

**Reward,
retain and
engage
your people**

**Bring your employee
benefits to life with
Personal Group**

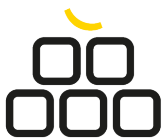


Personal benefits that make a difference

For over 40 years, Personal Group has been a leader in delivering award-winning employee engagement and insurance protection.

We are the only employee benefits provider delivering financial and wellbeing benefits through face-to-face engagement, alongside our market-leading app-based platform Hapi.

As part of the Personal Group family, Innecto is the UK's largest independent reward consultancy, helping you align pay and rewards with business needs through advice, support, and practical solutions.



Flexible Benefits

A suite of products and benefits designed to suit your business and employees.



Custom Brand Experience

Create a platform that becomes part of your brand identity.



Competitive Pricing

We are committed to always offering value for money.



Face-to-face Engagement

We are proud of our specialist engagement team who connect with employees one-to-one.



Ease of Use

Great user experience that's easy to access across mobile and desktop.



Account Management

Our experienced account managers are here for you every step of the way.

Real benefits for real people

In the current challenging environment, with the cost-of-living crisis hitting a 41-year high and approximately 13 million people in the UK workforce experiencing mental health issues in 2023, businesses are facing unparalleled HR challenges. It is now more crucial than ever to attract and retain talent, enhance engagement, and communicate effectively with remote employees.

We're experts in bringing employee benefits to life

Our award-winning platform Hapi is a one-stop shop that connects benefits with wellbeing, communication and engagement. Offering everyday shopping discounts, an enhanced recognition programme, and streamlined benefits management, Hapi helps to improve productivity, create a positive work culture and position businesses as employers of choice. Our unique approach involves in person delivery of your benefits package and insurance plans by our field engagement team to your employees.

128,000+

in-person conversations held with employees last year

4,600+

UK businesses are currently using Hapi

Discover your new world of benefits!

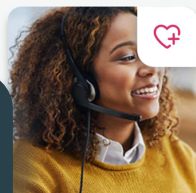


Share the love! Jack & 41 others have been recognised >

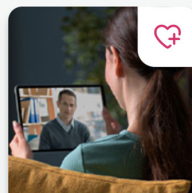
See all Reward & Recognition

Wellbeing Benefits

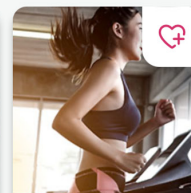
View all >



Employee Assistance



On Demand GP



Health Clubs

£2.3m

saved on eVouchers by Hapi users in 2023

600,000+

active Hapi users

Everyday Discounts

View all >

Sainsbury's

currys

JOHN LEWIS
A PARTNERS



All in one connected hub

Monitor your return on investment and ensure your employees are maximising their benefits all in one place.

Hapi Hub is a cloud-based management information reporting tool. It gives you the ability to see what your employees are engaging with in real time, which benefits are most engaging and which employee services are most in demand. This data enables you to tailor your benefits promotions and drive user adoption.



Tools to help you communicate

Communicate easily with your employees at the right time, no matter what their location.



Valuable MI insights

Track benefit uptake, engagement and continually hone your proposition to meet the needs of your workforce.



A dedicated support team

With branded marketing tools through to ongoing new products and benefits - we are with you every step of the way.

“ Stats have really helped us see the behaviour change resulting from us simplifying the employee experience and making everything available via Hapi. Activity on the platform rose by 91% and employee actions almost doubled over three months. ”

Ty Roberts

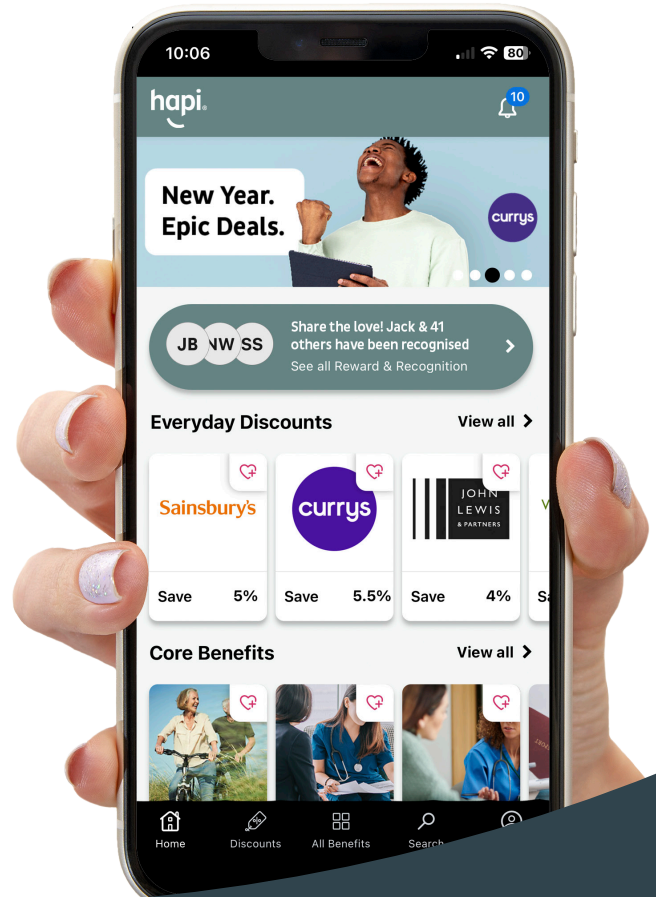
Reward and Recruitment Manager,
Young's Seafood

Our award winning platform, Hapi

Hapi is a fully customisable employee experience platform transforming how organisations in the UK support and communicate with their employees.

