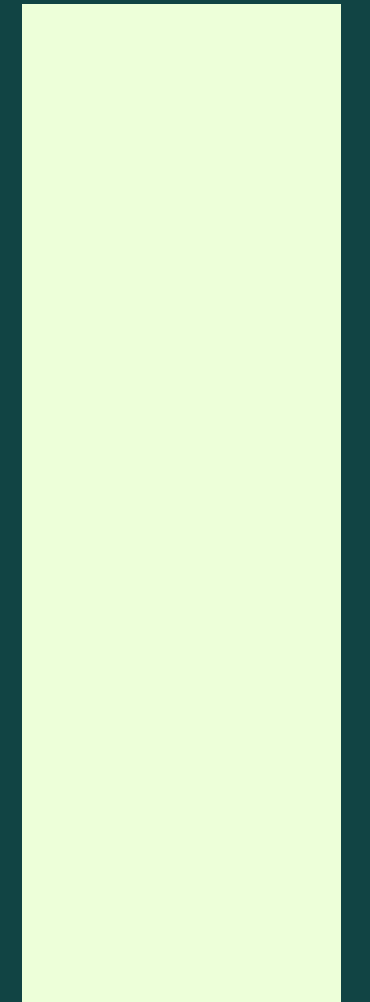
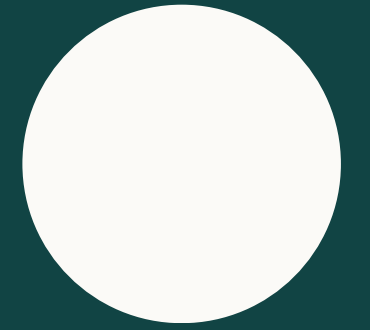


Add one benefit,
and benefit **every**
employee



HEKA

IT'S TIME WE TOOK GEN Z SERIOUSLY

The workforce is changing, drastically

It's not that it's getting younger, it's that tech savvy generations are getting older. By 2030 around 75% of the UK workforce will be Millennial and Gen Z.

And we're about to see a 5 generation workforce for the first time in history, with Gen Alpha entering the world of work in 2026, and Boomers retiring later than ever. With such diversity in the workforce, how can you possibly choose benefits that suit everyone? Let's look at preferences by generation:

Gen Z

Mental health support
Fitness & movement
B-Corp
L&D / Coaching

Millennials

Mental health support
Nutrition
Financial wellbeing
Family first benefits

Gen X

Pensions
Health insurance
Financial wellbeing
Proactive healthcare

Boomers

Health insurance
Pensions
Life insurance
Proactive healthcare

And the most forward-thinking companies recognise that diversity isn't just about demographics. It's about different lifestyles, priorities, and challenges. A workforce thrives when employees feel valued as individuals.

It's time for businesses to stop guessing what their people need and start treating them like adults, with the freedom to define what health looks like to them.

It's time to give people the power to choose. It's time to make a change.

TIME TO WORK SMARTER, NOT HARDER

There's a gap in your benefits

You've got your core benefits in place: pension, PMI, and insurances are all taken care of. But what about the wider package? When it comes to wellbeing and flex benefits, there are two standard routes:

Pick one

Reward teams by deciding which area of wellbeing is important based on perceived value or internal biases as to what is 'best' for the firm.

Easy to run, but impossible to choose something that serves everyone.

Do it all

Choose multiple apps for menopause, fertility, fitness, neurodiversity etc. Increase wellbeing talks, keep on offering more to serve everyone.

Great for employees, but rapidly untenable from multiplying cost and admin time.

Health
assessments
& screenings

Mental health
support

Fitness and
movement

Early
medical
interventions

Nutrition
support and
guidance

Fertility &
menopause
support

Everyday
health

Financial
wellbeing

But, what if you could pick one and still do it all? Work with only one supplier and get access to every wellbeing benefit you could ever need?

That's where Heka comes in.



THE ONLY EMPLOYEE BENEFIT DESIGNED FOR WHOLE PEOPLE

Heka in a nutshell

The only employee benefit platform focused on health and productivity, Heka curates benefits that make teams high performing by helping people sleep better, eat better, and perform better.

Ultimately flexible, employees choose each month how to use their allowance so they can focus on their unique health goals, so Heka customers see an impact on their bottom line with higher performing teams, less sickness, and lower employee turnover.

82%

of companies grew
their headcount last
year (on average 46%!)

83%

of users say they are
more productive with
access to Heka

97%

of HR teams say Heka
helps them achieve
their strategic goals

Heka changes everything. By making employees healthier, Heka customers see a huge impact on team productivity and business success.

Because Heka focuses on holistic and preventative health, no other single employee benefit has this level of impact on teams.

WHAT CAN HEKA DO FOR US?

