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PRESS RELEASE

Generali Employee Benefits Network (GEB) announces a new AI partnership with Euphoric

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- GEB is pleased to partner with Euphoric to introduce this AI-first platform to its global client base to support enhanced visibility of global benefits, improve local/global benefit management and strategy, and enhance member engagement in corporate EB plans
- Euphoric (formerly Peppy) is a leader in the benefits technology space, developing digital benefit platforms for some of the world's leading corporations for nearly a decade
- Euphoric is now introducing a cutting-edge, AI-powered global benefits platform that will transform how HR leaders manage their benefits landscape

June 25, 2025, Luxembourg – Generali Employee Benefits (GEB) Network announces a new strategic partnership with **AI-benefits innovator Euphoric**. Euphoric has developed an AI-powered, all-in-one benefits management platform providing cutting-edge global benefits analytics for Global HR leaders and their employees.

Euphoric is an AI-first, next generation benefits administration platform. The platform is designed to help employees and employers navigate the complexities of corporate benefit plans.

For **employers**, Euphoric has developed a Global Analytics Platform (GAP), providing one centralized view of the global benefits ecosystem. This platform enables HR/Benefits managers to:

- **leverage integrated AI tools to understand and organize all existing EB policies** and detailed benefits by country;
- **identify gaps in coverage** at the local/global level to better address benefit inequities;
- **engage with insured members** to improve their understanding of

corporate benefits, and encourage appropriate, proactive health management;

- **one comprehensive platform** supporting strategic decision making across all local/global markets.

For insured **employees**, Euphoric offers various modules essential for understanding and utilizing their corporate benefits, including:

- a **navigator module** that delivers an AI-generated, hyper-personalized view of employee benefits. This means that each individual can interact with the platform to find the benefits that are relevant to their age, gender, health needs and interests;
- a **rewards & discounts module**, for access to discounted supplemental products and services;
- an **employee recognition module** where benefit managers can publicly recognize individuals for great work and achievements across the organization;

With employer and employee modules combined into one unified platform, implementation across the corporate enterprise is simplified and streamlined.

Ludovic Bayard, CEO of Generali Employee Benefits (GEB) Network

stated: *"At GEB, we believe in the power of innovation to bring people closer to better solutions. Our partnership with Euphoric marks a pivotal moment in global benefits management—one where AI doesn't just support the process, but transforms it. Euphoric's platform revolutionizes how benefits are managed, communicated, and delivered across organizations, accelerating access to complex global data and simplifying strategic decision-making. This collaboration reflects our shared commitment to progress, well-being, and delivering meaningful, tech-driven impact to clients worldwide"*

Through this partnership, GEB is demonstrating its ongoing commitment to leveraging the latest in benefits technology to support its global client base. With AI-powered insights and one centralised view of global benefits data, GEB sees the Euphoric platform as a game-changer in benefits tech and is pleased to offer it to global clients through a pre-negotiated arrangement with Euphoric.

Max Landry, CEO of Euphoric:

"There's never been a better time to supercharge employee benefits. AI has matured, industry expectations have shifted, and the world is ready. Partnering with Generali Employee Benefits means we can bring Euphoric's intuitive, intelligent platform to a truly global audience and help employers give employees the support they deserve"



Evan Harris, COO of Euphoric: *“This partnership unlocks enormous potential. For the first time, global benefits data doesn’t just become visible, it becomes truly usable. Leaders can now decode, interpret, and act on rich benefits intelligence. Meaning they can design programs that are smarter, more equitable, and more cost-effective. Together with Generali Employee Benefits, we’re unleashing the full power of AI across the global benefits landscape. Turning complexity into clarity and insights into improvements.”*

GENERALI EMPLOYEE BENEFITS (GEB) NETWORK

A global Employee Benefits platform that helps Multinational Corporates succeed by protecting and enhancing the physical, emotional & financial wellbeing of their human capital.

As a business line of Generali Group, GEB is a leader in global employee benefits solutions, designed for local and expat employees, consisting of: physical protection (health, accident and disability), emotional support (e.g. prevention of mental health issues), and financial protection (life and retirement).

Driven by customer service, innovation, and operational excellence, GEB is built on an ecosystem of partnerships to support clients on their Environmental, Social & Governance journey. Its presence is truly global (127 countries) and reliable thanks to 136 trusted local Network Partners, who enable the provision of focused expertise and support to 298 Lifecycle Pooling coordinated multinational programmes, 324 other global solutions and 62 Captive programmes, with a premium volume of €1.643 billion (YE 2024 figures).

The GEB Network operates through 12 Offices worldwide - covering the APAC, EMEA, and Americas regions - coordinated centrally by its Head Office in Luxembourg (Assicurazioni Generali – Luxembourg branch).

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EUPHORIC

Euphoric is an AI-first benefits platform on a mission to make employee benefits actually work—for everyone.

For employees, it’s an all-in-one benefits navigator that’s intuitive, hyper-personalised, and genuinely joyful to use. For employers, it’s The GAP: an interactive, AI-powered Global Analytics Platform that reveals what’s being used, what’s delivering impact, and where to focus next.

Euphoric is a US/UK company led by founders who know this space inside out.

Euphoric brings consumer-grade design to a space that’s long overdue for it—making benefits simple, useful, and a delight to engage with.