My Financial Path

A better approach to financial wellness

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Your employees face many financial challenges. Whether they're new to the workforce, in the middle of their career or closer to retirement, we can help them understand how to achieve their financial goals.

53% of young Americans receive financial assistance from a parent or family[1]

The average consumer has 13 credit obligations,[2] with a total average balance of **$12,000**[3]

70% of workers say that non-mortgage debt limits their ability to save for retirement[4]

80% of workers think they will work for pay in retirement; **28%** actually do[4]

70% of workers would find workplace education or advice on how to manage competing financial priorities to be helpful[4]

1 2018 Country Financial Security Index.

2 EBRI, College, Retirement Confidence Survey, 2019.

3 CardTrack, 2018.

4 2019 EBRI Retirement Confidence Survey.

My Financial Path: An effective solution to address financial wellness

My Financial Path is designed to help your employees prepare for the future with confidence — and is delivered at no additional cost to your organization.

Financial wellness is the entire experience a participant has with us from enrollment to the time they leave your organization — and beyond. And because Empower already serves over 9.2 million individuals who save through channels like web and mobile experiences, call centers, and online or in-person meetings, we know what it takes to connect with your employees.[5]

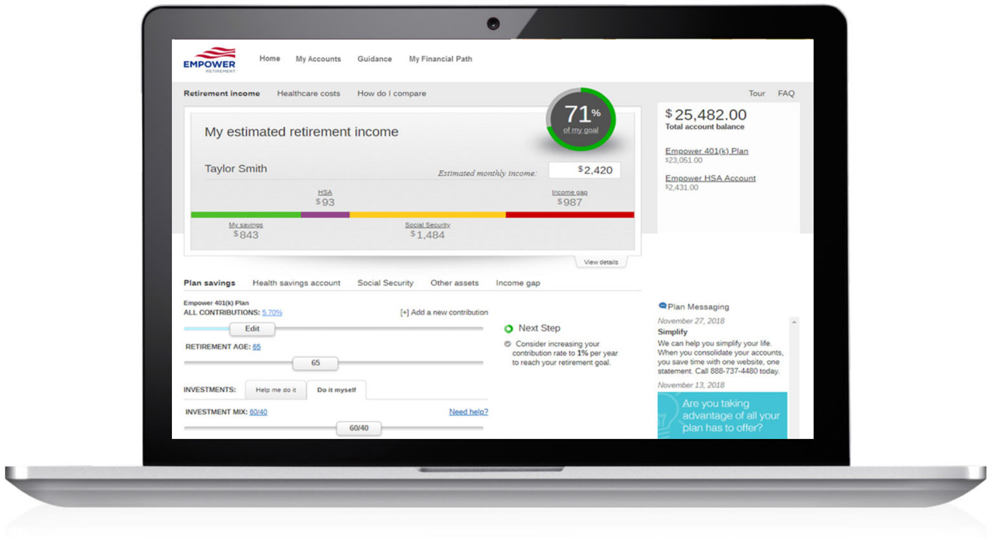
TRADITIONAL FINANCIAL EDUCATION PROGRAMS	MY FINANCIAL PATH
Lengthy coursework or articles	1:1 messaging and tools that help your employees quickly determine financial priorities
General, non-specific financial planning content	Personalized content that introduces savings strategies that your employees may be most interested in
Unclear or extensive next steps	Integrated call to action that leads to specific transactions or action steps
Lack of awareness	Offered to your employees through ongoing personalized campaigns
Limited measurement of impact	Reporting of employee usage

5 As of June 30, 2019, Information refers to all retirement business of Great-West Life & Annuity Insurance Company and its subsidiaries and affiliates, including Great-West Life & Annuity Insurance Company of New York, marketed under the Empower Retirement brand.

43% of individuals who use our online or mobile experience make a change to their savings strategy[6]

The Empower participant experience gives your employees a head start

The Empower participant experience can give all your employees an advantage. While many workers today don't understand how their workplace plan can help them afford retirement, each of your employees will receive a personal forecast — their Lifetime Income Score℠. We demystify the math of retirement, helping employees see how small adjustments in savings can help yield income in retirement.



