

Strategy Update

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Ilkka Latvio

VP Account Management



Mikael Lauharanta

Head of Product



Kevin Hähnlein

Head of Product Marketing



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Company **strategy & positioning**



Engaged Employees

are happier and perform better.
#winwin

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Successful companies

communicate openly and
motivate their employees.



With Haiilo you can create a **meaningful dialog** within your business, connecting your **people to purpose** and developing powerful **brand ambassadors**.

Hailo provides a 360 degree view on employee communications & advocacy



Communicate

Reach employees with targeted communications on their channel of choice.



Connect

Enable employees to connect with the people and information they need to be successful.

Activate

Turn your employees into powerful brand ambassadors.

Understand

Understand your employee engagement and what matters to them.



Planned **product initiatives** 2023



Strategic focus topics for 2023

Drive user engagement

- Deliver highly requested enhancements to delight our customers and to drive user engagement.
- E.g. Image handling, email deliverability, mobile onboarding

Measure impact & prove value

- Help you measure the impact and ROI of the platform even more accurately than before.
- E.g. Custom UTM tags, Channel Manager access to Workforce Insights

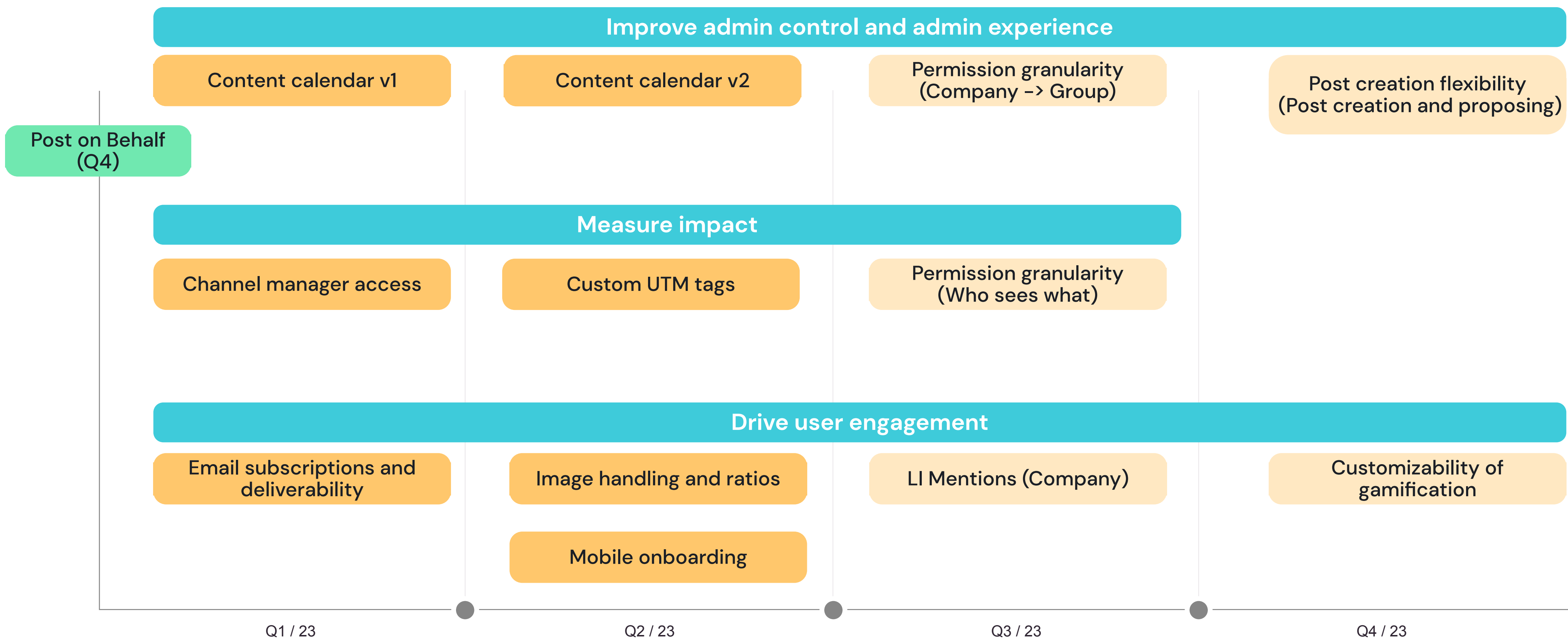
Improve admin control and admin experience

