



BenefitHub[®]

InterNACHI BenefitHub Review 5_1_2026



Agenda

- Your Key priorities
- New Features
- BenefitHub Roadmap
- Platform Utilization
- Savings
- Auto and Home Utilization/Savings
- Communication Strategy

Help your associates with everyday savings of up to \$2,500 a year.



Excellence That Gets Noticed

Industry recognition for our unwavering commitment to innovation, service excellence, and client success



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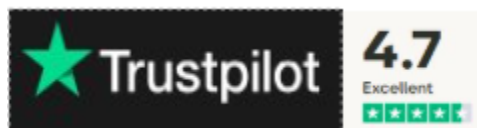
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Why we Lead the Industry

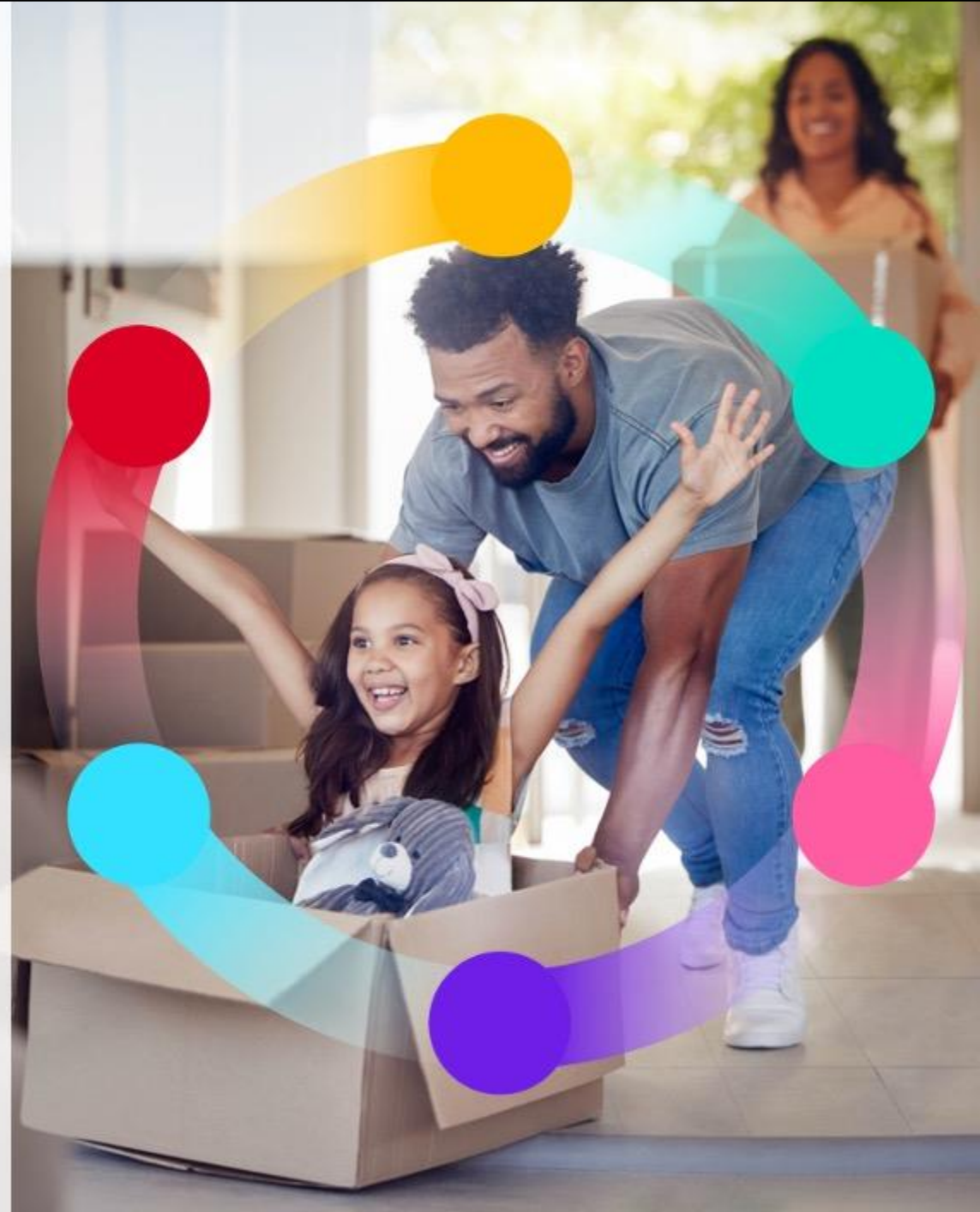
25+ years of proven success

- Dedication to building relationships with our clients
- Personalized recommendations powered by AI
- Browser Extension
- Thousands of Local deals
- Cash Back Rewards
- Gift Cards
- Global Solution
- Monthly Giveaways
- Auto/Home multi-carrier quoting with 35+ Retail carriers
- Mobile App
- 24/7/365 Bilingual Customer support

HITRUST
CSF Certified



- **Financial Wellness**
- **Purchase Programs**
- **Discounts**
- **Voluntary Benefits**
- **Payroll Consolidation**
- **Auto/Home Side by Side Quoting**





BenefitHub[®]

New Features



The BenefitHub Browser Extension: Your members' Deal Detective

Savings are top of mind for members, but few have time to hunt for deals.

