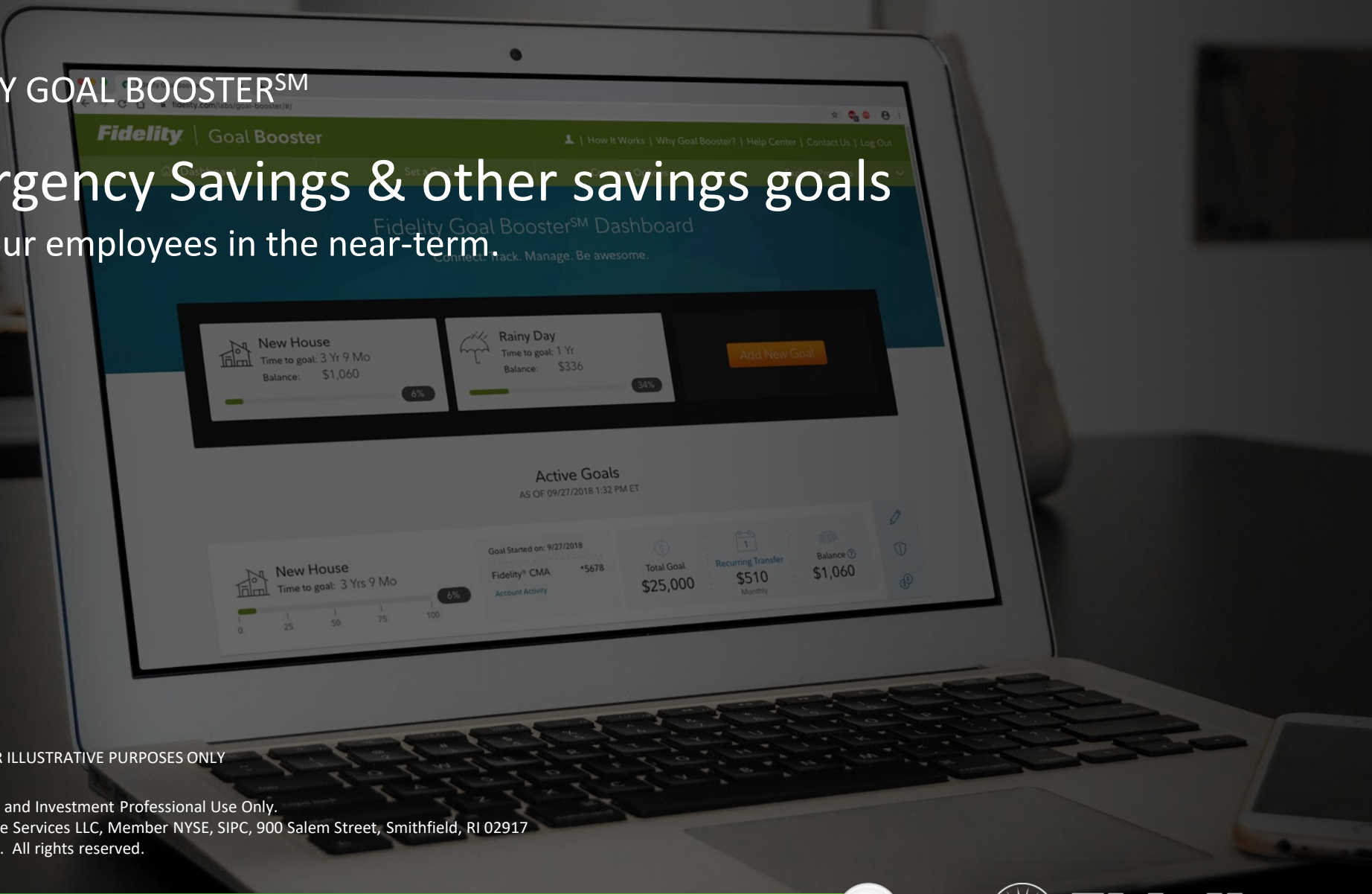


FIDELITY GOAL BOOSTERSM

Emergency Savings & other savings goals

Help your employees in the near-term.