- Make content management even easier than before and help you get better results from your program.
- E.g. Content calendar & post creation flexibility



Current outlook 2023

Strategic topic
Commitment
Planned initiative
End of Q4





Feature Spotlight



Leverage the networks of your executives

- Allow professional content writers to create and share content on behalf of your busy executives
- Improve your metrics and return on investment
- Increase buy-in from employees by having your leadership participate

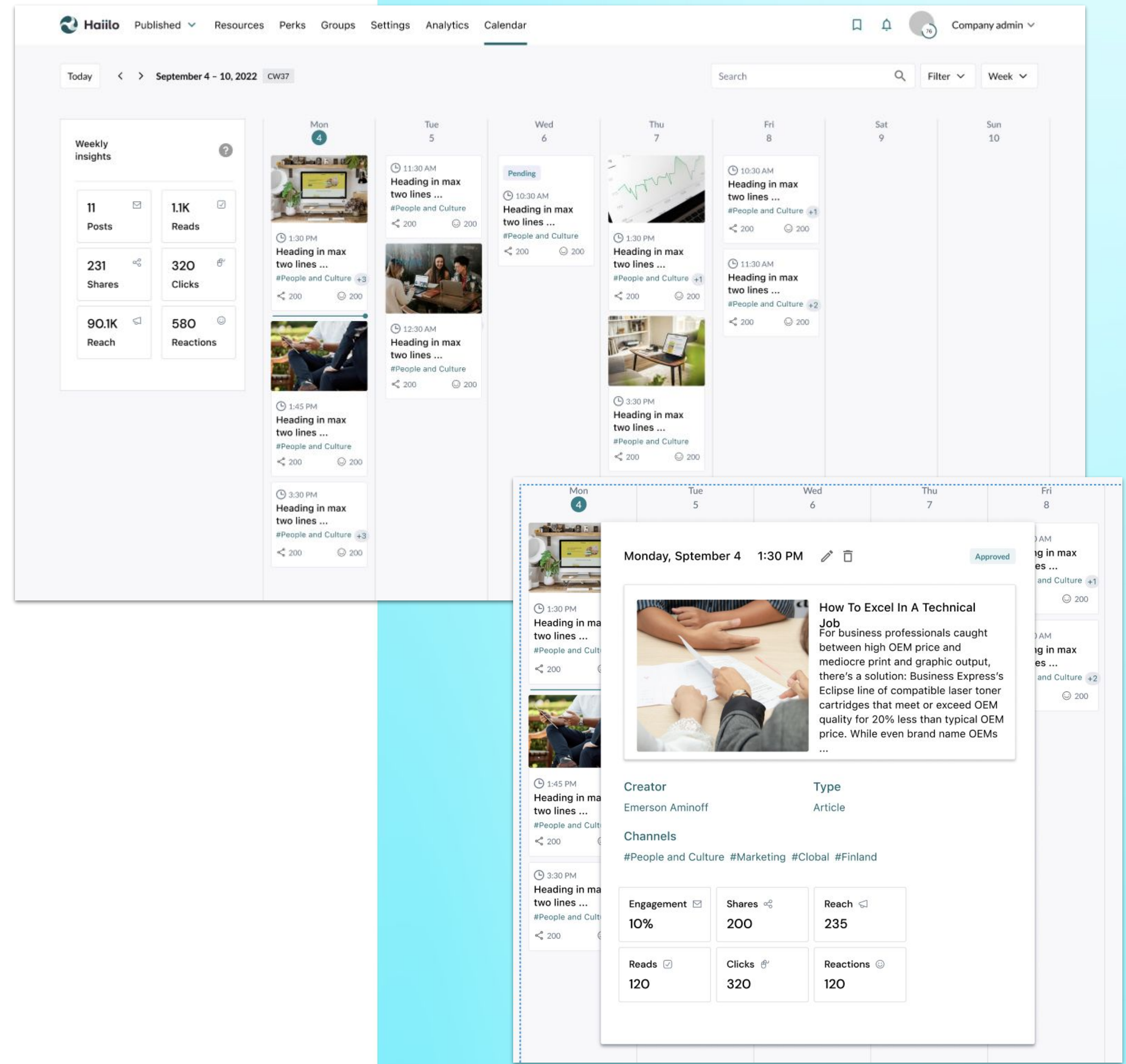
The screenshot shows the Hailo interface. The top navigation bar includes 'Published', 'Resources', 'Perks', 'Analytics', 'Users', 'Groups', and 'Settings'. The 'Settings: Company settings' menu is open, with 'Post on Behalf' selected. The 'Create collaboration' form is visible, featuring a text box with instructions: 'Create collaboration by enteing content owner name and name of content writer users that will collaborate together. You can add multiple content writer users to one content owner.' Below this are two input fields for 'Name of content owner' and 'Name of content writer', each with a 'First name Last name' placeholder. There are checkboxes for 'Post creation' (checked) and 'External share' (unchecked), and a toggle for 'Request post approval after creating content' (checked).

