



# LEVEL

Lifestyle Spending Account Proposal

*for*

Benefits for *work, life & culture*

Confidential

## Reinventing benefits with a tap.

The way we pay for benefits is broken — so we fixed it.

The technology behind Level means transactions are processed instantly, allowing employees to move on with their lives to the things that truly matter. It makes spending benefit dollars as easy as buying a cup of coffee — just tap or swipe, and go.

# 80%

of transactions completed automatically  
— no receipt needed.

- Real-time balances live in the Level App
- Auto-deduction from correct plan
- Fast, easy receipt upload when needed  
— just a few taps in the Level App



*In 2023,*

Businesses are facing challenging hurdles.

**Greater needs  
with fewer resources**

Employers are looking for new ways to support their employees and attract new talent — on a tighter budget than ever.

**Benefits are unaffordable  
and inaccessible**

The benefits capable of making a difference — by supporting employees' education, family planning, and mental health — can't serve all employees equally.

**Many needs,  
many vendors**

Benefits are expected to support a cohesive culture, but a diverse set of needs and goals means engaging with a tangle of disconnected systems.

**Benefits too slow  
to keep pace**

Traditional benefits providers operating on legacy systems aren't agile enough to help companies respond to the next crisis.

*In 2023,*

Every business is looking for benefits that do more.

Greater needs  
with fewer resources

Employers are looking for new ways to support their employees and attract new talent — on a tighter budget than ever.

Stay budget-friendly —  
or even cost-neutral

Benefits are unaffordable  
and inaccessible

The benefits capable of making a difference — by supporting employees' education, family planning, and mental health — can't serve all employees equally.

Increase access for  
maximum engagement

Many needs,  
many vendors

Benefits are expected to support a cohesive culture, but a diverse set of needs and goals means engaging with a tangle of disconnected systems.

Amplify culture while  
minimizing vendor count

Benefits too slow  
to keep pace

Traditional benefits providers operating on legacy systems aren't agile enough to help companies respond to the next crisis.

Adapt to employees'  
needs in real time

# Benefits that work — for employers



## Innovation with Visa

We understand the importance of technology that's able to adapt to the needs of customers. Our proprietary platform – built in partnership with Visa – is designed to help businesses continually meet the moment, however unexpected.



## Fully compliant

Level is the most flexible benefits solution that is ERISA, HIPAA, and tax program compatible. Our system handles claims adjudication, payment processing, and compliance for HRAs without reliance on a third-party vendor.



## Automated workflows and insights

Stay on top of utilization across your benefits with Level's Employer Dashboard. Once you've set up your account, you can add integrations, view real-time reports, and manage enrollments effortlessly.



## Complete support

As your plan administrator, we take the burden of program management and plan documentation off your plate. With our support team fully in-house, your people – and your employees – are always covered.



# Benefits that work — for employees



## Frictionless payments

Our platform replaces the frustration of trying to pay with benefits with ease and delight. Every transaction is automatically optimized through our multi-purse ranking technology to ensure that every employee is maximizing their total comp.



## Vendor agnostic

Our platform champions choice, so employees have the freedom to spend their benefits meaningfully. That means no restrictive marketplaces or discounts from preferred vendors.



## Equitable experience

Benefits don't work if they can't be accessed equally by everyone. With the Level Card, we're working to eliminate reimbursements so that your diverse workforce is fully supported, regardless of income, job function, or gender identity.



## Global access

International members can submit receipts in their local language through the Level App, allowing employers to track reimbursement through payroll. Supported in six different languages, Level makes it easier to serve your people wherever they are.



# Intentional Benefits

are designed to help every company—and their employees—fulfill their promise.



## Wellbeing

Help your team thrive, in and out of the workplace.

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Food / Wellness / Travel  
and more...



## Family

Everything needed to take care of those who matter most.

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Family Care / Family Planning /  
DCFSA (coming soon) and more...



## Care

Complete care means going beyond traditional healthcare.

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Mental Health / Medical Travel /  
Gender Affirmation and more...



