



Leafyard business case and overview

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What is Leafyard?

Leafyard is a science-backed application designed to empower employees and enterprises on a journey towards better mental health.

Through education, motivation, adaptive strategies, and behavioural science, it enables users to actively take control of their mental wellbeing, fostering resilience and productivity in the workplace.

With its unique AI-based approach, Leafyard ensures that this journey is personalized, actionable, and transformative for all users.

Leafyard's effectiveness is underscored by its broad range of customers. It is trusted by the British Army, the Police Force, and the NHS, demonstrating its value in high-pressure, high-stakes environments. Moreover, Leafyard's appeal transcends sectors, with the Daily Mail Group, Peugeot, and New Scientist Magazine also among its users, highlighting its versatility and wide-ranging applicability.

Further testament to Leafyard's quality and impact comes from independent academic validation. The clinical research team at King's College London, a leading global institution, has reviewed Leafyard. Their endorsement was emphatic, declaring Leafyard to be the best of its kind they had seen, particularly in terms of its ability to effect meaningful and lasting improvements in employee mental wellbeing.

The role of proactive mental fitness in employee wellbeing

Engaging mental health context + healthier habits = lower staff turnover & absenteeism = more productivity = sustained business growth

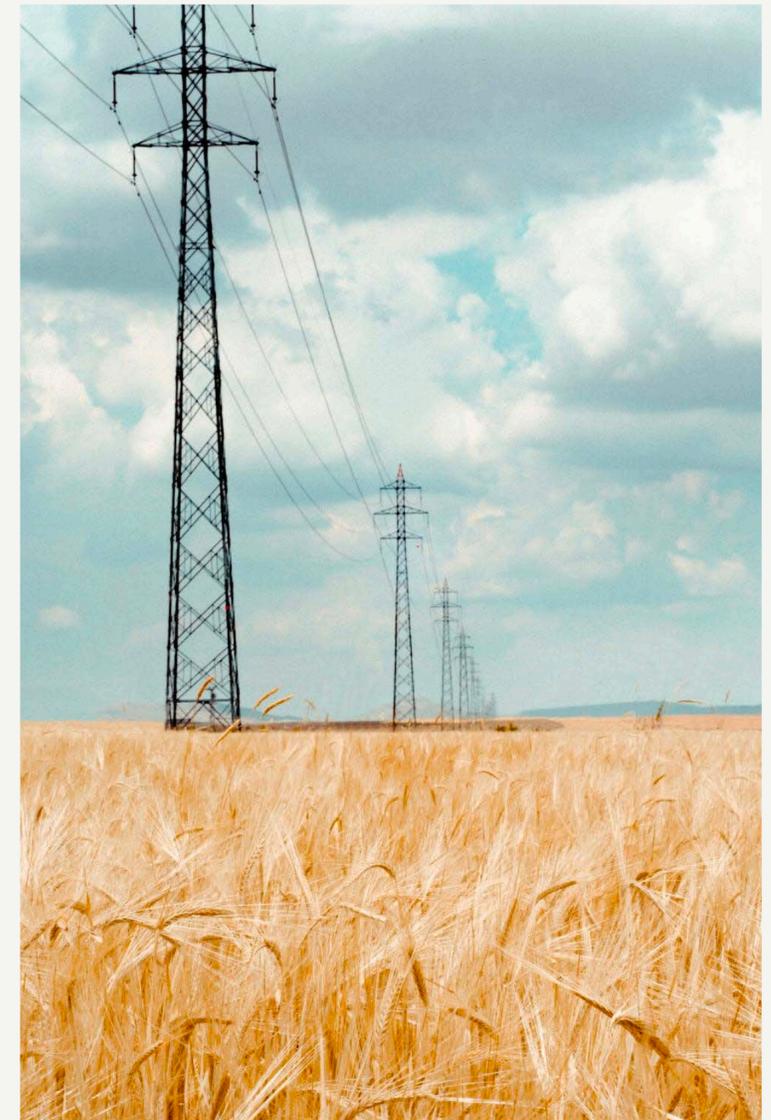
The latest edition of the Deloitte 'Mental Health and Employers' Report, published in April 2022, reveals that the cost of mental ill health to UK businesses has reached a record £53-56 billion per year, highlighting the economic impact of mental health issues.