Our Solution: The BenefitHub Browser Extension

Your members' deal detective—delivering your program's exclusive offers wherever they shop online.

The Impact:

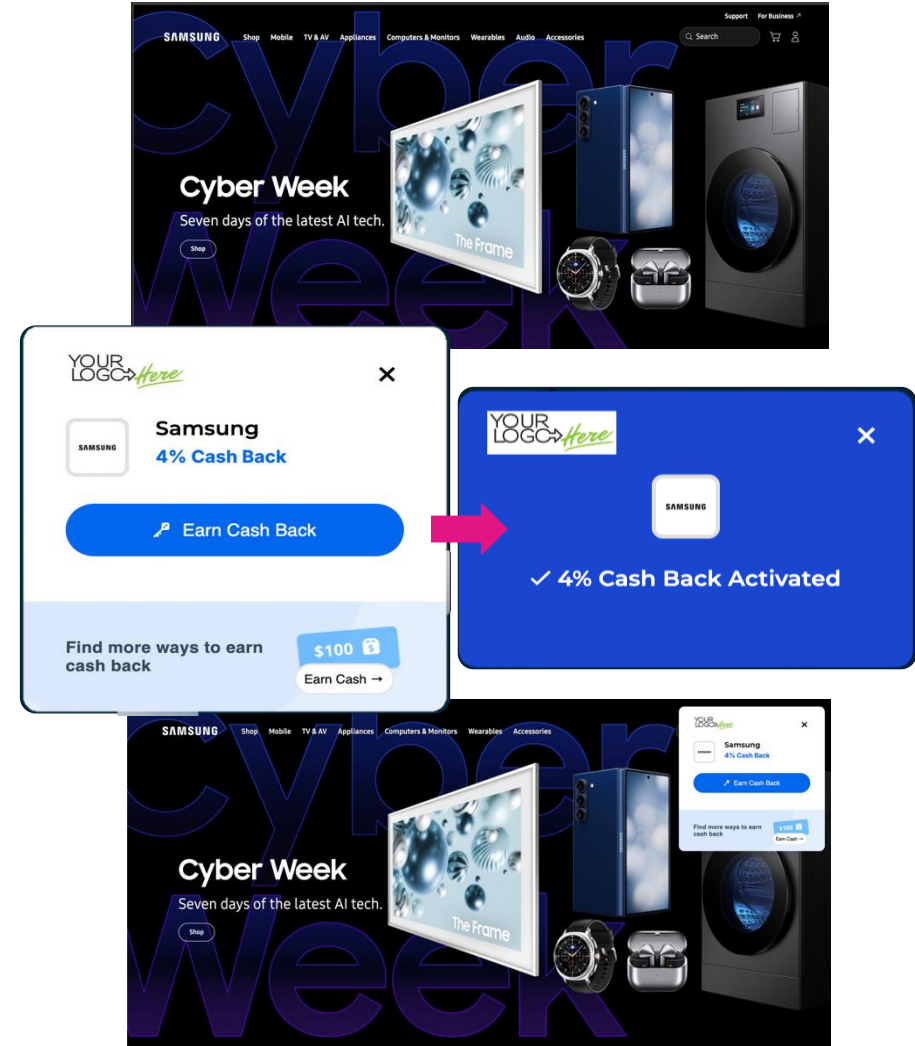
- Greater member savings → Higher program value
- Better understanding of your program's benefits → Improved engagement and perception
- Your company is credited at savings touchpoint, reinforcing it as a financial ally → Stronger retention and goodwill

How It Works

Registered members install once—shop and save, effortlessly.

- Auto-detection: Scans thousands of offers in the background, alerting members to deals
- One-click activation: Apply discounts and cashback instantly or directs to your portal for special offers
- Smart blocking: Respects all account blocking settings
- Privacy-First Design: Unlike other extensions, it does not track comprehensive browsing behavior. It only registers activity on sites with available deals.

Helping your members save time and money, one click at a time.