The 'Content collaboration list' is shown below, with an '+ Add collaborators' button. It contains a table with the following data:

Content owner	Content writer	Status	
Allison Passaquindici Arcand allison.arcand@hailo.com	Markus Schmith John Doe Emery Bergson	Approved	...
Johanna Rei johanna.rei@hailo.com.com	Iva Wade	Declined	...



Easy content planning with an intuitive calendar view



- See e.g. weekly posts at a glance
- Make sure there is a constant flow of content
- Give your content the attention and love it deserves
- Get inspiration from your colleagues
- Easy drag & drop scheduling



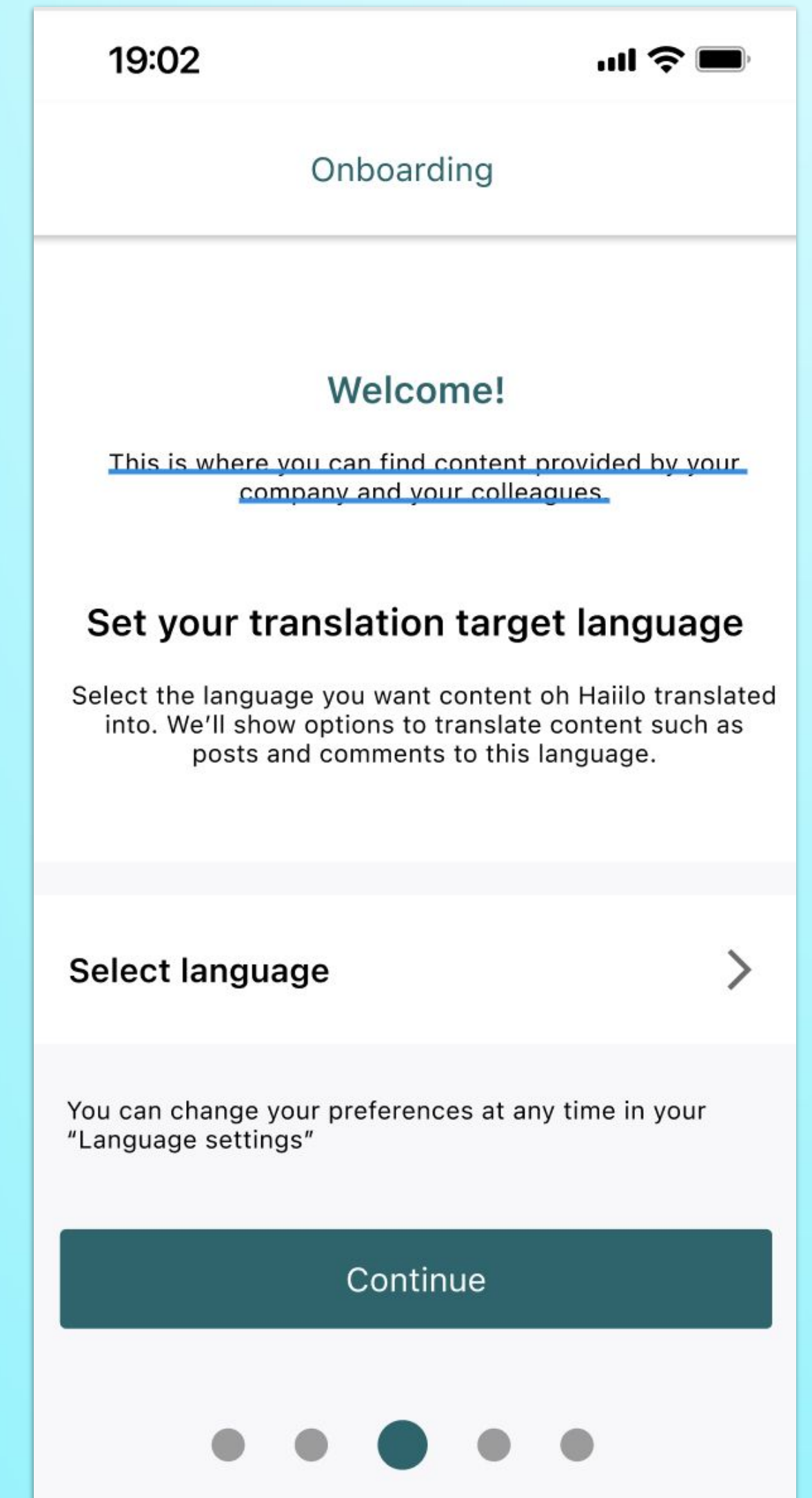
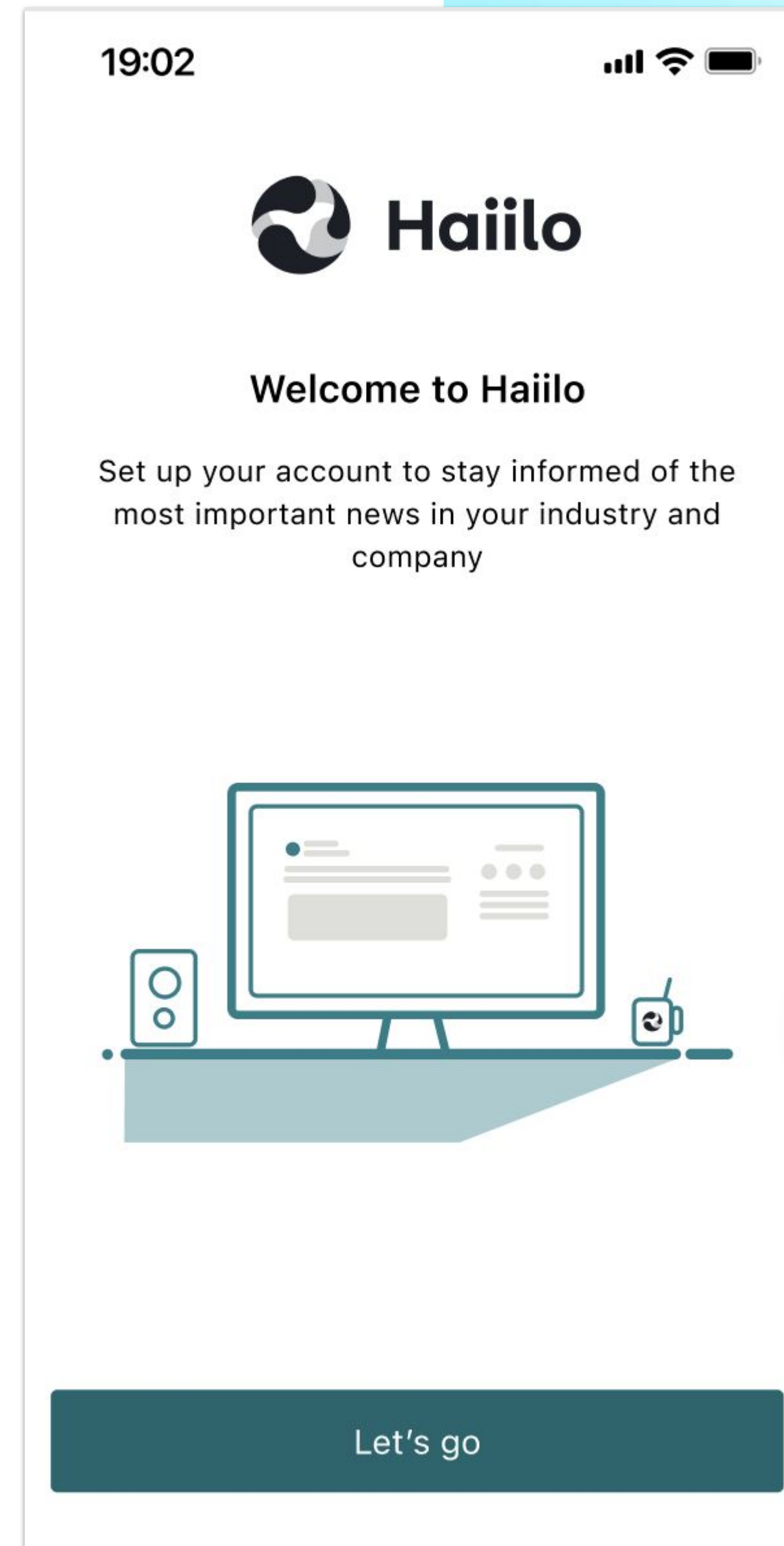
Bring your feed to life with beautiful images