One of the most crucial lessons that businesses are learning in the realm of employee mental health is the importance of being proactive rather than reactive. Rather than waiting until employees are leaving or going off work due to sickness, Leafyard actively creates a business context that supports employee mental health and prevents these issues from escalating in the first place.

One of the primary factors that proactive approaches target is presenteeism, a situation where employees are at work but, due to mental health or other issues, are not fully productive. This is a major problem in all workplaces and is vastly more costly than absenteeism.

By introducing Leafyard businesses can mitigate the financial drain associated with presenteeism and loss, and ensure that their workforce remains healthy, happy, and productive, leading to improved job satisfaction and employee retention.

Our industry leading engagement rates (routinely above 25%) and AI assisted adaptive technology guides users to sustainable, lasting change that has a significant positive impact on your bottom line.



How does it work?

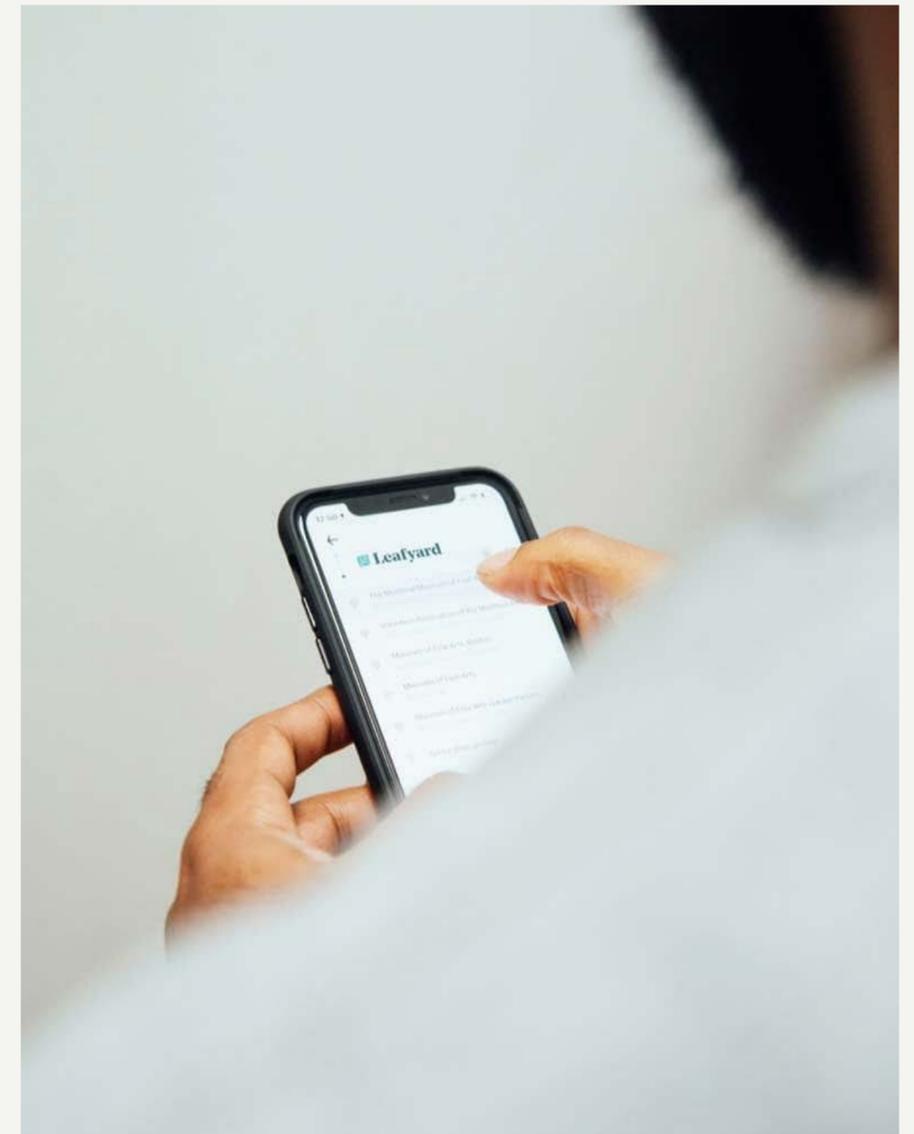
Analysts in the mental health space are calling Leafyard a “third wave” solution as it addresses the failings of previous offerings, the main being:

Why don't we do the things that improve our mental fitness?

