

WorkProud®

Proud of Your Work – Proud of Your Company™

Employee Engagement & Recognition Platform

2021

CONTACT

Austin Clar, *Business Development*

888-826-0783, ext. 366

austin.clar@workproud.com



WorkProud

About WorkProud:

- 📣 18+ Years Industry Experience
- 📣 450+ Concurrent Client Programs
- 📣 12,000,000+ Active Users
- 📣 98% Surveyed Customer Satisfaction
- 📣 95% Client Retention Rate
- 📣 Inc. 5,000 Fastest Growing Companies – 13 Consecutive Years

Differentiators & Strengths:

- 📣 Highly flexible and customizable solutions
- 📣 Multi-industry experience, expertise, and longevity
- 📣 Best in class technology – cloud-based, desktop and mobile
- 📣 Global presence – multi-country, lingual, and currency
- 📣 Diverse rewards catalogs with 100,000+ options
- 📣 “Rewards Agnostic” – no minimums, no maximums
- 📣 Tableau integrated, comprehensive, deep-dive reporting

A LOOK AT SOME OF OUR CLIENTS



WHAT OUR CLIENTS HAVE TO SAY

The logo for Michaels, featuring the word "Michaels" in a red, cursive script font.

"The WorkProud Platform enables us to reinforce our core values and facilitate public celebration of behaviors we want emulated. Since implementation, the results have been incredible: exponential program adoption, regular engagement across all levels of employment (including 97% of those in leadership positions!), and clear visibility of regional and store accomplishments! Thanks, WorkProud, for your dedication to our program!"

The logo for Macy's, featuring a red star followed by the word "macy's" in a lowercase, sans-serif font.

"It is incredible to witness the power of the WorkProud Platform across the stores organization, more importantly, it is awesome to see how the stores are deeply embracing this tool. They love the simplicity, social media feel, and intuitiveness. It is obvious that Macy's needed to find a better and more effective way to recognize our store associates and this initiative has paid off with staggering results and adoption rates. Keep it up!"

The logo for Gables Residential, featuring a green diamond-shaped graphic above the word "GABLES" in a bold, sans-serif font, with "RESIDENTIAL" in a smaller font below it.

"Gables' WorkProud Platform allows us to consistently recognize our associates in ways that would be impossible using traditional programs. The ability to create value-based recognition from your desktop or smartphone and have the entire company see it instantly is very powerful. Coupled with the ability for peers to give a recognition that can then be reinforced by their supervisors with a simple "like" or even points, makes WorkProud an incredibly effective tool."

The logo for Arcadis, featuring an orange stylized 'A' icon followed by the word "ARCADIS" in a bold, sans-serif font.

"We love working with WorkProud team. They always seek and seem to understand where we are coming from and inspire such confidence with their knowledge. They're the best!"

The logo for BlueCross BlueShield of North Carolina, featuring a blue cross icon followed by the text "BlueCross BlueShield of North Carolina" in a sans-serif font.

"Unlike many incentive vendors that are simply trying to sell you something, WorkProud has proven to be a true partner with shared goals and the motivation to see our program succeed."

The logo for Signet Jewelers, featuring the word "SIGNET" in a large, blue, serif font, with "JEWELERS" in a smaller, blue, sans-serif font below it.

"WorkProud has been integral in helping to create a culture of appreciation and engagement over the years. We know just how important recognition is in maintaining positivity across our workforce, and we couldn't do that without WorkProud."

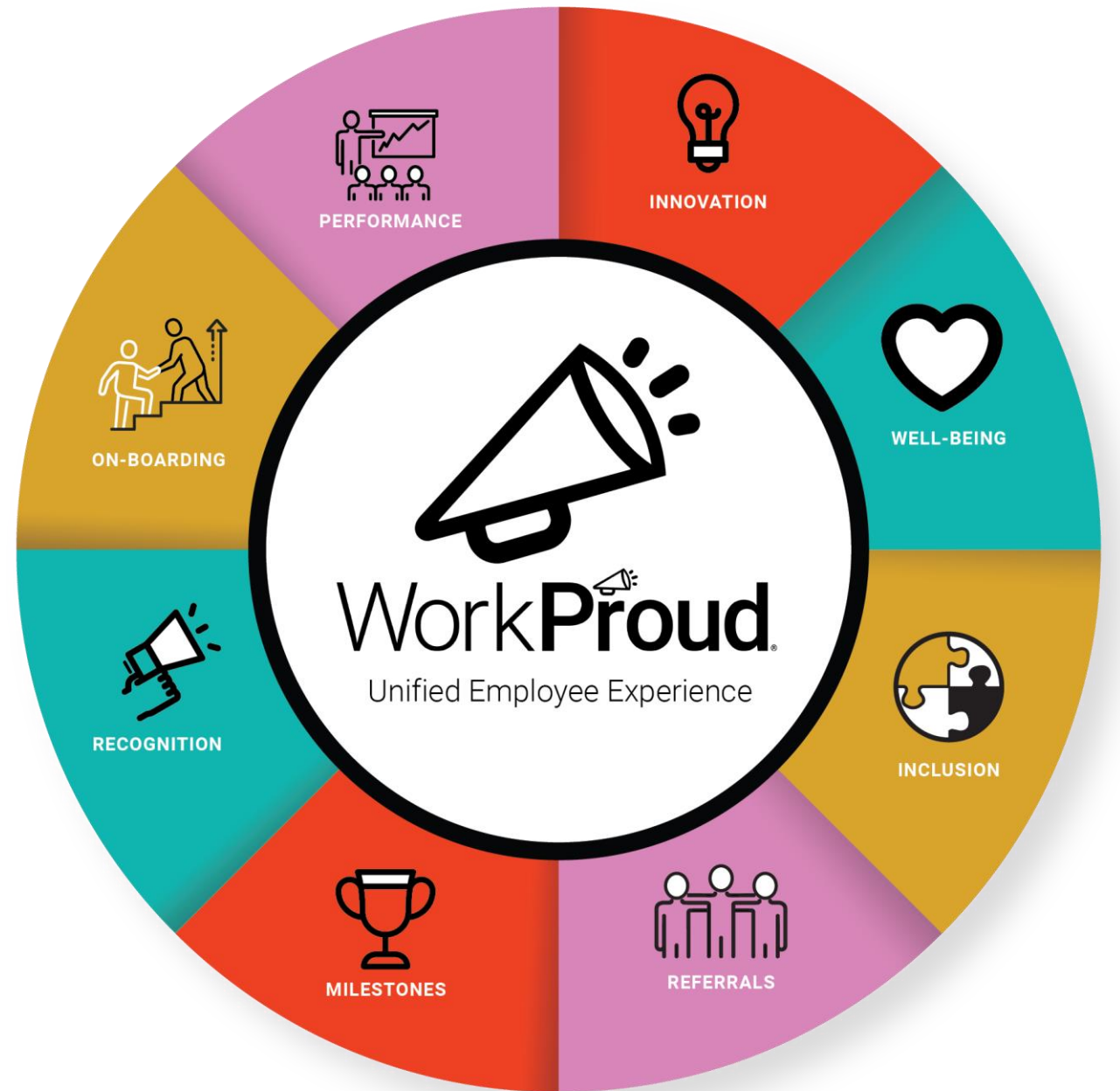
WorkProud[®]

