



Calm

We help  
companies  
make sense of  
mental health





Learn more at [business.calm.com](https://business.calm.com)

# What is Calm?

Accessing mental health support should be something everyone is able to do.

We take our award-winning approach to sleep, mental resilience, and relaxation and apply it to robust tools for HR and People Leaders to confidently address mental health at work and beyond.

The result? Our customers are equipped to take an active role in making quality mental wellness a pillar of their culture, supporting their employees to effectively manage their well-being and stay as productive as possible.



# 3,500+

Organizations trust Calm



# 10M+

Employees supported globally



# 190+

Countries use Calm



# 7

Languages with localized content



# 2X more

Users have rated Calm as a "place of relief" compared to industry competitors



“

Calm allows me to ease my anxiety and manage my stress from work or at work. I better engage in my work and with my peers and obtain good presence during meetings so I am focused on the task at hand. It boosts my productivity and my overall emotions which allows me to better connect with my team.

**Employee Testimonial**

# Proven Mental Health Outcomes through Evidence-Based Approach

We deliver on the results that matter most to you and your organization - improving employee health and increasing workplace productivity.

Calm is shown to help its users improve or better manage their sleep, stress, and anxiousness.





## Improved employee health<sup>1</sup>

**24%** decrease in anxiety symptoms

**25%** decrease in depressive symptoms

**21%** decrease in insomnia symptoms



## Increased workplace productivity<sup>2</sup>

**21%** more engaged

**18%** more motivated

**3x** less likely to call in sick



1. Huberty JL, Espel-Huynh HM, Neher TL, Puzia ME. Testing the Pragmatic Effectiveness of a Consumer-Based Mindfulness Mobile App in the Workplace: Randomized Controlled Trial. JMIR Mhealth Uhealth. 2022 Sep 28;10(9):e38903. doi: 10.2196/38903. PMID: 36169991; PMCID: PMC9557765.

2. Calm productivity research was fielded among n = 3,000; 18-65-year-olds in the US during October 17, 2021 - October 24, 2021 and is nationally representative with quotas across age, gender, race, ethnicity, and region.

“

I have clinical anxiety and PTSD. Having access to Calm has helped me understand and manage the anxiety attacks. It has become a part of my daily life.

Employee Testimonial

“

My employer understands that taking care of employees' mental health is important. They value me as a whole person.

Employee Testimonial

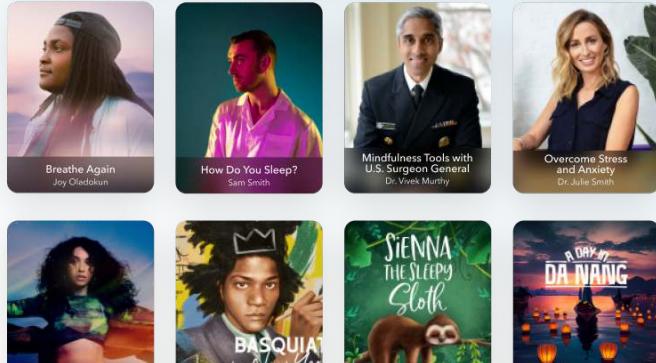
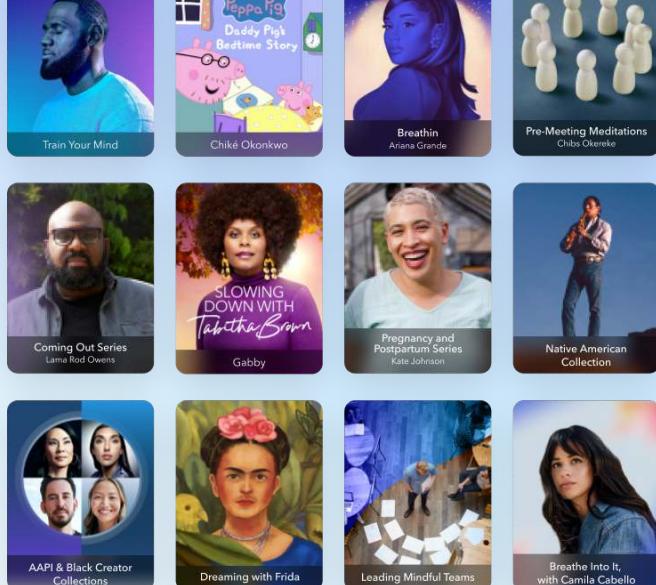
# We make mental health approachable

At its core, Calm's globally diverse content and variety of formats make it easy to get started and keep coming back to. With more than **3,000 pieces of content**, there is something for your organization and their dependents - no matter what their comfort level is with exploring their mental health.

