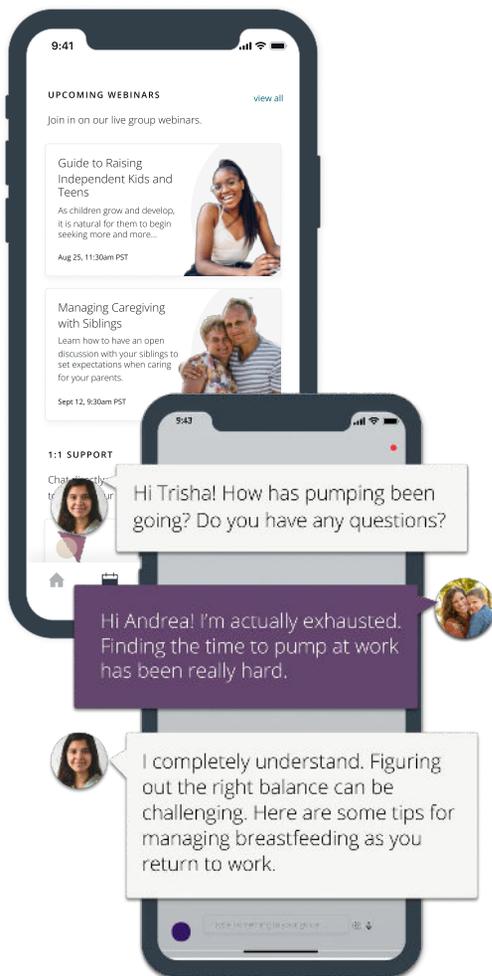




## Meet your no-cost, all-inclusive family support system. It takes a village. Consider Cleo yours.

Cleo provides personalized guidance for every family, for every moment, for every question. Connecting the dots through trusted one-on-one support and expert-backed content, Cleo is helping families across the globe balance parenting, caregiving, self-care, health, and work by meeting families exactly where they are in their journey, all through our easy-to-access intuitive mobile app.



### How can Cleo support me?

#### 1:1 PERSONAL SUPPORT FROM YOUR CLEO GUIDE

From the moment you sign up, you're paired with your dedicated Cleo Guide. From growing your family, to raising infants and teens, caring for yourself, and life transitions like menopause, your Cleo Guide is there to answer all your questions - big and small - and provide support to you at every step of your journey. Communicate via message, phone, or video when it's convenient for you and invite a partner to get answers to your questions as a family.

#### EVIDENCE-BASED RESOURCE HUB

Cleo's extensive digital library, personalized tips, classes, and more provide you access with what you need when you need it. Get answers to your questions, find resources, or learn more about topics like positive parenting, sleep, self-care, family dynamics, adult care, child development, menopause, and much more.

#### A NETWORK OF SPECIALISTS AND EXPERTS

Cleo provides free unlimited access to 60+ types of professionals from doulas and lactation consultants to nutrition coaches and legal planning specialists. Get personal support, consultations, and action plans customized for you and your family's unique path.

### Getting started is easy.

1. Scan the QR code or visit [hicleo.com/activate](https://hicleo.com/activate)
2. Sign up and activate your account
3. Answer a few questions about your family, meet your Cleo Guide, browse resources and tips, and so much more!

