

HEKA

Make your benefits budget **work**

It's time to upgrade
that unused subsidy



HEALTH FOCUSED BENEFITS
DESIGNED TO BUILD HIGH
PERFORMING TEAMS





It's time to see the **return** on your investment.

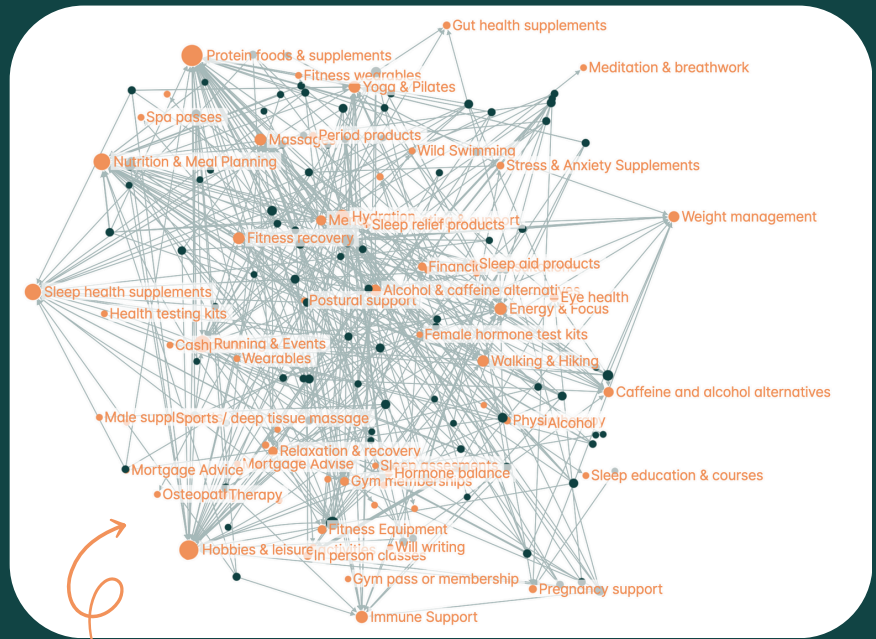
SAY GOODBYE TO SUBSIDIES AND ALLOWANCES.

You're limiting your team's potential

Gym subsidies, wellbeing funds, and internal allowances put people in boxes – and people don't belong in boxes.

People need freedom to define their health journey, and to change their focus as life evolves.

Letting people choose their benefits is the right thing to do, but delivered wrong it either won't land, or you'll be landed with a huge admin burden.
What can a switch to Heka do for you?



Different categories of health benefits accessed by 0.5% of Heka users across 18 months

Increased usage

Only 30% of gym subsidies & 50% of wellbeing allowances get used.
94% of employees use Heka at least quarterly.

Personalised health-journeys

Heka curates health-led benefits & builds personalised journeys so users spend their allowance on meaningful benefits.

Increased productivity

People who sleep better are 20% more productive; those who eat better it's 93%! Everything in Heka makes people live at their best.

Zero admin

No more processing reimbursements or clarifying policies. Heka does it all. That's why **97% of HR teams can focus on their strategic goals.**

Meaningful reporting

Heka provides anonymised data on how people are improving their health, so you can demonstrate ROI and keep improving strategy.

Psychological safety

Unlike reimbursement, Heka is fully anonymous, so people feel safe accessing sensitive benefits, like therapy or fertility treatment.



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

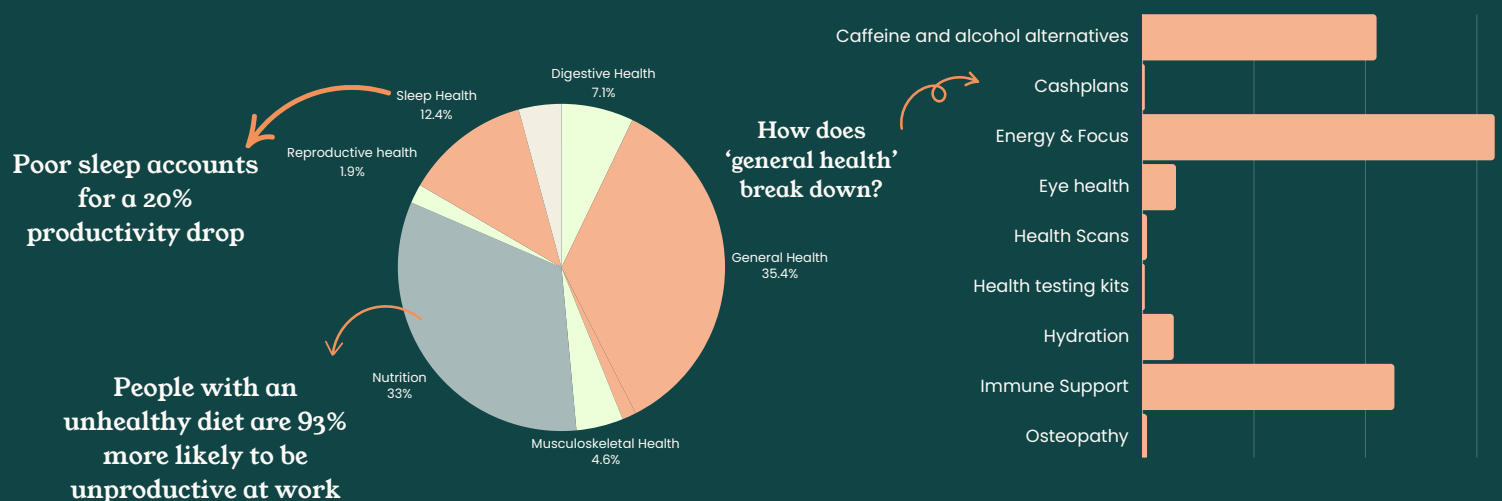
Heka takes every benefit you already have, and adds every benefit you'll ever need, all in one place, with engagement guaranteed.

Future-proofed with zero procurement: Heka does the hard work, adding new benefits so you don't have to.

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