One platform, unlimited impact

93%

average Heka use
(3 months)

84%

average opt-in
>1000 employees

5

experiences booked
per employee, per
quarter on average

Top Wellbeing Goals:

- Be more active
- Eat healthier/lose weight
- Reduce stress
- Sleep better

5.6%

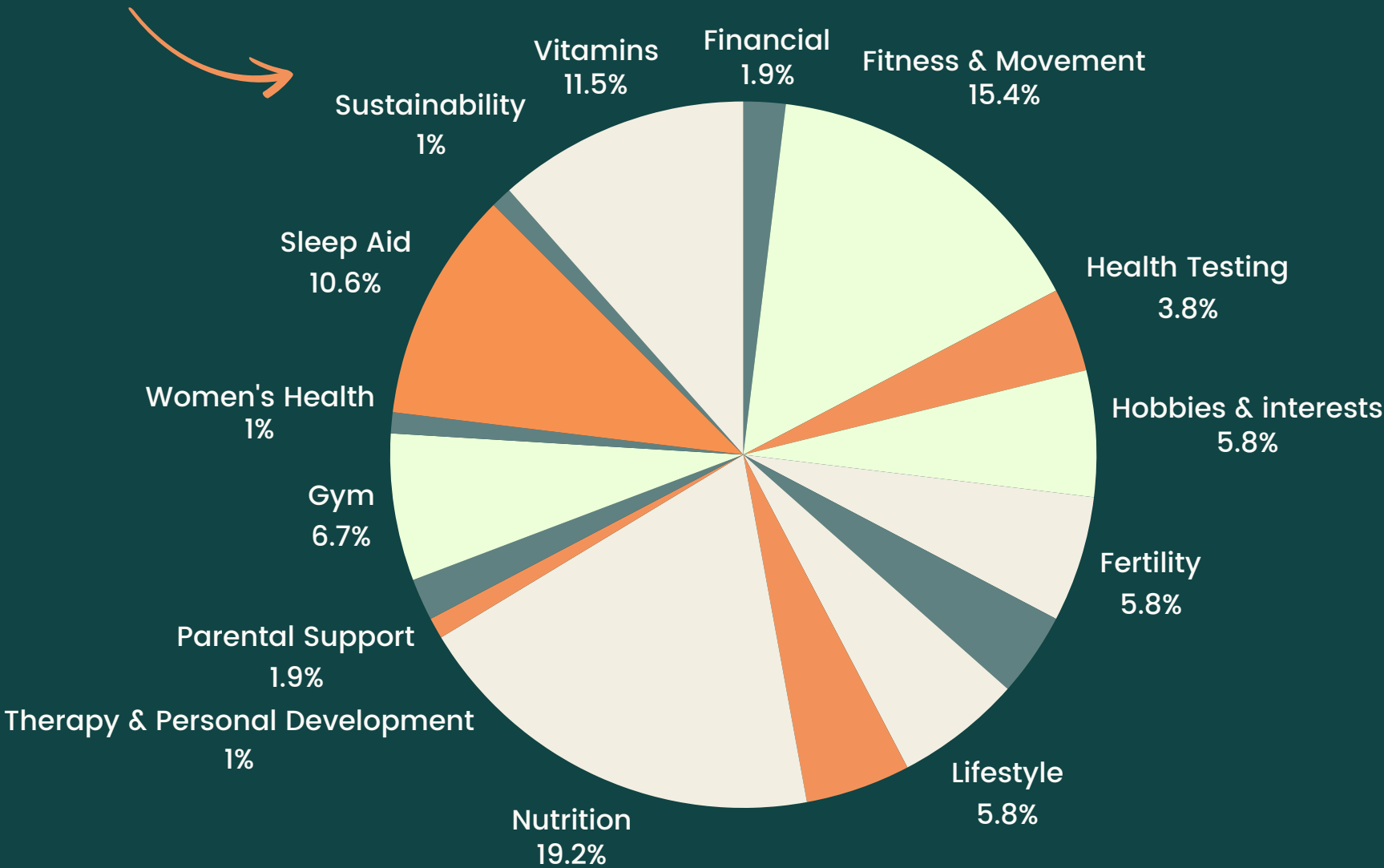
of employees accessing
fertility/pregnancy/
postpartum support

Whilst this is a
smaller %, this type
of support for those
accessing it, is
invaluable!

“It’s the **most** talked about benefit we
have ever launched, by a mile.”

Reward Manager, Magic Circle Law Firm

Health & Wellbeing categories
agency employees booked
across in Q4 2024



PEOPLE DON'T BELONG IN BOXES - YOU NEED TO THINK BIGGER

Behaviour: expectations vs reality

Thinking of wellbeing in the traditional way significantly limits the impact that can be had. Every employee is truly unique; to get the most out of them and support them in the best way possible, you need to offer them choice, flexibility and control over their health and wellbeing. This is usage data from 0.5% of Heka members across 18 months.

