



Safer Workplace, Today.

Protect your employees from harmful <online searches>



Who we are



The Ripple story and impact

Alice Hendy MBE lost her brother Josh to suicide at 21 years old. Josh had been researching over the internet techniques to take his own life.

To ensure more help and support is given to individuals searching for harmful content online, Alice set up Ripple.

1.9m

Active
Users

110,000+

Searches
Intercepted

32

Lives
Saved*

42

Awards
Won

**People who have reached out to us directly*



The hidden crisis

>700,000

people worldwide take their own life each year (WHO)

1 in 5

of U.S. workers struggle with thoughts of self-harm or suicide (WYSA)

58%

of global suicides occurred before the age of 50 years (WHO)

x20

For each adult who died by suicide, more than 20 others make a suicide attempt (WHO)



Human and economic cost

135 people

on average are affected by each suicide (Levi-Belz Y, 2021) - a devastating impact on families, colleagues and communities

12 bn

working days are lost every year to depression and anxiety alone, at a cost of \$ 1 trillion per year in lost productivity (WHO, 2025)

\$1

Each \$1 invested in scaling mental health interventions could have an economic return of \$5 to \$6 (McKinsey, 2025)

25%

Scaling mental health interventions by 2050 could save 25% of lives lost from self-harm (McKinsey, 2025)

Suicide's invisible accomplice

1 in 5

search results across major search engines link directly to content that promotes or instructs on self-harm, suicide, or eating disorders. (Ofcom)

Online

searches for suicide methods are better predictors of suicide deaths than self-reported measures of suicide risk. (Ma-Kellams C, Or F, Baek JH)

2 p.m.

on working days show peak activation for suicide and self-harm-related searches among Ripple BrowerShield users globally.