Daily Deals

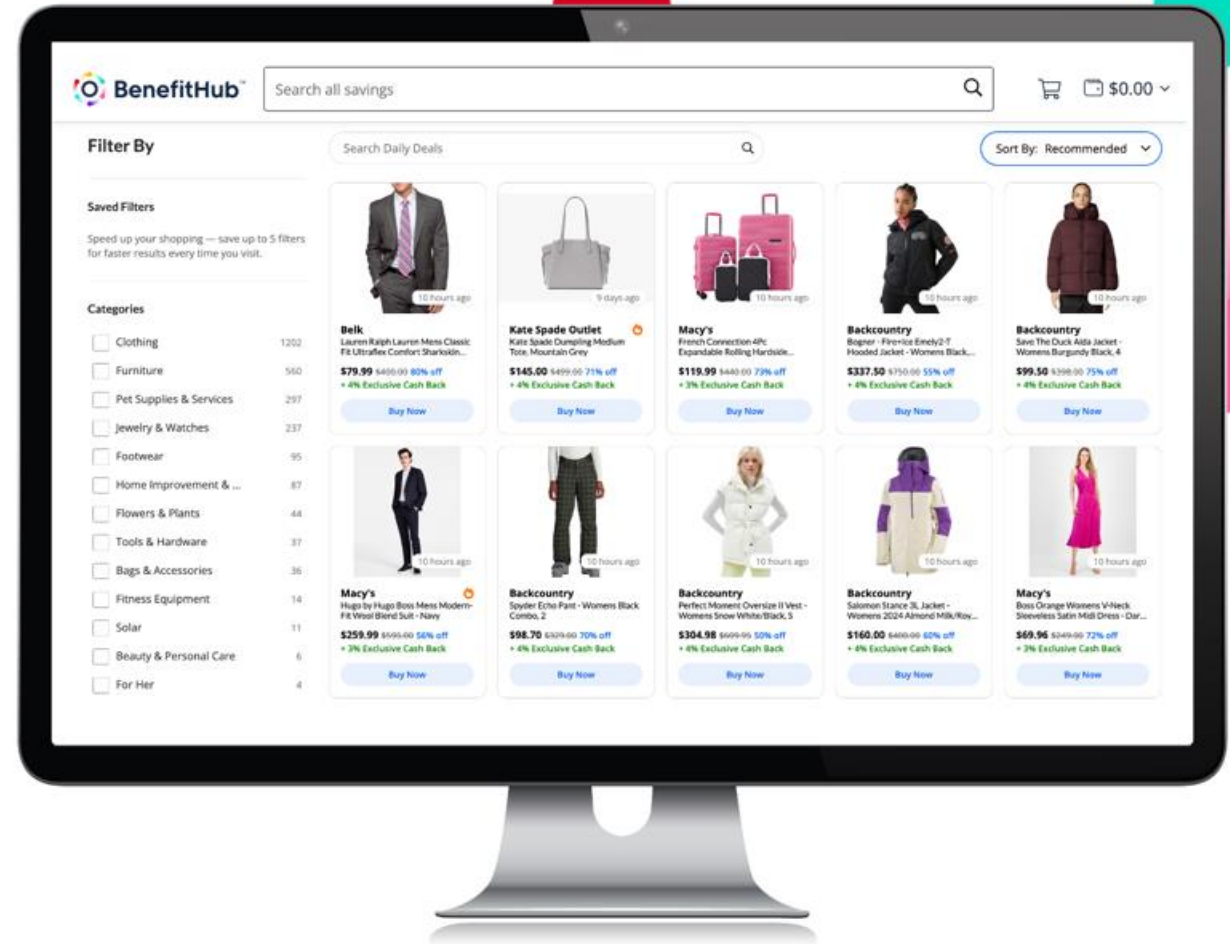
The shortcut to today's best savings

Daily Deals brings the best savings from across the web into one place for quick and convenient shopping. Amazing new deals appear daily, with hand-selected offers across top categories.

Members will score unbelievable deals without scouring the web—helping to save time and money.

Feature functionality:

- Filter by category or by store
- Save up to 5 favorite searches/filters for easy repeat shopping
- Showcases dozens of stores and brands, all in one place



Benefits⁺

Our solutions are designed to complement—not compete with—your existing offerings. Built to serve the diverse needs of today’s workforce, integrating seamlessly with your current programs to create a cohesive, engaging experience for both employers and employees.

Deliver More Value, Engagement, and ROI with Benefits+

Amplify Your Existing Benefits

Boost awareness and participation in programs you already fund.

Engage Employees Year-Round

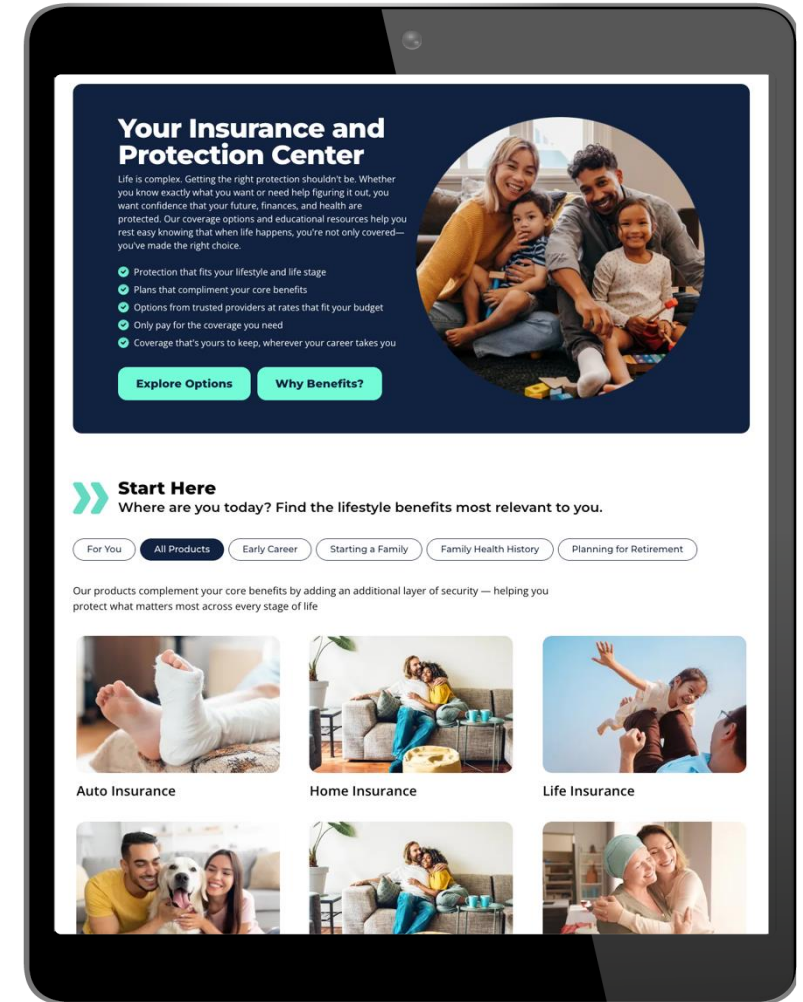
Keep employees connected to their benefits — not just at open enrollment.

