COPPER MINE STRIKES EMPLOYEE BENEFIT GOLD — *FOR FOUR YEARS RUNNING*

A 49-Month Performance Story | Rio Tinto × Access Perks

When Rio Tinto launched Access Perks for its US workforce in early 2022, the goal was simple: add a meaningful, low-maintenance benefit that worked for every employee, everywhere. Nearly four years and 19,800+ redemptions later, the results speak for themselves.

$681K+
Total Employee Savings Since Launch

19,800+
Total Redemptions Across 4 Years

62%
Active Employee Registration Rate

$34+
Average Savings Per Transaction

BACKGROUND

With roots dating back to 1873, Rio Tinto is one of the world's largest mining and natural resources companies, with operations spanning copper, aluminum, diamonds, and iron ore. In the United States, Rio Tinto employs approximately 4,200 workers across multiple regions — from open-pit copper mines to corporate offices.

This workforce is as varied as it gets: multi-generational, multi-union, spanning a wide range of job roles and technological comfort levels. Finding benefits that genuinely work for everyone is no small feat.

THE OBJECTIVE

Seeking to boost employee retention and engagement, Rio Tinto recognized the value of adding an employee discount program for their US operations.

"Rio Tinto is always looking for ways to add to our Employee Value Proposition (EVP), which is something that even to this day is extremely important to us."

Katie Mercer, HR Benefits Administrator, Rio Tinto USA

With employees spread across diverse geographies, Rio Tinto needed a partner that could **deliver meaningful discounts no matter where employees lived, worked, or traveled.** Access Perks emerged as the ideal choice — particularly for its **ability to integrate Rio Tinto's own negotiated local discounts alongside the national network.**

access

Rio Tinto implemented the platform in early 2022. After an initial ramp-up period, they activated Access's promotional toolkit in July 2022 — and the impact was immediate.

In the six months before activation, monthly activity was modest: an average of 310 sessions and fewer than 100 users per month. Then July hit, and the shift was unmistakable.

	PRE-LAUNCH AVG JAN–JUN 2022	LAUNCH MONTH JUL 2022
Monthly Sessions	327	**2,120**
Active Users	104	**907**
Redemptions	84	**144**
Employee Savings	$2,258	**$14,383**
New Registrations	10	**225**

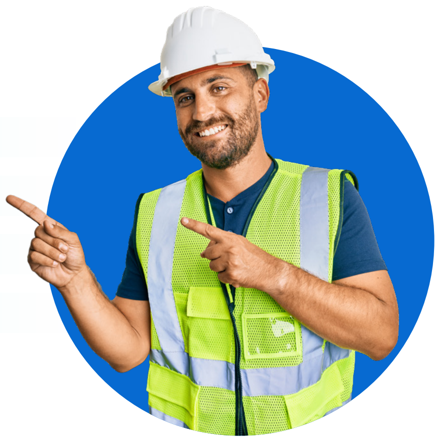
A single promotional push drove a 6x increase in user activity and a 5x jump in savings. This momentum carried into late 2022 and set the stage for a banner 2023.

THE RESULTS: FOUR YEARS OF IMPACT

1 Sustained Savings at Scale

The headline number from the original case study was impressive: employees saved nearly $250,000 in FY2023 alone. The full 49-month picture is even more compelling. Since the CMP launch in July 2022, Rio Tinto employees have collectively saved **more than $666,000** — averaging **$34+ per transaction** on everyday purchases like casual dining, gym memberships, cell phone plans, hotels, and theme parks.

	EMPLOYEE SAVINGS	REDEMPTIONS	AVERAGE TRANSACTION
2022 (Jul-Dec)	$71,957	2,108	$34.13
2023	**$255,444**	**7,310**	**$34.94**
2024	$188,796	4,963	$38.04
2025	$122,188	3,806	$32.10



2 Registration Growth from 700 to 2,420+

When the platform first went live, 700 employees had registered. Today, **2,420 members are actively enrolled** — representing a **246% increase** and a current registration rate of **62% of the active employee base.**

3 Consistent Engagement Across a Diverse Workforce

Engagement has held steady even as the workforce has evolved. In peak months, nearly 1,400 unique users have logged in — from haul truck operators checking the app occasionally to office workers using it weekly. November consistently leads, a natural reflection of employees leaning on the program during holiday shopping. In November 2023, **employees saved $32,588 in a single month** — the program's all-time peak.

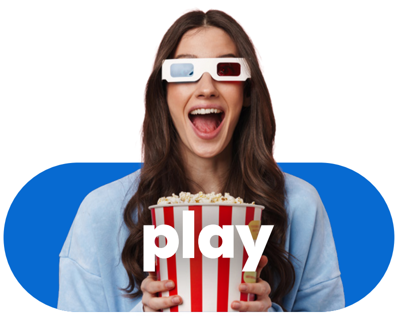
> "For the amount that we pay for it each month, we get an amazing bang for our buck! It's a great benefit for all employees, no matter their role."

Katie Mercer, HR Benefits Administrator, Rio Tinto USA

4 Easy Administration — Year After Year

Benefits that are hard to manage get deprioritized. Rio Tinto's HR team has run Access Perks for four years with minimal lift: the customizable toolkit handles employee communications, the platform runs itself, and the reporting is built in. As Mercer notes: ***"I really appreciate how easy the program is for me to manage. It's very easy."***

SUMMARY



Four years in, Rio Tinto's Access Perks partnership has delivered:

- **$681,000+ in collective employee savings — a figure that grows with every month**
- **registration growth from 700 employees to 2,420+ members**
- **62% registration rate, which rivals any voluntary benefit in the market**

The program works because it meets employees where they live, eat, and play — regardless of their role, region, or age. For HR teams, it's one of the highest-ROI, lowest-effort benefits in the portfolio.

To learn more about how Access Perks can elevate your Employee Value Proposition, visit:

www.accessperks.com