Menopause app

10% use

Health assessment

10% use

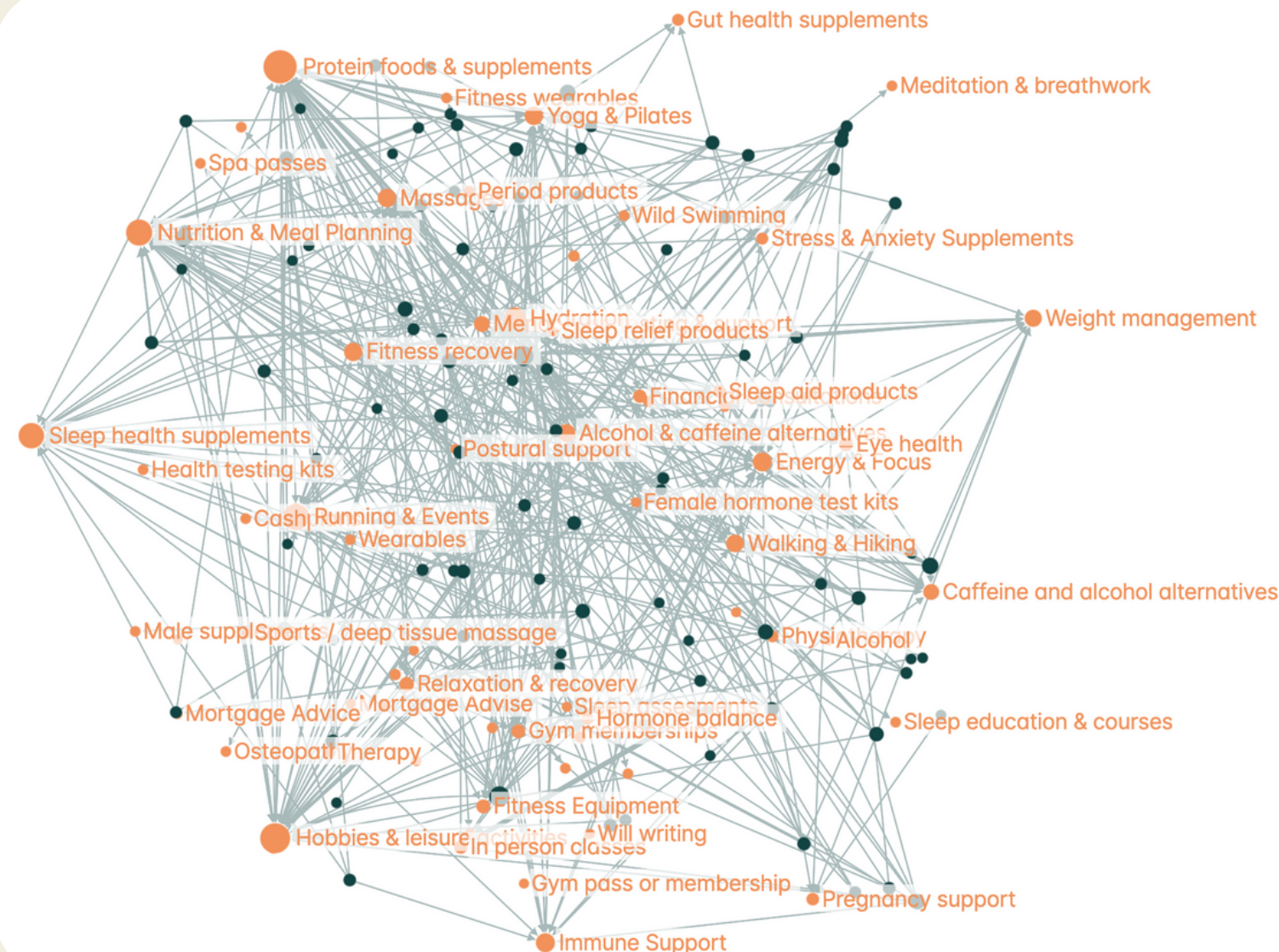
Gymflex 12 month contract

25% use

Financial wellbeing

25% use

VS



93%

of employees with
Heka use it within
3 months.

