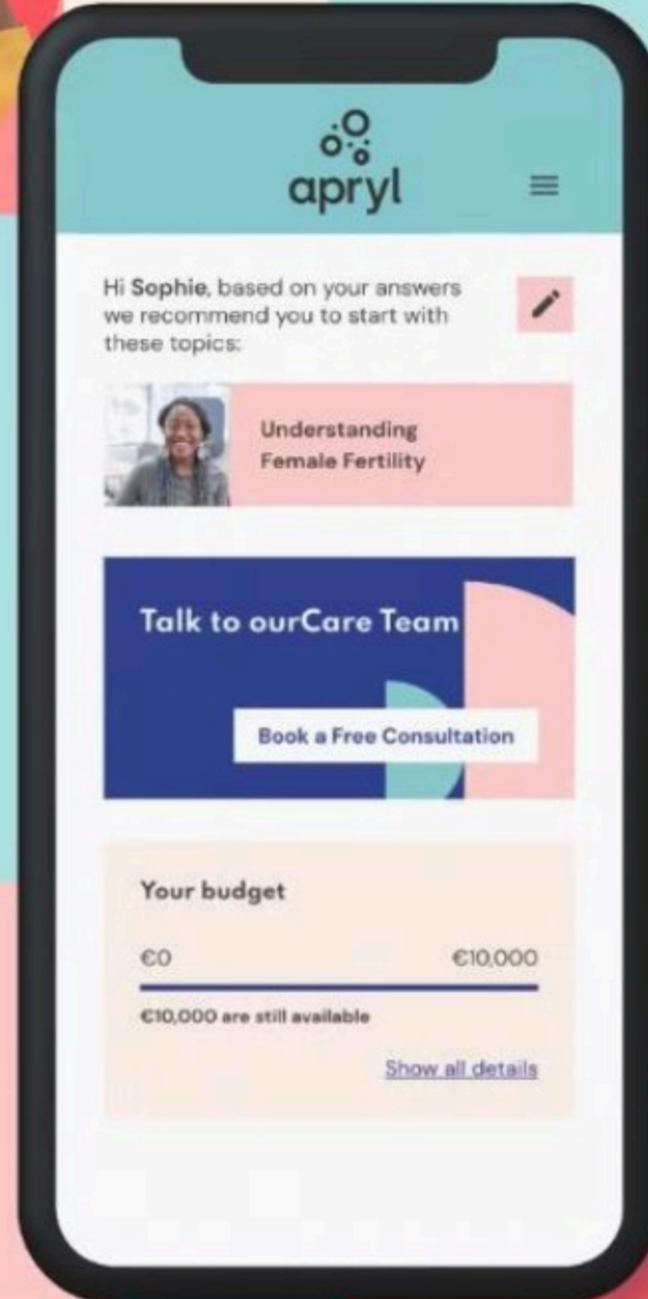
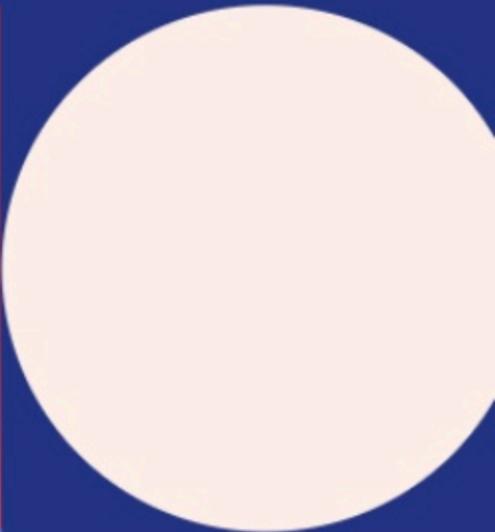


Apryl

Fertility benefits for everyone



**We believe that starting a
family should be a right.
Not a privilege.**



Millennials are facing a fertility health crisis due to delayed parenthood and tremendous cost for fertility treatments



15%

Of the population struggles with infertility, making it **one of the biggest global health problems of the 21st century**



30+

Median age at first birth, outlining that millennials are seeking parenthood much later in life.