6 Empower participant data, 2018.

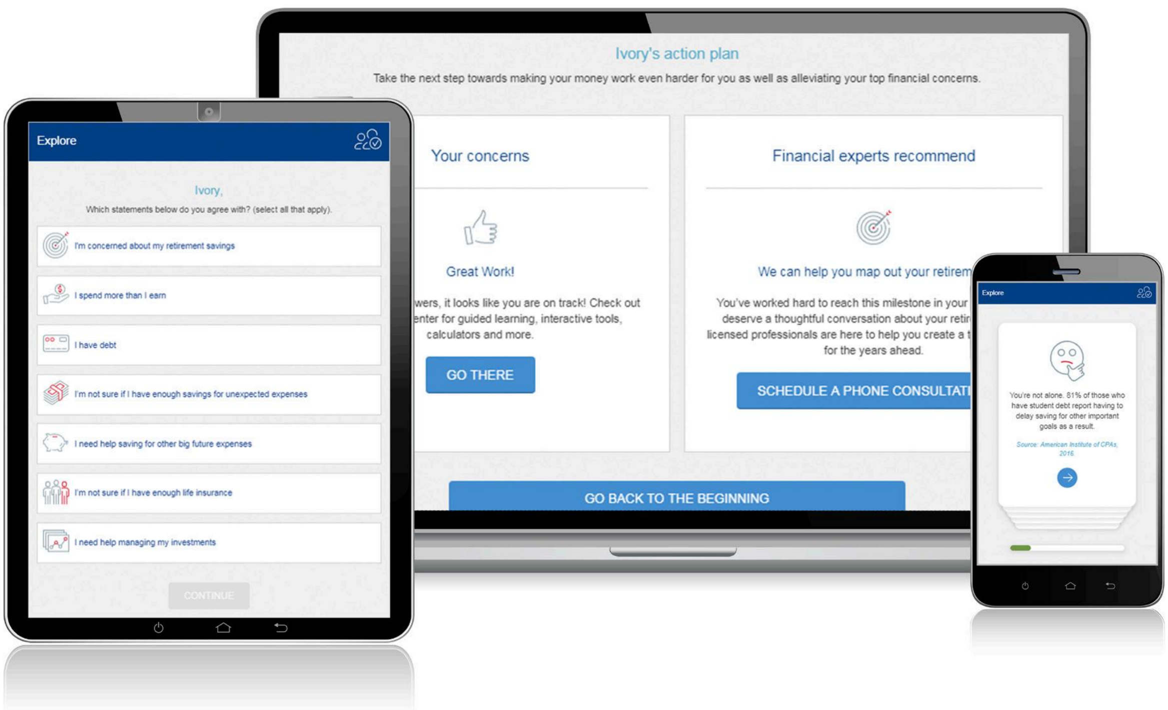
NEXT STEP EVALUATOR

Guide your employees to their top financial priorities

Your employees are like many in the workforce today — they know they need to get their finances together, but they lack the time to prioritize the first step. Our Next Step Evaluator can help them determine their next course of action. We already know basics about them — like age, income and savings patterns — through plan data, and an additional short evaluation provides strategies to pursue.

No lengthy worksheets — just a simple series of questions to gauge their financial goals, uncover stressors and provide reassurance along the way.

What comes next? We'll direct them to resources to address their goals.



Your employees can get their own personalized action plan in **three minutes or less**

STUDENT DEBT SOLUTIONS

Reduce the stress of your employees' student debt

The Empower Student Debt Solution is designed to help your employees reduce the financial stress associated with student debt.

The program offers guidance tools, education on forgiveness programs and lending products that can help employees save on their student loan payments. Your employees will have access to an easy-to-use evaluation tool. After two simple steps, they will receive a personalized evaluation that provides them with education and guidance based on their unique situation.

You can also help your employees pay down their student debt with payments to the debt directly, or with contributions to the retirement plan based on their student loan payments.[7]

THE STUDENT DEBT CRISIS IMPACTS ALL GENERATIONS

3.2M Americans over age 60 hold student debt[8]

81% of Americans with student debt have made financial sacrifices[9]

As a result,

50% delayed contributions to a retirement plan[9]

