

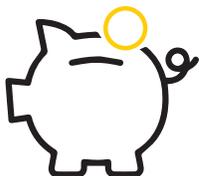
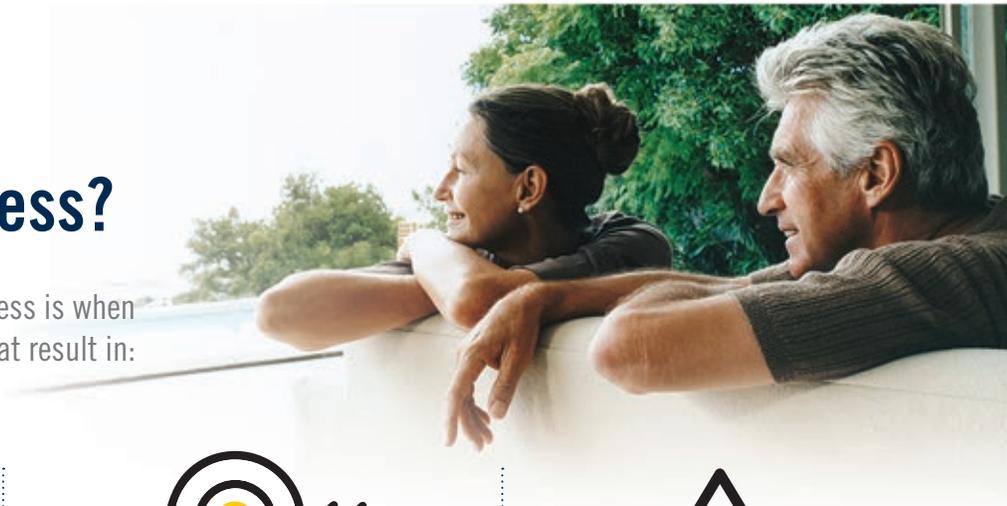
# PRUDENTIAL PATHWAYS: DRIVING FINANCIAL WELLNESS ENGAGEMENT



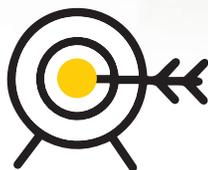
**Prudential**  
Bring Your Challenges®

# What is Financial Wellness?

Prudential believes financial wellness is when individuals adopt the behaviors that result in:



Managing their day-to-day finances



Achieving important financial goals



Protecting themselves against key financial risks

## Why Financial Wellness Matters

### Improve Productivity and Engagement



of employees are distracted by financial issues at work<sup>1</sup>



of employers say financial issues impact employee performance<sup>2</sup>

### Maximize Benefit Dollars



**\$57 billion**

early retirement plan withdrawals each year<sup>3</sup>



of employees say financial stress affects their health<sup>1</sup>

### Improve Workforce Management



of workers plan to retire later than previously planned<sup>1</sup>



**1 to 1.5%**

higher employer costs if employees delay retirement by one year<sup>4</sup>

<sup>1</sup> PWC, Employee Financial Wellness Survey, March 2016.

<sup>2</sup> International Foundation of Employee Benefit Plans, "Financial Education for Today's Workforce: 2016 Survey Results," accessed June 2018.

<sup>3</sup> BenefitsPRO, "Stop 401(k) Leakage Now," Feb. 23, 2015.

<sup>4</sup> Prudential, "Benefits Optimization: Insights into Benefit Plan and Portfolio Design," 2016. With supporting research and analysis conducted by the University of Connecticut's Goldenson Center for Actuarial Research.

# PRUDENTIAL PATHWAYS ONSITE LEARNING

*Prudential*  
**PATHWAYS**  
*A Financial Wellness Series*



## PATHWAYS PROGRAM AT A GLANCE

### **Prudential Pathways:**

- Holistic financial education seminars at your workplace with no solicitation
  - Seminar Series
  - 25+ one hour topical seminars
  - Workshop to assist employees with completing important financial wellness exercises
  - Executive education seminars
- Complements existing retirement plan education
- Promotes utilization of retirement plans
- Delivered onsite at the workplace by local, specially trained, Prudential financial professionals who are selected using stringent criteria
- Reach all employees using various modes of delivery
- Available to all employees, their guests and retirees
- No cost to you or your employees
- Employer's benefit plan is integrated into the presentation
- Easy to implement and administer — all communications, registration, satisfaction surveys, data and metrics reporting is handled by Prudential

# SEMINAR SERIES

A series of engaging onsite financial wellness seminars. These easy-to-understand seminars are designed to teach employees how to best manage their financial house in all areas related to financial wellness.