Science has proven there are many things we can do to feel better, but we don't do them. This is a problem that is entirely one of **behaviour**. How do we motivate people to take responsibility for their own mental fitness?

Leafyard addresses this by using proven behavioural science and by taking inspiration from motivational structures like Weight Watchers and Couch25K (which has an incredibly high success rate of invoking real change amongst participants) and modern sportswear brands like Peloton and LuluLemon.

- ✔ Leafyard works with the user over a very long period of time. It takes at least 18 months to do a single lap through Leafyard.
- ✔ During this time, Leafyard delivers very short 2/3 minute videos to the user, typically twice a week, that contain real world activities that motivate the user to try out new wellbeing techniques in their daily lives without anyone noticing.
- ✔ The long running nature, practical application and repetition of this process results in real measurable habit change. If you want to learn French or play the guitar, you have to do a lot of it, over a long period of time. Mental fitness is no different.
- ✔ Leafyard's practical AI approach works with the user to identify areas of need, and seamlessly shifts direction to address the direct needs of the user, making Leafyard very individualised to the user. All techniques are personalised and taken from Leafyard's 5 years worth of content.



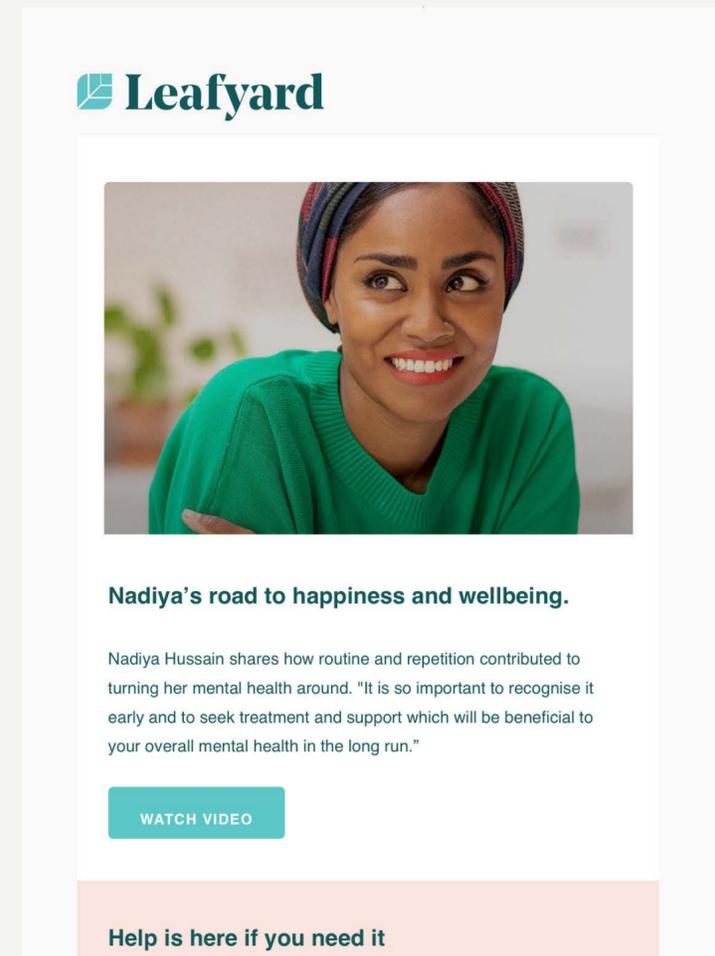
Continual context and engagement

Leafyard understands that nurturing a culture of health and wellbeing requires consistent engagement and a multi-faceted approach. To maintain high levels of adoption and provide relevant context, Leafyard distributes a monthly health and wellbeing newsletter to all users. This newsletter features valuable resources such as healthy recipes, podcasts, and book recommendations, all carefully curated to contribute to the mental and physical wellbeing of employees.

