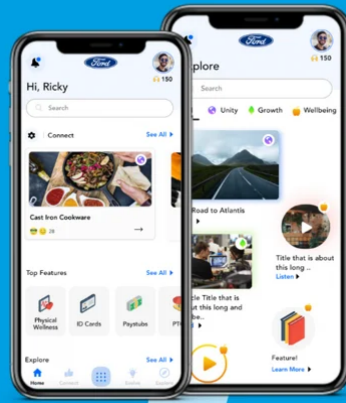


# STRIVE - THE EMPLOYEE APP

Reimagine the Employee Experience -  
One Individual at a Time



Hi ,

We have some exciting updates to share with you! Let's jump in:

## Branding Update

We have a new look coming the beginning of September! To coincide with our new solution, we knew we needed to refresh the brand. Our main objective was to update our brand to emphasize our commitment to the overall employee experience, as well as employee connection, growth, & wellbeing. We also needed the logo to play off our new tagline: "One Employee's Experience is an Entire Company's Potential". The colored dot in the emblem symbolizes the individual within the community and the dots are formed to reflect an upward journey. We are excited to be launching our brand refresh and will be sending out updated collateral around the time of launch. Below is a preview of what we will appear as in the app store as well as our logo moving forward:

## App Icon



Logo



## Global Raffle

We want to hear from you! In order to improve our raffle, we wanted to get insight on what our clients prefer. Previously, the raffle was run where three winners were chosen out of all users from the app and the amount was based on user level. Moving forward, here are the two we are deciding between and would love your opinion:

1. Increase total winners from three to five, chosen out of all users from the app and amount based on user level.
1. Each individual client will have a winner chosen from their employee group each month. Value is pre-determined and will not be as large as what has been done in the past

We value your feedback and want to make sure our raffles are driving value for everyone! Pick your choice using the link below:

[Survey Link](#)

## EX Impact Pilot

Reminder, the EX Impact pilot is available at no cost through the end of this year!\* EX impact allows you to access extra features, including creating custom challenges and recognition for your employees. Reach out to your Success Manager or the Client Success team at [clientsuccess@strivebenefits.com](mailto:clientsuccess@strivebenefits.com) for more information.

## Free Custom White Label

Don't forget about the opportunity to get a free custom white label! If you have over 500 lives or spend more than \$20,000 ARR, you qualify to upgrade to a free white label! With a white label, you get a custom company branded app including app name and app store presence. Please reach out to your Success Manager or the Client Success team at [clientsuccess@strivebenefits.com](mailto:clientsuccess@strivebenefits.com) to get started!

## Messaging Calendar

Our Messaging Calendar for August and September are live! Check out the links below to download your copies now. If interested in implementing, please reach out to your Success Manager to get them scheduled.

[August Messaging Calendar](#)

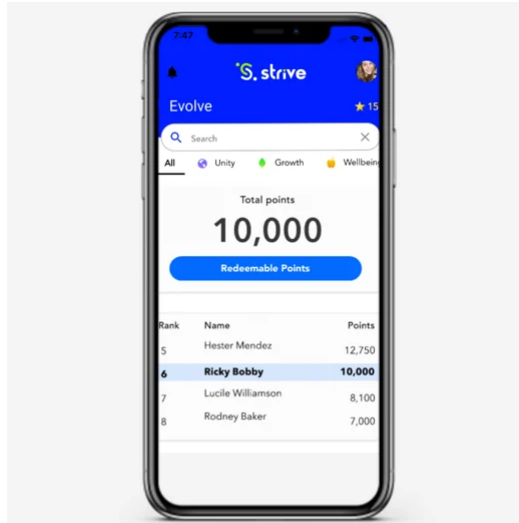
[September Messaging Calendar](#)



## STRIVE Hot Tip

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With our solution, earning points has never been more exciting! Your employees can earn points by participating in challenges or receiving recognition from other users. Encourage them to continue earning points today and create some friendly competition!



- Your Client Success Team

\*EX Pilot is not available to those who purchased the solution after April 15, 2023

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