Anonymous Ripple activations data, Global



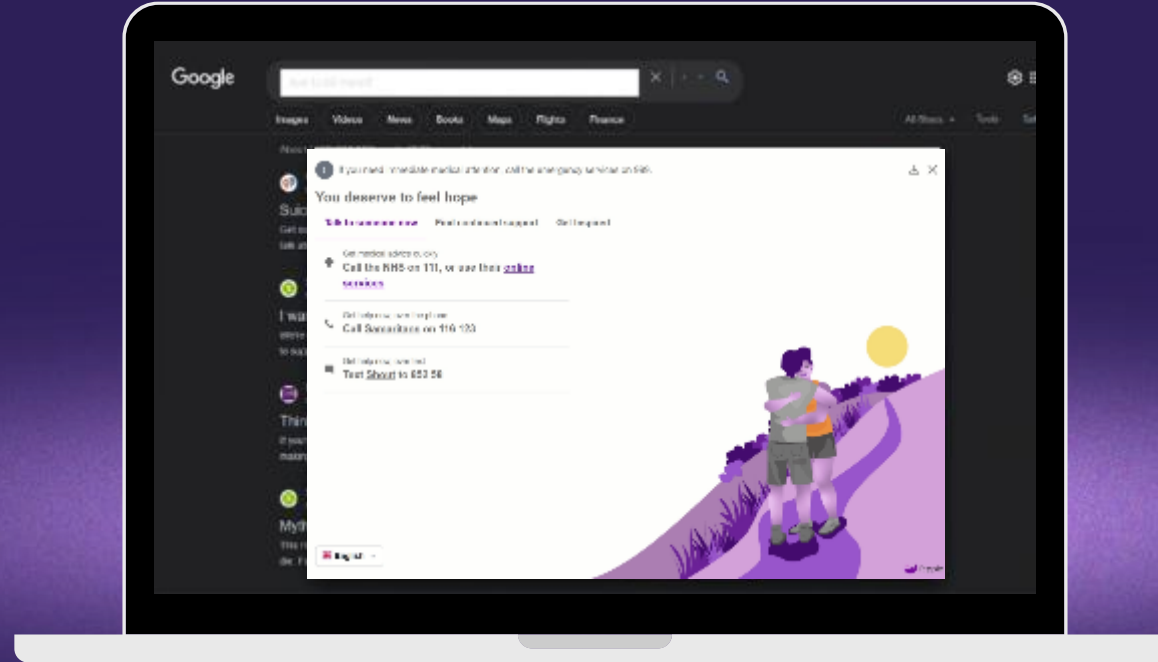
How Ripple helps

Protection in 3 simple steps

1 Intercepts the search with a calmly presented pop-up screen.

2 Guides the person through a filter of breathing exercises to help them pause and reflect.

3 Signposts to helplines and mental health resources, accompanied with messages of hope.



Ripple Demo

The image shows a screenshot of the Google homepage. At the top right, there are links for "Gmail" and "Images" next to a grid icon. The Google logo is centered on the page. Below the logo is a search bar with a magnifying glass icon on the left and icons for "X", voice search, image search, and "AI Mode" on the right. The search bar contains the text "How to". Below the search bar, a list of search suggestions is displayed, each with a magnifying glass icon to its left. The suggestions are: "How to Train Your Dragon 2025 film", "how to carve a pumpkin", "how to screenshot on mac", "how to lose weight fast", "how to delete instagram account", "how to make pancakes", "how to delete facebook account", "how to deactivate facebook", "how to verify age on x", and "how to lower blood pressure". At the bottom of the search bar, there are two buttons: "Google Search" and "I'm Feeling Lucky". Below the search bar, there is a link for "Report inappropriate predictions". At the bottom of the page, there is a footer with links for "Business", "How Search works", "Applying AI towards science and the environment", "Privacy", and "Terms".

Gmail Images

Google

How to

- How to Train Your Dragon 2025 film
- how to carve a pumpkin
- how to screenshot on mac
- how to lose weight fast
- how to delete instagram account
- how to make pancakes
- how to delete facebook account
- how to deactivate facebook
- how to verify age on x
- how to lower blood pressure

Google Search I'm Feeling Lucky

Report inappropriate predictions

Business How Search works Applying AI towards science and the environment Privacy Terms

Memberships and accreditations



Endorsements

Organisations that recommend the deployment of the Ripple tool include:



Our team



Josh Hendy
Ripple's Reason



Alice Hendy
CEO & Founder



David Savage
Chief Technology
Officer



**Georgios
Michalakidis**
Head of AI



Craig Butler
Network Integration
Manager



Luke Haseldine
Business Development
Manager



Craig Miller
Business Development
Manager



Ian Hendy
Executive Administrative
Officer



Tom Kingston
Data Privacy Officer



Ryan Murtagh
Data Consultant



Jennifer Gower
Compliance Manager



Elena Yaneva
Marketing Manager



Kerry Williams
Finance Manager

Why deploy Ripple



Crises often go unnoticed. The Ripple technology intervenes at the critical moment, guiding your people toward support and hope.

✓ **Digital crisis intervention**

Safeguard individuals experiencing mental health struggles at a time when they are most vulnerable.

✓ **Digital safety net**

Provide an additional layer of protection to enhance existing wellbeing programs.

✓ **Trusted by your peers**

Over 700 organisations have already adopted Ripple.

✓ **Privacy and security-first**

ISO 27001, ISO 9001 and Cyber Essentials certified. Does not collect, monitor or track any personally identifiable information.

✓ **Easy for IT teams**

Fast, frictionless deployment across managed devices and WiFi networks.

✓ **Tech for good**

Subscriptions fund Ripple Suicide Prevention charity and keep the tool free for individuals, educators, and charities.

“ The Ripple tool is an innovative solution to the problem of vulnerable people using the internet to access harmful content related to suicide. Alice has used her skills to create technology that is providing support and saving lives. ”



Wellbeing Manager – Sky

Trusted by 700+ organisations



Awards won

Our clients' continued support for Ripple and the impact we have been making together have brought us to some exciting places.