WorkProud is a unified employee engagement and recognition platform that will have a positive impact on employee satisfaction, retention, and company business results. Together we will make your employees feel

Proud of their Work and Proud of their Company.

Our goals are to help your company:

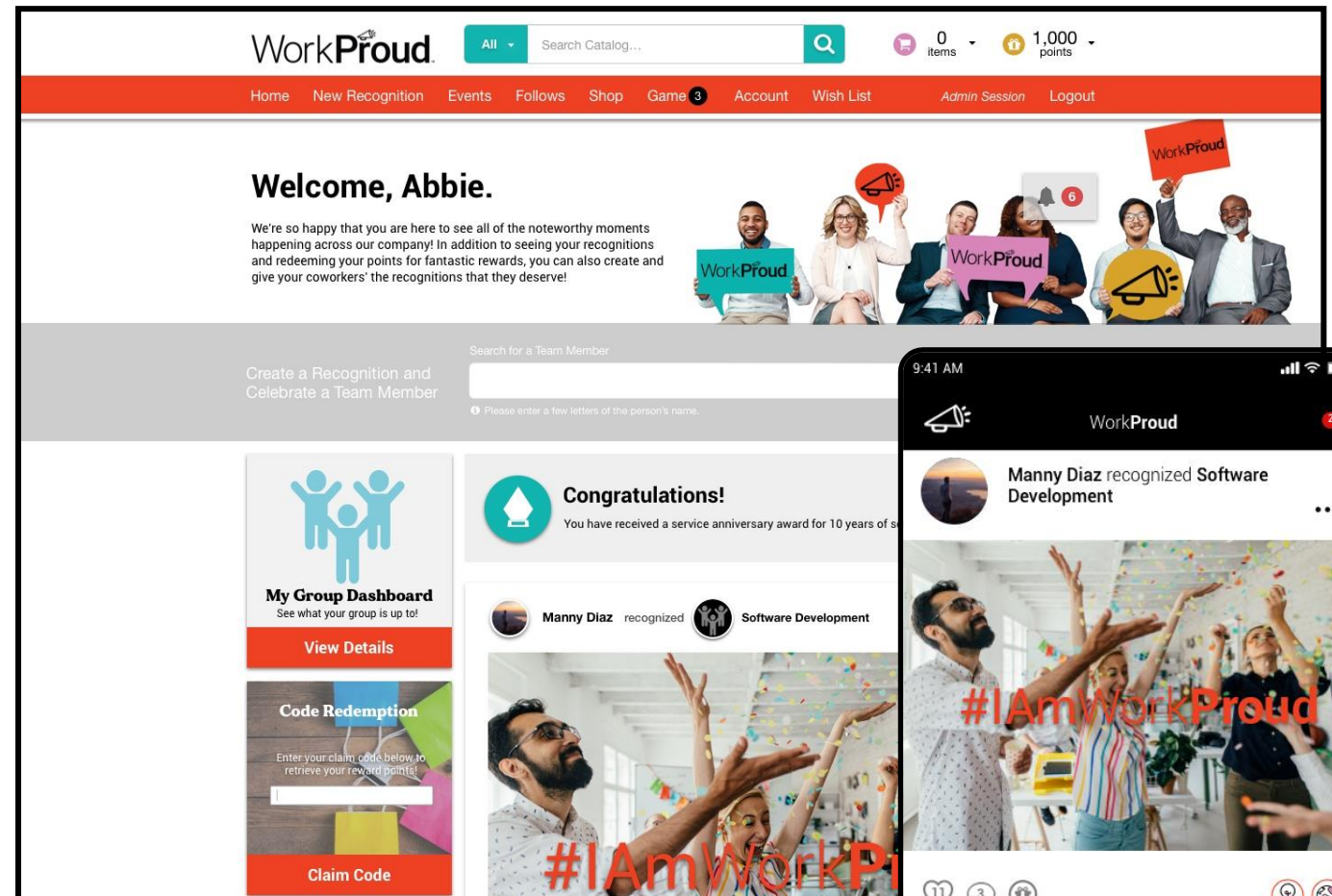
- 📣 Align your core values and objectives
- 📣 Improve recruitment and reduce turnover
- 📣 Increase engagement and productivity
- 📣 Keep people connected and engaged
- 📣 Make people feel encouraged and appreciated
- 📣 Enhance job satisfaction and sense of purpose
- 📣 Reduce unnecessary spending and realize an ROI



WorkProud

The WorkProud Platform is feature-rich and comprehensive, will be designed around your company's brand standards, and provide a well rounded, engaging employee experience via features such as:

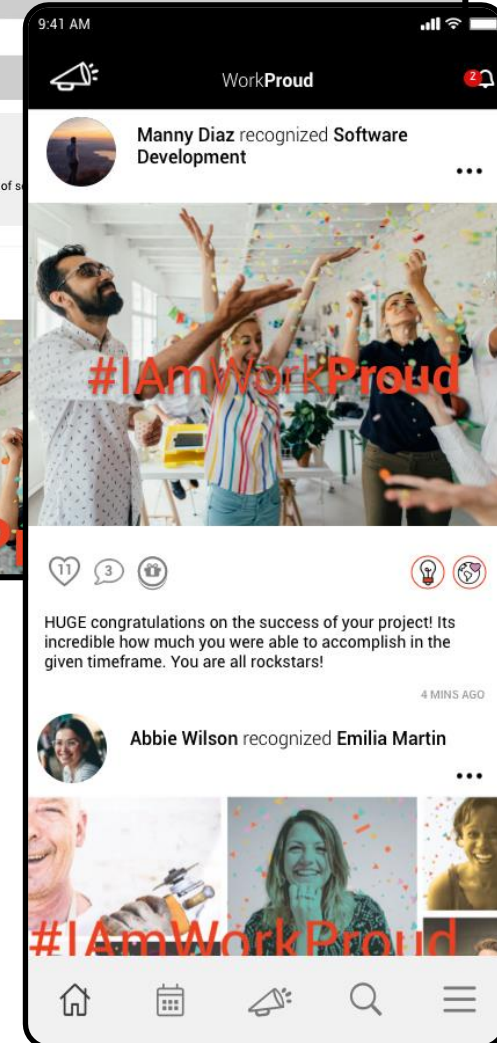
- 📣 Peer-to-Peer and Manager-to-Employee Recognition
- 📣 Core Value Badging
- 📣 Gamification (e.g., Scratch-Off Game)
- 📣 Social Media Tools (e.g., Like, Comment, Share, Follow)
- 📣 Individual, Personal Profiles
- 📣 Follow/Unfollow and Grouping Logic for Individuals and Teams
- 📣 Events Calendar for Service Anniversaries and Birthdays
- 📣 Custom Rewards Catalog
- 📣 Service Anniversary & Birthday Recognition and Reward
- 📣 Custom Recognition Workflows (e.g., CEO Award and Nominations)
- 📣 Custom Materials (e.g., Recognition Certificates and Anniversaries)
- 📣 Platform Training and Education Materials
- 📣 Tableau Integrated Reporting Tools to Track KPIs and ROI



WORKPROUD DEMO WEBSITE & APP:

[WORKPROUD WEBSITE DEMO](#)

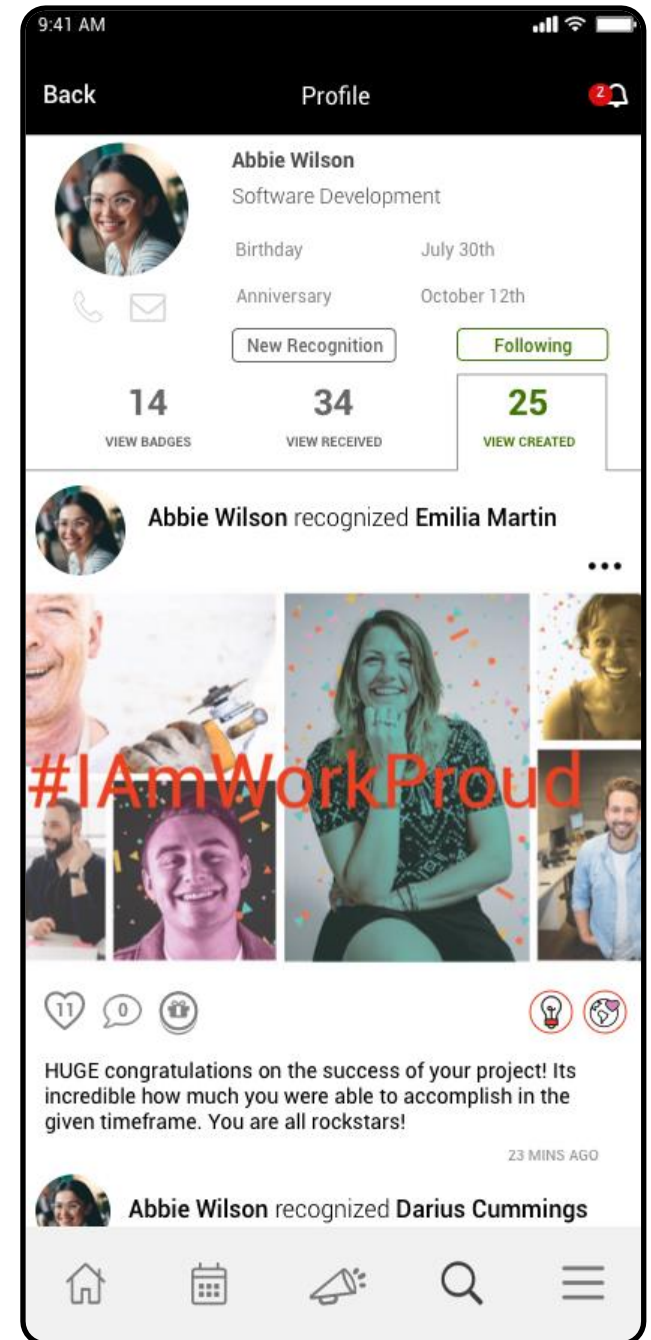
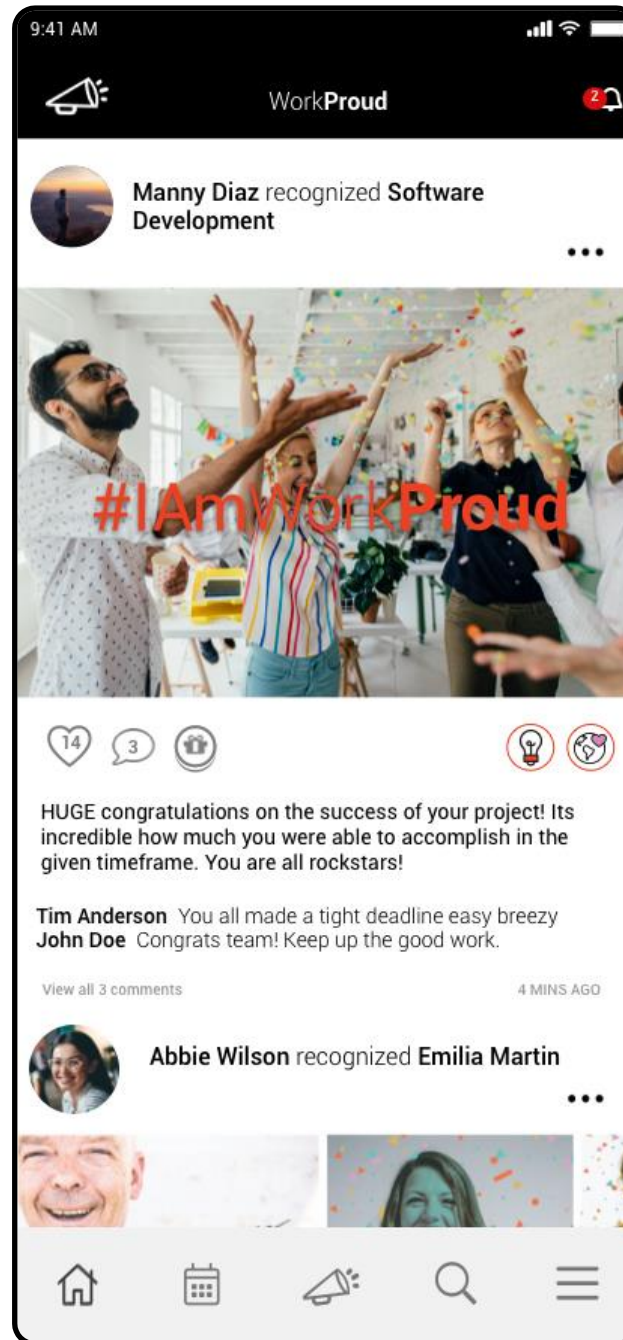
[WORKPROUD APP DEMO](#)