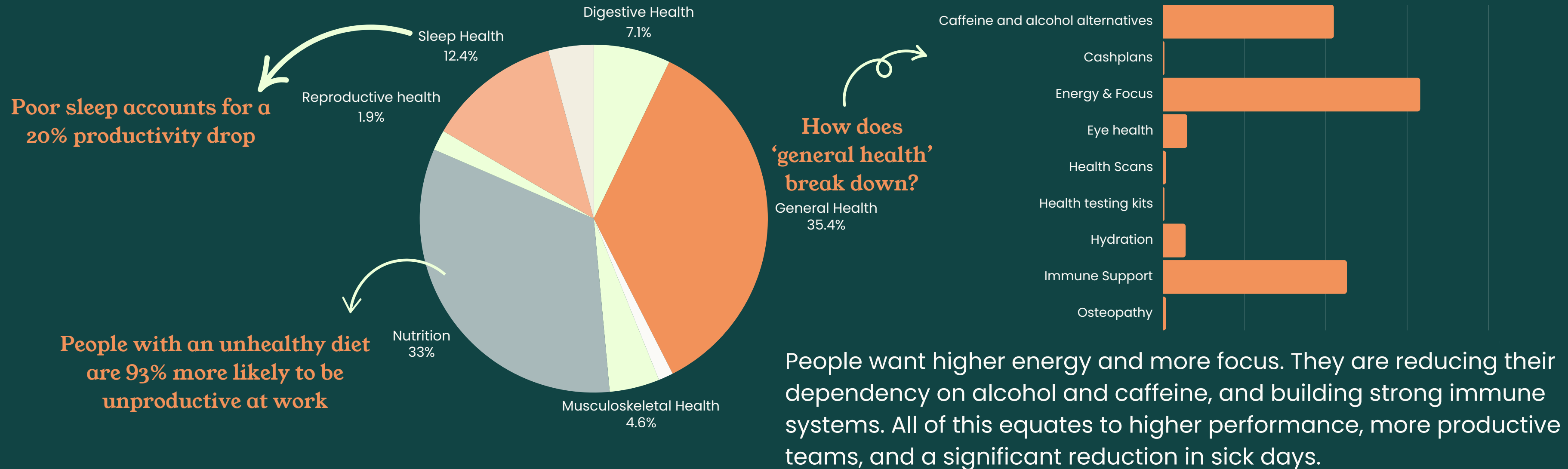
Or to put it
another way, **only**
7% of all users
don't use Heka.

Can any other
benefit compare?

THE IMPACT IS IMMEDIATE

How real people improve their health

Using data across Heka users, we can see the impact of Heka across even a short time frame. When people can choose how to take care of themselves, they prioritise health, choosing the individual benefits that will make them perform at their best every day. Heka makes people eat better, sleep better, and perform better; the data speaks for itself.



Building healthier teams guarantees your business success. UK sick days are at a 10 year high. With Heka, 97% of your workforce will engage and start building healthier habits immediately.

ALL UNDER ONE ROOF - MAXIMUM IMPACT

One benefit, every key option

“Heka has it all.”

People Director, WPP Agency

Fitness & movement

Gym memberships
Yoga and pilates
Personal training
Events and races
Dance, cardio, HIIT
Sports equipment
Running, cycling, golf
Family activities

Mental health & habits

Therapy sessions
Life coaching
Meditation apps
Stress management
Hypnotherapy
CBD products
AI therapy coaches
Relaxation support

Reproductive & hormone

Menopause support
Sperm testing
Gynaecological health
Post-natal support
Family consultations
Loss support groups
Fertility testing
Pre-natal support

General health & screenings

Health Cash Plans
Cancer screening
Virtual GP
Full body MOT
MRI/CT/Ultrasound
Injury recovery
Back support
Stop smoking

Core

Always on, unless there is a very specific reason, e.g. client competition

Financial support

Free 1:1 advice
Financial courses
Financial platforms
Subscription saving tools
Financial health checks

Nutritional guidance

Free 1:1 nutrition support
Free 1:1 weight loss
Healthy food kits
Food intolerance tests
Vitamins/supplements
GLP-1 agonists

Self-care & mindfulness

Skincare, massages, pottery making, facials, aromatherapy, gardening, self care boxes and cryotherapy

Learning & career

Free 1:1 coaching
Career development
Professional coaching
Language learning
Academic journals

Optional

You can select which categories you want turned off, per division

Employees can also request:

IVF/egg freezing courses (price case by case)
Private ADHD/Autism assessments, free assessment, £999 clinical diagnosis
Consultant Psychiatrist neurodiversity diagnosis £699+