This consistent communication serves as a gentle reminder to employees that help is always available if they need it, creating a safety net of support. In providing these resources, Leafyard is not just a tool but a partner in fostering a 360-degree, year-round culture of wellbeing.

Rollout of Leafyard is facilitated by a sophisticated, battle-ready communication plan. Recognizing the need for effective and engaging communication channels, Leafyard utilizes gift cards to share information. Gift cards have been selected as the communication medium because they carry intrinsic value, making them more likely to be kept and used by employees. People love receiving them, and their tangible nature ensures they don't just disappear into an email inbox.

This innovative use of gift cards, combined with the monthly newsletters and the comprehensive resources offered by Leafyard, ensures that employees are consistently engaged and supported. In this way, Leafyard helps businesses create a lasting culture of health and wellbeing that benefits not just the individual employees, but the organization as a whole.



Leafyard



Nadiya's road to happiness and wellbeing.

Nadiya Hussain shares how routine and repetition contributed to turning her mental health around. "It is so important to recognise it early and to seek treatment and support which will be beneficial to your overall mental health in the long run."

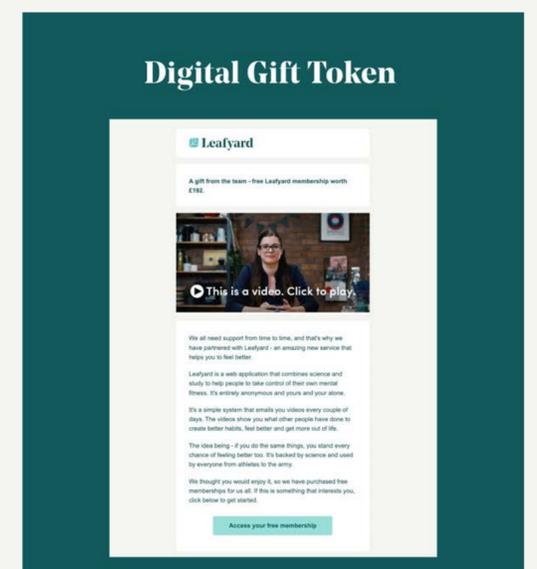
[WATCH VIDEO](#)

Help is here if you need it

Physical Gift Token



Digital Gift Token



The impact of Leafyard

Leafyard's engagement and adoption rates far surpass any other product, with our customers enjoying adoption rates of 25% amongst their cohort, with 85% of that 25% using Leafyard on at least a weekly basis.

With our high uptake and retention rates, even a small business of just 30 people is estimated to have a return on investment of £17,100 per year with Leafyard.

Our customers share the positive impact Leafyard has had on their businesses.



Lycetts - Charles Renwick, Divisional Director

“While Leafyard provides practical tools, activities and support to help with any mental health concerns and to improve mind set, it has also provided Lycetts, as an employer, with a practical and pro-active mechanism to offer to our staff which can sit alongside other initiatives to support their well-being.”

With 38% of employees using the Leafyard app, and 75% attendance at live Leafyard events, Lycetts are now confident that employees have a safe place to turn to for evidence-based support.



Matt Noon - Hill Dickinson, Head of Corporate

“As a firm, we see Leafyard as a vital piece in the jigsaw of proactive mental health support – we were overwhelmed by the 30% uptake in terms of usage within the first month.

Hill Dickinson have now launched Leafyard as a free, anonymous benefit to all UK and overseas offices.”

Validation

An independent evaluation undertaken by the Academic Department of Military Mental Health in King's College London supported the use of Leafyard, concluding that "the app offers an exciting CBT based platform in the Promote, Prevent, Detect and Treat space."

"Evaluations suggest that users find the ecosystem easy to use and that it enables positive change. Evaluations show statistically significant increases in every measure – sleep, focus, mood, anxiety, motivation and exercise (these results far exceed those of Headspace and HeadFit to name but two currently approved for use in the military)."

Qualitative feedback as part of the evaluation was also positive.

Users stated, 'this is an investment in us,' 'you learn and grow with the app, it's a journey,' 'you become more self-sufficient, take more responsibility', 'I was able to identify positives in myself and others' and 'improved my communication with others'.

Additionally, Leafyard is currently being prescribed by doctors within the NHS.

