

PC25 Trustmark
Producer Conference
Dallas, Texas • February 2-5, 2025

TRAILBLAZING



Trustmark 

Introducing Cariloop: A new way to support family caregivers



Adam Bezman

Executive Director, Product Innovation
Trustmark



Michael Walsh

Founder & Chief Executive Officer
Cariloop

Agenda

- Why Trustmark is partnering with Cariloop
- Details of how the partnership will work
- Introducing Cariloop
- Caregivers impact on employers
- Key takeaways

Why Trustmark is partnering with Cariloop



Cariloop's values match Trustmark's

- Innovation driven by empathy and understanding
- Building relationships through trust



Introducing Cariloop

Details our partnership

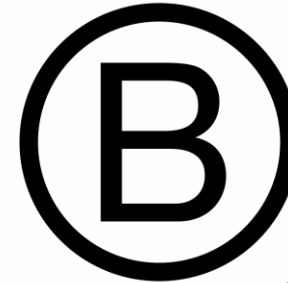
- Effective on all Trustmark Universal Life, Trustmark Universal LifeEvents®, and Trustmark Life + Care® cases starting March 1, 2025, and beyond
- Includes digital access for adult/elder care services and 1-month of coaching per year
 - Access to licensed Care Coaches to help guide care decisions
- Offers 24/7 support for managing unexpected caregiving needs



Cariloop company background

- Founded in 2012
- Based in Dallas, TX
- Serving 160+ corporate customers and >1.7 million of their employee caregivers
- Supportive of >70 countries, digitally inclusive of all languages globally
- Supportive of 100's of non-profits each year

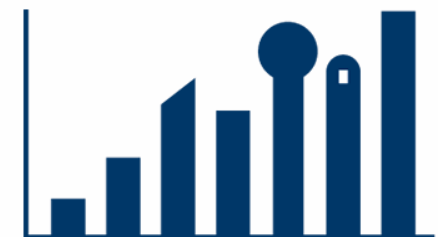
Certified



Corporation



500TM | Technology Fast 500
2022 NORTH AMERICA
Deloitte.



D A L L A S 1 0 0TM

Who are caregivers?



Parents
To-Be



Parents of
Young Children



Parents of
Young Adults



Friends, parents and
partners navigating and
supporting LGBTQ+
journeys



People caring for
adults with a
long-term illness or
disability



Friends and family
Supporting mental health
and wellness journeys for
children, young adults,
adults and veterans



Children,
neighbors and
friends caring
for the elderly

73% of employees
are caregivers*

*More than 54 million employees in U.S.

Source: Harvard Business School study

\$35B

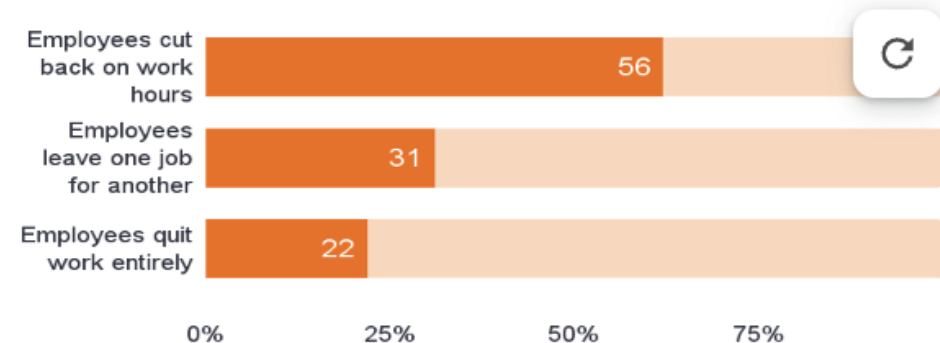
The amount of money employers
lose each year from failing to
attract, support and retain workers
with caregiving responsibilities

Caregiving is costly, but not supporting caregivers is even worse

- 24+ hour per week are spend on caregiving responsibility, on average
- 70% of caregivers fear they'll have to leave the workforce to support loved ones
- 53% of caregivers went in late, left early or took time off
- 26% of personal income is spend on caregiving

Caregiving is costing employers over \$50 billion annually.

That's an estimated \$3,200 per employee.

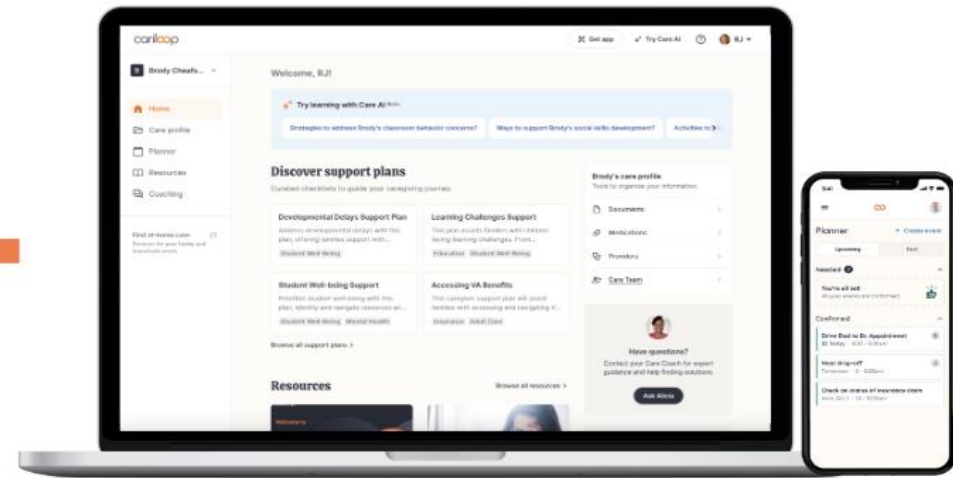


Cariloop platform experience

Cariloop's Caregiver Support Platform[®] provides the concierge support and digital tools needed to navigate all the complexities of caring for loved ones



Dedicated 1:1 or Group-Based
Care Coaching



Personalized Digital Tools, Marketplaces
and Resources



Cariloop customers

GARMIN



INTUITIVE

PAXAR

Northwestern University



BlackRock

NETJETS



PGA

DURACELL



ASPCA

CAE



PHILIPS

Key takeaways

- Cariloop is effective on all new Trustmark Universal Life, Trustmark Universal LifeEvents[®], and Trustmark Life + Care[®] cases starting March 1, 2025
- Cariloop cannot be added to existing cases
- Discounted rates are available for Trustmark customers who want to offer this for their employees

PC25 Trustmark
Producer Conference

Thank you!