Simplify Benefits Administration

Manage communication from one centralized digital hub.

Strengthen Partnership and ROI

Reinforce your commitment to employee engagement and measurable outcomes.



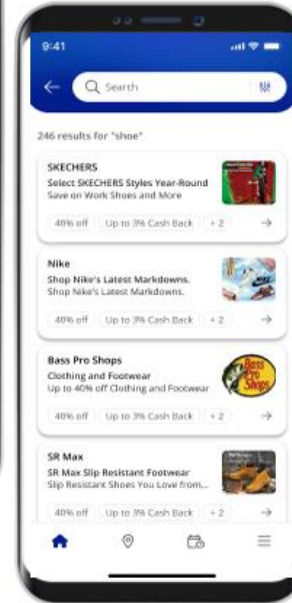
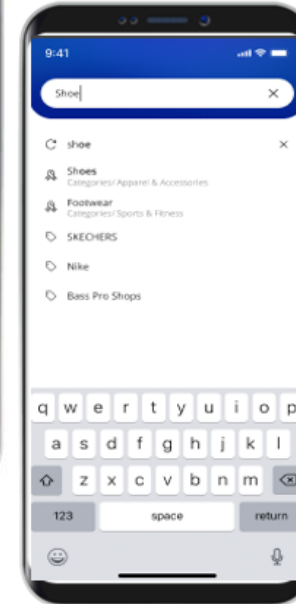
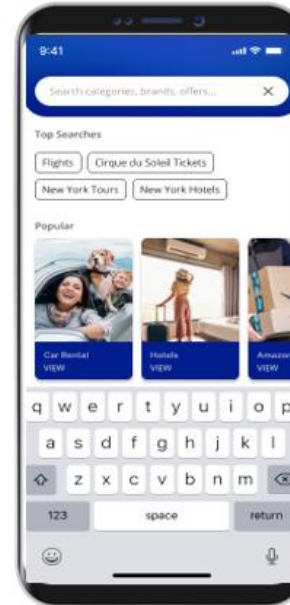
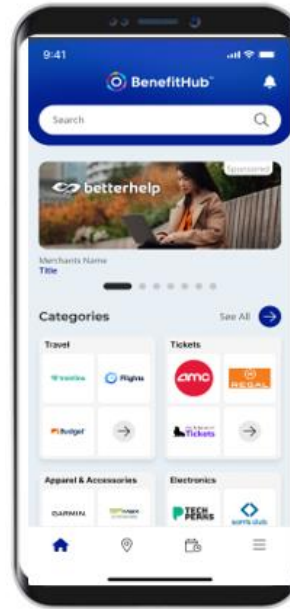
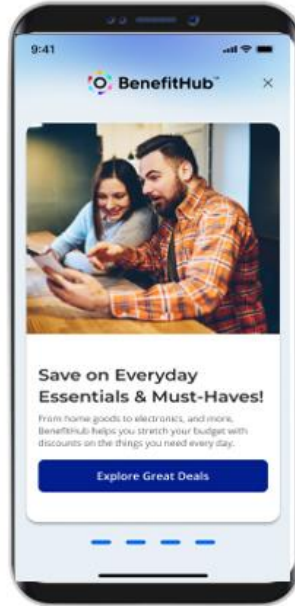
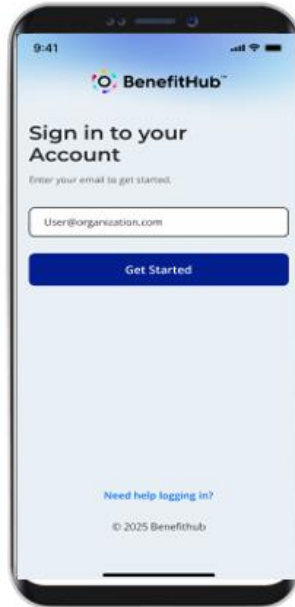
Let's Explore How Benefits+ Can Elevate Your Employee Experience

