

# HEKA

## Stop wasting money on broken benefits



MODERN, FLEXIBLE BENEFITS  
FOR STRONGER TEAMS

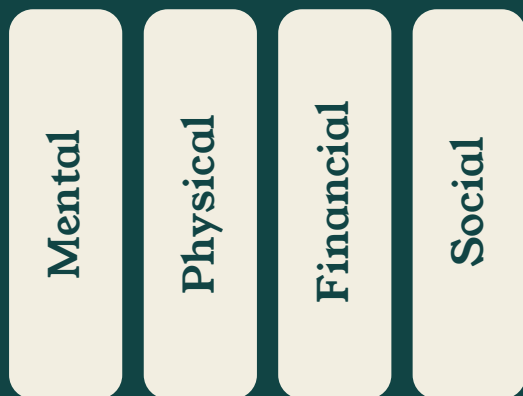




# Benefits rarely have **impact**

TRADITIONAL FLEX PLATFORMS DON'T GO FAR ENOUGH

## Wellbeing pillars



Most benefits platforms are outdated and inflexible.

They're built on flawed concepts: wellbeing pillars are rigid by definition.

Trying to cater for everybody, means serving nobody. People don't see the benefit, so they don't use them.

## Flex platforms won't make benefits better

Traditional flex platforms put everything in one place, but they don't help you identify the right benefits. They're admin tools: a shell you populate with benefits.

You still have to keep up with benefits trends and constantly procure more – and more – new benefits.

Same broken benefits. Same low engagement. Same lack of impact.

### Flex platform

Pension

Health benefits

Gym memberships

Insurances

## We live in an age of hyper-personalisation

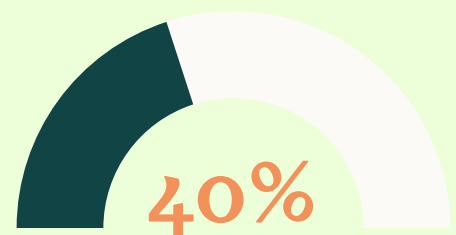
From how we consume media to how we shop, everything is on-demand and tailored to us.

Employees expect benefits that fit their unique needs. Why should they engage with benefits that don't work?

Benefits are broken, but they don't need to be.

The new era of benefits is here.

**Just add Heka.**



OF GEN Z FEEL STRESSED  
AT WORK 'ALL OF THE TIME'



## The **last benefit** you'll ever need

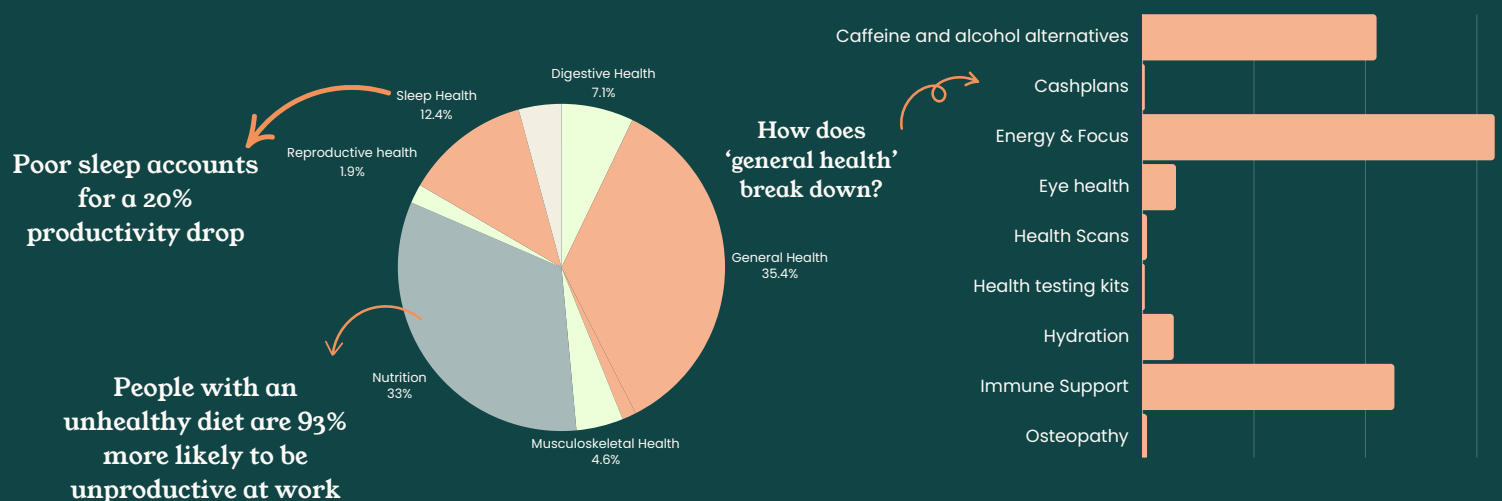
Heka takes every benefit you already have, and adds every benefit you'll ever need, all in one place, with engagement guaranteed.

Future-proofed with zero procurement: Heka does the hard work, adding new benefits so you don't have to. With no hidden costs, Heka is far more cost effective than flex platforms.

Designed to build healthier teams, smart AI and behavioural data keep Heka responsive to trends and market changes. The platform constantly evolves so you always have everything your people need to thrive.

## Immediate ROI

Finally gain strategic insights and demonstrate ROI: Heka helps people eat better, sleep better, and perform better, and the data speaks for itself.



People want higher energy and more focus. They're reducing dependency on alcohol and caffeine, and building strong immune systems. This equates to higher performance, more productive teams, and a significant reduction in sick days.

## How does it work?

Companies set a monthly allowance for employees to focus on their unique health goals. From gym memberships and meal kits to therapy, financial coaching, fertility testing, and even pottery classes, they can choose what fits now – and access what they need in the future.

No one-size-fits-all. Just personalised options for every life stage, every lifestyle, and every version of health.

**“Heka has it all!”**

People Director, WPP