## Seminar 1

### GREAT STRIDES: Understanding the Fundamentals of Financial Wellness

#### Specifically, we'll cover:

- Creating and fine-tuning a budget
- Fundamental concepts of investing, including:
  - Paying yourself first
  - Pre-tax investing
  - Tax-deferred vehicles
  - Principles of time and compounding
  - Dollar cost averaging
  - Asset allocation concepts
- Savings and investment vehicles to help meet your long-term financial goals
- Challenges in retirement: longevity risk, inflationary risk, and medical expenses
- College funding vehicles

Activities	In-Class	Out-of-Class
Envision Exercise	•	
Retirement Savings Calculator		•
Budget Exercise	•	
Map My Retirement		•

## Seminar 3

### CRUISING ALONG: Protecting Yourself and Your Loved Ones

#### Specifically, we'll cover:

- Why protecting assets is just as important as accumulating assets
- Ways to help protect and secure financial wellness against predictable and unforeseen circumstances
- Various types of insurance, including:
  - Property & casualty
  - Medical
  - Life
  - Disability Income
  - Long-Term Care
- Healthcare in retirement and the role Medicare plays, including:
  - Parts A, B, C, & D
  - Supplemental insurance

Activities	In-Class	Out-of-Class
HHS.gov		•
Life Insurance Needs Estimator		•
Medicare.gov		•
Medicare Booklet		•

## Seminar 2

### FOR THE LONG HAUL: Building Your Road to Retirement

#### Specifically, we'll cover:

- Key elements of a retirement plan
- Building your road to retirement
- Common roadblocks when investing for the future and how to avoid them
- Be better equipped in retirement to keep goals in focus and on track
- How to help manage investment risks through diversification and prudent asset allocation
- Investing pitfalls and how they can be avoided
- Developing a plan for retirement income. Creating a paycheck from the retirement assets you've accumulated
- Overview of Social Security

Activities	In-Class	Out-of-Class
Map My Retirement		•
Asset Allocation Questionnaire		•
Cash Flow Worksheet	•	
RMD Calculator		•

## Seminar 4

### THE JOURNEY CONTINUES: Creating a Solid Plan for the Future

#### Specifically, we'll cover:

- The importance of maximizing employee benefits
- Optional – A company representative can provide an overview of the employee benefit package
- Common estate planning concepts including:
  - Wills
  - Trusts
  - Beneficiaries
  - Probate
  - Powers of Attorney
  - Medical directives
- Estate planning pitfalls, including:
  - Not having a plan or putting it in writing
  - Not preparing a custodial agreement for minors
  - Neglecting to use common and readily available estate planning documents to minimize taxes and probate court fees

Activities	In-Class	Out-of-Class
Optional: Employee Benefits Overview	•	
LifeStages Folio	•	
Estate Planning/Wealth Transfer Checklist	•	
Financial Wellness Checklist	•	

# MENU OF ONE-HOUR SESSIONS

This program covers a broad range of topics such as budgeting, college funding, retirement planning strategies, tax and estate planning strategies, and even transitioning from married life.

These educational seminars are intended for every demographic of employee within your organization as well as retirees.

## THE BASICS

**The Basics of Credit & Banking Services** — Establishing and maintaining good credit can be vital for future financial stability. This session covers the advantages and risks of using credit; which banking services to be wary of; and how to choose and maintain a checking account.

**The Basics of Saving & Investing** — This session provides an overview of the difference between saving and investing. It will also cover the importance of paying yourself first, how interest is calculated, the rule of 72, various types of investments, avoiding credit fraud and more.

**Financial Challenges That Matter Most** — When experiencing challenges in your life it is important to make sound financial decisions. This session will provide best practices for growing and managing your income, protecting your assets and minimizing debt.

**Strategies for College Funding** — Paying for college is one of the major financial decisions you will face in life. This session will provide strategies to save for college, including 529 College Savings Plans and Coverdell Education Savings Accounts.

**Don't Try to Predict the Stock Market** — Historically making investment decisions by timing the rise and fall of the stock market has proven to not be the best way to maximize investment returns. In this session you will learn about more tried and true approaches to investing in the stock market.

**Budgeting and Debt Management** — This session focuses on budgeting, how to prioritize your bills and the importance of saving and investing.

**Student Loans - How to Pay Off Your Debt** — Graduating from college is an exciting time in one's life. Student debt, however, can sometimes make the transition into the working world difficult. This course discusses the impact student loan debt has on borrowers and provides repayment options and payoff strategies.