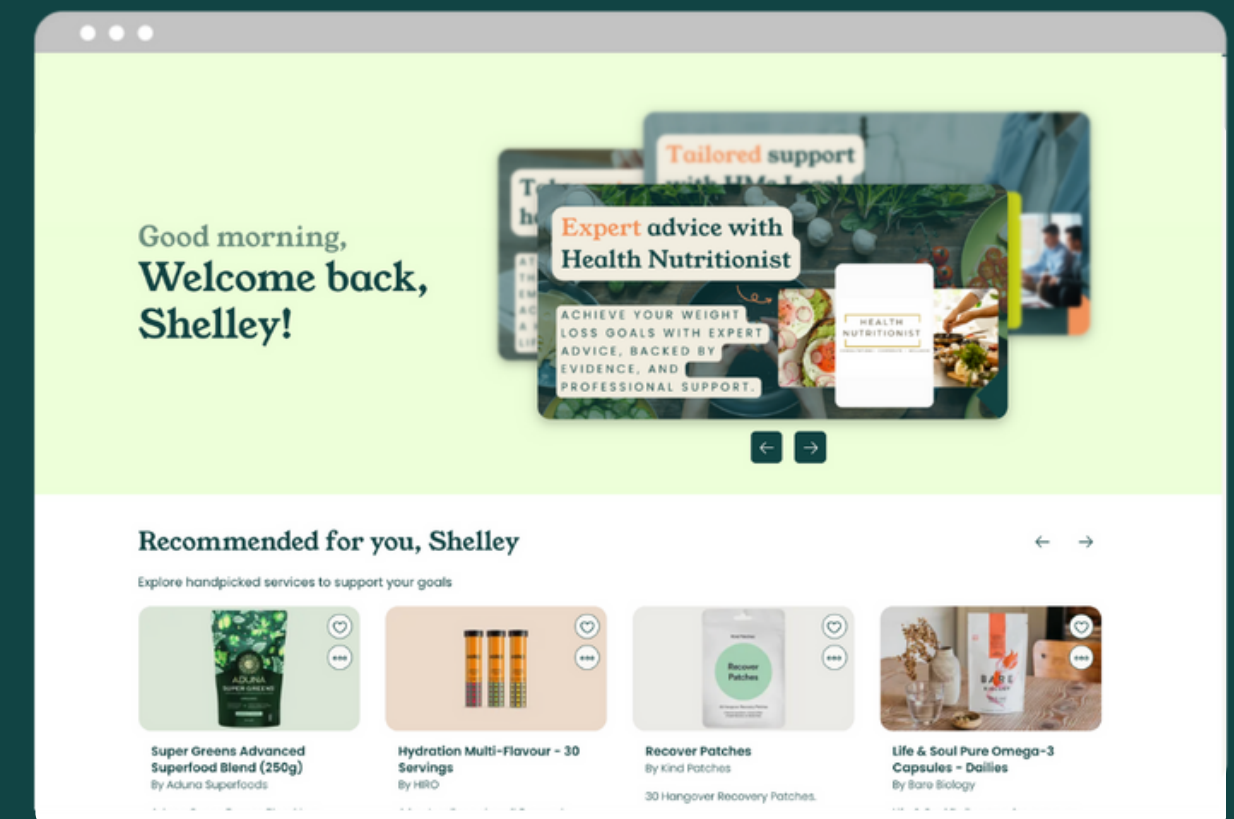
HEALTH-LED BENEFITS

With a little help from AI

When we say ‘personalised’, we mean it. It’s not just about pushing menopause support to women over 45, or prostate testing kits to men of the same age. We use AI to create truly personal experiences for your teams, because when things are tailored to you, you’re far more likely to use them. **It’s just another way Heka drives engagement.**

Heka uses AI to recommend products and services to employees based on their health goals, demographics and behaviour. We understand how to motivate people to perform and live at their best, keeping them focused and supported on their health journeys whether they’re training for a marathon or trying for a baby.

AI on Heka is designed to drive the best possible health outcomes, you can rest assured your people are building better habits and performing at their best.



“It’s the **most** talked about benefit we have ever launched, by a mile.”

Reward Manager, Magic Circle Law Firm



How does Heka work in practice?

Our place within your ecosystem



REPURPOSE EXISTING GYM SUBSIDY BUDGET

One change, unlimited impact

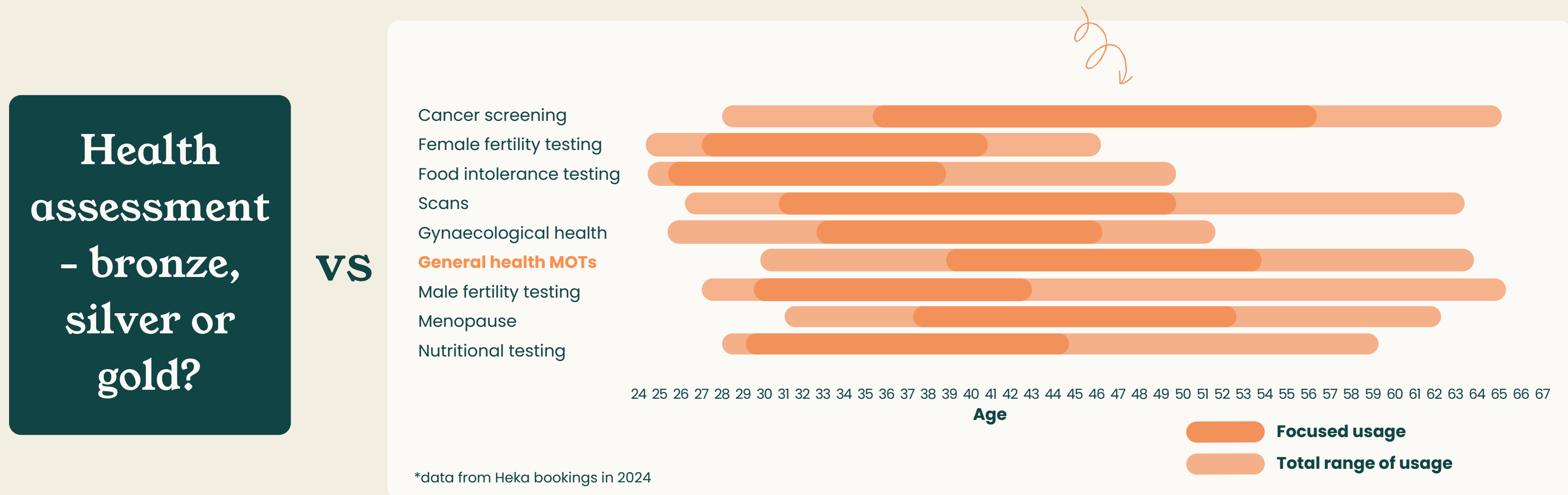
GYM SUBSIDY		HEKA	
30% use	→	84% use	Heka has 4,000+ discounted gyms, plus 1000s other personalised suggestions.
Physical	→	Everything	Covers everything in over 50 categories of health-led benefits, plus any new trends added.
Wasted	→	Used	1/3 of gym memberships are actually used. Heka allowance rolls over if unused.
Data	→	Data	Regular reporting so you can see how Heka is making 93% of employees healthier.
Admin	→	Admin	97% of HR teams with Heka say it's significantly less admin than any other benefit.