## Wealth

Greater financial stability – today and tomorrow.

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Financial Wellness and more...



## Career

Support for continuous learning and professional growth.

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Education and more...



## Culture

Help every employee feel like they belong.

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Team Building / Work From Home  
and more...



## Essentials

For all the things you just can't (get to) work without.

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Cell Phone / Internet / Transit /  
Commuter and more...



## Dream Funds

As the world changes, so do the needs of your people.

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Design your own benefit and more...

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Design your plans with Level's curated guidance. Together, we'll build a benefit strategy that meets your team's specific needs.





# Plan Design Options

Partner with Level to create your team's dream benefits. Whether you launch multiple new plans, or bundle it all into a single balance, we'll help you design customized benefits that meet your budget and power your goals.

①	②	③	④	⑤
Choose the Benefit	Select the plan type	Determine plan maximum	Define the frequency	Set balance rules
Examples				
Food	LSA	\$50	Monthly	Use it/Lose it
Mental Health	HRA	\$200	Quarterly	Rollover
Lifestyle	LSA	\$1,000	Annual	Use it/Lose it

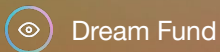


*Up next:*

Your benefits, customized for your  
culture and your needs.

(Want to see more? Just ask.)

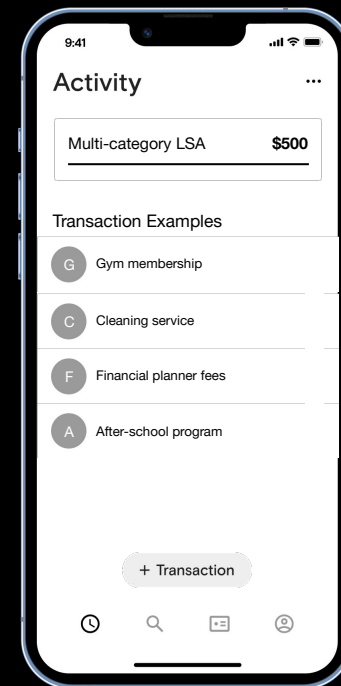




# Multi-Category LSA

Launch a single-balance benefit that covers a variety of expenses, giving your team the freedom to spend their plan dollars on what's meaningful to them.

Plan type	Example coverage	Frequency	Balance rules
<ul style="list-style-type: none"> <li>✓ LSA</li> <li>✗ HSA</li> <li>✗ FSA</li> <li>✗ HRA</li> <li>✗ HRA <small>TAX-ADV</small></li> <li>✗ EAP</li> <li>✗ EAP <small>TAX-ADV</small></li> <li>✗ BSA <small>TAX-ADV</small></li> </ul>	<ul style="list-style-type: none"> <li>Gym</li> <li>Exercise equipment</li> <li>Apparel</li> <li>House cleaning</li> <li>Financial planning</li> <li>Tax preparation</li> <li>Child care / elder care</li> <li>Pet care</li> <li>and more...</li> </ul>	<ul style="list-style-type: none"> <li>✓ One-off</li> <li>✓ Weekly</li> <li>✓ Monthly</li> <li>✓ Quarterly</li> <li>✓ Annual</li> <li>✓ Lifetime</li> </ul>	<ul style="list-style-type: none"> <li>✓ Use it/lose it</li> <li>✓ Unused Balance Rollover</li> <li>✓ Proration</li> <li>Maximum</li> <li>✓ Unique by culture</li> </ul>



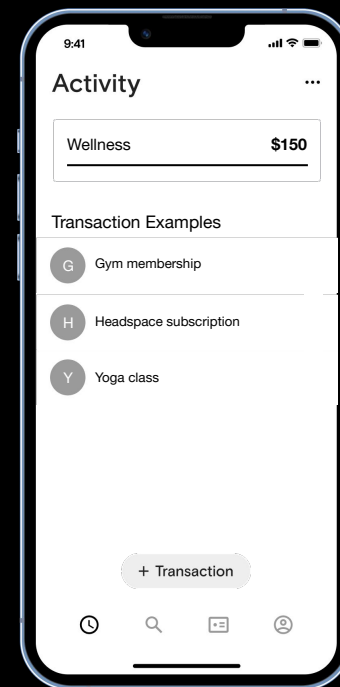


Wellbeing

# Wellness

Encourage your team to invest in self-care with flexible funds that inspire each person to define what *wellness* — physical, mental, or emotional — means to them.