WorkProud App

The WorkProud App allows employees to interact with colleagues everywhere they go. Utilizing an intuitive interface, the app includes all basic functionality of your Platform's website.

WORKPROUD APP DEMO



RECOGNITIONS

WorkProud encourages a culture of appreciation with Peer-to-Peer and Manager-to-Peer recognition. Recognitions will appear as posts on the homepage timeline, where employees will be able to:

- 📣 Recognize, like, comment on, and share coworkers' successes at individual and groups levels
- 📣 Tie posts to your core values via our Value Badging feature
- 📣 Attach images, videos, and eCards to their Recognitions
- 📣 Download a printable certificate of any recognition they've received

The screenshot shows the 'Give A Recognition' page on the WorkProud website. At the top, there is a navigation bar with the WorkProud logo, a search bar, and user account information (0 items, 1,000 points). Below the navigation bar, the page title 'Give A Recognition' is displayed, followed by a brief description: 'Create a recognition to the person or group of people who have performed in an extraordinary way! Recognitions are for everyone; our direct reports, your peers, your supervisors, each and every department; everybody loves recognition!'. To the right of the text is a group of diverse people holding signs that say 'WorkProud'. Below the text and image, there are several form fields: 'Who do you want to recognize?' (text input), 'Why are you recognizing them?' (text area), 'Select Location (optional)' (dropdown menu), and 'Choose a badge or badges (optional)'. The badge selection area contains eight options, each with an icon and a label: 'Living Company Values' (hand holding a heart), 'Exceeding Goals' (trophy), 'Sales Success' (handshake), 'Wellness Outcomes' (heart with pulse line), 'Safety Actions' (warning sign), 'Idea Submissions' (lightbulb), 'Inclusion & Diversity' (globe with heart), and 'Service Excellence' (award ribbon).

EVENTS CALENDAR

The Events Calendar allows you to post events happening throughout your company's community.

Whether birthdays, Service Anniversaries, or upcoming events, employees will have a place to go to keep up with things.

The screenshot shows the WorkProud website interface. At the top, there is a navigation bar with the WorkProud logo, a search bar, and user statistics (0 items, 1,000 points). Below the navigation bar, there is a main header with the word "Events" and a sub-header: "We love to celebrate our team members! Show your coworkers how much you appreciate their service, or tell them, 'Happy Birthday!'". To the right of the header is a banner image of a diverse group of people holding signs that say "WorkProud".

Below the header, there is a calendar for July 2020. The calendar shows the following dates: 1 (Monday), 2 (Tuesday), 3 (Wednesday), 4 (Thursday), 5 (Friday), 6 (Saturday), 7 (Sunday), 8 (Monday), 9 (Tuesday), 10 (Wednesday), 11 (Thursday), 12 (Friday), 13 (Saturday), 14 (Sunday), 15 (Monday), 16 (Tuesday), 17 (Wednesday), 18 (Thursday), 19 (Friday), 20 (Saturday), 21 (Sunday), 22 (Monday), 23 (Tuesday), 24 (Wednesday), 25 (Thursday), 26 (Friday), 27 (Saturday), 28 (Sunday), 29 (Monday), 30 (Tuesday), 31 (Wednesday). The date July 1st is highlighted in blue.

Below the calendar, there is a list of events for July 1, 2020:

- Janice Love's birthday**
Happy Birthday
[Janice Love](#)
Like Comment
- Manny Diaz's anniversary**
[Manny Diaz](#)
is Celebrating a 5 Year Milestone
Like Comment
- Abbie Wilson's anniversary**
[Abbie Wilson](#)
is Celebrating a 10 Year Milestone
Like Comment

Below the list of events for July 1st, there is a section for July 2, 2020:

- Ilya Vasin's anniversary**
[Ilya Vasin](#)
is Celebrating a 3 Year Milestone
Like Comment

Below the section for July 2nd, there is a comment box with the text "Add Comment" and a "Comment" button.

Below the comment box, there is a list of events for July 5, 2020:

- Russ Davis's 's birthday**
Happy Birthday
[Russ Davis](#)
Like Comment
- Irene Sotelo's birthday**
Happy Birthday
[Irene Sotelo](#)

GROUP & FOLLOW LOGIC

Employees will be able to follow and unfollow individuals and groups as they choose and/or are required, seeing a tailored view of Platform activity.