63%

Of same-sex couples are planning to start a family, requiring fertility or adoption support to do so.



€10k

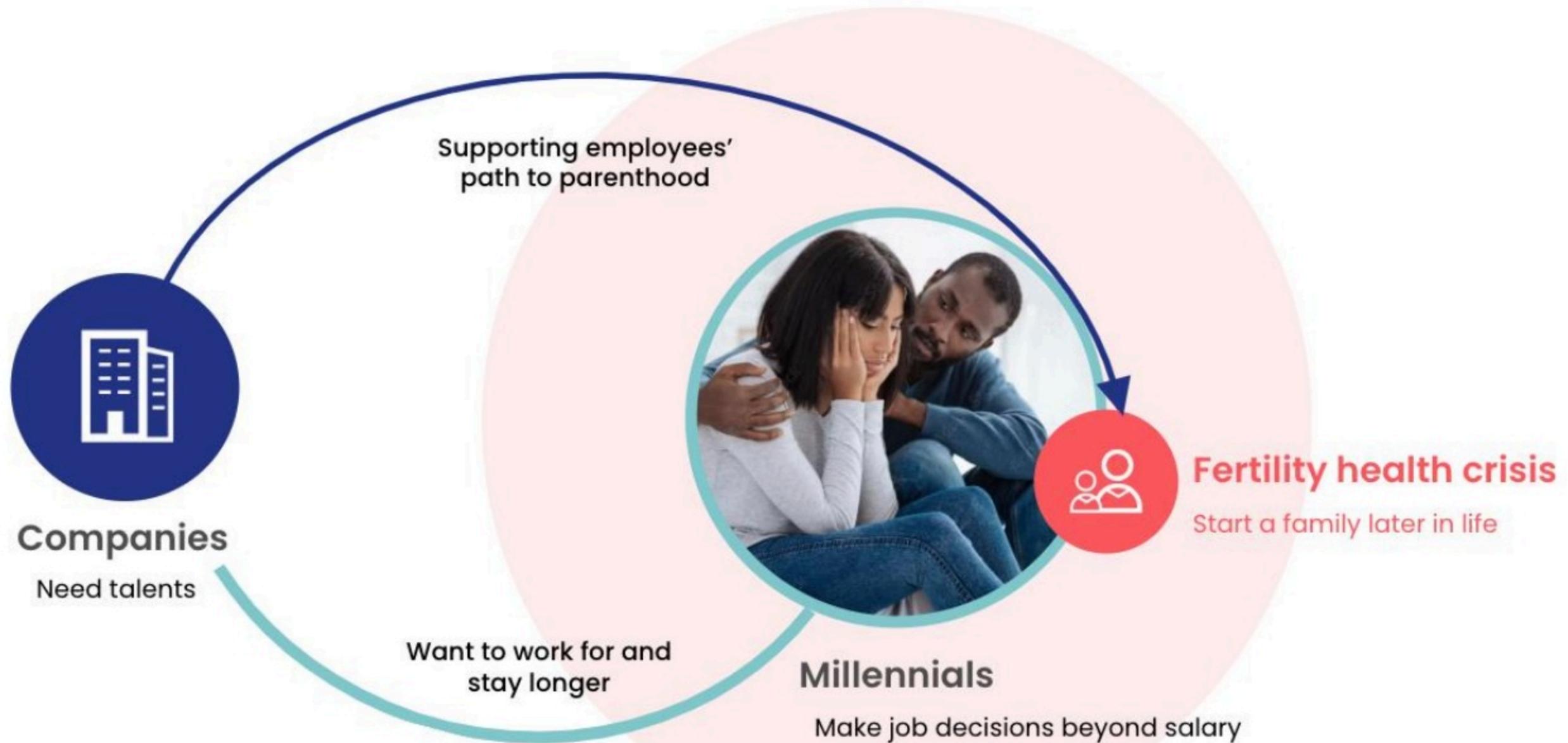
Average cost for fertility treatments in Europe; insurances are not (or only partially) covering cost