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Americans struggle to save for immediate and short-term needs



1/3

of U.S. households cannot come up with \$400 cash to cover an emergency expense¹



Only 2-in-5

women have 3 to 6 months' worth of emergency savings²



Less than 1/3

of employees living paycheck-to-paycheck have 3 to 6 months' worth of emergency savings²

When unexpected expenses arise, those without cash on hand may look to:



credit card



payday loan



hardship withdrawal



retirement plan loan

Emergency savings problems have brewed for years, but the pandemic exacerbated them

Over the past 15 years, participants have increasingly taken early withdrawals from their retirement accounts to cover unforeseen expenses. This trend culminated in 2020 and 2021 largely due to economic impacts from the pandemic.



1. U.S. Federal Reserve, Economic Well-Being of U.S. Households in 2020-May 2021.
2. Fidelity suggests setting aside 3 to 6 months' worth of living expenses as protection from loss of income or unexpected expenses. Fidelity Investments Financial Wellness Money Check-up responses from Jan. 1-June 30, 2022.

Employers have a key role to play in helping their employees accumulate short-term savings: *in-plan or out-of-plan*



Emergency Savings Options: *a side-by-side comparison*

	In-Plan with SECURE 2.0*	Out-of-Plan
Employee Balance	Capped at \$2500 (or less)	No limits
Population	Plan Eligible Non-Highly Compensated	ALL active employees
Enrollment	Auto-enrollment possible	Employees must choose to enroll
Match	Emergency savings contributions will be match-eligible only for retirement account	Possibility to match directly into account for emergency savings.
Fidelity Solution	Not available at this time	Available today; Proven solution since Dec '19

*SECURE 2.0 includes an optional provision for sponsors to offer an in-plan emergency savings account linked to a defined contribution (DC) retirement plan.

Additional Secure 2.0 In-Plan considerations:

- Employer cost associated with additional fiduciary responsibility
- \$2,500 cap may be too low for many, restricting employee choice
- Payroll administration needed to ensure contributions stop once cap is met and then start again after withdrawals
- Auto enrollment: driving early adoption with potential long-term employee hardship

Fidelity believes an out-of-plan solution is most effective

Fidelity continues to focus on a hybrid approach. A solution outside of the retirement plan while being offered **through the workplace** in collaboration with the plan sponsor.

In evaluating employees' needs, we believe that an effective emergency savings option:



Is available to everyone and simple to use



Can provide employees immediate access to funds (liquid)



Ensures privacy at time of withdrawal



Can move with the employee if they leave their employer (portable)

Fidelity's Solution

✓ All employees

✓ Immediate; debit card

✓ No employer disclosure

✓ Fully portable

Fidelity Goal BoosterSM

Help your workforce start saving for emergencies and other short-term goals



Set a goal

Simple questions help establish realistic savings expectations.



