

New product infrastructure and naming convention

June 2023

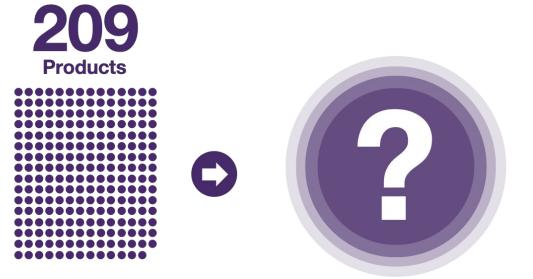


Previous Product Overview



Why are we changing the name and structure of our products?

- Complex suite, without clear direction
- Too many products without articulated hierarchy
- Ambiguous names that can be difficult to differentiate from one another
- Silo-based structure (products not linked with each other)



Too many products, no clear access points, no naming hierarchy for framework.

New Product Overview



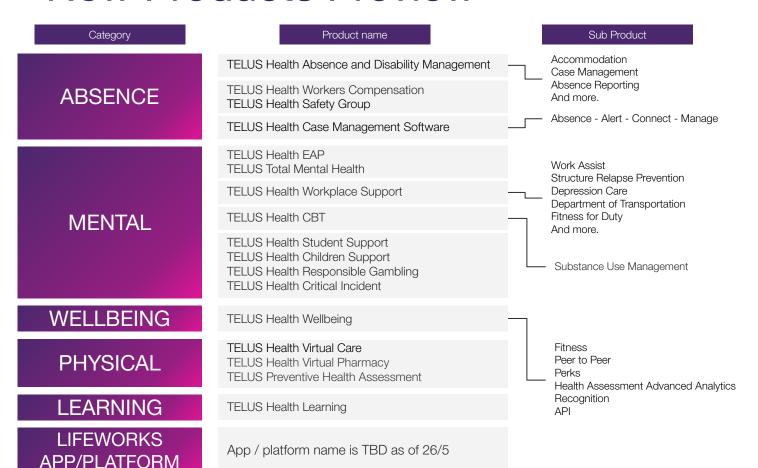




Important: None of the products are discontinued. They are simply restructured so that it's easier to navigate the services. Instead of the previous 209 products, we have now 17 primary products, and other services are now sub products and features.

Simplified, clearer offering, and fully branded house

New Products Preview





This list is a preview, and does not include all sub products, features or third party products.



Questions on the new names and structure? Connect with your contact in our team for more details.



Additional information

- The preview above showcases the main offering of Employer products with the integration of LifeWorks and TELUS Health.
- Some products are not listed in the previous page as they may now be sub-products, features, or third party products sold under TELUS Health. Connect with your contact in our team for more details on the full list of services.
- Some product names will remain as is for the time being and potentially be renamed at a later date (eg. Breaking Free).
- Retirement and Benefits Solutions products are not included in this exercise at this time.