Plan type	Example coverage	Frequency	Balance rules
<input checked="" type="checkbox"/> LSA <input checked="" type="checkbox"/> HSA <input checked="" type="checkbox"/> FSA <input checked="" type="checkbox"/> HRA <input checked="" type="checkbox"/> HRA <small>TAX-ADV</small> <input checked="" type="checkbox"/> EAP <input checked="" type="checkbox"/> EAP <small>TAX-ADV</small> <input checked="" type="checkbox"/> BSA <small>TAX-ADV</small>	Gym Exercise equipment Vitamins Apparel	<input checked="" type="checkbox"/> One-Off <input checked="" type="checkbox"/> Weekly <input checked="" type="checkbox"/> Monthly <input checked="" type="checkbox"/> Quarterly <input checked="" type="checkbox"/> Annual <input checked="" type="checkbox"/> Lifetime	<input checked="" type="checkbox"/> Use it/lose it <input checked="" type="checkbox"/> Unused Balance Rollover  Maximum  <input checked="" type="checkbox"/> Unique by culture



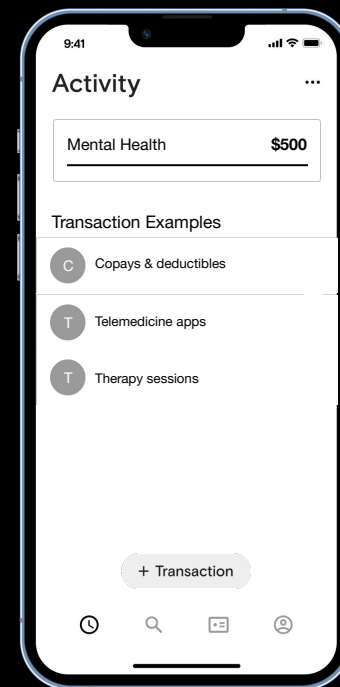


Care

# Mental Health

Increase your team's access to quality care, empowering them to get the services and support they need — and choose what's right for them.

Plan type	Example coverage	Frequency	Balance rules
<input checked="" type="checkbox"/> LSA	<ul style="list-style-type: none"><li>Pharmacy</li></ul>	<input checked="" type="checkbox"/> One-Off	<input checked="" type="checkbox"/> Use it/lose it
<input checked="" type="checkbox"/> HSA	<ul style="list-style-type: none"><li>Medical visits</li></ul>	<input checked="" type="checkbox"/> Weekly	<input checked="" type="checkbox"/> Unused Balance Rollover
<input checked="" type="checkbox"/> FSA		<input checked="" type="checkbox"/> Monthly	
<input checked="" type="checkbox"/> HRA		<input checked="" type="checkbox"/> Quarterly	
<input checked="" type="checkbox"/> HRA <small>TAX-ADV</small>		<input checked="" type="checkbox"/> Annual	Maximum
<input checked="" type="checkbox"/> EAP		<input checked="" type="checkbox"/> Lifetime	<input checked="" type="checkbox"/> Unique by culture
<input checked="" type="checkbox"/> EAP <small>Coming (10/1)</small> <small>TAX-ADV</small>			
<input checked="" type="checkbox"/> BSA <small>TAX-ADV</small>			

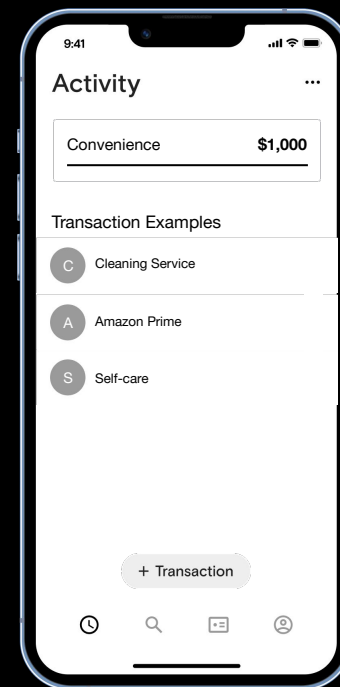




# Convenience

Shorten your team's personal to-do list by covering the everyday tasks and inconveniences that prevent people from showing up as their best selves.