BenefitHub Mobile App

Highlights (Enhance our App by implementing UI changes and adding/improving modules):

- Registration and Login Improvements
- Search Improvements
- New Travel Page
- New Gift Cards Page
- Updated Discounts Home Page
- Local Deals Improvements

- Q4 enhancements:
 - Giveaways
 - Daily Deals
 - Push notifications



A smoother, modern, and more engaging user experience

Giveaways

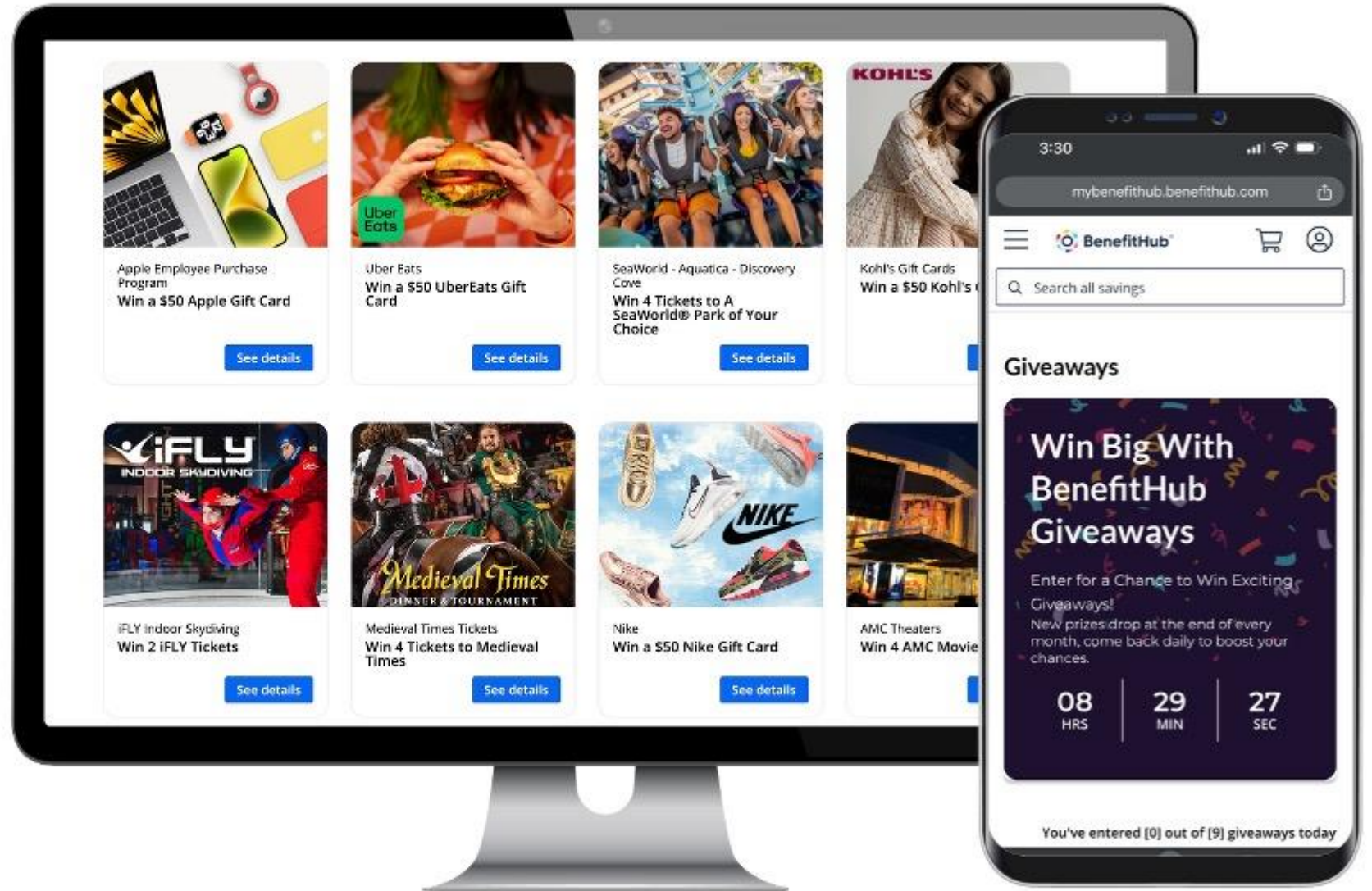
Rewarding Engagement

Available in the U.S.