95%

Of the female egg cell reserve is gone at age 35

If companies want to win the war for talent, they have to tackle the problems that really matter for millennials



A platform enabling companies to support employees on their path to parenthood – emotionally & financially, but confidential

Offering companies a **customized fertility benefits program** that provides employees emotional & financial support

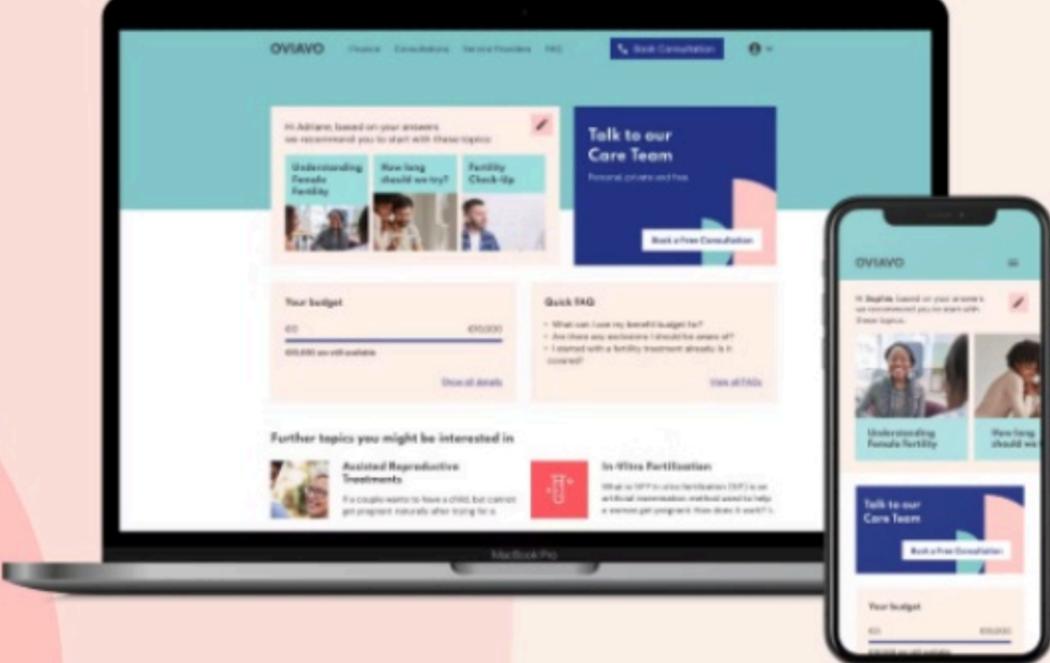
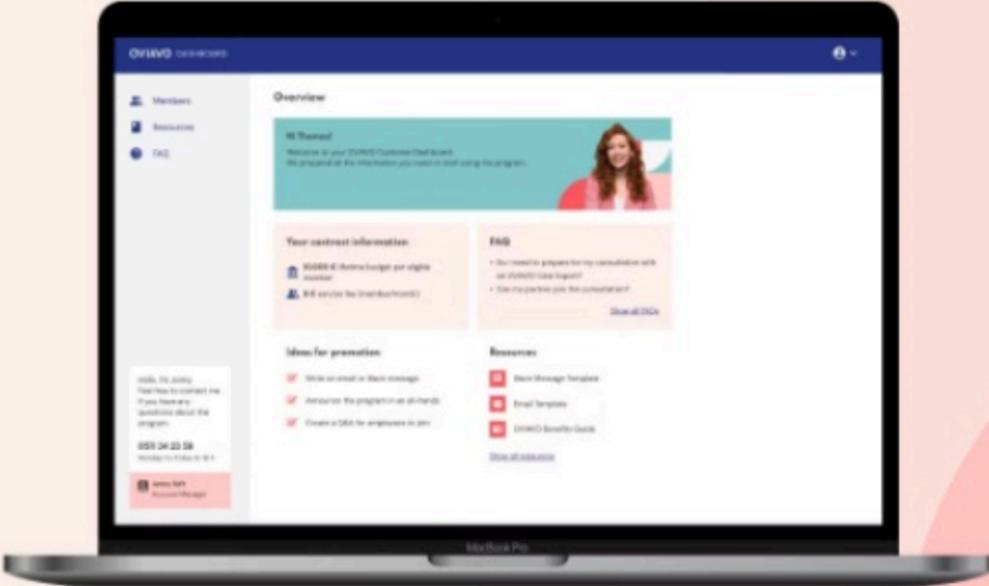