The screenshot shows the 'My Group' page on the WorkProud platform. At the top, there is a navigation bar with 'Home', 'New Recognition', 'Events', 'Follows', 'Shop', 'Game 3', 'Account', 'Wish List', 'Admin Session', and 'Logout'. The main header includes the WorkProud logo, a search bar, and user statistics: '0 Items' and '1,000 points'. Below the header is a banner image of a diverse group of people holding 'WorkProud' signs. The main content area is titled 'My Group' and includes a sub-header 'Groups and People' with a search bar. A 'Filter Statistics' section allows users to filter by 'Date Range' (All Time), 'Start Date' (mm/dd/yyyy), and 'End Date' (mm/dd/yyyy). The main content is a grid of 16 employee profiles, each with a circular profile picture, name, job title (Software Development), and two buttons: 'Follow' and 'Recognize'. Below each profile is a table of statistics: Badge Counts, Recognitions Received, and Recognitions Created.

Name	Job Title	Follow	Recognize	Badge Counts	Recognitions Received	Recognitions Created
Abbie Wilson	Software Development	Follow	Recognize	16	135	75
Manny Diaz	Software Development	Follow	Recognize	28	119	103
Darius Cummings	Software Development	Follow	Recognize	33	98	66
Emilia Martin	Software Development	Follow	Recognize	23	89	57
Evelyn Allen	Software Development	Follow	Recognize	12	100	38
Gabriel Pires	Software Development	Follow	Recognize	26	151	76
Ilys Vasin	Software Development	Follow	Recognize	21	117	45
Irene Sotelo	Software Development	Follow	Recognize	13	141	73
Janice Love	Software Development	Follow	Recognize			
Jennifer Johnson	Software Development	Follow	Recognize			
Richardo Kann	Software Development	Follow	Recognize			
Russ Davis	Software Development	Follow	Recognize			

PERSONAL PROFILES

Individual participants profiles will show:

📌 Profile picture and basic personal information

📌 Core Value Badge Counter

Badges are collected via recognitions, for achieving goals, attending events, and anything else you can think of.





📌 Recognitions received from others and created by the employee themselves

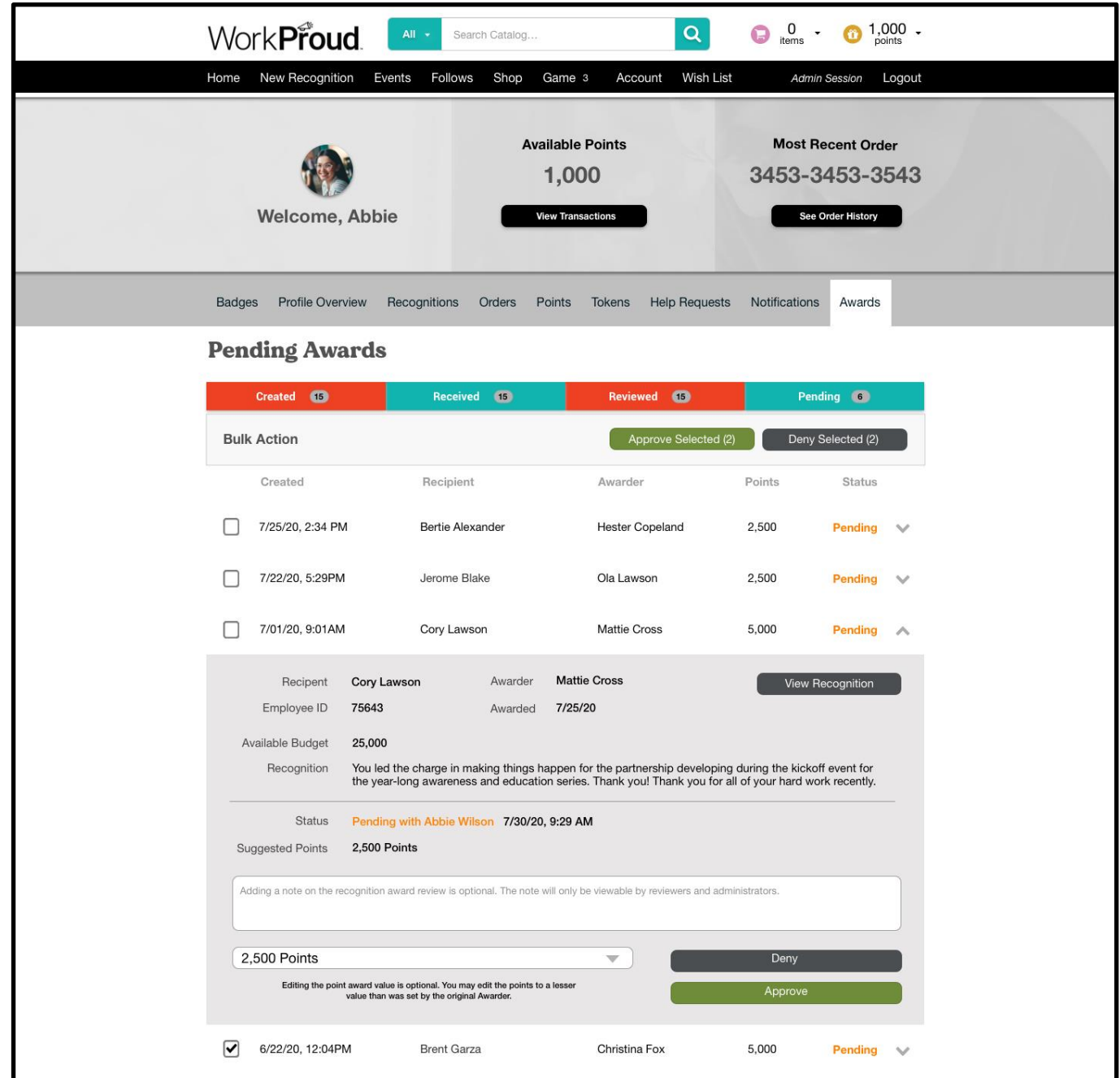
📌 Point, order, help request, and other pertinent info, all on an individual employee basis

The screenshot shows a user profile for Abbie Wilson on the WorkProud platform. At the top, the navigation bar includes 'Home', 'New Recognition', 'Events', 'Follows', 'Shop', 'Game 3', 'Account', 'Wish List', 'Admin Session', and 'Logout'. The user's profile section displays a circular profile picture, the name 'Welcome, Abbie', and 'Available Points: 1,000' with a 'View Transactions' button. To the right, it shows 'Most Recent Order: 3453-3453-3543' with a 'See Order History' button. Below this is a horizontal menu with 'Badges', 'Profile Overview', 'Recognitions' (selected), 'Orders', 'Points', 'Tokens', 'Help Requests', 'Notifications', and 'Awards'. The main content area features a recognition post from Abbie Wilson, dated 7/25/20, 10:21 AM, with the text 'Great job, guys! Well done.' and a photo of three people on a stage. Below the post, a comment from Russ Davis is visible, dated 7/25/20, 10:22 AM, saying 'Agree! This was stellar.' The bottom of the page shows another recognition post from Manny Diaz to Abbie Wilson, featuring a large white thumbs-up icon on a teal background.