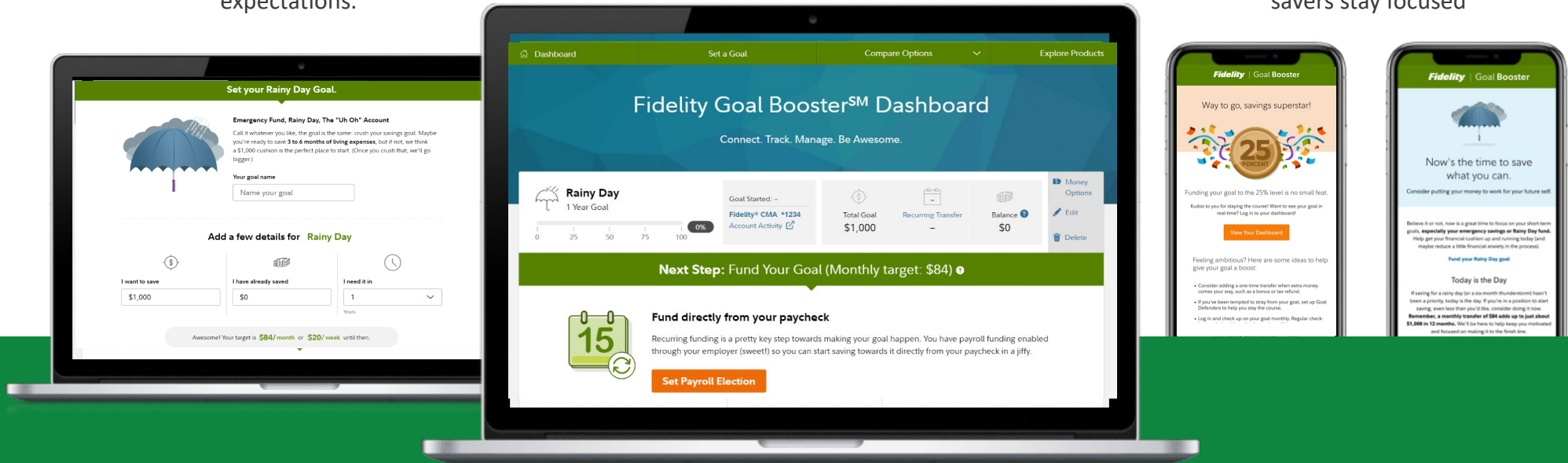
Start saving

Automated funding made easy - via Bank ACH, Direct Deposit or Payroll Integration



Defend and celebrate

Behavioral nudges, goal defenders, and milestone celebrations help savers stay focused



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A dedicated path for emergency savings

Fidelity | Goal Booster | How It Works | Why Goal Booster? | Help Center | Contact Us | NetBenefits | Log Out

Dashboard | Set a Goal | Compare Options | Explore Products

Welcome to Fidelity Goal BoosterSM

Goal Booster helps you set and achieve important short-term goals, like saving for an emergency. It's chock full of great features to keep you accountable and on target.

Set your Rainy Day Goal.

Emergency Fund, Rainy Day, The "Uh Oh" Account

Call it whatever you like, the goal is the same: crush your savings goal. Maybe you're ready to save **3 to 6 months of living expenses**, but if not, we think a \$1,000 cushion is the perfect place to start. (Once you crush that, we'll go bigger.)

Your goal name

Add a few details for Rainy Day

 I want to save <input type="text" value="\$1,000"/>	 I have already saved <input type="text" value="\$0"/>	 I need it in <input type="text" value="1"/> Years
--	--	---

Awesome! Your target is **\$84/month** or **\$20/week** then.

These numbers are straight math and don't include things like interest, earnings, or inflation. (That comes later!)

Next

Give Permission to take "Baby Steps"

Providing an initial target of \$1,000 can feel more achievable than working towards 3-6 months of living expenses.

Simplify Choice

For emergency savings, we help employees evaluate the Fidelity[®] Cash Management Account¹, a brokerage account with features similar to a traditional checking or savings account. Cash balances are FDIC insured², earn interest, and there are no account fees or minimums to open.

Drive Results

While employees set a variety of short-term goals in Goal Booster, our data³ shows they are twice as likely to take action and open an account with a Rainy Day goal.

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¹ The Fidelity Cash Management Account is a brokerage account designed for investing, spending, and cash management. Investing includes options and margin trading. For a more traditional brokerage account, consider a Fidelity Account[®].

² The Fidelity[®] Cash Management Account's uninvested cash balance is swept to one or more program banks where it earns a variable rate of interest and is eligible for FDIC insurance. At a minimum, there are five banks available to accept these deposits, making customers eligible for nearly \$1,250,000 of FDIC insurance. If the number of available banks changes, or you elect not to use, and/or have existing assets at, one or more of the available banks, the actual amount could be higher or lower. All assets of the account holder at the depository institution will generally be counted toward the aggregate limit. For more information on FDIC insurance coverage, please visit www.FDIC.gov. Customers are responsible for monitoring their total assets at each of the Program Banks to determine the extent of available FDIC insurance coverage in accordance with FDIC rules. Refer to the [FDIC-Insured Cash \(Core\) Disclosure Statement](#) and [list of eligible Program Banks](#) for details. The deposits at Program Banks are not covered by SIPC

³ Fidelity Goal Booster User Data, December 31, 2021.

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Flexible funding options

Automated funding made easy and encouraged.

Bank funding

Connect a bank or credit union account and set a recurring monthly or bi-weekly transfer.

Paycheck direct deposit

Goal Booster helps employees calculate what they plan to take out of each paycheck and track progress. Employees then work directly with their employer's payroll system to authorize the direct deposit.