With reference to anxiety alone, the study of 366 participants revealed:

- ✔ **80% met the criteria for reliable change**
- ✔ **48% reported a reduction in severity of diagnosis, for example from severe to moderate anxiety**
- ✔ **97% of participants showed improvements over 3 months**
- ✔ **11% of participants no longer met the criteria for anxiety**

Exploring Leafyard - What happens next?

1

Distribute Leafyard tokens

Forward your unique Leafyard email invitation to your audience.

We can also produce whatsapp, slack, social media campaigns if this better suits your trial group.

2

Send follow up reminders

Two reminder nudges drive engagement and create the opportunity and motivation for people to try Leafyard.

3

Send out Leafyard survey

Two nudges are sent to collect feedback, giving the link to a survey which users fill in with qualitative feedback.

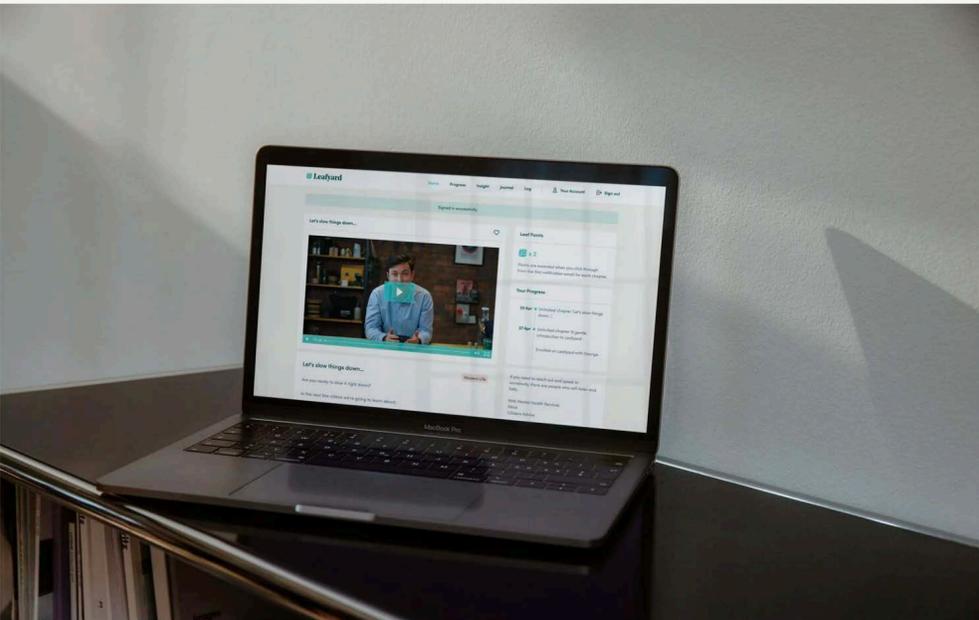
4

End of trial review call

We arrange a time to share all the data with you and leave you to make your own assessment.

Summary

Leafyard – the revolutionary new digital health platform designed to help your team build mental resilience and experience real, meaningful change.



With Leafyard, your team receives short, easy-to-follow video interventions delivered right to their phone, helping them to build new habits and techniques that stick.

It's the short and simple way to help your team be happy and productive.

Leafyard supports employees to change bad habits, make new good habits and feel great.

It combines education, actionable insights, and adaptive strategies tailored to each individual.

For employees:

- ✔ individualised
- ✔ coaching
- ✔ mindfulness
- ✔ sleep
- ✔ good habits
- ✔ visualisation
- ✔ exercise
- ✔ CBT
- ✔ journaling
- ✔ diet
- ✔ and more

For employers:

- ✔ A happy and motivated team
- ✔ Continual engagement support
- ✔ Free mental health first aid training
- ✔ Reduced absenteeism
- ✔ Increased productivity

“Would you recommend Leafyard to a co-worker, friend or family member who you knew was struggling?”

The most important question, and one we can answer with a resounding positivity. Employee satisfaction and engagement with Leafyard is thanks to it's grounding in behavioural science.

Employee mental health is a growing concern for companies, with stress, anxiety, and depression leading to decreased productivity, high turnover rates, and increased healthcare costs.



Join the hundreds of companies already using Leafyard to improve employee mental health.