NOMINATIONS & AD-HOC AWARD MANAGEMENT TOOLS

Platform admins will have the ability to manage the nominations and ad-hoc award processes based on customized workflows and budgetary rules.

-  Ad-hoc award budget management
-  Approval workflows to view, approve, edit/update, deny point/monetary reward distributions
-  Distributable point accounts per admin/employee with budgets defined by your company
-  Reporting and tracking



The screenshot shows the WorkProud user interface for managing awards. At the top, the user is logged in as 'Abbie' with 1,000 available points. The main navigation bar includes options like Home, New Recognition, Events, Follows, Shop, Game 3, Account, Wish List, Admin Session, and Logout. The 'Awards' section is active, displaying a 'Pending Awards' table with columns for Created, Received, Reviewed, and Pending counts. Below the table, there are bulk action buttons for 'Approve Selected (2)' and 'Deny Selected (2)'. A detailed view of a pending award is shown, including recipient information (Cory Lawson), awarder (Mattie Cross), and a recognition message. At the bottom, there are buttons for 'Deny' and 'Approve' along with a dropdown menu for selecting the number of points to award.

GAMIFICATION

Gamification is a proven strategy in reinforcing positive behavior. We offer a variety of options designed around your brand, culture, and goals, including:

- 📣 Point and Token-Based Instant-Win Games
- 📣 Point and Token Digital Claim Codes
- 📣 Competitions
- 📣 Sweepstakes

The screenshot displays the WorkProud website interface. At the top, the WorkProud logo is on the left, and navigation links (Home, New Recognition, Events, Follows, Shop, Game 3, Account, Wish List, Admin Session, Logout) are on the right. A search bar and user account information (0 items, 1,000 points) are also visible. Below the navigation, a black banner states "You have 3 tokens available to play the game." The main content area features a large teal banner with the text "YOUR LUCKY DAY" and "THREE OF A KIND WINS" above five grey circles. A prominent black "PLAY!" button is centered below the circles. Below this is a yellow "Prize Legend" section with four icons: a checkmark for "50 Points", a gift box for "Sweepstakes Entry", a trophy for "Branded Cap", and a star for "Branded Water Bottle". The footer contains a grid of links: Home, Search, Shop, Account, Help; Game, Events, Cart, Points, Log Out; Terms & Conditions, New Recognition, Wish List, Order History, and the WorkProud logo.

REWARDS CATALOG

WorkProud offers customizable rewards catalogs with 100,000+ options. Participants will be able to redeem their points and tokens for:







- 📣 Retail Merchandise
- 📣 Retail Gift Cards
- 📣 Pre-Paid Debit Cards
- 📣 Health & Well-being
- 📣 Travel and Experiences
- 📣 Charitable Giving
- 📣 Company Supplied Items:
 - 📣 Branded Merchandise
 - 📣 PTO
 - 📣 Payroll
 - 📣 Continuing Education

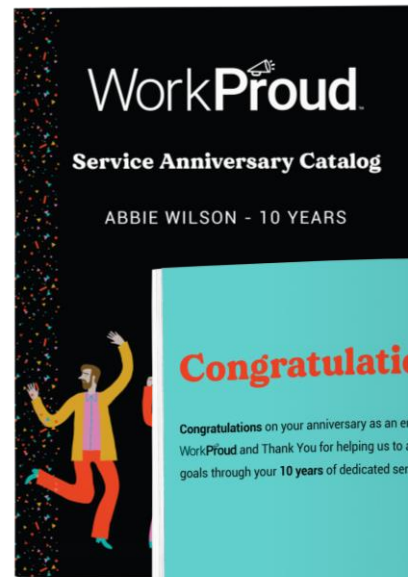
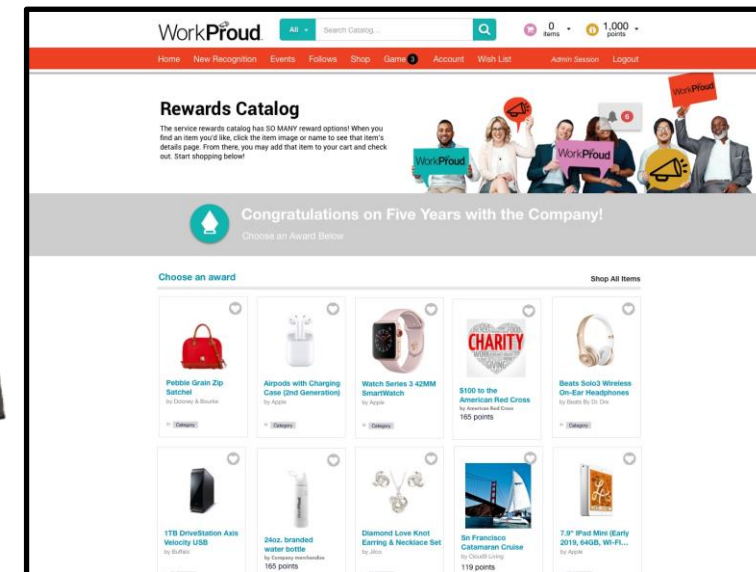
The screenshot shows the WorkProud Rewards Catalog website. At the top, there is a navigation bar with the WorkProud logo, a search bar, and user account information (0 items, 1,000 points). Below the navigation bar, there is a main header with the title "Rewards Catalog" and a sub-header "The rewards catalog has SO MANY reward options! When you find an item you'd like, click the item image or name to see that item's details page. From there, you may add that item to your cart and check out. Start shopping below!". To the right of the text is a group of people holding signs that say "WorkProud". Below the header, there is a section for "Electronics" with a "Shop Electronics" button. Underneath, there are "Top Categories" including Gift Cards, Electronics, Home & Garden, and Sports & Outdoors. The "Featured Items" section displays a grid of products with their names, brands, and point values:

Item Name	Brand	Points
Watch Series 4 (GPS + Cellular, 44mm...)	Apple	477 points
Starbucks eGift Card \$40	Starbucks	40 points
Beats EP Headphones - White	Beats	140 points
\$100 to the American Red Cross	American Red Cross	100 points
Airpods With Charging Case (2nd Generation)	Apple	179 points
13" MacBook Pro	Apple	1,893 points
24oz. branded water bottle	Company merchandise	165 points
Canon EOS Rebel T6	Canon	502 points
Delta eGift Card \$250	Delta	250 points
Zipline Canopy Tour - Nashville, IN	Cloud9 Living	198 points

SERVICE ANNIVERSARIES

When it comes time to celebrate Service Anniversaries, we will help make employees feel recognized and appreciated for their hard work and dedication with:

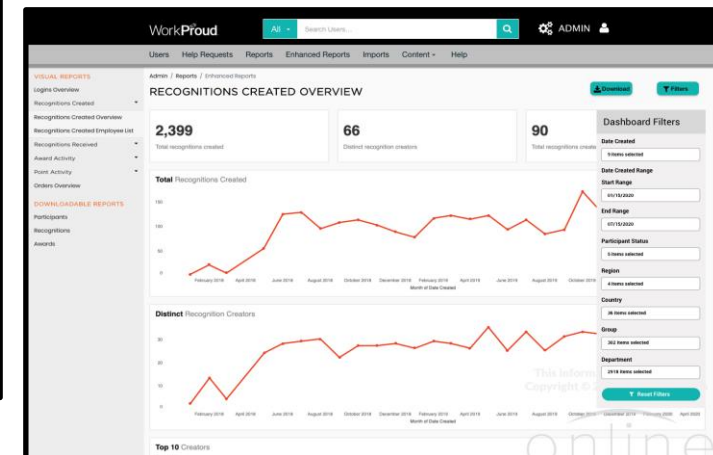
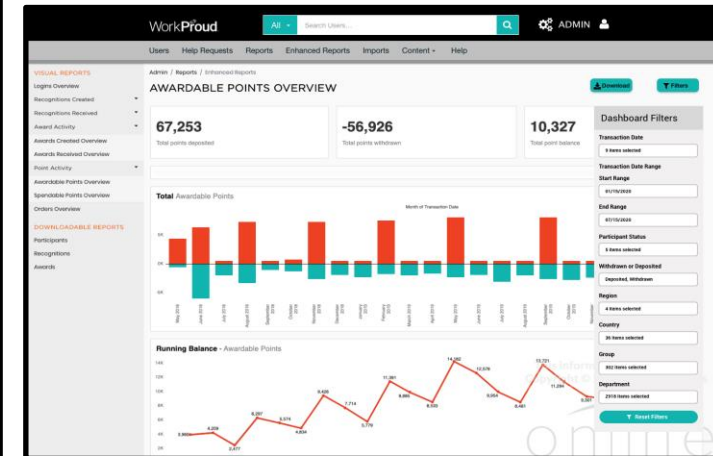
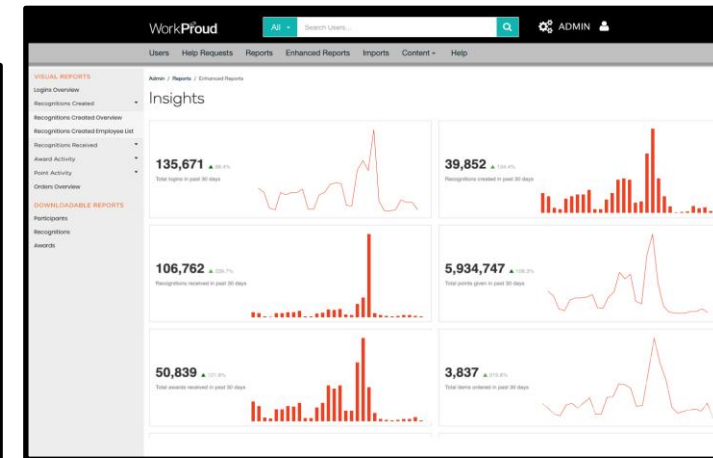
-  In-Platform Messaging
-  Letters to Managers and Employees
-  Personalized Award Booklets
-  Curated Reward Catalogs
-  Personalized Certificates and Plaques
-  Branded Presentation Boxes



ADMINISTRATION

Platform administrators will be able to measure incremental and overall Platform performance via a **Tableau-integrated Admin Dashboard** including:

- 🔊 On-Screen and Downloadable Reports
- 🔊 General Participation / Platform Usage Stats
- 🔊 Recognition and Core Value Badge Activity
- 🔊 Recognition Management (flag, approve, delete)
- 🔊 Point and Token Distribution Tools
- 🔊 Point, Token, and Code Card Activity
- 🔊 Reward Catalog Redemption Activity
- 🔊 Platform Financial Activity, Track KPIs and ROI



CUSTOMIZED MATERIALS

WorkProud can create custom materials to enhance the impact and meaning of your recognitions:

- 📣 Custom Design & Branding
- 📣 Personalization
- 📣 Custom Messaging
- 📣 Print & Digital Formats



RECOGNITION CERTIFICATE
EXAMPLE









ANNIVERSARY CERTIFICATE
EXAMPLE



TECHNOLOGY OVERVIEW

Customizable, Configurable, Scalable
Desktop and Mobile Platform

Integration Options:

-  HRIS Systems
-  Single Sign On
-  Intranet
-  Communications Systems
-  Wellness Programs
-  Scheduling
-  Safety
-  Learning Management Systems

IMPLEMENTATION PHASES





1. Consulting and Statement of Work
2. Materials Gathering
3. Design and Development
4. Quality Assurance Testing
5. User Acceptance Testing
6. Implementation and Launch
7. Ongoing Admin and User Support

