

# T-Cup Studios Selects LifeSpeak to Enhance its Employee Wellbeing Solution with Bespoke, Expert-Led Education

*Partnership Expands Growing List of Companies Around the World Choosing LifeSpeak Solution to Further Differentiate their Service Offerings*

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TORONTO, ONT – (BUSINESS WIRE) - LifeSpeak (TSX: LSPK) the mental health and wellbeing platform for employee and customer-focused organizations, today announced an agreement with T-Cup Studios that will bring its expert-led wellbeing educational resources to T-Cup customers across the United Kingdom. This partnership combines the resources and reach of T-Cup and LifeSpeak to build on a principle at the core of both organizations: happier and healthier humans mean better business performance.

**“There’s no doubt that helping people helps business performance, and, having access to relevant data is the first step to unlocking success for teams and individuals”**

Through this partnership, T-Cup will embed LifeSpeak micro-learning videos and tip sheets into its range of solutions including CheckUp – a unique 60 second two-way survey, carried out monthly or quarterly through guided self-reflection, allowing participants to unlock 12 activity-focused wellbeing modules and creating a snapshot of an organisation’s wellbeing – and the WellCup app, which allows employees to anonymously access wellbeing resources, personalized insights, an e-journal and progress reports anywhere at any time. T-Cup’s market-leading solutions enable companies to understand and improve the wellbeing of their teams in a measurable and sustainable way using real-time data.

“There’s no doubt that helping people helps business performance, and, having access to relevant data is the first step to unlocking success for teams and individuals,” said Edwyn van Rooyen, CEO at T-Cup. “Our solutions help companies and their teams get the insight they need, in real-time, to address their most pressing challenges. Pairing that knowledge and insight with LifeSpeak’s expertise developing and curating expert-led education content, creates a compelling and comprehensive solution for employee wellbeing.”

LifeSpeak’s proprietary resources are created with world-leading experts in their fields and developed to deliver support and education across a wide range of issues. The company’s micro-learning content library addresses critical topics such as mental health, addiction, stress management, relationships, financial health, parenting, caregiving, leadership skills, and more. Through access to relevant content on the LifeSpeak platform, T-Cup will provide authorized users with the information and guidance they most need to improve their wellbeing. The number of authorized users of the LifeSpeak platform has the potential to grow significantly and this partnership is another important step in the Company’s geographic expansion.

“We’re finally getting to a place, in business and in life, where talking about mental health and wellbeing is no longer taboo, and people are becoming less hesitant to seek the support they need. As an organization that has been at the forefront of supporting that trend, we’re delighted to partner with T-Cup to bring our expert-led education to more people around the globe,” said Michael Held, founder, and CEO of LifeSpeak. “T-Cup is leading the way in developing a data-driven approach to help organizations better understand the support people need. And with the insights they uncover, LifeSpeak’s ability to provide that support in a way that is tailored to individuals and organizations is a perfect combination for any business.”

## About T-Cup Studios

T-Cup exists to help people thrive in their daily lives, delivering a framework for wellbeing through its tech-for-good solutions. The T-Cup team come from a diverse range of backgrounds including Academia, Elite Sport, HR Executives, Business Leaders, Clinical Physicians and Technologists. T-Cup have amalgamated their areas of expertise and distilled them into simple and easy-to-use tools, with real-time data as the key, to help individuals and organisations improve their wellbeing.

To learn more, follow T-Cup on LinkedIn (<https://www.linkedin.com/company/t-cup-app/>), or visit [www.tcup.co.uk](http://www.tcup.co.uk).

**About LifeSpeak Inc.**

LifeSpeak is the premier mental health and wellbeing platform for organizations committed to taking care of their employees and customers. With two decades of experience creating and curating thousands of expert-led micro-learning videos and other digital content, LifeSpeak offers the largest breadth of proprietary resources to help companies around the world support their people anytime and anywhere. With a worldwide client base spanning all industries and sectors, LifeSpeak maintains a customer renewal rate of more than 94 percent. To learn more, follow LifeSpeak on LinkedIn (<http://www.linkedin.com/company/lifespeak-inc>), or visit [www.LifeSpeak.com](http://www.LifeSpeak.com).

**Forward-Looking Information**

This news release may contain “forward-looking information” within the meaning of applicable securities legislation, which reflects the Company’s current expectations regarding future events, including statements with regard to the embedding of the Company’s resources into the WellCup app. Forward-looking information is based on a number of assumptions and risk and uncertainties, many of which are beyond the Company’s control. Such assumptions include the number of users covered by our agreement and such risks and uncertainties include, but are not limited to, the fact that a fewer number of users may be covered by our agreement than expected, the agreement may not be renewed after its initial term and the other factors discussed under “Risk Factors” in the Company’s Prospectus filed on SEDAR. Actual results could differ materially from those projected herein. Unless otherwise noted or the context otherwise indicates, the forward-looking information contained in this news release is provided as of the date of this news release and LifeSpeak does not undertake any obligation to update such forward-looking information, whether as a result of new information, future events or otherwise, except as expressly required under applicable securities laws.

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