**“ We selected Calm because they had the most diverse and extensive language support. Not a lot of vendors offered this.**



Learn more at [business.calm.com](https://business.calm.com)



## Promote personal and professional growth through live, interactive shared experiences

Calm Workshops are interactive, facilitated forums designed to help organizations transform how they talk about mental health.

Sessions deliver clear, easy-to-implement mental health guidance and skill-building tips and are run by Calm's certified health and wellness experts.

### Example topics:

- ▶ Minimizing Stress and Burnout
- ▶ Healthy Boundaries and How to Set Them
- ▶ Leading Cultures that Create Work-life Balance
- ▶ Bringing Well-Being to Life at Your Workplace through DEIB

### All workshops include:

- ▶ Education aligned with Calm in-app content
- ▶ Resource guides and data insights
- ▶ Audience participation and interaction
- ▶ Applied learning and reflection activities

## Calm Workshops



**“** Fantastic introduction to the practice and great supporting materials to guide/encourage broader use within the organization.

**BlackRock.**

# Taking action with Calm is intuitive

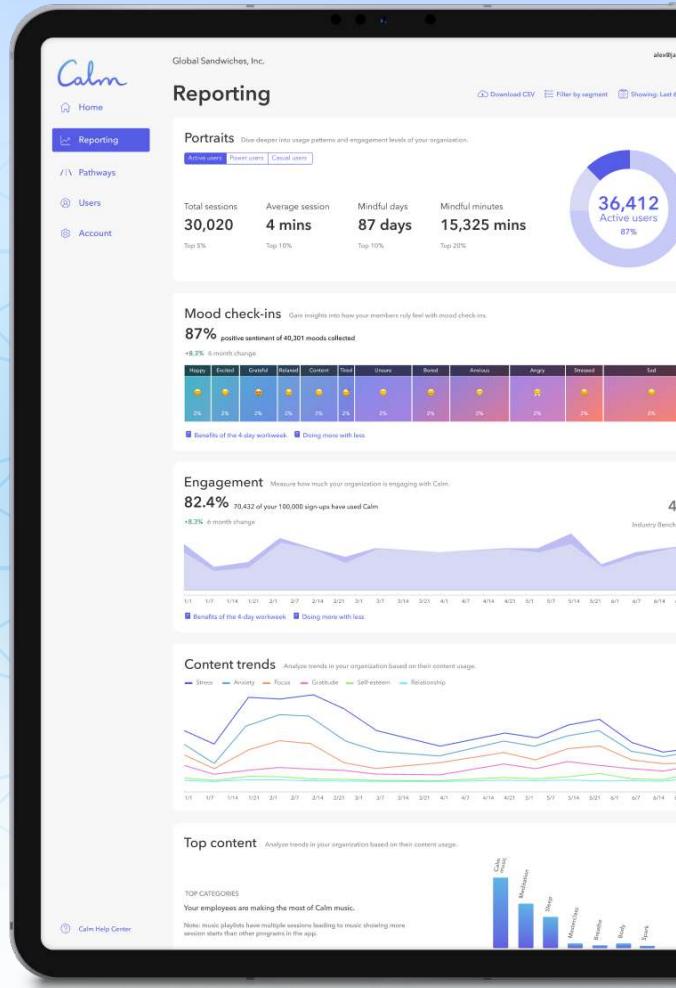
We help organizational leaders develop as mental health champions, with hands-on consultation and enterprise-grade tools that enable proactive involvement.

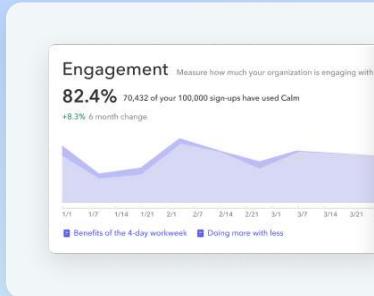
## Dedicated Customer Success Team

From launch to ongoing action planning, your dedicated Customer Success Manager will help you create and manage a dynamic, personalized plan for weaving Calm in your organization.