Plan type	Example coverage	Frequency	Balance rules
<ul style="list-style-type: none"> <li>✓ LSA</li> <li>✗ HSA</li> <li>✗ FSA</li> <li>✗ HRA</li> <li>✗ HRA <small>TAX-ADV</small></li> <li>✗ EAP</li> <li>✗ EAP <small>TAX-ADV</small></li> <li>✗ BSA <small>TAX-ADV</small></li> </ul>	<ul style="list-style-type: none"> <li>Laundry services</li> <li>Hair salons</li> <li>Media</li> <li>Auto supplies &amp; services</li> <li>Restaurants</li> <li>House cleaning services</li> </ul>	<ul style="list-style-type: none"> <li>✗ One-Off</li> <li>✗ Weekly</li> <li>✗ Monthly</li> <li>✗ Quarterly</li> <li>✓ Annual</li> <li>✗ Lifetime</li> </ul>	<ul style="list-style-type: none"> <li>✓ Use it/lose it</li> <li>✗ Unused Balance Rollover</li> <li>Maximum</li> <li>✓ Unique by culture</li> </ul>





Culture

# Office

Set your team up for success with funds to boost their productivity, connectivity, and comfort, anywhere.

## Plan type

- LSA
- ⊗ HSA
- ⊗ FSA
- ⊗ HRA
- ⊗ HRA TAX-ADV
- ⊗ EAP
- ⊗ EAP TAX-ADV
- BSA TAX-ADV

## Example coverage

- Home office furniture
- Business supplies
- Display/Monitor
- Internet

## Frequency

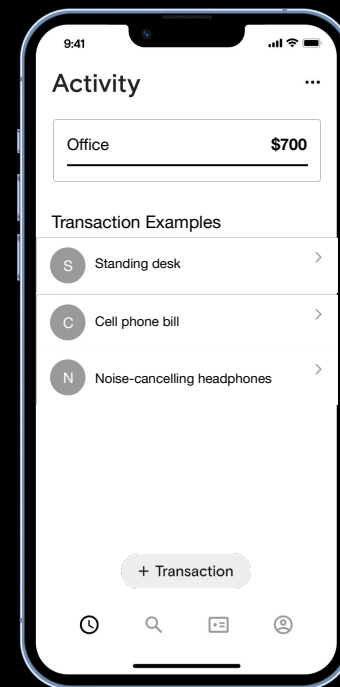
- ☑ One-off
- ⊗ Weekly
- ⊗ Monthly
- ⊗ Quarterly
- ⊗ Annual
- ⊗ Lifetime

## Balance rules

- ☑ Use it/lose it
- ☑ Unused  
Balance Rollover

## Maximum

- ☑ Unique by culture





Career

# Education

Unlock your team's potential by providing easily accessible funds for learning and development — no hefty up-front costs or waiting for reimbursement.

## Plan type

- LSA
- ⊗ HSA
- ⊗ FSA
- ⊗ HRA
- ⊗ HRA TAX-ADV
- ⊗ EAP
- ⊗ EAP TAX-ADV
- BSA TAX-ADV
- ⊗ Vision
- ⊗ Dental

## Example coverage

- Undergraduate tuition
- Fees and books
- Supplies and equipment
- Payments towards qualified student loans (\$5,250 annual limit)
- Conferences
- Job-related classes and training