Designed specifically for people who don't have regular access to a computer, your customisable hapi app is simple, easy to use, and helps you connect with your workforce. You decide the services, we provide the platform.

Your reward, benefits and wellbeing offerings can be accessed by your employees anytime and anywhere; providing them with all the support and services they need.



Everyday Discounts

Discounts at 100s of retailers and high street stores, helping employees save on food shopping, days out and more.



Employee Assistance Programme

Confidential support line providing advice on a range of topics – 24 hours a day, 365 days a year.



Online GP

Employees have free and unlimited access to professional medical advice when they need it, via a phone or video consultation.



Gym Memberships

Access to the best discounted corporate rates at over 3,000 gyms and health clubs across the UK.



Transform™

Developed in collaboration with Dame Kelly Holmes Transform™ prioritises both mental and physical wellbeing.



Car Scheme

Employees can exchange a portion of their salary in return for a brand new, fully maintained and insured car.



Financial Wellbeing

Option to add other financial products including insurance, employee cash plans and more.



Colleague Community

An interactive recognition hub to enhance social engagement and celebrate the hard work of your team.



Cycle to Work

A cost effective way for employees to purchase a new bike and cycling equipment, saving up to 48%.



Company: Culina Group
Sector: Logistics
Employees: 10,000+

Culina Group, a subsidiary of the Müller Group, is a food and drink third-party logistics (3PL) specialist offering supply chain support to FMCG manufacturers across the UK and Europe. It is headquartered in Market Drayton and employs around 10,000 people, across 65 depots. Its vast but well-connected infrastructure enables Culina to make around two million deliveries a year. Culina's employees work from an array of worksites, from small to large depots, and out on the road.

Employer of choice

One of the biggest challenges Culina faces is high levels of staff turnover. Operating in an ultra-competitive landscape, and in a tight labour market, the company decided that positioning itself as an "employer of choice" would help to attract new staff, and ensure existing staff felt appreciated and provided for beyond just a pay packet.

As part of its drive to make Culina a great place to work, the business wanted to invest in an employee benefits offering and provide its workforce with a wide range of value-adding benefits.

Before Personal Group came onboard, Culina did not have an employee benefits programme in place. We were the first employee benefits provider that Culina worked with. Our technical team worked closely with the company's HR team to gain a deeper understanding of how the Culina workforce operates. The majority of Culina's employees do not work at a desk or have access to computers. Accessibility, flexibility and versatility were the focus areas.

Upskilling staff with digital skills

Within a matter of weeks, the Hapi platform was ready to be rolled out. We worked closely with the shift managers to launch the platform, providing posters to inform staff of the benefits available to them. We also went into the depots to meet with the employees face to face and show them how to use their new app, which has been very successful amongst workers who weren't accustomed to using apps.

As of July 2019, 99% of Culina Group employees agree that the organisation's benefits package has improved, with staff spending over £600,000 on the available retail discounts since the platform launched.

