

IT'S IN THE **B@G** NEWSLETTER

Benefits Quarterly Update

In this issue of ***It's in the B@G!***, we will discuss the recent launch of our new wellbeing brand - centered around making it easier to access benefits for everyday life. We also provide resources to assist with your financial and physical goals and offer a few tips on how to embrace your cultural identity.

The Benefit Spotlight will highlight one of the very useful and underutilized benefits.

We're also asking for you to share your feedback on benefits you have utilized that have helped you and/or your family members.

From helpful tips to fresh updates, we hope you enjoy reading this quarter's newsletter.

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INTRODUCING YOUR ONE STOP FOR WELLBEING

WELL @GENESCO

At Genesco, we're committed to supporting your overall health and wellbeing. That's why we're proud to introduce **Well@Genesco**, a new initiative that brings together all of our existing emotional, physical, and financial wellbeing benefits into one easy-to-access, user-friendly program.

We understand that navigating benefits can sometimes feel overwhelming. With **Well@Genesco**, you now have a centralized destination where you can find the tools, resources, and support you need—whether you're looking for mental health services, nutrition counseling, financial coaching, or wellness challenges.

As part of this initiative, we've refreshed our website with a dedicated **Well@Genesco** page that organizes all available benefits in a way that's simple, intuitive, and accessible from anywhere. From this hub, you'll be able to:

- Explore your wellbeing options in one place;
- Register for workshops and webinars hosted by our benefits partners;
- Stay up to date with quarterly wellbeing challenges; and,
- Access fresh content, tools, and support throughout the year.

This is more than a new look—it's a renewed commitment to making it easier for you to take care of yourself, on your terms and at your pace.

Ready to take the next step in your wellbeing journey?

👉 Visit the new

Well@Genesco page today to explore what's available and discover how these resources can support your personal goals.

MEETING YOUR FINANCIAL GOALS

MetLife Workshop: Smart Money Moves

MetLife offers many resources to assist you with meeting financial goals. The Smart Money Moves workshop provides ten tips to help you set yourself up for long-term financial success, regardless of your age or circumstances. From having a tax strategy and keeping an eye on your credit score to allocating assets and maximizing your retirement plans, there is something for everyone to learn.



to view the on-demand workshop and access workshop resources.



MetLife Personal Finance App

The MetLife Personal Finance App is a free financial wellness tool designed to help you build better money habits and make steady financial progress.

Key Features

- Connect all your accounts securely — Link checking, savings, and credit cards to get a real-time snapshot of your income and spending.
- Spending insights & real-time data — view your spending trends, set and edit categories, and use Spend Control to avoid overspending while still enjoying life.
- Smart savings challenges — casual, action-based goals like “Grocery Edition” or “Daily Budget Saver” that help you save without feeling deprived.
- Financial assessment & planning tools — evaluate your financial health, build an emergency fund, and even draft basic will documents in about 15 minutes.
- Educational content — articles, tips, and behavioral coaching help turn small wins into lasting habits.



Nutrition Support at Your Fingertips!



Nutrition is a cornerstone of physical wellbeing as it helps fuel the body, support the immune system, boost energy and prevent illness.

With Teladoc Health, you can access personalized nutrition guidance by connecting with a registered dietitian via phone or video at your convenience.

This service supports a range of health goals, including:

- Weight management
- Diabetes control
- High blood pressure
- Prenatal nutrition
- Other health conditions



How to Get Started:

1. Click on the Teladoc link in your BCBST app, download the Teladoc Health app, visit TeladocHealth.com or call 1-800-835-2362.
2. Complete or update your medical history
3. Schedule a convenient appointment with a dietitian

Take charge of your health today!



BENEFIT SPOTLIGHT



In addition to discounted gym memberships, Blue365 also has nutrition offers, which provide members with exclusive savings on vitamins, supplements, meal kits and more. Offers are updated regularly. To access these deals, log into your BCBST mobile app or online at bcbst.com/genesco.com and click on the Blue365 link.

OWN YOUR IDENTITY

Embracing your cultural identity for better mental health



Embracing your cultural identity can significantly benefit your mental health by fostering a sense of belonging, improving self-esteem and confidence, and building resilience. It can also help combat anxiety and depression and support personal growth.

Ways to Embrace Your Cultural Identity:

- Join community or cultural groups for support.
- Follow social media influencers who share your identity.
- Learn more about your cultural background.
- Acknowledge and honor cultural history and events.
- Talk to a mental health professional for support with cultural experiences.

Carelon offers 6 free, confidential counseling sessions. To access services, visit carelonwellbeing.com/genesco or call 866-439-2588.



We'd Love Your Feedback!

If you've had a great experience with any of the benefits offered by Genesco – whether it helped you manage your health, plan for your future, or made life a little easier – we want to share your story in our next quarterly newsletter. Your feedback can inspire others to take full advantage of these valuable resources!

Please send us your positive stories or experiences to Benefits@genesco.com by August 31st.