



Success stories from YuLife:

# Supporting employees through adversity with YuLife and Harbr.





### Positively impacting the lives of Harbr's employees

B2b data platform Harbr sells software to enterprise customers, enabling them to securely share and collaborate on their data within and outside their organisation. Founded in 2017, the business has grown exponentially, from 3 to over 20 employees, and has entered the scale-up phase.

Like many businesses in the industry, the leadership team at Harbr wanted to go above the bare minimum when providing their employees with a wellbeing strategy. So, in 2020, Harbr selected YuLife to be their group life insurance and wellbeing provider. Ben Johnson, Harbr's Head of Staff, shares his experience with YuLife.

### Looking after employees during a tough time

When the UK was truly able to gauge the scale of the pandemic, Harbr was looking for initiatives that would positively impact employees during times

of high stress and anxiety. "The team really cares for each other, and this sentiment goes beyond saying 'we care about you'" Ben shared. "Lockdown and brought mortality to the forefront of minds, so that was what inspired us to look for a life insurance policy."

### Ensuring the entire team is protected and engaged

As an international business, the Harbr team wanted to ensure every employee had protection and benefits in place to support them. "Our US team already had life insurance as part of the standard benefits offering, but when I found YuLife, I felt it was much better and completely different from the bog-standard life insurance package.

YuLife has a great offering which is why I'm a really big fan. I think having a lot of the benefits together in one place made it an easy decision. Being able to create a will for free with Farewill meant I was able to do that having it on my to-do list for years."



**YuLife is different from your usual insurance offering. It's a great comprehensive benefits package that shows employees that you care."**



**Ben Johnson**  
Head of Staff,  
Harbr

## Changing perceptions on what life insurance can be

Ben also found that his team engaged with the app regularly, giving Harbr a new perspective on what life insurance can do for the business: “It’s different for everyone in terms of what they expected, but a lot of the team weren’t aware of what could be available to them until we joined YuLife.

“Having something that incentivises you to exercise and meditate more is a real bonus on top of protection for the team. Some people have gotten into their fitness during lockdown and love being able to compete with the in-app leaderboard.

“Also through YuLife, being able to virtually access GPs and counselling has given us all peace of mind. I’ve spoken to a virtual GP a few times during lockdown when going for a face-to-face appointment is more difficult and being able to get effective treatment. I’m really pleased with the experience we’ve had since we joined.”



### About YuLife

YuLife is a tech-driven insurance company on a mission to inspire life and turn financial products into a force for good. By harnessing the power of gamification and the latest behavioural science, YuLife insurance rewards healthy living and puts everyday wellness within reach of everyone. Founded in 2016, YuLife is headquartered in London and backed by serial investors and VCs including Creandum, MMC Ventures, Notion Capital, LocalGlobe and Anthemis Exponential Ventures.

For more information get in touch:  
[www.yulife.com](http://www.yulife.com) | [hello@yulife.com](mailto:hello@yulife.com)

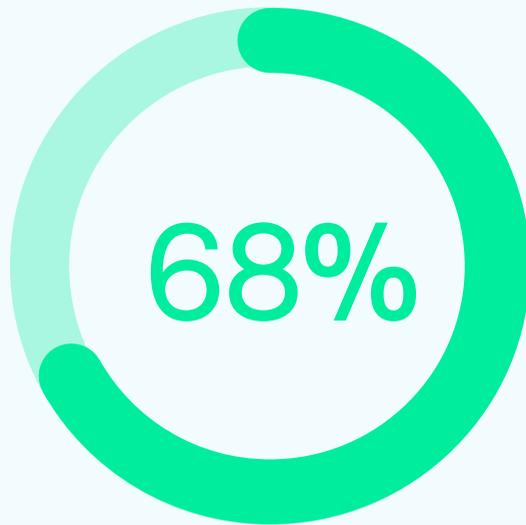
Harbr\_

### About Harbr

Harbr enables organizations to rapidly exchange, monetise and collaborate on data and models with their customers, suppliers and partners. Used by some of the world’s largest data-driven enterprises, Harbr is backed by high-profile investors, including Mike Chalfen, Boldstart, Acequia Capital, Crane, Backed, Seedcamp and Charlie Songhurst.



# Results at a glance.



have **downloaded** the YuLife app.



6,330

on average steps  
are being walked  
per day, per  
person



60-70%

Mindfulness  
challenges  
are consistent  
throughout the day

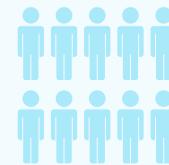


127  
minutes

127 minutes average  
mindfulness session per  
week per person



The most popular walking  
challenge is brisk walks, which  
peak in the early morning before  
working hours.



25  
employees

Results!  
(so far)

