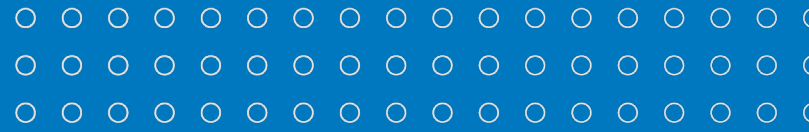


Keep an Eye Out!



Coming Soon: Crafted! A New Segment to Add to the C&D Offerings

Introducing Crafted!

Crafted provides clients with a flexible approach.

Crafted offerings are ready-made, effective communications with the liberty to tailor content to represent a client's benefit program!



CORE

- C&D works directly with you
- Materials are template-based and can be personalized with plan information, images, client logo and colors. C&D produces and manages the materials.
- Quick turnaround (7-10 business days)
- C&D credits apply
- No fees apply



CRAFTED

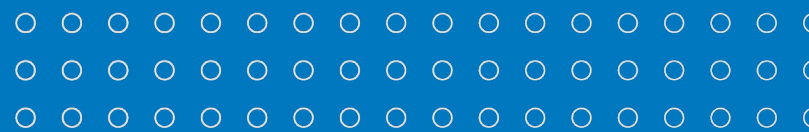
- C&D works directly with you
- Materials are tailored and personalized with plan information, images, client logo, colors and more. C&D crafts and EB finishes and manages the materials.
- Benefits Guide shell ready in 1-2 business days
- No fees or credits for the Crafted PPT Benefit Guide and other materials
- Fees may apply for other Crafted deliverables (coming soon)



CURATED

- C&D works with you and your client
- Materials are customized and built from the ground up by C&D graphic designers and editors for each client's challenges and goals
- Timing varies by project
- Fees apply

Keep an Eye Out!



Coming Soon: Crafted! A New Segment to Add to the C&D Offerings

How Does Crafted Work?

We offer ready-made, effective communications with the liberty to tailor content that represents our client's benefit programs.



Online Ordering: You place an order for Crafted materials, which can include:

- PowerPoint Benefit Guide
- PowerPoint Flyers
- PowerPoint Poster
- PowerPoint Table Tent
- Coming soon! Benefits Website
- Coming soon! Videos
- Coming soon! Digital Postcard



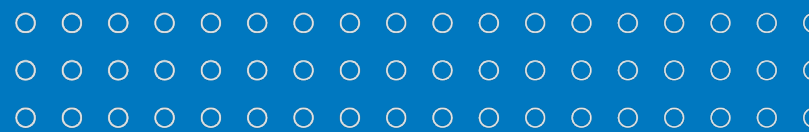
Fully Tailored: C&D will create Crafted Benefit Guides that the EB team can edit. Then EB will deliver ready-made communications to the client.



Made to Order: Crafted Benefit Guides and Flyers can be updated with colors, images, information and anything else—on demand, by EB.

The Pros for Our Pros!

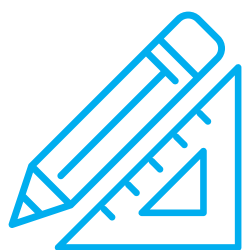
- Provide more options, services and flexibility for EB and our clients
- Better serve the employee communication needs of our clients
- Offer more services
- Focus on more technology communication deliverables and options (no-cost/low cost)
- Serve larger, more complex clients
- Offer more hands-on, consulting support



A Name Change: Custom Is Now Curated

Why the Name Change?

Changing the name of the Custom segment to “Curated” is our shift toward emphasizing the mindful design, writing and curation that defines the content our team creates. This will help our clients better understand our offered segments and differentiate between them.



What Is Curated?

Our Curated segment offers fully customized solutions with measurable results! Communication strategy, content and design are built from the ground up while adhering to our clients organization’s voice and brand.

New! C&D Concierge

C&D Concierge will help onboard new clients (with more than 250 employees) by guiding them through the available employee communication options from HUB C&D and helping them plan for success!



The Process:

- **Meet Internally:** Get the scoop!
- **30-Minute Client Call:** Identify the client’s goals and challenges when communicating with employees
- **The Game Plan:** Provide recommendations for their employee communication plan