- Upload different image ratios
- Improved image handling of link and article type posts on the platform
- More variety for image sizes in the post feed to keep it fresh and maximize engagement

The screenshot displays two social media posts. The first post is by Jennifer Ried, posted 5 minutes ago, in the 'Tech News, Product Updates' category. It features an image of hands pointing at a document and the text: 'How To Excel In A Technical 16:9 For business professionals caught between high OEM price and mediocre print and graphic output, there's a solution: Business Express's Eclipse line of compatible laser toner cartridges that ...'. The second post is by James Carter, also posted 5 minutes ago, in the 'People Updates & HR - Global and 1 other' category. It features an image of a person using a laptop and the text: 'Advertising does not matter Many small businesses cannot advertise the success they want because they have very few resources. Results are simply stagnant because there are no good ideas for improvement. The money invested should achieve the desired result, regardless of whether advertising is placed in local ...'. Both posts include interaction buttons for Like, Comment, and Bookmark, and social sharing icons for X, Instagram, LinkedIn, Twitter, and Facebook. A 'Leave a comment...' field is visible below each post.

Native onboarding experience on mobile

- Allow users to onboard with their preferred device
- Increase sign ups and mobile usage
- Customize your experience (languages, groups, etc) during onboarding to maximize relevancy and engagement





Use your own UTM tags for more accurate ROI tracking


- Match the UTM tags to your website or marketing analytics
- See what visitors are doing on your website
- Improve the accuracy of your return on investment calculations

The screenshot shows a configuration window for Hailo Share with three steps: 1. Create, 2. Configure, and 3. Confirm. The 'Configure' step is active. It includes a text area for a post description with a 500-character limit. Below this are two toggle options: 'Schedule post' (unchecked) and 'Custom UTM tags' (checked). A note explains that Hailo Share automatically generates UTM tags but allows for custom ones. The form contains several fields for UTM parameters: 'utm_source*' is set to 'Social network (dynamic)'; 'utm_medium*' is set to 'Static text' with a value of 'hailoshare'; 'utm_campaign*' is set to 'Post Id (dynamic)' with a value of 'Place holder'; and 'utm_id' is set to 'Leave empty'. 'Back' and 'Next' buttons are at the bottom.



More exciting news






**One channel for
customer
communications**

**Connect Haiilo
clients all over the
world**

**Make them Haiilo
fans and
ambassadors**



*** to be launched end of January 2023 ***

A decorative graphic on the left side of the slide. It consists of several thin, purple, curved lines that originate from the left edge and converge towards a central black circle. Inside this black circle is a smaller, solid purple circle. The lines vary in length and curvature, creating a sense of movement and flow.

The new Haiilo Community



Questions & answers