



2025 Public Benefit Statement

Dear CuesHub Stakeholders,

As a Public Benefit Corporation, CuesHub provides its public benefit reports every two years. CuesHub was founded in January 2022 with the following two articles in its incorporation filed with the State of Delaware.

Article III states,

“The Corporation shall be a public benefit corporation as contemplated by subchapter XV of the Delaware General Corporation Law (the “DGCL”), or any successor provisions, that it is intended to operate in a responsible and sustainable manner and to produce a public benefit or benefit, and is to be managed in a manner that balances the stockholders pecuniary interests, the best interests of those materially affected by the Corporation’s conduct and the public benefit or benefits identified in this certificate of incorporation. Accordingly, it is intended that the business and operations of the Corporation create a material positive impact on society and the environment, taken as a whole. If the DGCL is amended to alter or further define the management and operation of public benefit corporations, then the Corporation shall be managed and operated in accordance with the DGCL, as so amended.”

Article IV states,

“As its specific purpose, the Corporation shall promote a positive effect (or reduce negative effects) on the general public’s happiness and wellbeing, including without limitation, people, employees, entities, and communities, by delivering targeted messages on their personal devices to transform the way they live, work, and interact with one another; furthermore, in order to advance the best interests of those materially affected by the Corporation’s conduct, it is intended that the business and operations of the Corporation create a material positive impact on society and the environment, taken as a whole.”

In 2025, CuesHub took the following steps towards its public benefit goals, with evidence of its intended impact as noted.

1. Although there are thousands of apps for stress management, there is no reliable mechanism available today for people to track the impact of mental strain on their hearts.
2. CuesHub introduced the concept of Workload Heart Rate that measures the elevation in heart rate when users are experiencing mental strain. By comparing it with the Resting Heart Rate, the CuesHub app shows users how mental strain impacts their hearts.
3. When the users are experiencing mental strain, they are usually stationary. The extra energy from an elevated heart rate has nowhere to go. It may lead to low-grade inflammation over time, increasing the health risk.
4. The CuesHub app alerts users to relax when they are experiencing higher-than-usual strain.
5. In October, CuesHub launched a new app for Apple Watch users that shows when they experienced mental strain and how high their Workload HR was during those times.
6. In the three months of 2025, 350+ users started using the CuesHub app.
7. Analysis of their data showed that the Resting Heart Rate of CuesHub users is 65 bpm vs. 71 bpm for the nation. It translates to 10% lower risk of premature mortality.
8. Several users shared the stories of new insights they gained from the app and what they did to transform their lives.
 - a. Multiple senior executives at Fortune 100 companies use the app to check how calm they were in each of their meetings. It resulted in lowering their Workload Heart Rate.
 - b. Tech workers used the relaxation alerts from the app to take a quick break from nonstop coding and reduced their Workload Heart Rate.
 - c. Many healthcare providers realized how much strain they were under upon installing the app. They analyzed their data to understand which tasks were most strenuous. They



made changes to their lives, including engaging in regular activity, streamlining their workflow, and taking breaks when prompted by the app, and reduced their Workload Heart Rate.

- d. Some users who were experiencing interpersonal conflict were able to see how high the cost was in terms of an increase in their Workload Heart Rate. They then worked to resolve the conflict and bring down their Workload Heart Rate.
 - e. Some users used the app to analyze the impact of new longevity compounds on reducing their Workload Heart Rate.
9. A calmer heart reduces the chances of conflicts and poor judgment. A wider usage of the CuesHub app is likely to reduce stress and conflict, and result in better long-term health.

- Santosh Kumar (CEO & Co-Founder) and Tim Hnat (CTO & Co-Founder)