Employer



Employees

Offering employees a better care **experience before, during & after fertility treatments**, thus eliminating main barriers



Fertility & family forming benefits solution



An end-to-end experience for employees on their individual journey to start a family



Know your options

We educate employees, so they understand their options - via our self-guided **knowledge center** or our **360° concierge service**

Find the right partners

Not every clinic is the same. We navigate employees through the jungle of **clinics and service providers** - so they don't have to take any detours.

Leverage your budget

Cost can be a strong burden. We manage the **reimbursement** process while maximizing budgets based on insurance coverage.

Your one-stop service touchpoint: the Member Portal

Personalized knowledge center
You'll find **personalized information based on your individual life situation** (age, gender, timing for family, relationship status, etc.)

360° Concierge Service for our members
Your **personal fertility or adoption expert** whenever you need it - someone that really speaks your language

High user satisfaction



Great consultant!

My consultant, Gaya, was really helpful and informative! It was the first step to really help me evaluate my options and I am really grateful for the help!



Fantastic initiative & startup behind it!

...plus a great support from the Apryl team - ladies provided me with the best clinic and advice there is! Highly recommended!

This is such a relevant thing to do for yourself and Apryl team is really supporting in the best possible way.



Very friendly, easy to talk to, knowledgeable group!

I was extremely satisfied with my initial consultation with Apryl. I spoke to a woman, Lisa, who **answered all my questions thoroughly, explained everything super well and detailed,** and listened carefully to all my concerns. The session was not rushed and I felt Lisa really cared about me and gave me the time I needed to make sure I felt comfortable. I would recommend this service to anyone. [...]



Thanks!

The team was very friendly and the use of Whatsapp made the communication very easy.



Be the company everybody wants to work for



Demonstrate family-first culture

Send a clear message that you support your employees in every decision.

We have your back however you decide in your family forming journey.

We understand what really matters!



Support women in critical life phases

Demonstrate that you understand the challenges of balancing career and family.

More than half of highly-educated women in Germany have no kids at age 35, 28% of them stay childless (mostly unintended).



Embrace liberal family concepts

We don't discriminate based on relationship status or sexual orientation.

We don't require marriage.

We don't require heterosexual relationships.

We don't require a partner at all.

Trust a mission-driven team with more than 10 years of experience in building and selling digital products.



Jenny Saft

Former VP Business Development @ Adyen, previously Fyber and DTAG
Sales, Marketing, IR



Marick Ballay

Product & Experience



Melvyn Sopacua

Development



My Le

People & Finance



Tobias Kaufhold

Former Senior Consultant at OC&C Strategy Consultants
Product, Operations, Finance



Jasmin Becher

Sales



Lisa Kapla

Member Experience



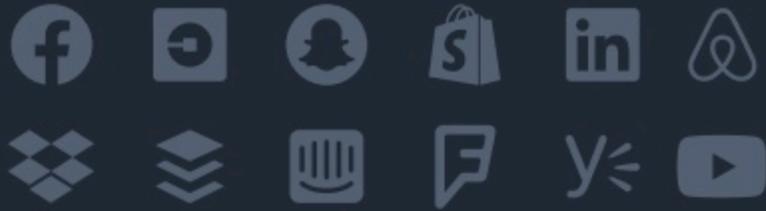
Amir Off

Development





We make fertility services accessible for everyone



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