## Frequency

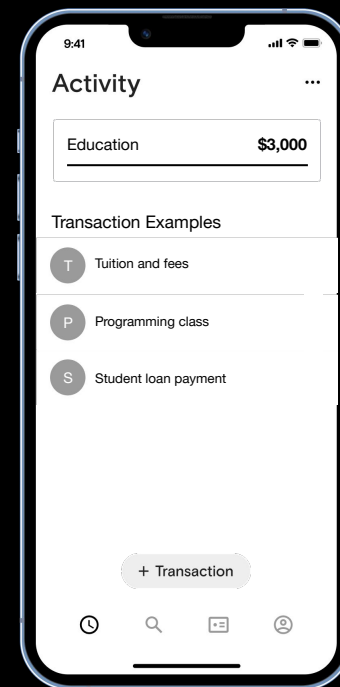
- ⊗ One-Off
- ⊗ Weekly
- ⊗ Monthly
- ⊗ Quarterly
- ☑ Annual
- ⊗ Lifetime

## Balance rules

- ☑ Use it/lose it
- ⊗ Unused Balance Rollover
- ⊗ Proration

## Maximum

- ☑ Unique by culture





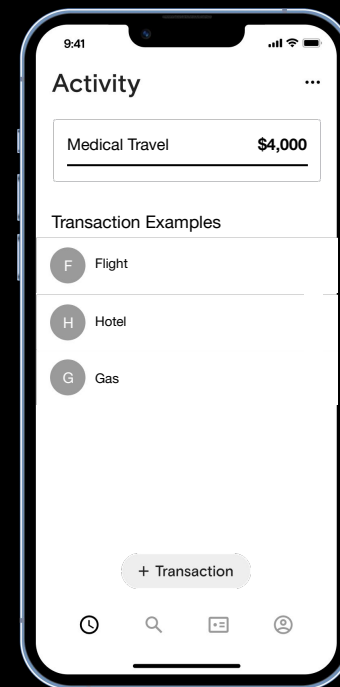


Care

# Medical Travel

Provide critical support for your employees by providing funds to access the medical care they need that isn't available to them locally.

Plan type	Example coverage	Frequency	Balance rules
<input checked="" type="radio"/> LSA <input checked="" type="radio"/> HSA <input checked="" type="radio"/> FSA <input checked="" type="radio"/> HRA <input checked="" type="radio"/> HRA <small>TAX-ADV</small> <input checked="" type="radio"/> EAP <input checked="" type="radio"/> EAP <small>TAX-ADV</small> <input checked="" type="radio"/> BSA <small>TAX-ADV</small>	Cost related to travel to access medical care	<input checked="" type="radio"/> One-Off <input checked="" type="radio"/> Weekly <input checked="" type="radio"/> Monthly <input checked="" type="radio"/> Quarterly <input checked="" type="radio"/> Annual <input checked="" type="radio"/> Lifetime	<input checked="" type="radio"/> Use it/lose it <input checked="" type="radio"/> Unused Balance Rollover  Maximum <input checked="" type="radio"/> Unique by culture





Family

# Family Planning

Support your team on their journey as they plan, start, or grow their families.

## Plan type

● LSA

⊗ HSA

⊗ FSA

● HRA

⊗ HRA TAX-ADV

⊗ EAP

⊗ EAP TAX-ADV

⊗ BSA TAX-ADV

## Example coverage

● Legal

● Travel

● Adoption fees  
(\$14,890 limit per child)

