

Healthy teams Global impact

ESG 2.0 Platform

myday.

The marked decline in our mental health and wellbeing is only matched by the pressure we have put on our planet.

£56Bn

Lost revenue by UK
companies due to
employee mental health

Deloitte Research

88%

consumers more loyal to
businesses meeting
ESG targets

2023 is the year of significant ESG momentum

FORRESTER®

The number of European “active green” consumers **will increase by 50% in 2023**

Forrester Predictions 2023

KPMG

46% of UK workers want the company they work for to demonstrate a commitment to ESG

January 2023 Survey

McKinsey & Company

Companies that prioritise sustainability are **more likely to outperform their peers financially.**

Report, Nov 2022

Deloitte.

89% of employers see the connection between **well-being and overall business strategy.**

Well-being: A new cornerstone for ESG, 2022

We know the challenges of ESG are not easy...



01

**Disengaged,
unhealthy
workforce**

...even *unmotivated*



02

**Disbelieving
community**

...sceptical of
greenwashing



03

**Disconnected,
hybrid team**

...seeking *belonging*



04

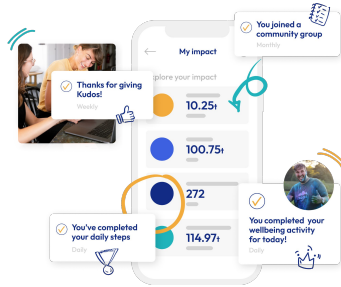
**Discovering
metrics**

...to build *momentum*

The MyDay Platform delivers ESG goals via employee wellness

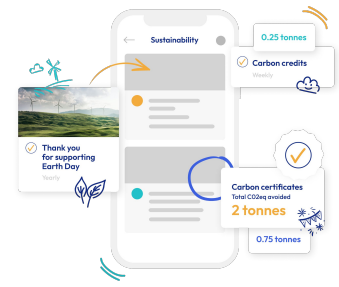
01

Employee engagement tools



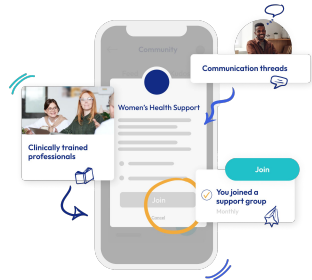
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Real world, trusted impact



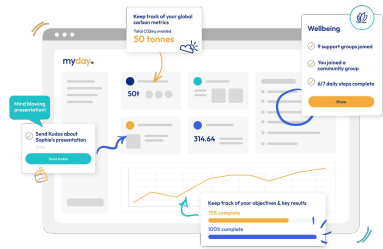
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Connecting at key moments



04

Sharing your progress

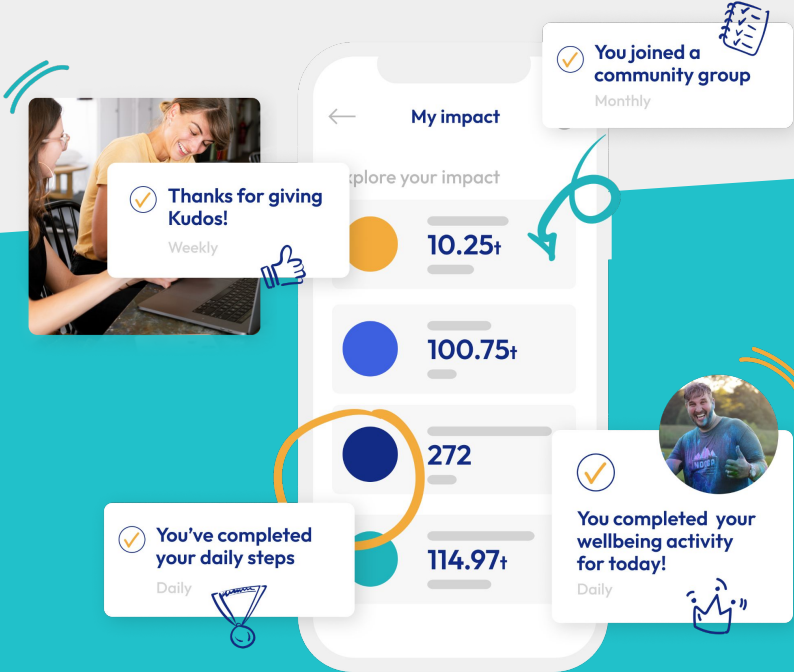


01 Employee engagement tools

Daily personalised wellbeing, recognition & community for your teams, purposefully connected to their chosen global initiatives.