Payroll integration (optional)

Set, track and manage payroll funding directly through the Goal Booster experience for up to five goal-based accounts. *Limited availability through 2024.*

The screenshot displays the Fidelity Goal Booster dashboard. At the top, there's a navigation bar with 'Fidelity | Goal Booster' and links for 'How It Works', 'Why Goal Booster?', 'Help Center', 'Contact Us', 'NetBenefits', and 'Log Out'. Below this is a secondary navigation bar with 'Dashboard', 'Set a Goal', 'Compare Options', and 'Explore Products'. The main header reads 'Fidelity Goal BoosterSM Dashboard' with the tagline 'Connect. Track. Manage. Be Awesome.'.

The dashboard features a 'Rainy Day' 1 Year Goal section with a progress bar at 0%. Key statistics include: 'Goal Started: --', 'Fidelity[®] CMA *1234 Account Activity', 'Total Goal \$1,000', 'Recurring Transfer --', and 'Balance \$0'. A 'Next Step' banner indicates 'Fund Your Goal (Monthly target: \$84)'. Below this, a 'Fund directly from your paycheck' section offers a 'Set Payroll Election' button and a link to 'See other funding options'.

A 'Get your goal going and get even more...' section promotes 'All your goals. All in one place.' with a call to action: 'Keep track of how you're progressing with real-time goal tracking and personalized goal alerts.' The bottom of the dashboard features three icons: 'Set it and forget it', 'Save your savings (from)', and 'Celebrate your successes'.

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Client Examples

Fidelity-Supported Emergency Savings

Employee Incentive Programs



PLANSPONSOR

BENEFITS | September 12, 2022

Starbucks Launches New Worker Benefits

Employees will be eligible for two new benefit programs this month.

Reported by NOAH ZUSS



Beginning next week, Starbucks employees will have access to new benefits for financial stability, including a student loan management program.

According to a press release, the Seattle-based company, in partnership with

Build Savings

- My Starbucks Savings
- Up to \$250 per employee

Build Behavior

- Delta Air Lines
- Combines financial literacy with savings behavior
- Up to \$1k per employee

planadviser

PRODUCTS | January 23, 2023

Delta Taps Fidelity to Run New Emergency Savings Program

Starting in January, Delta will give eligible employees up to \$1,000 toward an emergency savings account if they complete a financial education program.

By Alex Ortolani



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Helping Employees Save for a Rainy Day



Top 3 Goals with Dedicated Account

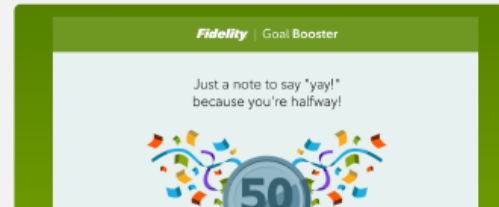
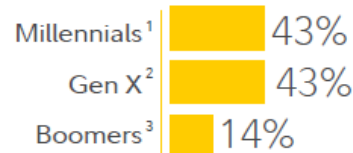
	1 Rainy Day	2 Home	3 Other	Average Employee Goal
Average Goal Timeline	2yrs	3yrs	3yrs	1.7yrs
Average Goal Target	\$5k	\$44k	\$21k	\$13k

Different Savers, Different Styles

Goal Booster offers different funding options to make it easy to save or invest no matter the funding preference.



User Demographics



Milestone and engager emails help keep savers focused and motivated.

"This is my first time actually saving money in a long time. And to see that I'm reaching my goals—it's refreshing to say the least."

— Q4 2021 | Customer Interview



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"It gave my savings much better structure, rather than me just... saving the money in the bank."

— Q4 2021 | Customer Interview

"I save money, but... I end up spending it. Goal Booster is the only way I can actually save money without using it."

— Q4 2021 | Customer Interview

"I have been desperately wanting this type of service—to have multiple goals—so it's easy to keep track of what money is for what."

— Q2 2021 | Customer Survey

Investing involves risk, including risk of loss.

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The experience of these customers may not be representative of the experience of all customers and is not indicative of future success. Customers who agree to interviews may be compensated.

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