

# Employer Sponsored Child Care, **Reinvented** for Today's Families



# Vivvi is **reinventing** child care and early learning for today's families.

Vivvi's mission is to make exceptional care and learning more accessible and affordable for working families by partnering with employers of all sizes to provide child care as a benefit.

Vivvi's multi-channel approach meets families and employers *where they are*. We flexibly serve families' needs across On-Site, In Home, In Office, Care Cash, and Virtual Tutoring programs. All providing parents with peace of mind while offering employers the most powerful tool for **recruitment, retention and productivity**.



# Vivvi is where you are

Flexible options built for your evolving needs

## Your **vivvi**

Care & Learning At All Life Stages



### On Site Care

Pre-Development,  
Budget Analysis &  
Center Management  
on or near key work  
locations



### Back Up Care

Child and Elder Back Up  
Care through In Home  
and Center Based  
Network of 3,500+  
vetted partners and  
Vivvi campuses



### Care Cash

Global Financial  
Reimbursement  
program



### Virtual Tutoring

Academic tutoring  
and college test prep  
with Vivvi educators

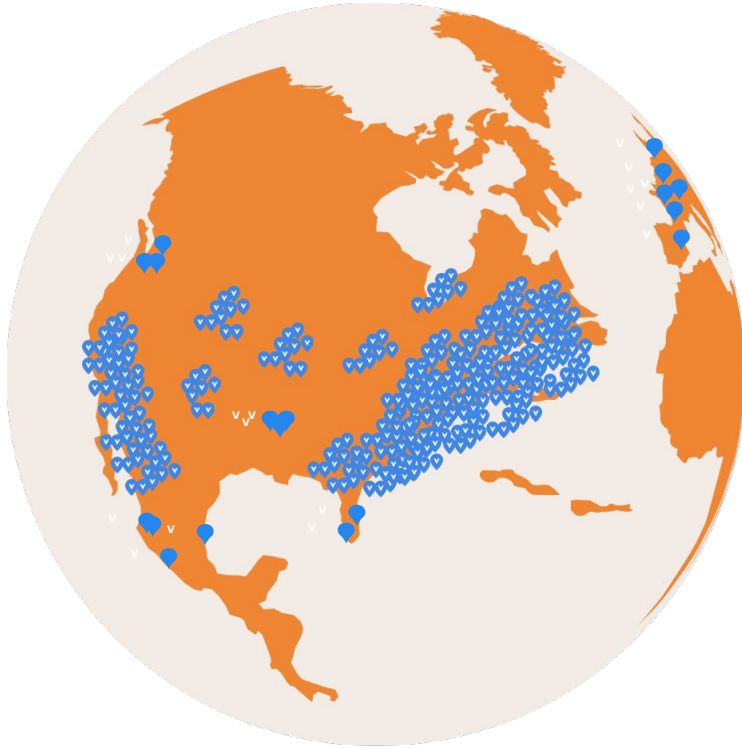


### Caregiving Resources

Resources and  
referrals for part and  
full time caregiving  
(including elder,  
neurodiverse, nanny,  
etc.) through our  
trusted network

# Vivvi is where you are

A comprehensive care and learning platform



Over 3,500 vetted center based and in-home partners



Care Cash Program provides global coverage, serving teams equitably across geographies



Serving all ages, from infancy through elder care

# Back Up Care

Fulfillment & Satisfaction Rates

96.5%

Back Up Care  
Fulfillment

4.7/5

Star Reviews

“

“Back up care has been amazing! Our back up caregiver has been an absolute life-saver. My husband and I are so beyond relieved to have had this benefit.”

- Jennifer D.