Creating a Thriving Team

- 1 Wellbeing activities
- 2 Daily steps climate rewards
- 3 Wearable integration
- 4 Team kudos and recognition
- 5 Company resource library
- 6 Benefits populated in-app

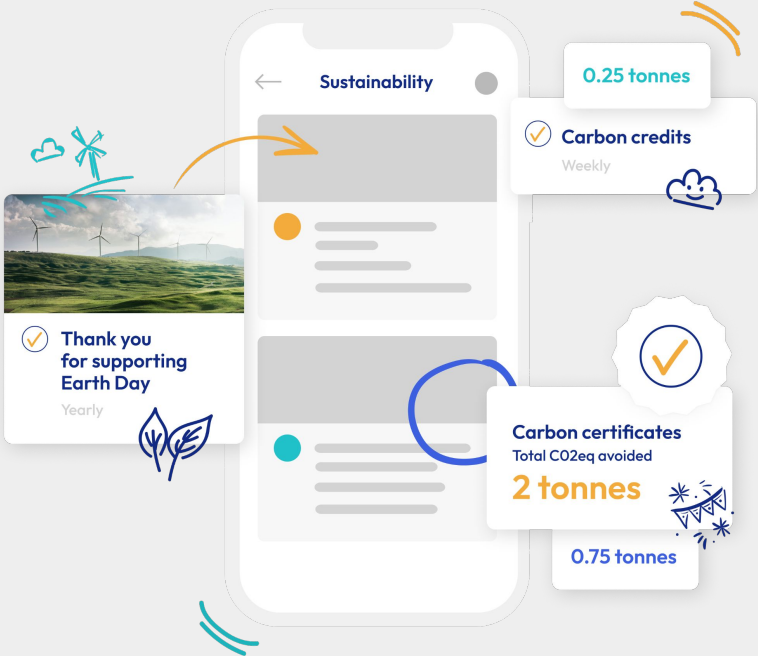


02 Real world, trusted impact

A roster of verifiable global impact projects and high integrity carbon credits, individually selectable at a user level.

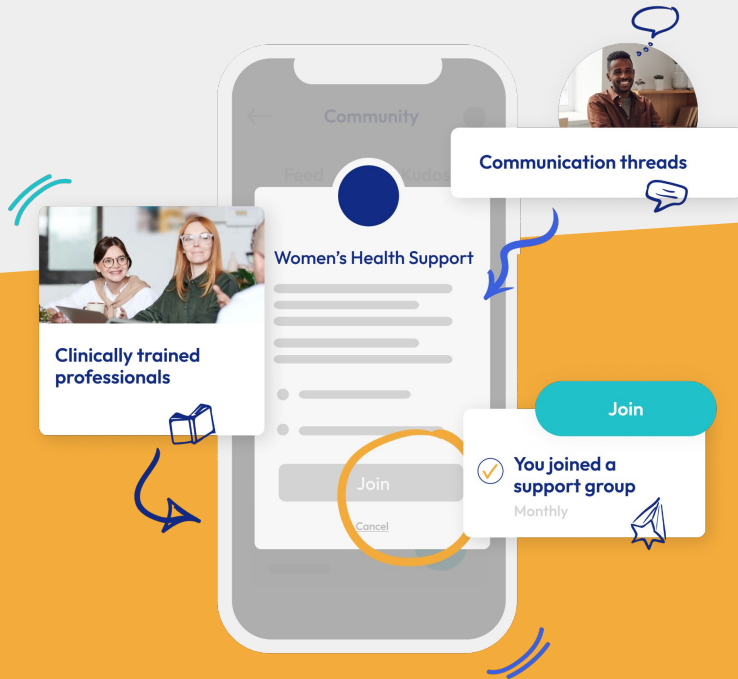
Transparent Sustainability

- 1 Accredited sustainability projects
- 2 Gold standard carbon certification
- 3 High integrity carbon offsetting
- 4 Individualised project selection
- 5 Whistleblower reporting



03 Connecting at key moments

Curating company wide support groups, building a sense of belonging and support at pivotal life moments. Happy teams drive healthy business performance.



