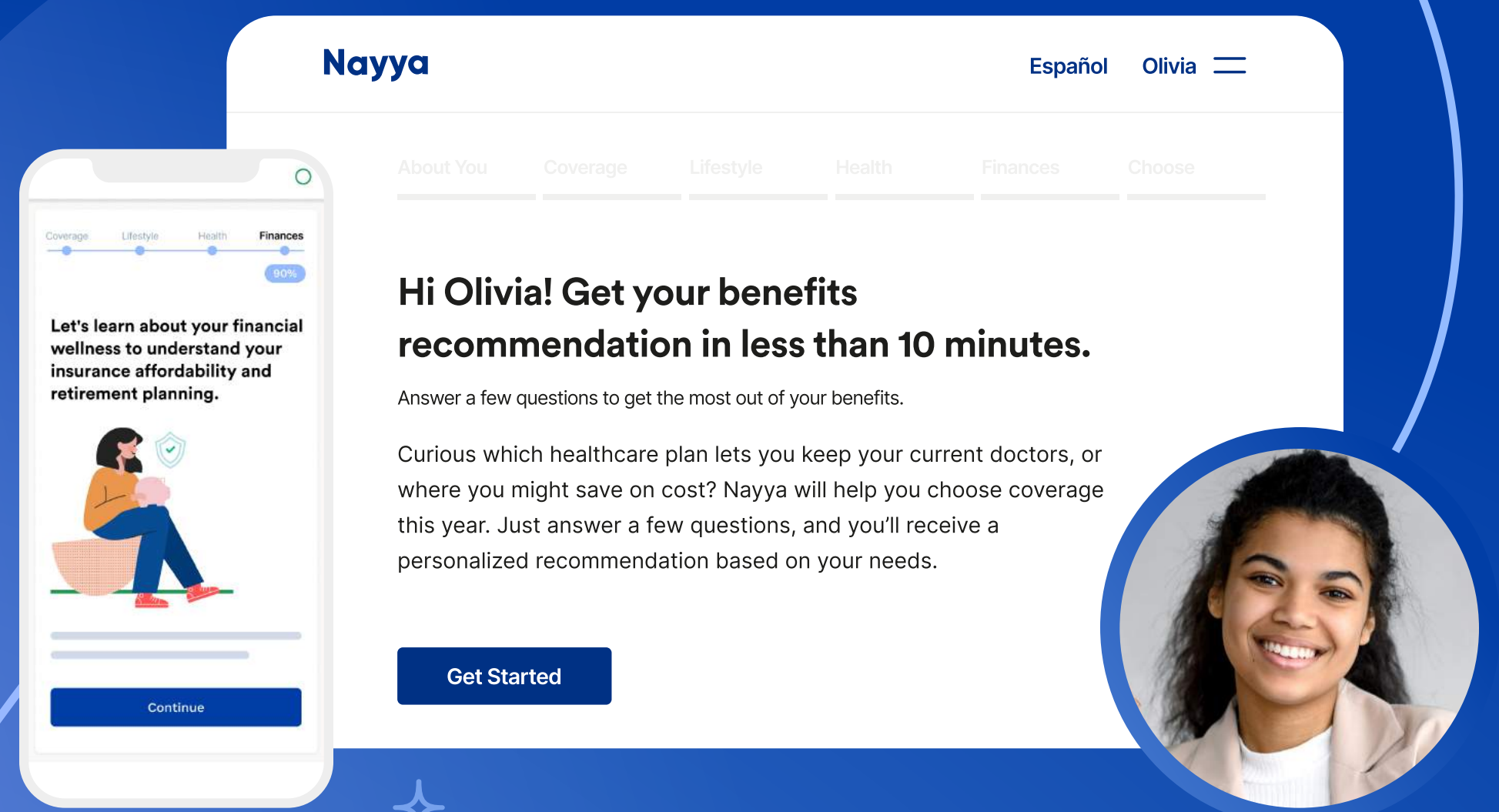


Nayya Choose

Ensure return on your benefits investment with personalized decision support



The benefits value disconnect

With considerable resources invested in your employee populations through comprehensive benefit offerings, the challenge lies in helping employees recognize and take advantage of the value you provide to them.

60% of employees rate benefits as a very important contributor to job satisfaction.^[1]

How Choose can help

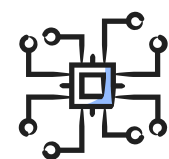
An unparalleled employee experience, driving better benefits engagement and increased satisfaction.

Nayya Choose provides employees with personalized benefits decision support so they can feel confident in their elections. Choose seamlessly integrates robust data insights, holistic benefits recommendations, and engagement expertise, enabling employees to realize the full value of your offering.

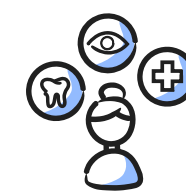
The Nayya difference



Meet employees where they are with multichannel communication, a succinct guided experience, and bite-sized education



Deliver hyper-relevant recommendations at scale through data-powered personalization



Drive increased adoption through holistic, bundled recommendations across health, wealth, and wellness benefits



Reduce HR team burden with a low-touch implementation and fewer employee support touchpoints

The impact

88% Of employees who used Nayya Choose indicated that their **benefits decision was made easier** with Nayya^[2]

75% Of Nayya users felt Nayya helped them **be more confident** when selecting benefits^[3]

82% Nayya users on average **participate in voluntary benefits** at an 82% higher likelihood^[4]



“ Nayya made me feel like I was getting input from an experienced advisor. My confidence in my benefit elections was significantly higher than in past years. — Nayya user ”

Sources: ^[1] Society for Human Resources Management, 2023; ^[2] Nayya NPS Survey, 2023; ^[3] Nayya User Survey, 2022; ^[4] Nayya 2023 Open Enrollment Impact Analysis