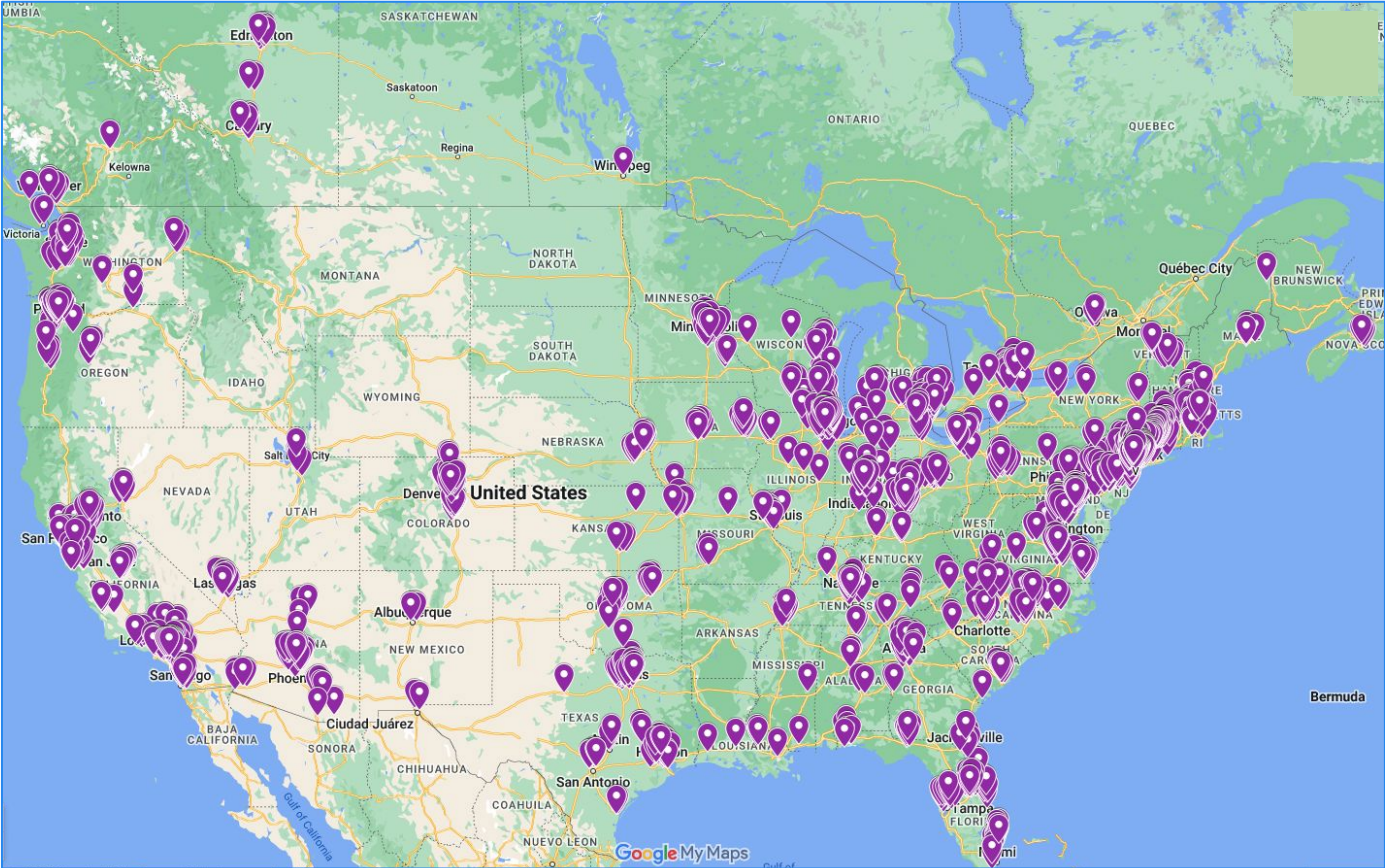


“It was priceless to have (Vivvi) providing me the best help and support to take care of those I care for the most, during a time of need. I cannot thank you enough.”

- Brittany K.

”

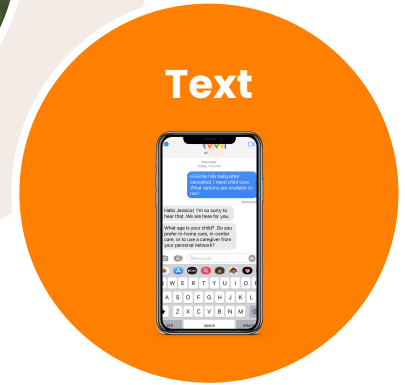
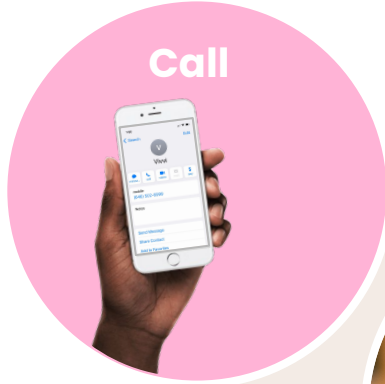
# Our Growing Network





# Simple Access. Expert Sourcing. Care Secured.

Our dedicated concierge team provides fast and easy access to the care employees need—when, where and how they need it.