THE STATIC WORLD OF HEALTH ASSESSMENTS HAS MOVED ON

Make the most of health assessment budget

It's so easy to do the same things you've always done; the same things everyone else seems to be doing. But what if you stop and consider why you're doing them? A single health check provider cannot cover your diverse workforce.

Here's how your team would actually use health screenings, when making an informed decision*:



“I have a family history of bowel cancer, so when Heka suggested at home test, I immediately ordered it. 18 hours later it arrived. I'd never really used my benefits before, but this transformed my view.”

ENSURING HEALTH ASSESSMENTS HAVE THE IMPACT THE COST JUSTIFIES

50 Options, 300 locations, or at home

Offering health assessments is a pretty standard benefit which, when used correctly, can add a lot of value to your business: healthier employees, less sickness and increased productivity. Preventative screenings can even **lower your health insurance premiums**. But a single provider with standard health assessments works only for the people it works for; you don't want to waste money on low impact tests. It's time to empower your employee's health choices

At home

- Female fertility testing & AMH testing
- Male fertility testing & sperm testing
- Thyroid health testing
- Early detection cancer screening
- General health blood tests
- DNA health tests
- Male and female hormone testing
- Nutritional and food intolerance testing
- Cortisol level/stress level testing

In clinic

- Health MOTs (+cancer screening)
- Cancer screening
- Everyman / woman current / future health risks
- MRI / CT / Ultrasound scans
- Echocardiograms & X-rays
- Prostate health screening
- Pelvic and gynaecological scan
- DEXA scans
- In-depth fertility testing

Some of our partners



scan.com

Bluecrest



RANDOX
HEALTH

salient.bio

VistaHealthcare.

hertility[®]

OMNOS[™]

Following Chris Hoy's announcement of prostate cancer, Heka saw a **1300%** increase in early prostate cancer tests

DEEP DIVE INTO HEKA'S FERTILITY OPTIONS

Finally, **fertility support** for every journey

Fertility education; conception support

Virtual courses, apps,
consultations

Fertility vitamins and
supplements

Wearable fertility tech



All types of fertility testing

Male and female
hormone tests

At-home sperm testing

At-home fertility testing



Hormone therapy, fertility support

Testosterone therapy

Fertility improvement
courses

Consultations and clinics



Pregnancy wellness support

Pregnancy vitamins and
supplements

Tracking apps , virtual
GPs, mindfulness

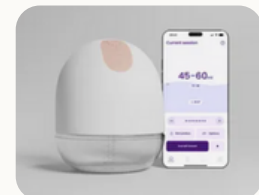


Post-partum wellness support

Post-partum mental
health plans

Parenting coaching

Breast pumps, C-section
recovery and
post-partum equipment



Coaching, therapy, mental health support

Maternity / fertility / trauma specific
therapy and life coaching

Career coaching – perfect for preparing
for maternity leave and return to work



IVF, Gender support, Egg Freezing

Employees can request these high cost items,
all of which can be managed through Heka,
removing the need for additional benefits and
increased psychological safety.



WHAT CAN MY HEKA ALLOWANCE DO?

A tiny selection of options

By repurposing the health testing budget, you allow employees to access other health test options, day to day support, or a combination of everything. Heka is truly flexible to each employee's needs.

£20

Mental fitness kits
Reusable period products
Gym classes
Pre-natal support
Healthy snacks
Fitness equipment

£30

Mental health support
Fitness events
Gut-health supplements
Outdoor activities
Gym memberships (over 4000!)
Parenting support

£40

Sleep remedies to ease anxiety
Healthy & nutritional meals
Fitness and gym equipment
Coaching / therapy sessions
Fertility and pre-natal supplements
At home health testing kits

D I G M E

D A M E

InsideOut

Biomel
LOVE YOUR GUT

healf.
everyday healthy living

the
nutribox

THE POSITIVE BIRTH COMPANY
pb

Blinkist

Virgin
EXPERIENCE
DAYS

THE
TWO WEEK
WAIT!!
A GUIDE TO HELP YOU THROUGH

imatta

BABY 2 BODY.

