

## **Newly launched LifeSpeak Inc. brand makes whole-person wellbeing accessible, approachable, and affordable for employers, health plans, and other organizations**

*Adopted by more than 1,000 clients in the United States and Canada, solutions from LifeSpeak Inc. improve all facets of wellbeing, while helping organizations tackle hiring and retention challenges, productivity issues, and rising healthcare costs*

**TORONTO (May 3, 2023)** – A year after completing a series of acquisitions of leading wellness companies, LifeSpeak Inc. (TSX: LSPK) has rolled out a new brand for its suite of wellbeing solutions for employers, health plans, and other organizations. Based on LifeSpeak Inc.'s belief that total wellbeing should be accessible to everyone, the new LifeSpeak Inc. brand represents a comprehensive suite of products, including LifeSpeak Mental Health & Resilience, LIFT session Fitness, ALAViDA Substance Use, Torchlight Parenting & Caregiving, and Wellbeats Wellness.

“Improving wellbeing is not a solo journey. It takes courage from both individuals and organizations to acknowledge where help is needed and commitment to change behaviors,” said Michael Held, CEO and Founder, LifeSpeak Inc. “Our team understands this on a very personal level, and we provide the support, encouragement, and guidance to drive improvements in the health of populations, while creating positive change in the lives of individuals.”

Headquartered in Toronto, Canada, LifeSpeak Inc. was founded by Held in 2004 to deliver virtual mental health counseling and support to workplaces. The company experienced rapid growth across Canada, leading to the acquisition of Canadian-based companies LIFT session and ALAViDA, and U.S.-based Torchlight and Wellbeats in 2021 and 2022. Since then, the newly branded suite of solutions is seeing increased adoption by industry-leading organizations, such as BJ's Wholesale Club, Dell, and CVS Health.

Currently utilized by more than 1,000 organizations across the globe, the LifeSpeak Inc. suite of whole-person wellbeing solutions for employers, health plans, and other organizations, features more than 4,000 best-in-class micro-learning modules created and coached by highly trained experts. More than 10 million people currently engage with LifeSpeak Inc. content to achieve their healthiest lives, whether they are struggling with substance use, balancing caregiving with work life, changing their diet, increasing physical activity, or pursuing better mental health. By supporting these individual needs, LifeSpeak Inc. also contributes to improved workplace productivity and organizational performance, while advancing population health for employers and health plans.

“While the business case for organizational wellbeing has been established, our latest research shows that employers can also increase employee loyalty, reduce turnover, and improve employee perceptions and attitudes towards a company and its leadership by visibly and consistently committing to whole-person wellbeing,” said Held. “Not surprisingly, mental wellbeing is a cornerstone and top priority for employees and employers who are feeling the stress of continued workplace transformation and fluctuating job markets. Our suite of solutions addresses these challenges by making world-class expertise easily accessible to business leaders, individuals, and their families when and where they need it.”

#### About LifeSpeak Inc.

LifeSpeak Inc. is the leading whole-person wellbeing solution for employers, health plans, and other organizations. LifeSpeak Inc.'s suite of digital solutions allows organizations to provide best-in-class content and expertise at scale, empowering individuals to live their healthiest lives. With a flexible portfolio of solutions, including *LifeSpeak Mental Health & Resilience*, *LIFT session Fitness*, *ALAViDA Substance Use*, *Torchlight Parenting & Caregiving*, and *Wellbeats Wellness*, LifeSpeak Inc. offers support across every pillar of wellbeing. Collectively, LifeSpeak Inc. has more than 30 years of experience working with Fortune 500 companies, government agencies, insurance providers, and others across the globe. Insights from LifeSpeak Inc.'s digital and data-driven solutions uncover gaps in wellbeing at the individual and organizational levels, ultimately enhancing workplace performance outcomes. To learn more, follow LifeSpeak Inc. on LinkedIn (<http://www.linkedin.com/>).