● Medical

● Infertility

● Family planning

● Surrogacy

● Egg freezing

## Frequency

☑ One-off

⊗ Weekly

⊗ Monthly

⊗ Quarterly

⊗ Annual

⊗ Lifetime

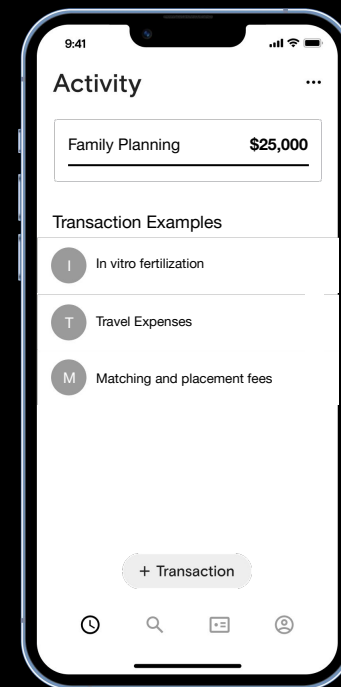
## Balance rules

☑ Use it/lose it

⊗ Unused  
Balance Rollover

## Maximum

☑ Unique by culture

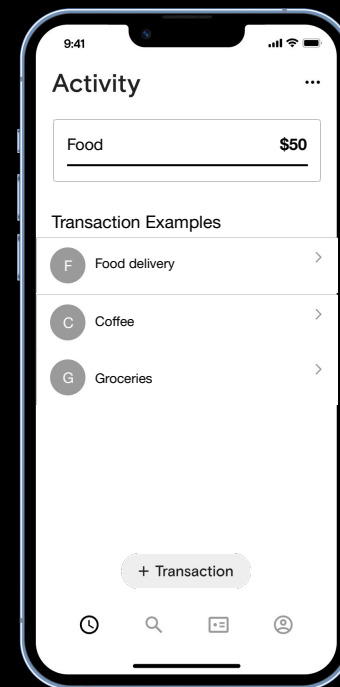




# Food

Satisfy your team's cravings, whether they're buying groceries or dining at their favorite restaurants.

Plan type	Example coverage	Frequency	Balance rules
<input checked="" type="checkbox"/> LSA <input checked="" type="checkbox"/> HSA <input checked="" type="checkbox"/> FSA <input checked="" type="checkbox"/> HRA <input checked="" type="checkbox"/> HRA <small>TAX-ADV</small> <input checked="" type="checkbox"/> EAP <input checked="" type="checkbox"/> EAP <small>TAX-ADV</small> <input checked="" type="checkbox"/> BSA <small>TAX-ADV</small>	Restaurants Grocery Delivery Meal subscription	<input checked="" type="checkbox"/> One-off <input checked="" type="checkbox"/> Weekly <input checked="" type="checkbox"/> Monthly <input checked="" type="checkbox"/> Quarterly <input checked="" type="checkbox"/> Annual <input checked="" type="checkbox"/> Lifetime	<input checked="" type="checkbox"/> Use it/lose it <input checked="" type="checkbox"/> Unused Balance Rollover  Maximum  <input checked="" type="checkbox"/> Unique by culture



# Financial

## Service fees

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Our per-employee-per-month cost for plan administration is billed on a monthly basis.

## Minimum balance

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The percentage of your plan maximum you'll be required to store in your account, requested before your plan starts.

## Plan spend

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Plan spend is drawn from your minimum balance.

## Payroll / imputed income reporting

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Data is shared for any taxable benefits to report imputed income on employee paychecks.

## Non-qualified spend

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Any benefit spend eventually determined to be non-qualified can be shared if you choose to deduct the amount from payroll.

# Communication

Your new benefit is part of your story: why was it launched, and how will it power your culture? Level delivers clear, consistent, and intentional messaging at every step of the member's journey — from the moment we introduce ourselves to every swipe of their Level Card.

## Level's 3-phase playbook



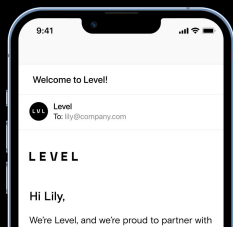
### Employer best practices

1. Bring the “why” to life
2. Put culture at the heart of the message
3. Create space to share and celebrate the good
4. Identify and leverage employees as champions
5. Lead by example with leaders as users

# Communication

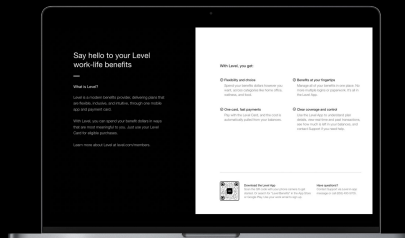
## The Level Playbook

### 1 Pre-Launch Awareness



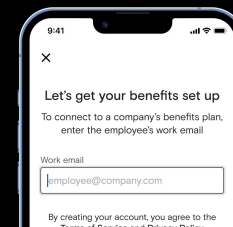
- Level introduction via email & internal/intranet messages
- Benefit summaries uploaded to HR portals
- Level Intro at open enrollment meetings

