

About Heineken



UK's leading pub, cider and beer company.



Through "Brewing a Better World", sustainability embedded in the business and delivers value for stakeholders.



Over 80,000 employees with 2,250 in the UK.



Operate in more than 70 countries.

Employee Benefits Profile



• Heineken's employee benefits offering and education strategy is based on three pillars:

- ✓ be resilient
- ✓ be active
- ✓ be social

• Due to Covid-19, they expanded on the first pillar, **be resilient**, throughout 2020 by sharing lots of ways for their employees to stay healthy – both mentally and physically.

• They also led a financial wellbeing campaign with financial education content, with the support of their benefit providers.

The Challenge

- Providing the opportunity for employees to **boost their financial resilience** through building positive behaviours and giving access to financial knowledge and education
- Providing resources to address **mental health and stress**



The Cushon Solution

Introduced Cushon workplace savings employee benefit in November 2020 to:

- ✓ expand their financial benefits strategy at a key time
- ✓ reinforce messaging around saving for a rainy day and financial resilience
- ✓ build on their employee financial education offering

Benefits, education and information can be accessed through the Cushon app, ensuring connection on any device wherever colleagues were located during the pandemic.



Workplace savings provide a channel for employees who have short and medium-term savings goals, separate to the longer-term investment that their pension scheme offers.



Greater flexibility in changing benefits to allow voluntary options to be adapted and help prevent financial hardship.



Benefit and wellbeing updates were wrapped into regular all-employee communications, which became a key point of reference for colleagues.

The Outcome

- Extremely successful launch with an 8% take-up rate, including 4% during the launch period.
- Growing level of engagement in the months that followed supported by routine communication and education.
- An introductory boost of £25 was added to the savings of employees setting up their ISA in January 2021.



Since the launch of the Cushon Workplace Investment ISA, Heineken have been awarded 'Best Financial Education Strategy' at the WSB awards 2021.

The Benefits



Cushon provides Heineken employees with the opportunity to participate in shareholder vote preferences for the companies where their money is invested, selecting ESG issues that matter most to them and able to follow the resolution through to the AGM.

12% of colleagues engaged with financial education webinars supported by Cushon.

