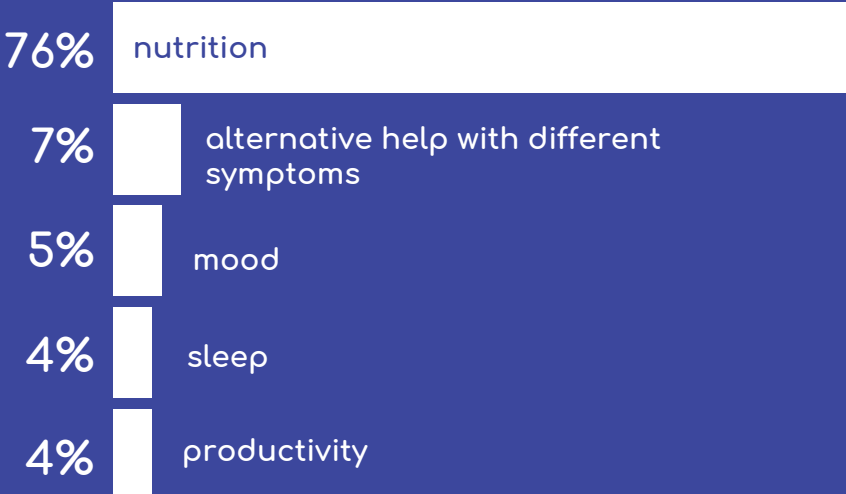
# EMPLOYEES "PAINS"



TOP-5 topics requests for legal assistance\*



NEW!!! TOP-5 topics requests for functional/preventive health\*



\*PONIMAU portfolio March - December 2020

mass flights and events cancellation caused the demand for consumer rights advice

significant share of requests is related to nutrition issues



Regular outreach activities for utilization stimulation or other employer's current issues and tasks

- ☐ HEINEKEN: promoting responsible alcohol consumption policies among employees
- ☐ SBERBANK: mental health first aid – education program for managers
- ☐ FMCG-company: change acceptance program due to company global transformation

## INCREASING UNDERSTANDING REMOVE UNCERTAINTY

Development of outreach activities relevant to the current issues  
Increased intensity of events for employees

- ☐ Webinars... webinars... webinars... on how to manage stress and anxiety including mindfulness practices, how to be productive working at home/with family including kids
- ☐ Support groups / encounter groups on managing anxiety and finding the resource, communications trainings for employees
- ☐ Financial advisers' master-classes on managing personal finance in times of crisis