JERMS

RunThrough

TRIP

EAT BETTER.
LIVE BETTER.
A

mob

Selph

INDI

wabya

RIVAL
BOXING GEAR UK

NOURISHED

HELLO
FRESH

PNEUMOA
MATTERS

PERSONALISED TO EACH UNIQUE EMPLOYEE

Employee onboarding journey

We launch with impact: an onsite event for all employees to get excited and understand the platform

Individual invites go out: employees sign up at the click of a button, set preferences and health goals and they're ready to go!

Individual, unique dashboards of personalised suggestions and key info, plus agencies can promote key themes

Employees can use Heka daily for smaller purchases, or save up for bigger ones e.g. fertility testing

We keep up the momentum and engagement with tailored ongoing comms and key themes

A company with 1856 employees achieved



“We couldn’t live without Heka, I genuinely don’t know how we would do it, we would be lost!”

People Director, 800 person architecture firm , Heka customer for 5 years

RECRUITMENT & RETENTION

Publicly boost your EVP

Employees using Heka regularly shout about their employer's wellbeing benefits on LinkedIn, boosting their reach and promoting their excellent EVP.

Emilie-Bess St... • 2nd
Managing Consultant (H...
7mo • 📍

+ Follow ...

Love starting my day off right 🌞

Thank you to **Heka** and **James Andrews Recruitment Solutions Ltd** for the benefits!

JARS offer a range of benefits including a partnership with Heka, up to 31 days annual leave, sabbaticals, 4pm Friday finishes and more!

If you're looking to work in Recruitment, email your cv to estevenson@jarsolutions.co.uk

Kelly Astle-Wi... • 3rd+
Client Director - Birm...
7mo • 📍

+ Follow ...

This morning I received my **#oceanbottle** via **Heka**. *This bottle has funded the collection of 11.4kgs of plastic, equivalent to stopping over 1000 plastic bottles from entering the ocean*

Thanks so much to **MAPP** for making it so easy to take steps to become environmentally friendly! [#thirstywork](#) [#recycledplastic](#)



Thea Bardot  • 2nd
Thunder & CEO at Lightning Travel Recruitment 
5mo • Edited • 📍

2023 has been FULL of curveballs & changes for me! Changing was *nearly* overshadowed by a big health update - i'm fully into it now!

YEPPPP you read that right and may be thinking Thea, it's only you! WELL that's what I thought, and turns out, it's in quite a good place!

- 🍔 Burger Buns
- 🍩 Donuts (and most pastries)
- 🍕 Most Breads
- 🍷 Pizza
- 🍗 Breaded meats most importantly inc Maccy D's Chicken Nuggets
- 🍪 Cookies
- 🍰 Cakes

Go figure, that list includes some of my absolute favourite things! I've had to cut them out of my diet, which has been especially difficult for me!

Super grateful that I was able to get the food intolerance test (which I've been wanting for ages) after I saved some credit up on **Heka** the amazing wellness service at **Lightning Travel Recruitment Ltd** so it cost me nothing! 🙌

Pleased to update that i'm feeling so much more energised and happy since cutting yeast out! 🍞 But i'm going to be moaning about not being a [#burgernobun](#) person for an undetermined amount of time.

Reminder from someone who is absolutely rubbish at looking after themselves. If you're feeling like something might be up with you, listen to it! ❤️

[#wellness](#) [#workplace](#) [#food](#)

Lucy Judge • 2nd
Marketing & Events @ Ca...
7mo • 📍

+ Follow ...

Read 📖 this 📖 book 📖

There's nothing quite like getting lost in a paperback on holiday. My mum rarely recommends books to me but this she did.

And it's a STORMER.

A strong female protagonist in the 1960s navigating life as a female scientist. It's heartwarming, hilarious and a harrowing slice of reality about women in work.

There's also a dog.

Don't wait for the TV series. It's well worth the hype.

CareScribe recently signed up to **Heka** for all employees. It's a flexible well-being benefits platform. Each month something different from massages and...books

Thanks **CareScribe** for...

See you next week for...

Natalie Dray • 3rd+
Lead Talent Acquisition Partner at 6point6
6d • 📍

How was your weekend? Mine was messy!

I tried Pottery for the first time with my partner and loved it!

We had an amazing instructor who guided us through the process and we all felt comfortable.

I thought I'd share a few pictures and tips on what to expect from pottery!

- Great for mental health
- Therapeutic
- Relaxing and Calming
- Great Fun

Not only did we have a great time, it was free! I used my wellness benefit from **6point6** | Part of **Accenture** and booked it through **Heka** which have a variety of products and classes for wellness you can utilise. 🙌



Caroline Cozier • 2nd
Building product to make a difference
7mo • 📍

+ Follow ...

Just wrapping up my week with a rather lovely task to choose a wellbeing treat as a rather fab new perk from **CareScribe**.

We have access to the **Heka** employee wellbeing platform to choose from over 3,000 experiences!