# The Vivvi Difference



Exceptional  
Quality



Utilization Driven  
Pricing



Dedicated  
Concierge Team



Unrivalled  
Flexibility



No Overage Fees &  
No Setup Fees



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# Program Overview

# Overview of Vivvi Solutions

Vivvi Services	Ages Served	Credit	Cost Per Use	Cost to Employee
<b>Back Up Care: In Home Network</b> <i>(Child or Adult)</i>	Infant-Adult	2.0	\$400 / day	Free
<b>Back Up Care: Center Based Network</b> <i>(Child)</i>	Infant - 5yrs	1.0	\$200 / day	Free
<b>Care Cash</b> <i>(Child, Adult or Pet)</i>	All Ages	0.6	\$100 / day (+admin fee*)	Free
<b>Virtual Tutoring</b>	5yrs -18yrs	2.0	\$400 / month	Free
<b>On / Near Site Care</b>	Cost Plus Pricing Model			

\*20% Care Cash transaction fee  
Annual fee may apply to Care Cash only programs



# Vivvi's Program Differentiators & Benefits

## Benefits

- Employer will have access to utilization reports to see how employees are engaging with Vivvi services and the ROI.
- Tuition discounts at Vivvi, KinderCare and other network partners with preferred access for Vivvi Clients
- Concierge support and discounts for Nanny Placement with key network partners and referral program
- Dedicated Concierge to secure care directly on behalf of your employees (included in investment)
- Vivvi Client Success & Marketing Teams will lead and drive implementation and program launch

## Differentiators

- No Multi Year Contract
- Employer can determine subsidies, solutions, and reimbursement levels
- No Minimum Investment - Employer can start with any initial investment level and add more at any time, in any amount
- No Per Employee Per Month Pricing - investment is driven by utilization with the ability to refresh credit amount at any time
- No expiration on investment (no "use it or lose it")
- No subscription, set up or overage fees

# Vivvi Proudly Serves

A sample of Vivvi clients and partners



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Vivvi was incredibly responsive to our organization's needs during various periods of the pandemic and worked with us to scale our programs quickly and safely. Through the partnership, our frontline workers were able to care for patients without disruption, and our employees feel respected and appreciated for the work they do, allowing them to bring their best selves to work.

**Britt Sinha**

Corporate Director of Benefits,  
Health & Well-Being



# What Clients Are Saying:



“What Vivvi is allowing us to offer is not necessarily just child care. This is really allowing us to come out and say to our employees that wherever you are in your journey as a parent and as a caregiver, whatever your needs are, we have a benefit offering that is there for you. I have no words for how much our partnership means to me, us – you have allowed us to be our best and we can’t do that without incredible and authentic partners like you.”

**Lisa Dallenbach**, Chief People Officer, theSkimm



“This was one of the missing, yet essential, benefits that I am thrilled to be able to provide our committed parent employees,” “The challenges working parents face are plentiful and far reaching. Horizon’s culture is steeped in employee customization and this is another example of how knowing what matters aids in supporting our valued community. The feedback from our employees has been nothing but positive.”

**Eileen Benwitt**, EVP & Chief Talent Officer, Horizon Media



“I am so appreciative of our partnership and working with you all at Vivvi has been easy and fun – two things not always associated with supporting child care needs for a large organization!”

**Becca Howlett**, Director of People & Culture, Avenues



“As an entrepreneur I could not imagine having a child and dealing with all of the crazy scheduling that comes up. There wasn’t a lot of flexibility available, so when I spoke to Vivvi I was like wow, this is going to solve so many of the problems that I am hearing. We’ve been using it since October and have only gotten rave reviews from employees.”