- New prizes drop every month
- Members can enter each giveaway once per day to increase their odds of winning

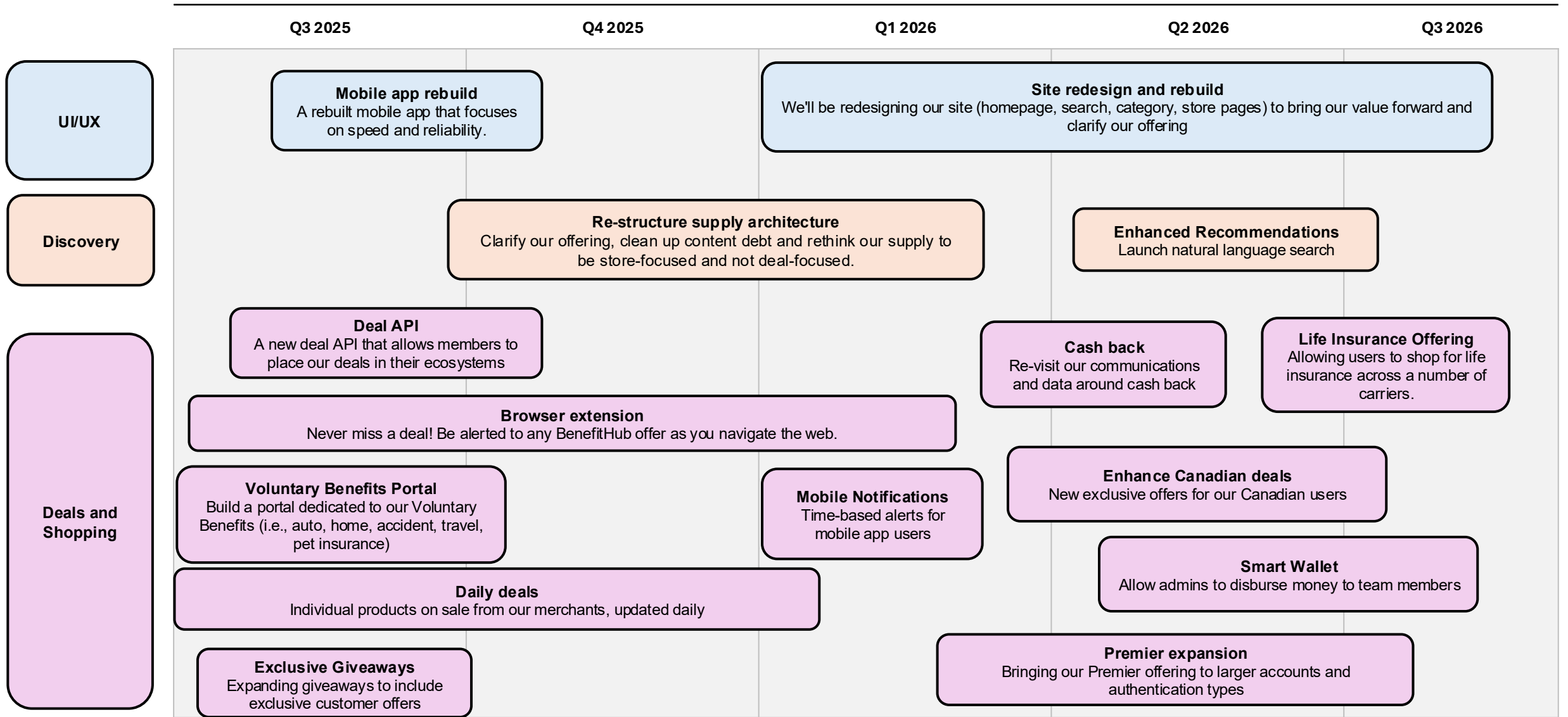
Key Features:

- Members can navigate to the giveaways page from the Top Hat placement on the marketplace home page or from the main navigation under “Shop by”
- Giveaway visibility respects client settings
- If a client blocks the giveaways, all entry points to giveaways will remain hidden



BenefitHub Roadmap

As of January 2026. Subject to change.



