



Honor™ To Make Caregivers Employees With Benefits

Innovative home-care brand funded by A-list investors disrupts Silicon Valley's "Shared Economy" business model

SAN FRANCISCO – (January 21, 2016) – Honor™ (www.joinhonor.com), the leader in high-quality home care for older adults, today announced a major shift to empower its home care professional workforce. They will now become employees, eligible for benefits—and stock options. This move will enable Honor Care Professionals to provide even better service to Honor's customers.

"From the beginning, our goal was to empower Honor's Care Pros so they could provide amazing care. Honor is using technology to create more jobs - better jobs - and fill a growing need to care for our loved ones in their homes. This move will provide benefits, training, and opportunity for career growth. These changes will enable our passionate team of Care Pros to deliver even better, high-quality care."

- **Seth Sternberg, CEO and Co-Founder of Honor (@sethjs)**

The home care industry employs 2 million workers who are traditionally underpaid and not respected. At Honor, the Care Professionals are the rock stars. Making them employees will give Honor more tools to recognize the importance of the work they do every day. Honor Care Professionals will be eligible for the following benefits:

- Employee status and compensation;
- Workers comp and paid sick leave;
- Training and advancement opportunities; and
- For full-time employees, health benefits and company stock participation.

"We fundamentally believe that quality care has to start with bettering the experience of the Care Professionals who provide the care." - **Phaedra Ellis-Lamkins, Head of Care at Honor (@PhaedraEL)**

"We hope that by bringing better benefits, better opportunity and equity participation for employees, Honor will be the bellwether for the digital economy's jobs growth, setting the example for Silicon Valley that by doing what's best for their employees will prove also to be what's best for their customers, and ultimately their business." - **Derecka Mehrens, Silicon Valley Rising (@dereckam)**

"Giving people a chance to have a safe and happy experience while being cared for in their own home is what I love doing. For me, also having benefits and a chance to grow in my career is exciting. I feel valued and respected." - **Viviana, Honor Care Pro**

About Honor

San Francisco-based Honor, launched in spring 2015, is the home-care solution that helps older adults continue to live and age in their own homes with greater joy, comfort, and grace. Honor combines the best care professionals in the industry with proprietary app technology that modernizes the entire home-care experience, making it more flexible and accessible for family caregivers and their aging loved ones. Funded by Silicon Valley trailblazer Marc Andreessen, Honor accepts only the top 5% of care professionals who apply and can provide service within 2 hours via Honor Now. For more information, please visit www.joinhonor.com.

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