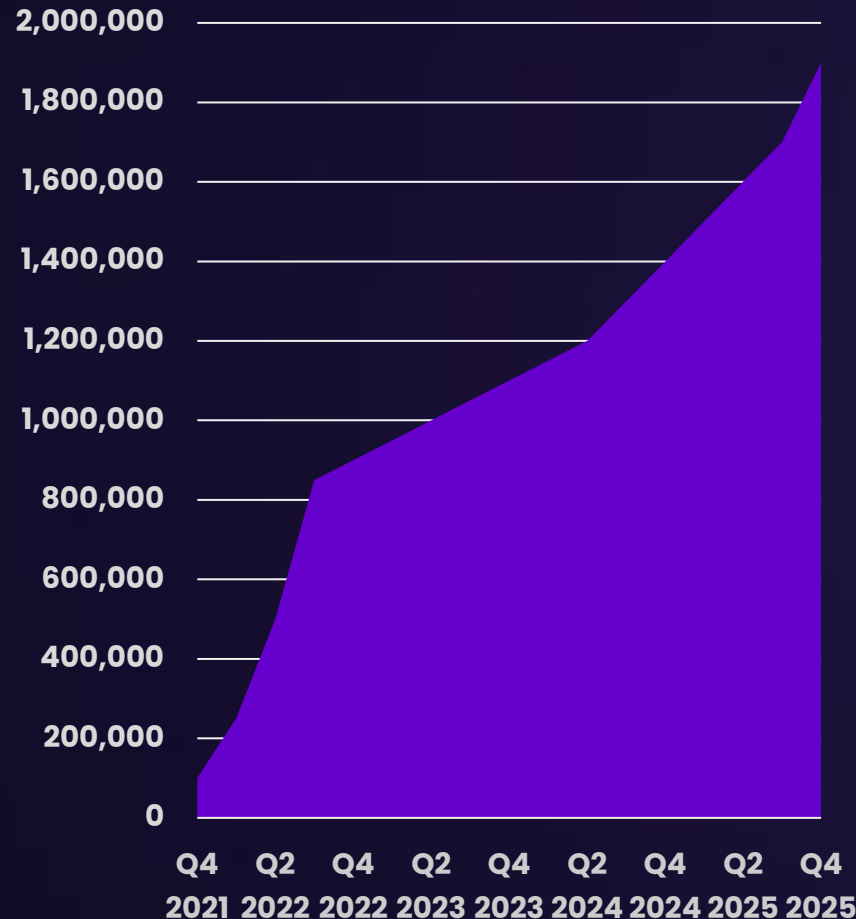
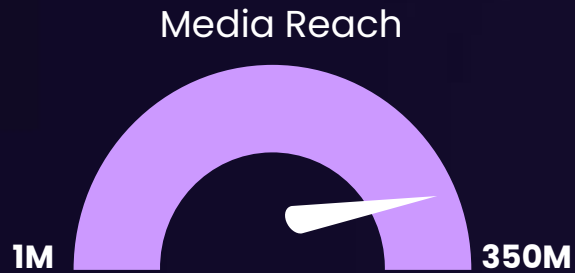


Publicity

Ripple is a crucial voice in the media, challenging misinformation and stereotype, giving hope and advice, and advocating for changes that can save lives.



Our impact



Active Users **1,900,000**

Interceptions **110,000+**

Lives Saved* **32**

*People who have reached out to us directly

Awards Won **42**

Global reach

Europe

Austria, Belgium, England, France, Germany, Gibraltar, Guernsey, Ireland, Isle of Man, Italy, Jersey, Netherlands, Portugal, Russia, Scotland, Spain, Switzerland, Sweden, Wales