The future and beyond

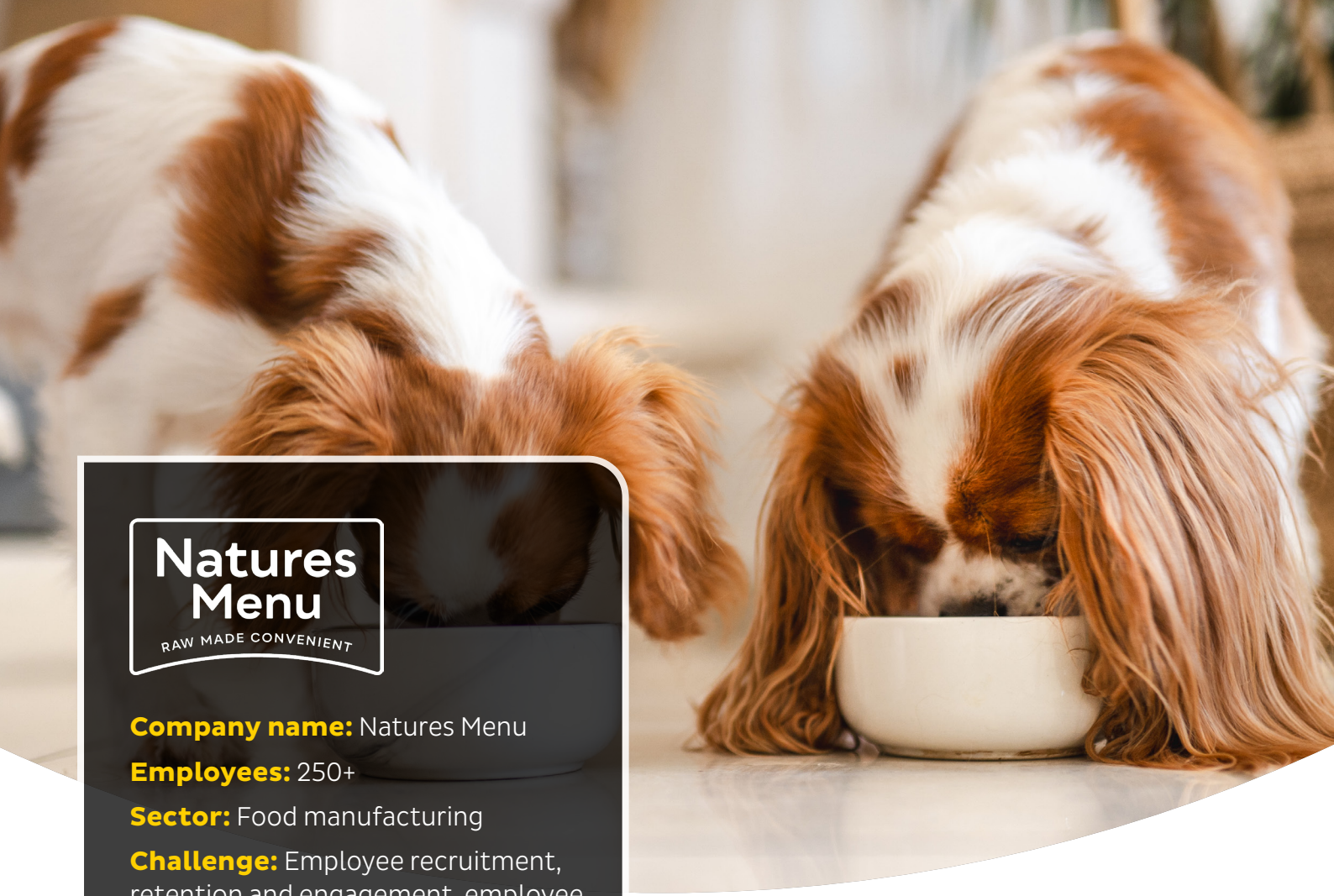
Currently, over 7000 Culina employees have a Hapi app account, which equates to 80 percent of the workforce. The Hapi app enables staff to access their core benefits, such as a workplace pension, life assurance and a bonus scheme, as well as employee discounts and an employee assistance programme (EAP).

Employees are also able to access Culina Group's employee reward and recognition perks, such as loyalty awards, employee of the month / year acknowledgements and special achievement awards.

Culina and Personal Group continue to work together as partners to ensure all employees are getting the most mileage out of all the benefits available to them. Culina employees can now add their partners to the Hapi app meaning they will also have access to the benefits.

“ Since partnering with Personal Group, we have added significant value to employees' lives without adding a huge cost to the business. The Hapi app has also been a big driver of attracting new talent. ”

Amy Thomas
HR Administration and Systems Team Leader



Natures Menu

RAW MADE CONVENIENT

Company name: Natures Menu

Employees: 250+

Sector: Food manufacturing

Challenge: Employee recruitment, retention and engagement, employee wellbeing

Challenge

Founded in 1981, Natures Menu, a rapidly growing raw pet food producer, has undergone rapid growth in the last decade and now employs more than 250 people.

In early 2022, Natures Menu sought to improve employee engagement and bolster their employee value proposition through a user-friendly platform. They wanted to offer employee benefits, an Employee Assistance Program (EAP), and a discount marketplace. The initiative supported employee wellbeing and retaining talent during a time of rapid expansion.

Solution

Hapi helped address many of the challenges the company faced. By putting their employees' entire benefits offering in one place, employees could access them anytime, anywhere via an app on their smartphones.

Employees can now access wellbeing resources through an online health portal including an Online GP and 24/7 helpline. Further support is provided by the Employee Assistance Programme (EAP) as well as retail discounts and a Cycle to Work scheme, where employees can save money.

Outcome

This has had a positive impact on the business. Employees rave about the retailer discounts and Cycle to Work scheme is great for cost savings and employee health. Engagement levels sit at around 60%, which is more than three times the industry average.

“ We operate within a strict reward budget, yet Personal Group enables us to maximise every penny. An enticing benefits package and ensuring its accessibility distinguishes us from competitors. ”

Nicola Sharpe

HR Manager UK, Natures Menu



Trusted by businesses across the UK



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