**Is Your Financial House in Order?** — This session will cover key concepts such as budgeting, debt management, protection of assets, preparing for retirement and creating a financial legacy for your loved ones.

**Steps to Buying and Selling a Home** — This session reviews the important decisions and steps that are needed when someone is buying or selling their home.

**Understanding Your Health Savings Account** — With medical expenses on the rise, it's important to know what your health savings account (HSA) has to offer. This session will explore topics including who's eligible to participate in an HSA, limits on contributions, and opportunities for long-term growth.

## RETIREMENT

**Roadmap to Retirement** — This session outlines your journey on the Roadmap to Retirement and discusses actions that you should consider at particular ages to ensure you get the most out of your retirement.

**Your Social Security Benefits** — This session provides an in-depth explanation on the retirement, disability and death benefits of Social Security.

**Are You Prepared for the Financial Challenges in Retirement?** — This session will cover the most common challenges faced in retirement and provide strategies to help create a more secure future.

**Healthcare in Retirement** — Understanding healthcare is important, especially since it will be one of the greatest expenses you face in retirement. This session will highlight what Medicare covers, understanding out of pocket medical expenses, as well as long term care and supplemental insurance. We'll also provide helpful tips for preparing now to pay for healthcare in retirement.

**Retirement Planning Toolkit** — Choosing when to retire is a difficult and important decision that involves a number of issues that you may want to consider in your retirement planning. This session will provide the tools you need to make an informed decision.

**Managing Healthcare Costs in Retirement** — This session delves into the fundamentals of Medicare and provides insights into how to cover healthcare costs in retirement.

# MENU OF ONE-HOUR SESSIONS

## TAXES & ESTATE PLANNING STRATEGIES

**Taking Control of Your Taxes** — This session will focus on learning how investment decisions in today's challenging tax environment can impact the income you receive in retirement.

**It's Your Estate, Are You in Control?** — Estate planning is not just about taxes and how to reduce them. In this session we will discuss that it's also about making sure that your assets are distributed as you wish and to whom you wish.

**Estate Planning for the LGBT Community** — Estate planning is very important – especially in the LGBT community. This session will provide tips for how LGBT individuals and couples can make sure assets are distributed to whom they wish.

**What You Need to Know About the Tax Cuts and Jobs Act** — In today's tax environment, it's important to consider the tax implications of investment decisions. This session will examine the Tax Cuts and Jobs Act and look at some efficient opportunities that can help manage taxes.

## ASSET PROTECTION

**How Insurance Can Help Protect Your Assets** — This session will discuss how life, health, auto, disability, long-term care and homeowners insurance can play an important role in your asset protection plan.

**What You Should Know About Life Insurance** — Life Insurance isn't just to pay for final expenses – in fact, it can be used in multiple ways. This session will uncover uses for life insurance and help you determine how much life insurance you may need, as well as, provide an overview of the different types to consider.

## SPECIALTY

**Women & Money – Taking Control of your Financial Future** — This session will cover results and observations from Prudential's research study “Financial Experiences and Behaviors Among Women” and provide an action plan for women to take control of their financial future.

**Financial Challenges of Transitioning from Married Life** — This session is for recently widowed or divorced individuals and provides steps for ensuring a more stable financial future.

**Financial Challenges of the Sandwich Generation** — Caring for children and parents at the same time can be challenging. This session will discuss not only the issues the sandwich generation faces but also potential solutions.

**Managing Money for Teens** — This session will teach parents of teens or teens themselves how to create a budget, the importance of savings and investing accounts and responsibilities of independent living.

**Managing Money for Kids** — This session is geared toward younger children and pre-teens and will help frame an understanding of managing money. Topics will include spending tips, how to set money goals and the benefits of saving.

**Taking Care of Your Loved Ones as They Age** — This session discusses the various issues caregivers face when taking care of aging loved ones and the importance of developing a caregiving plan.

**Teaching Your Children Good Money Habits** — It's never too early to teach children about basic money management. This session will look at some age-by-age questions and lessons to help you reinforce your family's values about spending, giving, and saving.

## WORKING SESSION

**Pathways Working Session** — Attendees will complete several exercises to help organize their financial life, identify the type of retirement they wish to have and begin creating financial strategies.

## EXECUTIVE SERIES – 90 MINUTES EACH

**Advanced Asset Accumulation** — This session will help you gain a better understanding of the financial concepts behind investing within your portfolio, tax planning strategies, asset creation and preservation, risk management as well as protecting your assets. Learn more about how to effectively accumulate and distribute deferred compensation funds and common stock options & grants.