Africa

Algeria, Cameroon, Egypt, Libya, Senegal, South Africa, Uganda

Americas

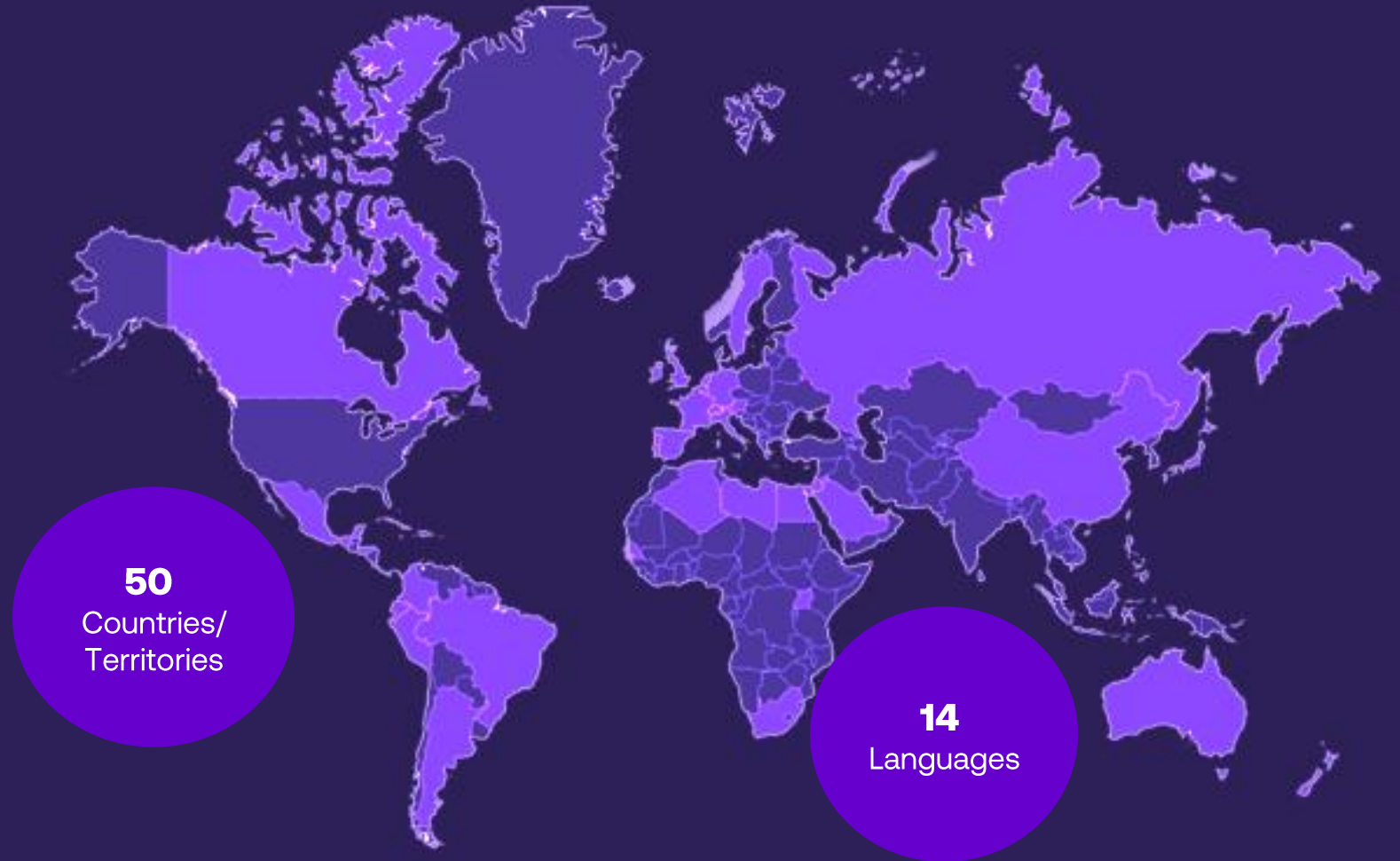
Argentina, Brazil, Canada, Columbia, Costa Rica, Ecuador, Honduras, Mexico, Peru, Puerto Rico, Uruguay, USA

Asia

China, Hong Kong, Japan, Jordan, Lebanon, Qatar, Saudi Arabia, Taiwan, UAE, India

Oceania

Australia, New Zealand



“ With the heightened risk that suicide poses within the industries we work in, Amey is leading the way in our sector by deploying Ripple's life-saving browser extension across our entire IT network of 8,000 machines. Put simply, we were keen to ensure we could reach as many employees as possible and spread the word across their immediate contacts. ”

Amey

Ripple BrowserShield

Protect desktop machines managed by your organisation – anytime, anywhere

- Any operating system
- Most popular desktop browsers
- Various deployment options
- Support for IT teams in testing, pilot initiatives and full roll outs
- Free for the Education sector
- Options for tailored content bespoke to your organisation



1

Ripple does not see, share, or save search histories or identifiable personal data.

Ripple NetworkShield

Extended protection to any device connected to your organisation's Wi-Fi network

- Any operating system
- Easy 5-minute configuration
- Support for IT teams in testing, pilot initiatives and full roll outs
- Subscription model – annual or multi-year
- Options for tailored content bespoke to your organisation

Powered by  netsweeper

2

Ripple does not see, share, or save search histories or identifiable personal data.