Estimated Timeline:





8 to 12 Weeks from Engagement

ONGOING RELATIONSHIP

Your organization will be assigned a **dedicated account team** responsible for:

-  Leadership and User Training
-  Day-to-Day Management
-  Strategic Growth
-  Admin and User Support

This includes **Quarterly Business Reviews**, providing evaluation of your:

-  Objectives and Outcomes
-  Successes and Areas of Improvement
-  Admin and Participant Feedback
-  Return On Investment

PROFESSIONAL SERVICES



CREATIVE & DIGITAL DESIGN

We ensure that your program adheres to your brand standards and cultural identity by utilizing our creative services, including:

- Digital Design
- User Interface
- Communication Materials
- Related Program Content Elements



TECHNOLOGY DEVELOPMENT

Our programs are a highly scalable, customizable, cost effective. You will have the flexibility to create, innovate and excel without limitations.



STRATEGY

Core to our program offerings is strategy development based on our understanding of behavior change. Your program will be meaningful, engaging, rewarding, and positively impact your business outcomes.



SECURITY & FRAUD PROTECTION

We are SOC 2 certified and PCI SAQ A compliant, providing some of the highest levels of internet security and fraud protection methodologies available. We protect client data for healthcare providers, banks, credit card issuers, and the U.S. government.



CATALOG & REWARDS FULFILLMENT

Through superior sourcing, volume pricing, streamlined fulfillment, and limitless array of reward options, we provide the industry's leading catalog and rewards services (gift cards, debit cards, merchandise, travel, and custom options).



ADMIN & CUSTOMER SUPPORT

Your admins and participants will receive comprehensive phone, email, and web form support via our U.S.-based call center who boast customer satisfaction levels above 98%.

GLOBAL REACH & FULFILLMENT

WorkProud offers programming and reward fulfillment services across the globe.

- 📣 Nearly any country, language, and currency
- 📣 Scalable to market need
- 📣 Supplier relationships on a region-to-region basis:
 - 📣 Improves delivery and efficiency
 - 📣 Supports appropriate cultural differences and experiences
 - 📣 Prioritizes compliance and best practices for global organizations



SECURITY STANDARDS

WorkProud is SOC 2 certified and PCI SAQ A compliant, providing some of the highest levels of internet security and fraud protection methodologies available. We protect client data for Healthcare Providers, Banks, Credit Card issuers, and the U.S. Government.

SOC 2 Trust Services Criteria Security • Availability • Confidentiality

- 📌 Current: Type II
- 📌 3rd party audits annually
- 📌 Comprehensive Information Security Policies and Key Controls
- 📌 Internal corporate governance and risk management
- 📌 Organizational oversight
- 📌 Vendor management

National & International Compliance

- 📌 GDPR
- 📌 EU-US Privacy Shield
- 📌 California Consumer Privacy Act
- 📌 PCI DSS



INTERNATIONAL
TRADE
ADMINISTRATION



Privacy
Shield
Compliant



PLATFORM PRICING ESTIMATES

WORKPROUD® PLATFORM (WEBSITE & APP) IMPLEMENTATION	ONE TIME COSTS
<p>Covers WorkProud's resources throughout the following stages of your Platform creation:</p> <ul style="list-style-type: none"> • Consulting • Design and Build • Implementation (QA) and Launch • Platform Support Tools (admin training and Platform marketing) 	<p>\$20,000 - \$30,000</p> <p>One Time</p> <p>Based on 200 - 300 Platform Build Hours</p>
WORKPROUD® PLATFORM (WEBSITE & APP)	MONTHLY COSTS
<p>WorkProud® Website and App (iOS and Android):</p> <ul style="list-style-type: none"> • Software License and Hosting • Data Exchange, Backup, and Security • Admin Support (email and phone, English language only) • User Support (email, English language only) 	<p>\$1,500 / Month (Base Cost, Covers First 1,500 Users)</p> <p>1,501 – 5,000 Users: \$1.00 / User / Month 5,001+ Users: \$0.50 / User / Month</p>
REWARD FULFILLMENT (BILLED ON REDEMPTION)	
<p>Fulfillment Fee: 10%</p> <p>A Rewards Redemption Account will be setup to cover the costs associated with reward fulfillment.</p> <p>This account is funded by deposits based on invoices issued to your company and is only charged as participants redeem points for rewards. A Fulfillment Fee will be applied to each invoice/deposit to cover the costs associated with the reward fulfillment process.</p>	

MEET THE TEAM



MICHAEL LEVY
CEO



NATALIE DEARTH
COO



JOHN KNODEL
DIRECTOR, CLIENT
SERVICES



KEITH KOLLSTEDT
VP BUSINESS
DEVELOPMENT



DAVID ARNOLD
SENIOR PLATFORM
ARCHITECT



MATT ZORN
SENIOR PROGRAM
ARCHITECT



CARRIE RUTEMUELLER
SENIOR PROJECT
MANAGER



RACHEL ELLIOT
PROJECT
MANAGER



KRYSTAL PETERSON
DIRECTOR, REWARD
CATALOG SOURCING



TERESA WAYCHOFF
SENIOR REWARD
CATALOG MANAGER



BRUCE GUTHMANN
VP HEALTH &
WELLBEING



MICHAEL WINTERS
DIRECTOR, UK
BUSINESS DEVELOPMENT



DALE M. PONTZ
ACCOUNT
MANAGER



CASEY RIDINGS
SENIOR DESIGNER –
PROGRAMS



WHITNEY RISNER
BUSINESS ANALYST



STEPH JOHNSON
CLIENT EXPERIENCE
MANAGER



AUSTIN CLAR
BUSINESS
DEVELOPMENT



KAREN STODOLA
BUSINESS
DEVELOPMENT



JENA SATCHELL
ACCOUNT
MANAGER



CLARK JENKINS
ACCOUNT
MANAGER



ALLISON HOWELL
ACCOUNT
MANAGER



CELESTE VALENTOUR
ACCOUNT
MANAGER



HEATHER COLLINS ZIMMERMAN
ACCOUNT
MANAGER



MIKE BERLON
ACCOUNT
MANAGER

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