Creating Belonging

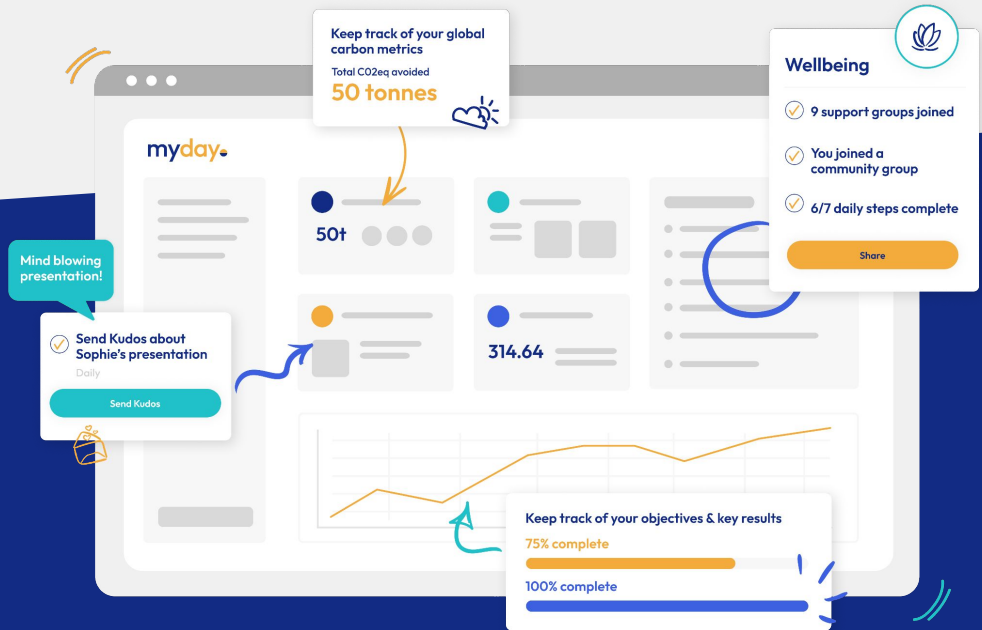
- 1 Clinically led, peer-to-peer support groups at key life moments
- 2 Employee or business led interest groups
- 3 Diversity and inclusion aligned-equalising preventative health access across the business
- 4 Internal feed connecting staff kudos, recognition and content across the business

04 Sharing your progress

Bring your impact to life with employee stories and KPI data easily surfaced and reported to investors, employees and the global community.

Surfacing your impact data

- 1 Aggregated wellness data
- 2 Carbon offset metrics
- 3 Pulse + Wellbeing surveys
- 4 Steps leaderboard
- 5 Employee recognition stories
- 6 Content engagement



ROI Calculation

Investing in MyDay to support your ESG initiatives and employee wellness can also drive a direct ROI.

Modelled out per 1000 employees, the following return on investment shows the impact that can be achieved by implementing MyDay in your business.

Health Productivity Lift

Cost of absent/presenteeism to UK business is £2.9k per employee. A 10% reduction via improved wellbeing produces:

- Health Cost: £2.9m
- 10% Impact: £290k

Productivity Gain: **£290k**

Climate Quitting

35% UK workers willing to quit job over ESG concerns. Even if 2% of this employee churn avoided:

- Churned: 20
- 10 x Grads, 10 x Mid level
- Replacement Cost*: £414k

Climate ROI: **£414k**

Operational Savings

Estimated disparate tools replaced in an ESG stack along with carbon offsets delivered by MyDay:

- Feedback Tool: £50k
- Wellness Platform: £24k
- CSR Reporting: £40k
- Carbon Offset: £26k

Operational ROI: **£140k**

MyDay Investment | Total Annual ROI: £844k (Based on high ESG engagement)

*Estimate 1.5X annual salary to replace an employee. Average salary in UK of £25k, so £37.5k cost per employee | Grad replacement cost: £4,500



“By 2025, 75 percent of the working population will be millennials, meaning companies will need to have credible plans to address ESG if they want to continue to attract and retain this growing pool of talent.”

Climate quitting - younger workers voting with their feet on employer's ESG commitments

KMPG, January 2023

Thank you.

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myday.