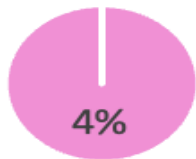
2025 & 2026 Platform Utilization

Active Users
978 out of 23,000

Unique Visitors
Avg 124 / month

Total Visits
Avg 311 / month

Participation Rate: March

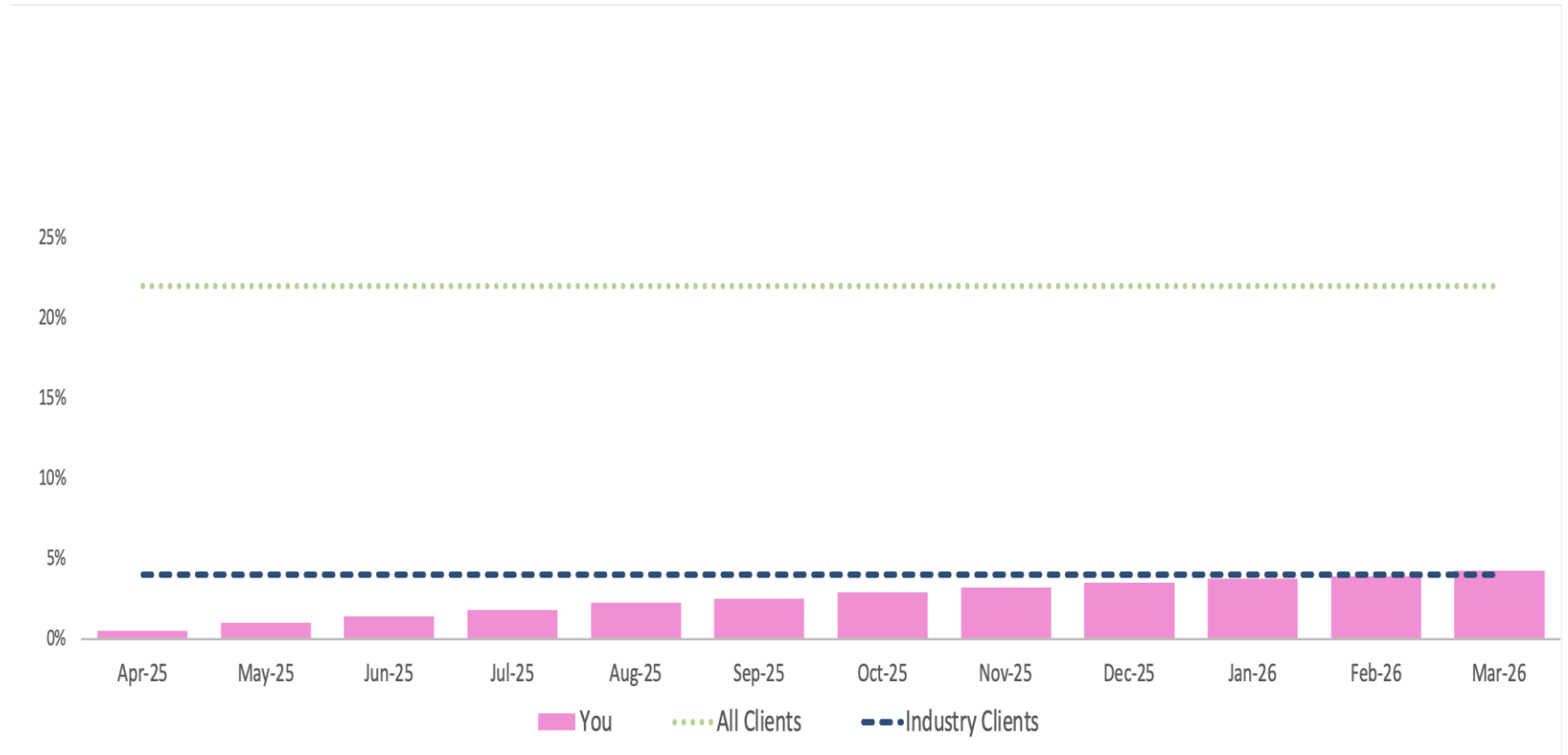


2.6%
Avg Participation Rate

531
Registrations

2.45
Avg Return Per Month

12.4%
Avg Engagement Rate





2025 & 2026 Platform Savings

\$3,461

Top 100 Users

488

Total Unique Users

\$35

Avg Savings per User

Top Savers are achieving savings through 4 major categories:

- Travel
- Electronics/Cell Phones
- Auto
- Insurance & Protection

Discount Category	Click Count	Discount Rate	Savings \$
Travel	537	28%	2,211.03
Electronics/Cell Phones	352	20%	1,448.96
Auto	167	12%	608.50
Insurance & Protection	12	32%	594.05
Home & Family	33	31%	141.90
Tickets	195	5%	70.58
Apparel & Accessories	48	27%	65.65
Health & Wellness	60	8%	62.58
Financial Wellness	19	25%	32.24
Food	32	28%	31.80
Home Buying & Selling	3	32%	13.64
Flowers & Gifts	24	14%	13.15
Home Office	6	6%	11.46
Beauty & Personal Care	9	22%	10.42
Education & Virtual Learning	6	23%	7.27
Entertainment	3	21%	5.21
Sports & Fitness	5	22%	5.06
Pets	6	14%	1.20
Total	1,517	25%	5,334.68

System_Id	Savings \$	Top User Savings
20542961	226.40	\$226.40
20381518	209.99	\$209.99
28091597	121.28	\$121.28
20389434	104.40	\$104.40
20410912	99.01	\$99.01
23194108	99.01	\$99.01
25447015	97.71	\$97.71
20483911	91.16	\$91.16
23243366	70.45	\$70.45
21561213	68.61	\$68.61
21802755	65.44	\$65.44
20439208	59.91	\$59.91
21465741	58.01	\$58.01
20376562	57.63	\$57.63
23749545	53.98	\$53.98
20489876	53.62	\$53.62
20414923	53.15	\$53.15
20469103	53.05	\$53.05
28439867	49.50	\$49.50
27494653	45.18	\$45.18
Total	5,334.68	\$3,461.02

From everyday purchases to major splurges, make BenefitHub your first stop in adding money back to your wallet.