Ripple MobileShield

Protect any managed mobile device in your organisation

- Android and iOS devices
- Support for IT teams in testing, pilot initiatives and full roll outs
- Options for tailored content bespoke to your organisation
- Subscription model – annual or multi-year

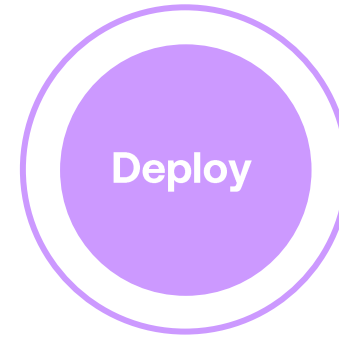
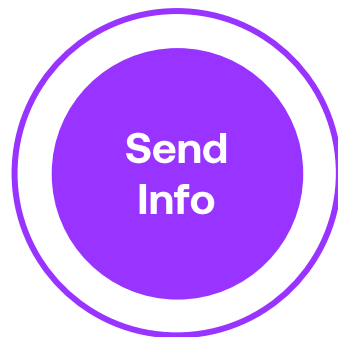
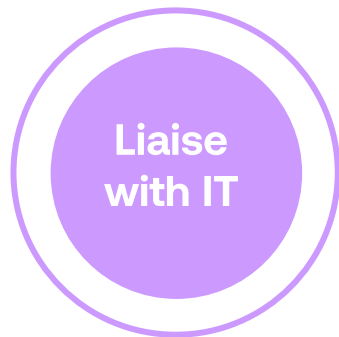
Powered by  netsweeper

3

Ripple does not see, share, or save search histories or identifiable personal data.



Ripple adoption process



1 Get buy in from HR, Wellbeing teams and Finance.

- Agree subscription period and costs.

2 Liaise with your IT team for:

- Security review (Cyber Essentials Certificate and Pentest reports available).
- Deployment – pilot first or full deployment.

3 Send Ripple details about the deployment:

- How many machines you want to deploy Ripple on to.
- What Browser you would like to deploy Ripple onto.

4 Get the extension onto managed machines via:

- GPO (Group Policy Object)
- Force installs through browser management
- Or using a third-party management tool

5 Create a communications plan

- Explore our communications assets
- Decide when and how to publicise your commitment to employee wellbeing and suicide prevention.

Support Ripple's vital mission

1

Social media

Promote, share and like Ripple via your Social Media channels

2

Case study

Tell the story to encourage others to follow suit

3

Employee events

Organise employee wellbeing events dedicated to mental health

4

Fundraising

Sponsor Ripple events or fundraise for us on JustGiving, GoFundMe

5

Advocacy

Ask educational institutions to deploy Ripple for free



Preferred global training partner



Training is an essential component for fostering workplace wellbeing, promoting positive mental health and preventing suicide.

Ripple has partnered with Wellity Global to offer over 450 mental health and wellbeing training programs tailored for your organisation.



Wellity Global is a recognised provider of mental health and wellbeing training to over 1,000,000 employees across 70 countries and including all industries and sectors.

As a Ripple customer, enjoy a 10% discount on all Wellity training programs booked within 6 months of your Ripple subscription date. Visit Wellity at www.wellityglobal.com

Downloadable resources

Mental health materials

Ripple is committed to help you create a workplace supportive to employees struggling with their mental health.

Get your complementary pack of mental health resources:

Workplace Mental Health Checklist

Download ↴

How to Talk About Suicide Guide

Download ↴

Mental Health and Suicide First Aid Resources

Download ↴

Ripple for Businesses - Overview

Download ↴

Ripple Workplace A3 Signage

Download ↴

Explore Ripple



Website

[Link](#)



Shop

[Link](#)



Subscriptions

[Link](#)



Facebook

[Link](#)



Speaker Request

[Link](#)



Sponsorships

[Link](#)



LinkedIn

[Link](#)



Media Coverage

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FAQs

[Link](#)



Instagram

[Link](#)



Ripple Demo

[Link](#)



Privacy

[Link](#)

Thank you!

Q&A



**Here to
Support You:**

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Business Development Manager

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Ripple
Subscriptions



Protecting workplaces,
people and futures.