



Jan 22, 2021

FOR IMMEDIATE RELEASE

MEDIA RELEASE

Businesses are demanding better workplace health solutions for 2021

[Australia - National] Like a good cup of coffee, smart businesses integrated a healthy punch of strength into their operations before 2020 rocked the world. Employers are now scrambling for effective solutions to create stability for their staff, to translate into stability in their business during these uncertain times. Australian business statistics from 2020 show startling increases in mental and physical health distress, demonstrating an immediate need for proven corporate wellness technology solutions to effectively support their teams moving through 2020 into 2021.

The Australian HR Institute's 2020 Wellness Report saw 92.6% of staff report of "not thriving" in the workplace; and one in five Australian's have been diagnosed with mental illness according to the Black Dog Institute. "As companies seek out better ways to create thriving, high performance workplaces while building a new normal in 2021, precision AI-driven health corporate solutions are now the baseline standard for proven results," reveals ShaeWellness President, and Health Scientist, Matt Riemann.

Australia-based coffee company, Padre Coffee, is one company who intentionally built health, resilience, and mental wellness into their operations pre-pandemic, in 2019. They prioritised and personalised the focus of not only the health of their employees, but the company entity as a whole. "We set out to make our management aware of personalised health via the Shae platform. We replaced our entire management book with a personalised health manual and what we saw in our employees was exceptional." says Padre Coffee CEO Marinus Jansen. "With this knowledge we're now able to hire staff into positions they love and thrive in, and support them to increase their health while they are at work. Not only did this empower our team and improve health across the teams, the personalised health manual developed for us became a cornerstone of our management culture."

The AI-driven corporate wellness technology company used by Padre Coffee, ShaeWellness, saw this past year as a much needed technology upskilling, including flexibility around remote working options, for Australia's workforce. ShaeWellness President, Matt Riemann, shares "COVID fast tracked the urgency and relevancy of finding scalable, virtual, mental AND physical wellbeing solutions to meet each employee's exact needs at work and at home."

ShaeWellness recently released their latest corporate personalised wellness results, revealing 88% of individuals improved in mental health markers for anxiety and depression after 30 days; while, 98% of people improved their body composition over 90 days with an average of 11.3% reduction in body fat.



Riemann shares “businesses are telling us they need combined mental and physical wellness solutions, accessible for remote workers and in-office staff, using the advanced insights and personalised information only epigenetic AI-technology can currently offer.”

With the heavy demand of corporations weighing in on the health scene, corporate wellness company ShaeWellness wants every Australian employee to be in it's best health and is launching Australia's Healthiest Workplace Challenge in March. Over the 30 day Challenge, access to the AI-technology is free for businesses 20 employees and below - minimising barriers for small-to-medium companies hit hardest in 2020. This is in an effort to support all Aussie's get a healthy start to 2021 both at work and at home, while building a new normal together.

-30-

For more information on Australia's Healthiest Workplace Challenge 2021, visit: <https://shaewellness.com/australias-healthiest-workplace-challenge/>

ShaeWellness is the corporate world's first dna-driven, ai-powered Mental Wellbeing & Physical Health epigenetic solution. It delivers complete lifestyle support at work, and at home, for a holistic, user-centric, ecosystem of health. The medically-endorsed, scientifically-validated, evidenced-based ShaeWellness platform uses advanced epigenetic analysis and AI technology to assess and deliver unique user insights and relays customised behaviour change support to each individual user. ShaeWellness technology is currently being used in over 120 countries by medical experts and corporate wellness practitioners alike.

Padre Coffee was born in Brunswick East back in late 2007/early 2008. The Victorian HQ and roastery is still in Brunswick East, and a lot of their first customers as well – in fact, it's thanks to the support of loyal, coffee-loving locals that they've grown up to be the company they are today. There are two beautiful stores selling coffee beans and brews in Melbourne as well as a roastery-cafe in Noosa. After years refining the process while roasting for themselves, the Padre family has also grown to include a handful of special cafes & venues in Victoria and Queensland. Padre is still a small, owner-run business that prides itself on exceptional products and outstanding service. They love making coffee.

Matt Riemann, Health Futurist, Lead Scientist, and President & Founder of ShaeWellness is available for interviews.

Media Contact:

Corrie Van

Director, Global Outreach

corrie.van@shaewellness.com

+61 415 155 969

www.shaewellness.com