**Agatha Kluk**, Partner, Perkins Coie

# Appendix

## Vivvi Offerings



# On + Near Site

## Ages 0-12

**Available:**  
Nationwide

- Pre-development and strategy support to determine demand and capacity
- └ Financial analysis and budget projections to guide operational decisions and subsidy levels
- └ Real Estate expertise to develop a customized offering with repurposing of existing space, new build, or modular center.
- └ Dedicated school management team to support all areas of operations including staffing, training, curriculum, quality control.



# Back Up Care

## Ages 6wks- Adult

### Available:

Vivvi Campuses  
Network Partners in US, UK and Canada

- > Over 3,500 vetted Network partners in US, UK, and Canada, including Vivvi campuses.
- ┌ In-Home care delivered by trained, vetted and passionate caregivers for infant and elder care
- └ Preferred access for corporate partners
- ┌ Vivvi contracts directly with vetted local partners to secure discounted, preferred access for back up care.
- └ No long term commitments for employers with flexible pricing options aligned to budget and schedule needs.



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# Backup Care Booking

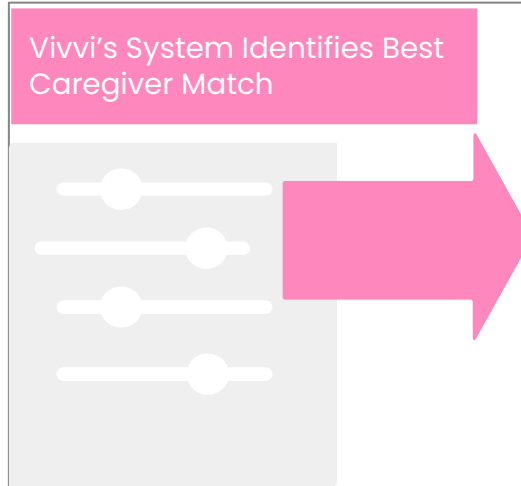
Delivering exceptional family experience

- 1 Request:** A family can request backup care through our request form.

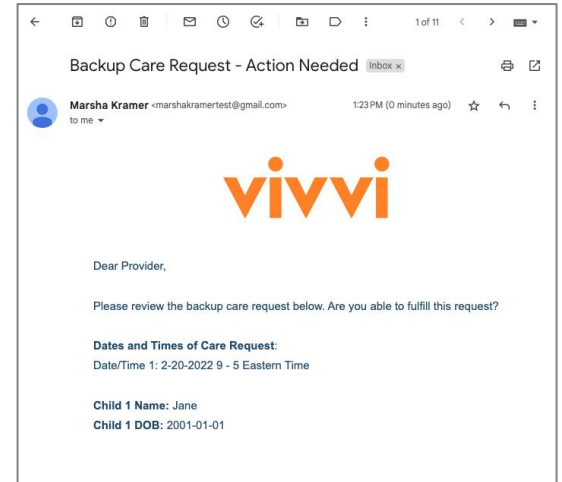


The screenshot shows the Vivvi Backup Care Request form. At the top is the Vivvi logo. Below it is the title "Backup Care Request" and the instruction "Tell us about yourself:". The form contains several input fields: "Employee First Name \*" (John), "Employee Last Name \*" (Smith), "Email \*" (johnsmith1@gmail.com), "Phone Number \*" (123-456-7890), "Company \*" (Acme Corp), "Second Parent/Guardian First Name", "Second Parent/Guardian Last Name", and "Second Parent/Guardian Company". At the bottom, there is a question "What type of care do you need:".

- 2 Sync:** Care requests are seamlessly linked to our system, allowing us to match families with the perfect care provider based on their location and specific needs.



- 3 Confirm:** Matched provider receives automated email with booking details.