7 An additional fee for sponsor-directed contribution may apply.

8 Forbes, Student Loan Debt Statistics: A $1.5 trillion crisis, February 2019.

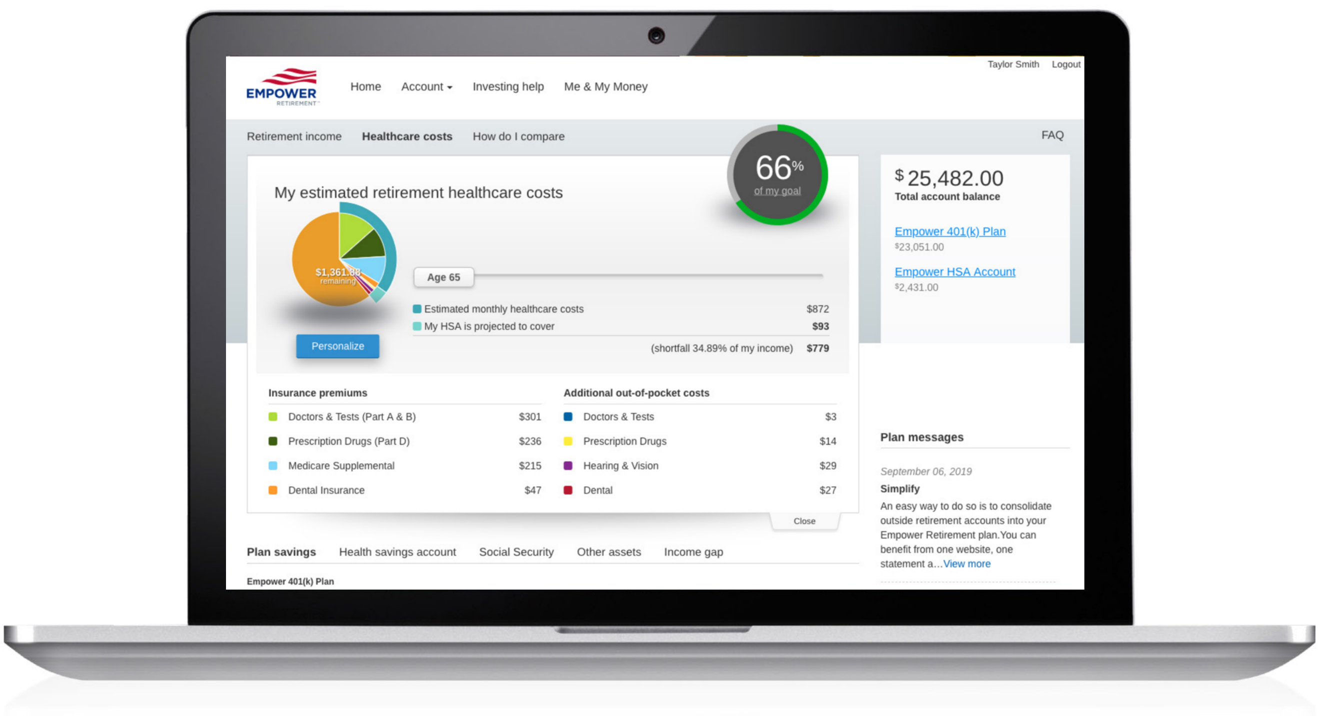
9 2018 EBRI/Greenwald Retirement Confidence Survey.

HEALTHCARE SAVINGS ACCOUNT

A better Rx to cover long-term healthcare expenses

Many employees don't fully appreciate HSA benefits and tax advantages. The Empower HSA offers the tax benefits and conveniences you expect — but is presented to your employees in the context of retirement savings. Your employees will be able to see their HSA as a long-term savings vehicle, model savings scenarios and even look at personalized forecasts for out-of-pocket expenses in retirement like Medicare, dental insurance and other expected expenses.

7 in **10 workers** want more education on HSAs in the workplace[10]



10 EBRI Retirement Confidence Survey, April 24, 2018.

SHORT-TERM SAVINGS

Help employees prepare for unexpected expenses

Many employees would save more in their retirement plan if they had the basics covered. That's why it's important to make sure your employees understand how to be prepared for unexpected situations.

The Next Step Evaluator can take each individual through a series of questions to determine what financial steps they may take. One possibility is to consider building a short-term savings fund. We'll give them valuable advice about different types of accounts dedicated to dealing with emergency circumstances, such as healthcare, costly repairs and loss of income.

Your employees can take actionable steps toward their future and become more engaged with the plan.

