



SUMO'S MISSION

To make Australia a healthier and happier place. That's our why. We're all about Fuelling greatness in our employees, franchisees, customers and partners. That's our purpose.



KEEP IT FRESH

Fire up your entrepreneurial spirit. Get engaged with your health, people and life. Keep nourishing your body, heart and mind. Build grit and resilience. Be persistent in your pursuits. Feel energised.



GO WILD

Have fun. Push the boundaries. Try something new. Do it yourself. Get out of your comfort zone. Be brave. Feel free.



HAVE HEART

Be passionate. Learn your craft and keep learning. Show an active interest. Show you care. Be kind and mindful. Make a positive impact on the world. Feel alive.



BE TRUE

Be open and honest. Be authentic. Stay true to your purpose. Inspire and be inspired. Feel fulfilled.

EMPLOYEE

PROBLEMS TO SOLVE

CONFUSION



People are confused about what to eat for health.

ACCESS



Accessing instant, quality, fresh healthy food is not easy to find. Convenience without compromising on quality, fresh and taste are big drivers.

PERSONALISATION



We're all different and technology is empowering customers to get what they want, when and where they want it.

GROWING OBESITY



2/3rds of Australians are overweight - we're fatter and sicker than ever before. Food has a key role to play and prevention is better than cure.



"We believe that eating real, quality food is the starting point to thriving employees and a thriving business"

YOUR WORK

A BIG PART OF YOUR LIFE

11 MILLION AUSTRALIAN ARE IN EMPLOYMENT

66%

of Australians don't feel a connection to their company's mission

68%

of employees say that sufficient sleep is a key factor to being productive at work

33%

of employees feel they are living with extreme stress

52%

of Australians are sleep deprived

68%

of Australians struggle to focus at work

70%

of employees say they rarely get enough physical activity

1 in 3

people quit their jobs because of stress

60%

of adults are sedentary for 60% of waking hours

1 in 4

employees experience mental health issues due to work

46%

of employees worry about finances

60%

of Australians consume more than 20 teaspoons of sugar per day

1 in 4

people have no one whom they can discuss important matters

87%

of employees are not actively engaged in their work

70%

employees believe they aren't achieving full potential, due to lack of development

CREATING A MORE HUMAN-CENTRED WORKPLACE

Modern workplaces are changing rapidly driven by disruptive digital technology which has forced whole industries to transform over the last decade. Media, Publishing, Retail, Finance, Health, Hospitality, Travel, Food & Agriculture, Property. Every industry has and will continue to be affected. Successful transformation requires investment in finding new growth engines to drive future shareholder value. Product innovation, Technology, Marketing and Sales are the key ingredients and fuel of business growth. But underpinning success in each of these areas requires human input. Behind every great product, closed deal, marketing campaign, technology integration, M&A transaction, monthly P&L is a person and many of those people are under mental & emotional stress.

THE SOLUTION

Unblock the collective energy in your organisation and
FUEL YOUR GREATNESS

ACTIVELY ENGAGED
PEOPLE ARE 21% MORE PRODUCTIVE & BRING
22% MORE PROFIT

\$1 INVESTED
IN ENHANCING EMPLOYEE CULTURE
PAYS BACK \$2.30



OUR WHOLE PERSON
PHILOSOPHY



EDUCATION	PERSONAL WELLNESS INSIGHTS	COMMUNITY
<ul style="list-style-type: none"> • Keynote speakers • Round tables • Hot topic webinars • Digital Wellness • Short courses • Live events • Articles • Newsletter 	<ul style="list-style-type: none"> • Blood checks • Genome tests • Microbiome tests • Stress tests • Health kiosks • Health coaches • Nutritional therapy 	<ul style="list-style-type: none"> • Wellness Eating contests • Live events • Workshops • Great food (Catering) • Wellness currency • Keynote speakers • Supplier showcase • Discounts
STRATEGY & MEASUREMENT		
<ul style="list-style-type: none"> • Tailored strategy, framework, branding & engagement plan • Quarterly engagement surveys • Monthly KPI reporting & analysis 		
ENGAGEMENT		
<ul style="list-style-type: none"> • Mobile website Digital content Video Champion network Social media Events In-office PR 		



SUMO'S PROCESS

DISCOVERY

TEST & LEARN

GROW & SCALE

REVIEW & ADJUST

TAKE STOCK

VISION

CONSISTENT
ACTIONS

BUILD NEW HABITS

KEY ISSUES

GOALS

TRACK & ANALYSE

ACTION

BUILD SUPPORT
NETWORK

WELLNESS ECO-SYSTEM
PARTNERS

citibank

Jetstar

Lagardère
TRAVEL RETAIL

raw
energy
Emerging Workplaces

HCF

CALTEX



Let us help you 'Fuel your greatness' by visiting us at www.sumowellness.com.au