****Excludes home and auto insurance



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Communications

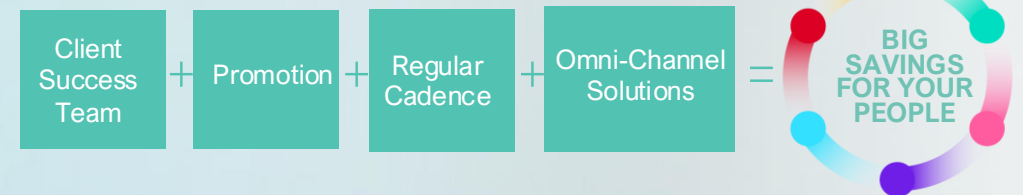


Top-performing clients with the highest participation rates share key strategies

Adopt these winning tactics to boost engagement and maximize your results!

- A sponsor who champions the business
- They build strong awareness, clearly communicate the value, and make access effortless for their teams.

You've got the formula for success!
Our winning playbook:



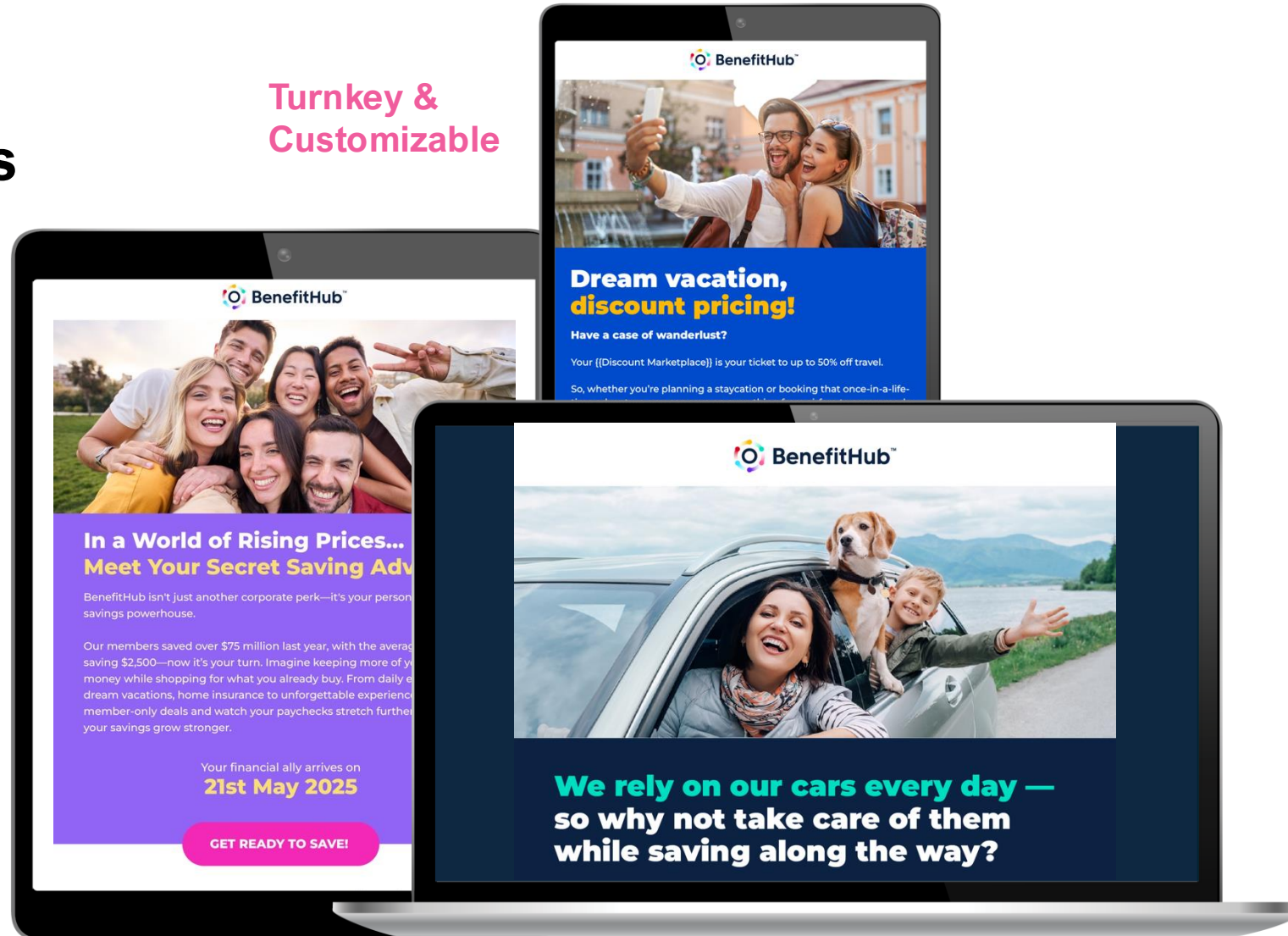
More Interaction & Communications = Higher Participation & More Savings

It's time to maximize your reach and impact! Let the BenefitHub client success team help revamp your communication strategy.

- Identify gaps and refresh your messaging periodically
- Engage and convert unregistered users.
- Easy to use & customizable library of omni-channel creative: flyers, emails, digital screens, seasonal content, videos and more!

In 2024 alone, we delivered over \$76 million in user savings!

Turnkey & Customizable





Thank You.