

Benefitfocus Announces Headline Speakers for One Place® 2018

Mick Ebeling and Rahaf Harfoush to Deliver Keynotes at the Conference

CHARLESTON, S.C., Jan. 11, 2018 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits management software, today announced two headline speakers for its annual [One Place Conference](#): Mick Ebeling, CEO of Not Impossible, an American film, television and commercial executive producer as well as an author, entrepreneur and philanthropist; and Rahaf Harfoush, a digital anthropologist, strategist and award-winning author. The conference will be held on March 20-22, 2018 at the Walt Disney World Dolphin Resort in Orlando, Florida.



"We're honored to have Mick and Rahaf joining us at our annual One Place user conference," said Ray August, Benefitfocus President & CEO. "Certainly, our attendees will gain insights from both of these distinguished speakers on operating in an increasingly complex health care system with unprecedented challenges coupled with rapidly advancing technology."

One Place is where forward-looking HR and benefits leaders, advisors, insurance executives and technology providers come together to network, learn and shape the future of the benefits industry. The conference's programming explores new strategies to navigate the future of health care and the technology advancements most likely to disrupt the industry. Attendees will learn about the latest solutions designed to keep them ahead of legislative changes, consumer demands and other emerging trends impacting their business.

In his keynote, Ebeling will take a deep dive into the "impossible," including the underlying psychological effects the word has on an organization and how to overcome them so true innovation can take place. He will talk about modern conveniences like synthetic fabrics, cell phones and digital watches and how these were once considered "impossible" until a creative, inspired individual produced a solution. Ebeling was named as one of the Top 50 Most Creative People of 2014, won the SXSW Innovation Award twice in a row (2014 and 2015) and was awarded the 2014 Muhammed Ali Humanitarian of the Year Award. His company, Not Impossible, develops creative technology solutions to address real-world problems.

Harfoush will use her keynote to discuss how new technology affects the way employees communicate, work and play. She will also focus on how data can improve decision making, but also be used to foster happy and vibrant work cultures. Harfoush was named one of the top future thinkers to shape the world by the Hay Literary Festival and selected as a Young Global Changer by the G20 Think Tank Summit. The co-author of New York Times bestseller "The Decoded Company"—a 2015 Gold Axiom Winner and the first book on big data in the workplace—Harfoush connects business leaders to the latest global foresight trends and offers a unique approach to digital strategy, ideation and innovation.

In addition to these keynotes, One Place 2018 will feature sessions and workshops on topics such as benefits administration, health care consumerism, ACA management, employee engagement, technology and innovation.

To explore the future of health care and benefits, [learn more](#) about One Place 2018 or [register now](#).

About Benefitfocus

Benefitfocus (NASDAQ: BNFT) provides technology and services that improve the way employers of all sizes manage their benefits investment. Through a combination of powerful cloud-based software, data-driven insights and thoughtfully-designed services, we provide employers, their brokers and insurance carriers with a single partner to deliver a world-class benefits experience. Learn more at www.benefitfocus.com, [LinkedIn](#) and [Twitter](#).

Except for historical information, all of the statements, expectations, and assumptions contained in this press release are forward-looking statements. Actual results or performance might differ materially from those explicit or implicit in the forward-looking statements. Important factors that could cause actual results to differ materially include: the need to innovate and

provide useful products and services; changes in government regulations; our ability to compete effectively; the immature and volatile nature of the market for our products and services and other factors that could impact our anticipated growth; management of growth; fluctuations in our financial results; general economic risks; reliance on key personnel; our ability to maintain our culture and recruit and retain qualified personnel; privacy, security and other risks associated with our business; and the other risk factors set forth from time to time in our SEC filings, copies of which are available free of charge within the Investor Relations section of the Benefitfocus website at <http://investor.benefitfocus.com/sec.cfm> or upon request from our investor relations department. Benefitfocus assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

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