Only half of workers today have emergency savings[11]

11 The Federal Reserve's Survey of Household Economics and Decision-making (SHED), 2019.

RETIREMENT INCOME PLANNING

Turning your employees' savings into income in retirement

Your employees may have spent a significant amount of their lives accumulating assets and planning their own unique retirement experiences. Now they need to understand how to manage those assets and create income in retirement. At Empower, we understand how to optimize retirement income and can help your employees achieve their goals.

Our licensed retirement consultants can help your employees with their overall income and spending strategy. In addition to a complete set of planning tools and flexibility of investment solutions, they will work with your employees to discuss their situation, including:

- Social Security.
- Healthcare.
- Income and spending models.
- Retirement asset consolidation.

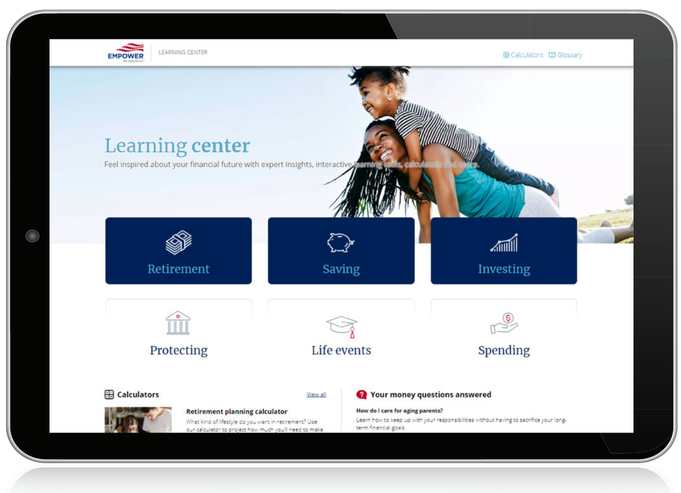
At Empower, we will also serve as fiduciary for participants regarding their investment advice.

At Empower, we are transforming retirement and helping your employees achieve their financial goals

LEARNING CENTER

Give your employees the learning and education resources they need

Our Learning Center provides an integrated solution to retirement planning and saving — and allows us to engage employees at every touchpoint. We offer clear, straightforward educational resources and automated solutions to make it easy for your employees to get the help they need when they need it — and take action when it counts.



Content is categorized by topic (listed below) in multiple learning formats, including learning modules, tools, articles, videos and checklists:

- Retirement
- Savings
- Investing
- Protecting
- Life events
- Spending

Individuals can also explore a variety of financial wellness topics such as emergency savings, debt management, paying for college, buying a home, planning for retirement and many more. We have also included eight planning and life event checklists around specific life events, such as having a baby or getting married, and will continue to develop content that is relevant and meaningful to your employees.

LEARNING CENTER MODULES

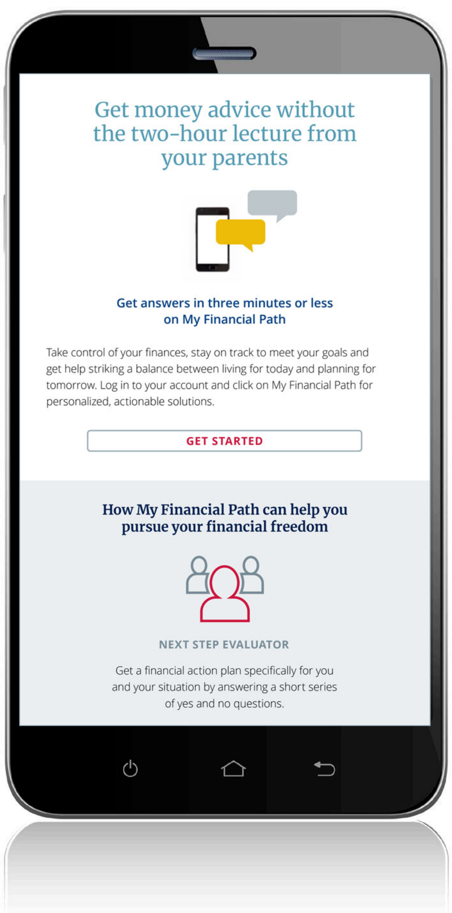
BUILDING EMERGENCY SAVINGS • BUYING A HOME • CAR LOANS • CERTIFICATES OF DEPOSIT (CDs) • CHECKING ACCOUNTS • CONSIDERING HOMEOWNERSHIP • CREATING A BUDGET • CREDIT CARDS • CREDIT SCORES AND REPORTS • DEBT MANAGEMENT • FAMILY CONVERSATIONS ABOUT MONEY • HEALTH SAVINGS ACCOUNTS • IDENTITY PROTECTION • INVESTMENT • PROPERTY • MOBILE AND ONLINE BANKING • MORTGAGE RELIEF • MORTGAGES • PAYING FOR COLLEGE • PLANNING FOR RETIREMENT • PREVENTING OVERDRAFT FEES • REVERSE MORTGAGES • SAVINGS ACCOUNT • SHOPPING FOR INSURANCE • TAXES: THE BASICS • WHEN TO COLLECT SOCIAL SECURITY