### 2 Launch Education



- Level plan features and FAQ sent via email
- Level hosts "About Level" and Q&A sessions
- Level hosts "office hours" to answer additional questions
- Level sends welcome email to employees to help them set up their account

### 3 Ongoing Engagement



- In-app onboarding series
- In-app / push notifications / emails used for completing purchase requirements
- Robust customer support via in-app message
- View plan documentation in-app

# Implementation

At Level, we know a thoughtful implementation plan is the key to high utilization. From designing your plan to engaging your team, we're with you every step of the way.

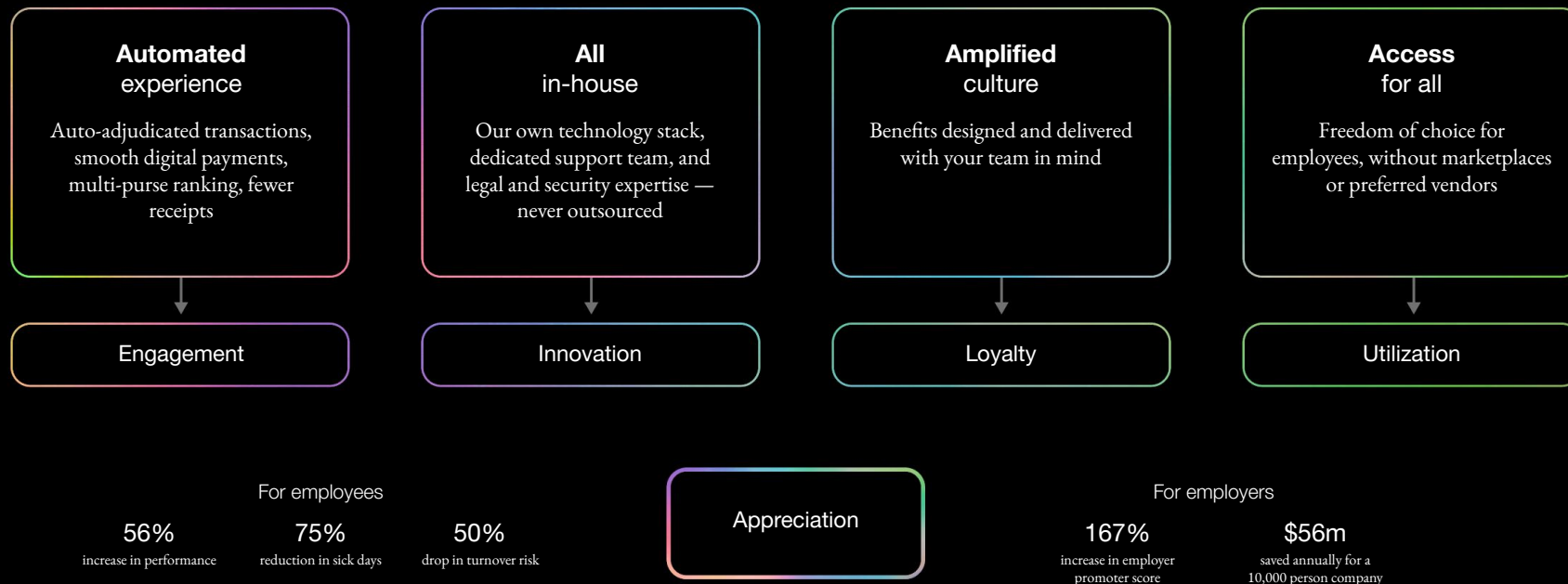
## 45—90 days

depending on solutions implemented





# The **Four As** of Level's Intentional Benefits



# LEVEL

The only equitable benefits solution  
capable of supercharging your culture.