Learn more at [business.calm.com](https://business.calm.com)





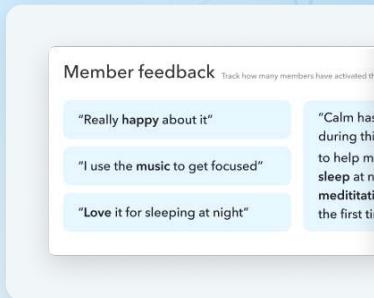
## Utilization Metrics

View key metrics like sign-up and engagement rates



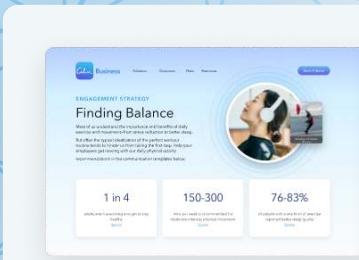
## Behavioral Insights

See how your employees are feeling with our suite of behavioral analytic tools



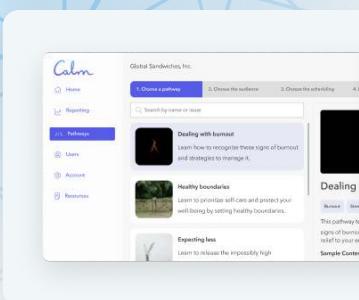
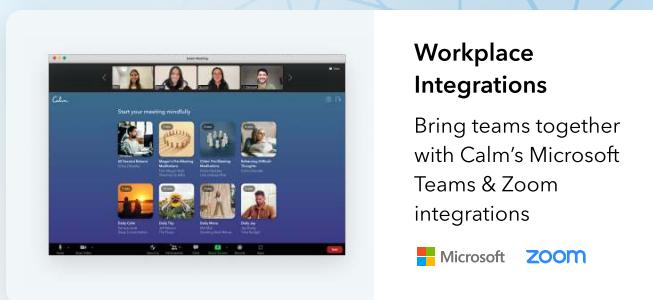
## Employee Feedback

Read employee feedback on how Calm is creating lasting impact



## Engagement Resources

Share out relevant monthly engagement strategies right from your portal



## Pathways

Guide users to curated collections of in-app content on a specific mental health challenge

# Our products and services fit into your every day

Calm tools are designed to work independently and together, and can be infused into your organization's infrastructure for easy discovery and accessibility.



Town Halls



Team Meetings



Benefit Awareness



Lunch and Learns



L&D Sessions



Manager Trainings



Internal Communications



Employee Resource Groups

Workplace Integrations (Microsoft Teams & Zoom)

Monthly Engagement Strategies

Personalization and Branding

SFTP Roster Integration

Calm Workshops

EAP Tie-in



“ We appreciate Calm’s focus on cultural relevance when it comes to mental health. It’s a platform that taps into instructors from local regions and ethnicities to develop culturally relevant mental health resources. It’s not just a bot translation.

**Global Well-Being & Benefits Manager  
at Zendesk**



“ We were looking for an easily accessible solution that would allow airport employees to step away from the environment to decompress. With Calm, they can curate their own virtual wellness space. They can put on their headset, connect, and destress sitting or walking anywhere in the airport. Calm puts wellness in the palm of their hand.

**Program Manager for Organizational Development, Human Resources at GTAA**



“ We felt Calm and our collaboration on the Mindful Manager program was an incredible step toward a mental health intervention that helped our leaders reduce their own stress and create a more connected, supportive work environment for their teams.

**Associate Director of People Experience  
at Ogilvy**



“ We liked Calm because it’s more comprehensive and hits several of our pillars, including movement exercises for our physical well-being pillar, sleep meditations and stories for our sleep pillar, breathing exercises for our emotional pillar, and master classes for our intellectual pillar.

**VP of Global Benefits at GLG**



Discover the Calm Difference  
Schedule a demo at: [business.calm.com](https://business.calm.com)



Apple  
Trend of the Year  
2018



Google Play  
EDITOR'S CHOICE  
2018



TIME  
100 Most Influential  
2022



PROPHET  
Top 100 Brands  
2022



health  
Top App for Anxiety  
2023



GQ  
Best App for Sleep  
2023