Being the product geek that I am I also love experiencing their user experience. Right from the sign in page I start to feel good 'Sign in for more great feelings, good memories and inspiring experiences'. The platform also helps me choose experiences to suit what I like. Great interface and super usable, nice work Heka!

It's great to hear what colleagues have ordered. I'm pretty inspired by some indoor plant chat that's been happening this week 🌱

[#wellbeing](#) [#wellnessatwork](#)



Sarah Akhtar • 2nd
Talent Consultant at Ligh...
7mo • Edited • 📍

+ Follow ...

As someone with SAD (Seasonal Affective Disorder) summer is always the best time of year for me 🌞

With the sunshine, warmth and longer days, I wake up earlier (rare for me) and naturally have more energy. I feel motivated to get out and take part in outdoor activities that I may not have been able to do when it's darker and colder.

According to 2023 stats, 1 in 3 people in the UK experience SAD or 'Winter depression' and 56% of employees may be experiencing symptoms of depression. It can be really hard to beat the grey clouds that literally and figuratively hang over us. ☹️

In my current role, I've been able to handle those darker moments by:

- 🌞 Adjusting my working schedule to be kinder to my mind and body.
- 🍷 Using my allocated mental health days off to see friends and family so I don't feel alone.
- 🍷 Using my Heka allowance for self-care like ready-made meal deliveries, spas and massages.

It's important that workplaces offer relevant incentives to support employees experiencing SAD, depression and their general mental well-being.

Experiencing those low moods is tough enough without the added pressure of worrying about your work and pushing yourself to contribute more than your mind and body can handle.

Let me know how! what incentives can make a difference to your well-being below 🙌

Pictured: Me at my happiest in 25°C sunshine 🌞

[#SAD](#) [#SummerVibes](#) [#EmployeeWellbeing](#)



Lesley Stamps • 2nd
Director of Administration at Jameson Legal Limited
7mo • 📍

+ Follow ...

This morning a timely email from **Heka** reminded me that today is Global Running day.

Global Running Day started in the United States in 2009, although at the time it was referred to as National Running Day. The inaugural Global Running Day was held on June 1, 2016. On that day over 2.5 million runners from 177 different countries took part, running an estimated 9.2 million miles between them. That's a lot of running!

The day aims to get everyone moving and be more active and champions not just the physical health benefits of running but also the mental health benefits it can have too, such as reduced anxiety.

For me running is my "clear my head" activity and certainly helps me de-stress. This morning was a short run round by the racecourse by my house which has set me up for the day!

We are fortunate at **Jameson Legal** to be given perks to aid our mental wellbeing including **Heka** and **Perkbox** where each employee gets a monthly subscription.

[#wellbeing](#) [#jamesonlegal](#) [#globalrunningday](#) [#mentalhealth](#)

James Andrews Recruitment Solutions Ltd we use **Heka** to choose our own wellbeing benefits, and utilise services that are going to help us!

44.9% of the team use this for Nutritional Benefits, but I'm part of the 12.4% who use it for Fitness & Movement, getting to the gym before work to start my morning right! 🌞

What do you think are the best ways to re-charge and remotivate yourself, to make sure you can be your best self both at work and home?

[#worklifebalance](#) [#HolidayMade](#) [#VacationMade](#)

Belle (Ellenor) Howard • 2nd
Customer Support Analyst
6mo • 📍

+ Follow ...

Lately, I've been exploring healthier dietary options, and that's when I stumbled upon **allplants** | **B Corp™** - a game-changer that has genuinely impressed me.

In the hustle of professional life, it's easy to opt for quick and not-so-healthy food choices (I'm way too guilty of opening UberEats whenever I start to feel hungry). But I've decided to break that cycle and embrace a more plant-based lifestyle with allplants especially when I WFH!

For those who haven't heard of them, allplants is a service that delivers delicious and chef-prepared plant-based dishes right to your doorstep. From delightful curries to mouthwatering pasta dishes, their menu is drool-worthy! 🍴🌱

I managed to find allplants via Heka, a flexible employee benefits platform that CareScribe recently introduced - there is everything from learning, to massages to gym memberships and in my case FOOD 🍽️🌱

Without this I don't think I ever would have found allplants! 🌱

[#LifeAtCareScribe](#)



Matt Walton • 2nd
Operations Manager @ Silver Swan | Placing the best hosp...
6d • 📍

+ Follow ...

Delighted to onboard **Heka** as a new wellbeing perk for the **Silver Swan Recruitment** team today! 🙌

After hearing about Heka from **Alex Hind**, it was a no-brainer to bring it on as a new benefit for the team - with 1,000's of personalised benefits that the team can choose from each month, all focused on health & wellbeing. I'm personally excited to dive right in and explore the options available!

This is just another thing to add to our incredible list of perks that we offer at Silver Swan.

Benefits have evolved. The future can only be **personalised** support.

ARE YOU READY?

93%

Of employees say Heka
makes them **healthier**

