Advancing Financial Wellness in the Workplace

September 2025

Agenda

1) **Introduction:** *10 minutes*
2) **Roundtable Discussion:** *25 minutes*
   - Participant introductions
   - Discussion topics:
     - Addressing savings gaps
     - Financial literacy and education
     - Choosing the right financial wellness partners
     - Driving engagement and adoption
3) **Wrap-Up:** *15 minutes*
   - Share key takeaways from discussions

Today's Speaker

Senior Director, *Product Strategy*

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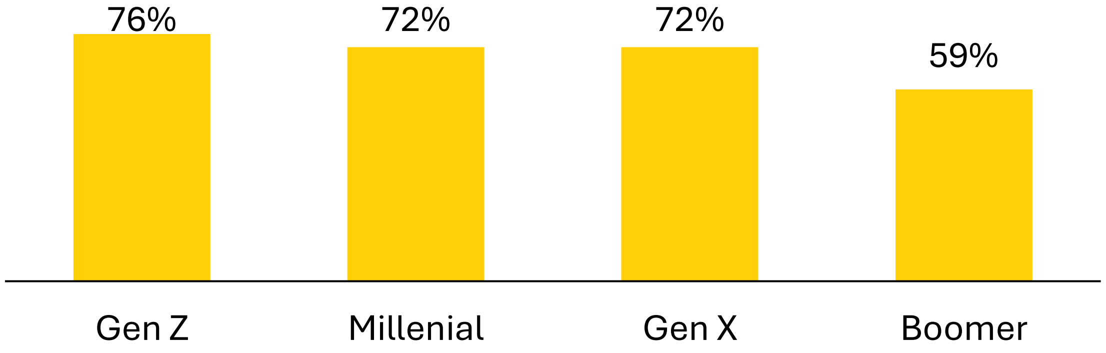
Introduction

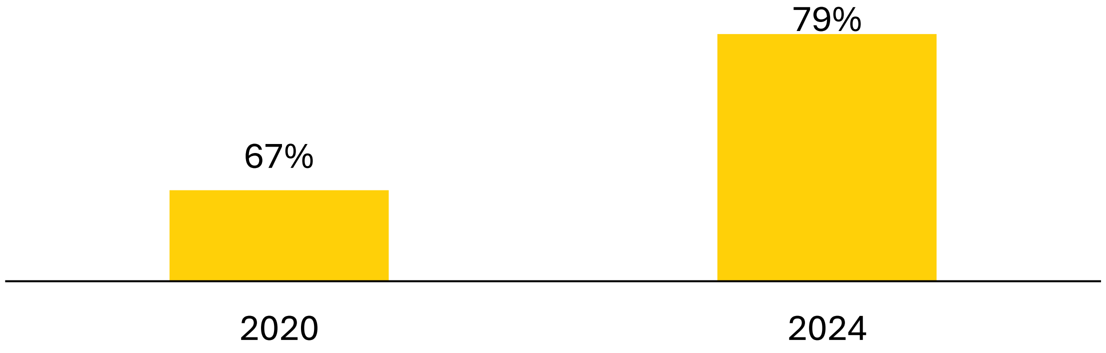
The Current State of Financial Wellness: Understanding the Crisis

Financial stress impacts the majority of the U.S. workforce today and many feel they are facing a crisis

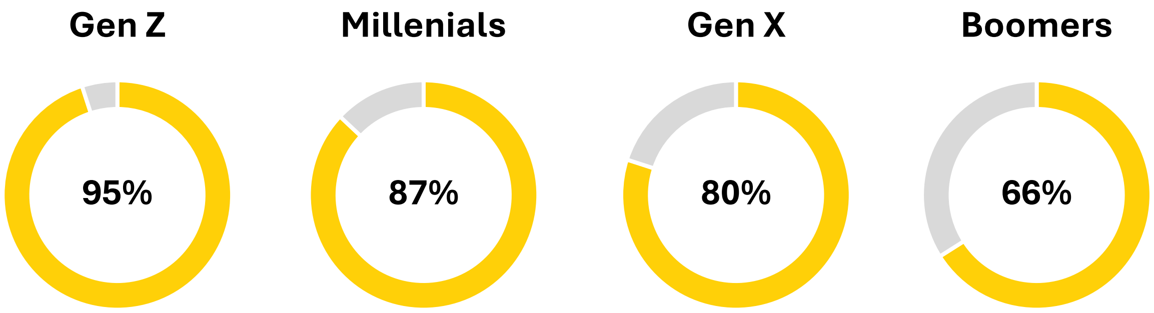
% of U.S. Workers Stressed About Finances[1]



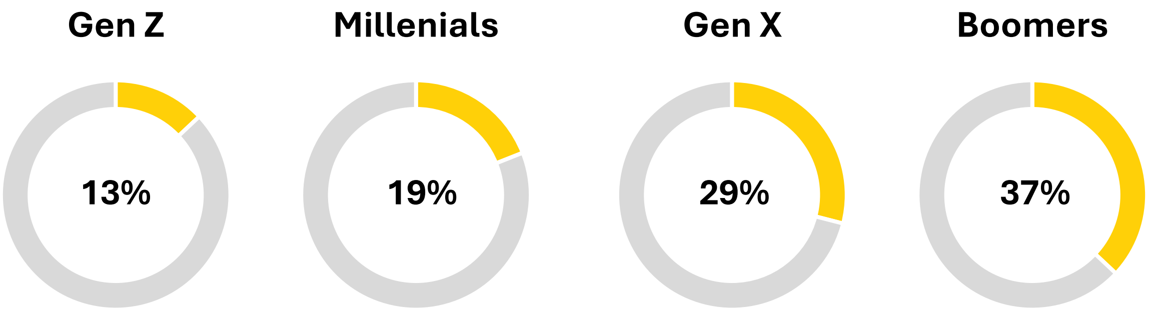
% Feel They are Facing a Retirement Crisis[2]