**Advanced Asset Distribution** — Attend this session to learn more about distribution of assets and tax sensitivity, strategic deferred compensation and how the assets you've accumulated can provide an income stream in retirement.

**Advanced Estate Planning Strategies** — This session will cover the four-step estate planning process along with different types of trusts, portability of exemption of spouses, and more.

# SUMMARY OF PARTICIPANT SURVEY RESULTS<sup>5</sup>

**10%** of Pathways participants increased their retirement plan contribution rate by 2.5% within 90 days of attendance.<sup>6</sup>

## Making financial education a positive experience for employees

**92%** said they were satisfied overall with the program.<sup>7</sup>

**95%** would recommend the program to a co-worker or friend.<sup>8</sup>

**96%** said their speaker was easy to understand.<sup>9</sup>

**94%** rated the information as valuable.<sup>9</sup>

**92%** rated the content valuable and relevant.<sup>9</sup>

**93%** said the content was easy to understand.<sup>9</sup>

## More importantly, our seminars helped inspire participants to take action.

**97%** plan to maximize their employee benefits.

**96%** plan to create or update a will.

**98%** will check and update their beneficiary forms.

**97%** will create a budget.

**95%** will rebalance their portfolio.

## Employer Testimonials:

“Prudential Pathways has been an integral part of our financial wellness strategy at Cintas. Since rolling out this program in August of 2016, they have proven themselves as great partners time and time again. Their coverage map across the country allows us to offer the program to the majority of our employees at times that are convenient for the location. The speakers are licensed and engaging. We have received rave reviews from our employees around the country on their presenters. For our more remote employees, Prudential worked with us to develop a virtual website solution. We are grateful for the time and effort Prudential has put into developing this strong program!”

- Cintas

## Employee Testimonials:

“Access to presenter to get questions answered.”

“Brought up items that I have been thinking about and now feel more confident crossing off the “To Do list”.”

“Exposure to areas not discussed anywhere else in life (Medicare, insurance).”

“Feeling like I can take control of my finances-finally!”



# WEBINARS

Each of your employees has different financial needs and communication preferences. We use a variety of integrated communication methods, like webinars, to enable further engagement and learning. Webinars are also a great way to reach employees who don't have access to in person sessions.

- Offered on a monthly basis and will last approximately 30 minutes
- A different topic is featured each month
- The Pathways Series will be available via webinar
- Webinar participants will have the opportunity to request a one-on-one with a local Pathways representative

<sup>5</sup> Results based on feedback provided by 22,447 participants from January 2015 through June 2018.

<sup>6</sup> Based on 681 retirement plan participants between November 2017 and April 2018.

<sup>7</sup> Positive ratings of “very satisfied” or “extremely satisfied.”

<sup>8</sup> Defined as “promoters” giving ratings of 7–10 out of an 11-point recommend scale. 7 (very likely) – 10 (extremely likely).

<sup>9</sup> Positive ratings of “very good” or “excellent.”

# THE BENEFITS OF FINANCIAL WELLNESS EDUCATION



Employers can:	Employees can:
Provide holistic financial wellness education that complements existing retirement education	Receive objective financial education in person from experienced local financial professionals
Promote utilization of retirement plan	Have a dedicated resource who is licensed and registered to answer all of their questions
Demonstrate concern for employee well-being	Attend seminars at their worksite for their convenience and bring guests
Reduce questions coming from your employees about what to do, which in turn saves time	Learn how benefits fit into their overall financial wellness
Non-solicitation -objective financial education	Feel increased satisfaction and improve productivity
Easily put the program in place with little administrative time and at no cost	Learn how to better manage their finances day-to-day
Help improve employee satisfaction and productivity	Achieve important financial goals and protect themselves against key financial risks
Provide education to suit the needs of all employees	
Inspire employees to improve their financial wellness	
Reach all employees, regardless of location	

**Contact Your Prudential Representative today to discuss how this workplace solution can help your employees.**

"Prudential Advisors" is a brand name of The Prudential Insurance Company of America, Newark, NJ, and its subsidiaries.

Prudential, the Prudential logo, the Rock symbol, Bring Your Challenges and Prudential Pathways are service marks of Prudential Financial, Inc., and its related entities, registered in many jurisdictions worldwide.

Prudential and its representatives do not give legal or tax advice. Please consult your own advisors regarding your particular situation.

These seminars are not intended to market or sell any specific products or services. Offering these seminars does not constitute an endorsement by the employer of Prudential products or services in any way. You should consult with your employer regarding your specific plan benefits. The speaker of the seminar is a registered representative of Pruco Securities, LLC (Pruco), a Prudential Financial company.

1005878-00002-00