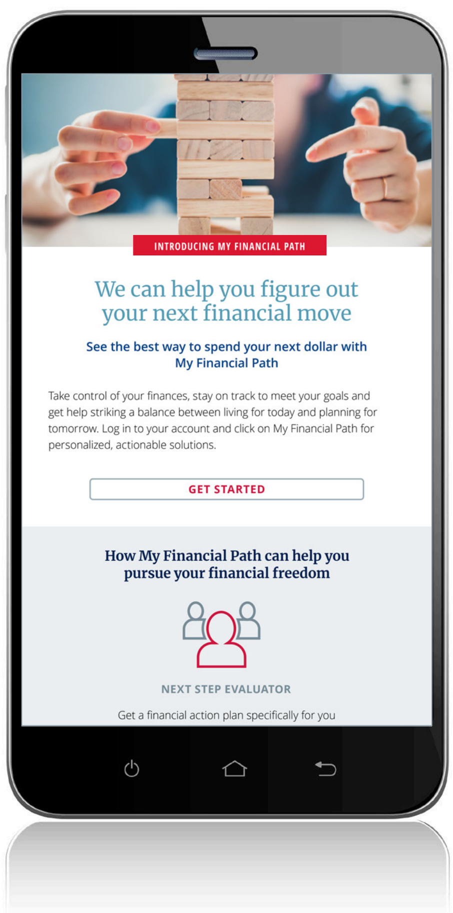
EMPLOYEE ENGAGEMENT

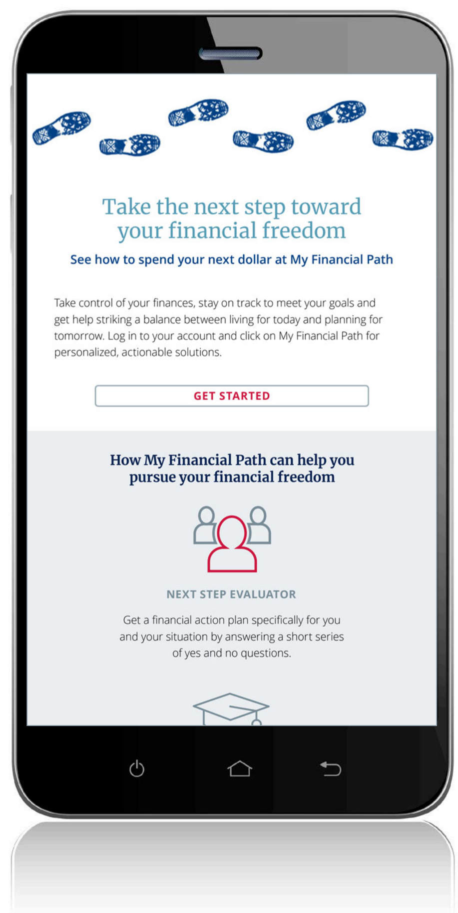
Promoting financial well-being to your employees. And seeing results.

Each employee's financial situation can change over time, and that's why they'll see reminders about My Financial Path with campaigns along their savings journey. If you wish to promote Financial Wellness to your employees in the workplace, we can support you with additional targeted campaigns, content, meeting materials and more.

With Empower, you'll be able to see results. Through our Plan Service Center, new web analytics tools will show you the impact of employees accessing tools like the Learning Center.







For more information, contact your Empower representative

Not all features currently available. Some features are under consideration and/or in development. Presented for discussion purposes; non-binding and subject to change without notice.

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