% Feel Employers Should Assist with Financial Issues[3]



Feel On Track for Retirement[4]



Sources: [1] PNC Financial Wellness in the Workplace Report; [2] National Institute on Retirement Security; [3] Morgan Stanley State of the Workplace Study 2025; [4] BofA Employee Financial Wellness in 2025

Why Financial Wellness Matters for Employers and Employees

A $180bn+ problem for employers across multiple channels

- **Financial stress materially erodes productivity:** U.S. employers lose $183bn annually as financially stressed employees lose ~7 hours of productivity per week[1]
- **Turnover risk rises sharply when workers feel financially insecure:** ~78% of employers have reported that financial stress has led to higher turnover than in the prior year[1]
- **Financial stress directly impacts engagement:** Financially-stressed employees are 2.5x more likely to be disengaged at work[1]
- **Healthcare costs increase as financial stress drives mental health issues and chronic conditions:** Healthcare costs can increase by as much as 40% for financially stressed employees, creating a hidden but significant expense burden for employers[2]

Sources: [1] Bridgeover Research; [2] Willis Towers Watson

Gaining Leadership Buy-in & Leveraging Benefits Effectively

Focus on solutions that meet the employee's needs and continuously monitor success metrics

Best Practices

- **Holistic Programs:** Tailor financial wellness benefits to address entirety of equation, not just certain aspects
- **Automation:** Auto-enrollment and automatic seeding or contribution matching
- **Personalization:** Behavioral nudges and education
- **Ease of Use:** Emphasis on integrated platforms over point solutions
- **Define Success**: Target outcomes and track metrics

Illustrative Program Design

1. **Data-Driven Needs Assessment:** Surveys, HR data, focus groups
2. **Define Goals & Metrics:** Increase emergency savings by X%, reduce financial stress by Y%, etc., and measure both qualitatively and quantitatively
3. **Build Program Ecosystem:** Structure programs that integrate short- and long-term supports: budgeting tools, debt repayment (student loans), emergency savings, retirement planning, and earned wage access
4. **Leverage Personalization:** Apply behavioral nudges (auto-enrollment in savings plans, regular reminders, savings challenges) tailored by life stage (e.g., Gen Z vs. mid-career)
5. **Pilot & Iterate**: Run pilot programs, gather immediate insights, and adapt before broad rollout
6. **Communicate:** Multi-channel, ongoing communications
7. **Monitor & Optimize:** Measure outcomes and share progress with leadership (e.g., improved savings rates, reduced financial stress, ROI). Adapt programming based on feedback and evolving needs

Future of Financial Wellness — What Employers Can Prepare For

Nearer-term

- **Student debt and emergency savings support will play a larger role**, with SECURE 2.0 and repayment benefits setting new expectations
- **On-demand pay and liquid savings solutions will shift from perk to baseline**, especially for Gen Z and frontline workforces
- **Financial stress will be treated as a core mental health driver**, integrated into well-being strategies alongside behavioral health
- **Personalized, data-driven benefits will replace one-size-fits-all plans**, with AI-enabled platforms tailoring guidance by generation and income
- **Employers will be judged on inclusivity of benefits access**, ensuring part-time, gig, and older workers aren't left out of financial security programs
- **Retirement readiness will become a retention crisis** as Social Security faces cuts, half of U.S. workers remain under-saved, and large swaths of the population expect to delay or alter their retirement plans
- **Paycheck-to-paycheck stress will persist even for higher earners**, making holistic wellness, not just wage growth, the differentiator

Longer-term

Roundtable Discussion

Participant Introductions

Take 1-2 minutes to…

Everybody share with your group:

- Your name
- Your role
- Your company and number of employees
- Your main concern regarding the impact of financial wellness on employees

Discussion Topic 1: Addressing Savings Gaps

Spend 5-6 minutes discussing these questions and be prepared to share your highlights with the entire group

Discussion Prompts:

- How do your employees use HSAs, FSAs, and LSAs for healthcare and daily needs? Do you find certain products more effective than others?
- Do you offer emergency savings funds and earned wage access for unexpected expenses? If not, do you plan to?
- How important do you find retirement support and student loan repayment assistance for long-term financial stability?
- How do generational differences shape benefit preferences?

Discussion Topic 2: Financial Literacy and Education

Spend 5-6 minutes discussing these questions and be prepared to share your highlights with the entire group

Discussion Prompts:

- What are some best practices for improving employee financial literacy?
- What tools, formats, and programs for education have you found most effective?
- What does the link between financial literacy and overall financial wellness mean to you?

Discussion Topic 3: Choosing the Right Financial Wellness Partners

Spend 5-6 minutes discussing these questions and be prepared to share your highlights with the entire group

Discussion Prompts:

- Do they align with your company's values?
- Can they deliver quality support to your employees?
- What are your non-negotiables?

Discussion Topic 4: Driving Engagement and Adoption

Spend 5-6 minutes discussing these questions and be prepared to share your highlights with the entire group

Discussion Prompts:

- What communication strategies can boost participation?
- How do you ensure employees know where to find financial wellness resources?
- How do you set and track measurable goals for success? What metrics have you had success with?

Wrap-Up

Sharing Today's Takeaways

Choose one representative per table to share takeaways from their discussions with the group

Recap: Discussion Topics

- Addressing savings gaps
- Financial literacy and education
- Choosing the right financial wellness partners
- Driving engagement and adoption