# Comprehensive Screening Process

## Vivvi Schools & In-Home

- Statewide Criminal Records Search (County Backup) - 7 Years - Up to 3 Jurisdictions
- Federal Criminal Court Search
- Social Security Number Trace
- Nationwide Criminal Databases Search
- Sex Offender Registry Search
- Campus-based employees additional screening:
  - Statewide criminal history record check with the Division of Criminal Justice Services
  - National criminal record check with the Federal Bureau of Investigation (FBI)
  - National Sex Offender Registry check with the National Crime and Information Center
  - Statewide Sex Offender Registry check
  - Statewide Central Register of Child Abuse and Maltreatment (SCR) check
  - Statewide Justice Center Staff Exclusion List (SEL) check

## Back Up Care Network Partners

- All checks as required by applicable state or local child care licensing regulators, which may include fingerprinting or a neglect registry check.
- Check Staff against Local and National Sexual Offender Public Website.
- Completion of a thorough application.
- Verify eligibility to work in the specific Country
- One-to-one interviews with Provider Staff.
- Check at least three references.
- Require or provide a childhood health and safety orientation.
- Update the criminal background check every 12 months for all Provider Staff.



# Care Cash

## All Ages

**Available:**  
Globally

- Allow employees to flexibly secure care through local systems and support, including family members, whenever needed.
- └ Vivvi manages the administration and disbursement of subsidies based on rules set by Vivvi and Employer together.
- └ Available globally and flexible based on needs.
- └ Can additionally be used for pet care, elder care, child care, wellness and other support services.



# Care Cash Mechanics

## Reimbursement Claims Process

**1** Identify dates & times  
of care

**2** Apply for care  
reimbursement within 14  
days of care event

**3** Sign the release and  
reimbursement forms

**4** Receive reimbursement  
confirmation and deposit

## Application Form

The application form features the Vivvi logo at the top. It includes fields for Employee Email, Employee First Name, Employee Last Name, Company Name, and two sets of dependent information (Name and Birthdate). It also has sections for 'When and where did you use care?' with dropdown menus for Care Start Date, Care End Date, Care Start Time, and Care End Time. A radio button section for Location/Type includes options for In Home - Family Member, In Home - Private Caregiver, Onsite Licensed Child Care, and Other. A Care Provider field is at the bottom.

## Confirmation Email

The confirmation email features the Vivvi logo and a personalized greeting. It thanks the recipient for submitting an application and states that the request is approved. It includes a link to the 'REIMBURSEMENT & RELEASE FORM' and offers assistance with any questions. The email is signed by 'The Vivvi Team'.



# Full Time On Campus Care

## Ages 0-5

### Available:

Vivvi Campuses  
Nationwide Partners

- Access for children ages 6 weeks to 5 years old at any Vivvi campus or partner school with year round programming, and hours aligned with family needs.
- └ Flexible enrollment including full time, partial week and back-up options with preferred access for corporate partners.



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# Elder Care

## All Ages

### Available:

In Home Back Up - US, UK, Canada  
Financial Reimbursement - Global



Reserve vetted in-home caregivers through Vivvi Back-Up Care, where available.



Utilize Vivvi Concierge team to secure elder care services, and submit for financial reimbursement using Care Cash.



Vivvi manages the administration and disbursement of subsidies used towards elder care related expenses.



# Virtual Tutoring

## Ages 6-18

Available:  
Globally

- Students are matched 1:1 with a tutor (all Vivvi employees) that remains the same each week to ensure consistency and quality for families.
- ↳ Academic Coaching matches students with a specialized tutor in specific subject areas.
- ◡ Executive Functioning pairs students with coaches to support skills like organization and time management.
- ◀ Test Prep provides students with standardized test preparation courses for SHSAT, ISEE, SAT, ACT and more in individualized or class settings.
- ☺ All enrolled students have access to unlimited evening drop in tutoring for homework help and support.



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# Drop In Care / In Office

## Ages 0-14

Available:  
Nationwide



For children under 5 years old, Vivvi's teachers create a warm, loving environment for children to explore and learn about the world around them so that parents can work productively.



For children over 5 years old, Vivvi's qualified, trained teachers build an engaging experience to support virtual learning and any academic support they might need.



A flexible, modular solution with no licensing, capex or construction required.



# Seasonal Care

Ages 6-14

Available:  
Nationwide

➤ Vivvi's Seasonal Care offers families quality care during summer or winter breaks when traditional care options are unavailable and many parents face breakdowns in child care.

L Trained, vetted and passionate caregivers deliver exceptional care and learning for children.

🌸 Caregivers are hired, vetted and supported centrally by Vivvi's education team.



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