



*Helping You Turn
Over a New
Retirement Leaf*



2021 Strategic Partnership Plan Update

2021 Scorecard

Goal/Action Item	Tools adopted	Results desired	4/30/21 Results
Enrollment	<ul style="list-style-type: none"> Employee and Employer Group meetings 	<ul style="list-style-type: none"> 3% in-force* growth 10 new employers 1-2 Conventions 45+ benefits fairs 	<ul style="list-style-type: none"> 0.67% in-force* growth 6 new employers (resolutions received) 1-2 Conventions 45+ virtual benefits fairs being planned
Asset Allocation	<ul style="list-style-type: none"> RRRs with at-risk groups Emails, mailers and tweets Fiduciary advice/CFP service Partnership on financial wellness grant 	<ul style="list-style-type: none"> RRRs with 10% of at-risk population** Increase average number of investment options by 5%+ 	<ul style="list-style-type: none"> 314 RRRs with at-risk population Average number of investments remains at 5
Education	<ul style="list-style-type: none"> Participant Education <ul style="list-style-type: none"> RRRs for at risk groups DB Addition Campaign Employer Education Partnership on financial wellness grant Restart campaign 	<ul style="list-style-type: none"> 3,000 total RRRs 300 group meetings Bring positive actions*** to 33%+ of the RRRs conducted Restart campaign: Restart 2% of participants who stopped contributing 	<ul style="list-style-type: none"> 637 total RRRs 61 group meetings 53% positive action rate (614 positive actions out of 1,152 total individual+RRR meetings) Restart campaign: Q4
Retention	<ul style="list-style-type: none"> Retirement Readiness Reviews Retiree webinar RSG support and CFP service 	<ul style="list-style-type: none"> Increase asset retention by 5%+ (roll out 5% fewer assets than 2020) Conduct 150 financial plans 	<ul style="list-style-type: none"> \$24M total distributions Communications launched May 5 for financial planning



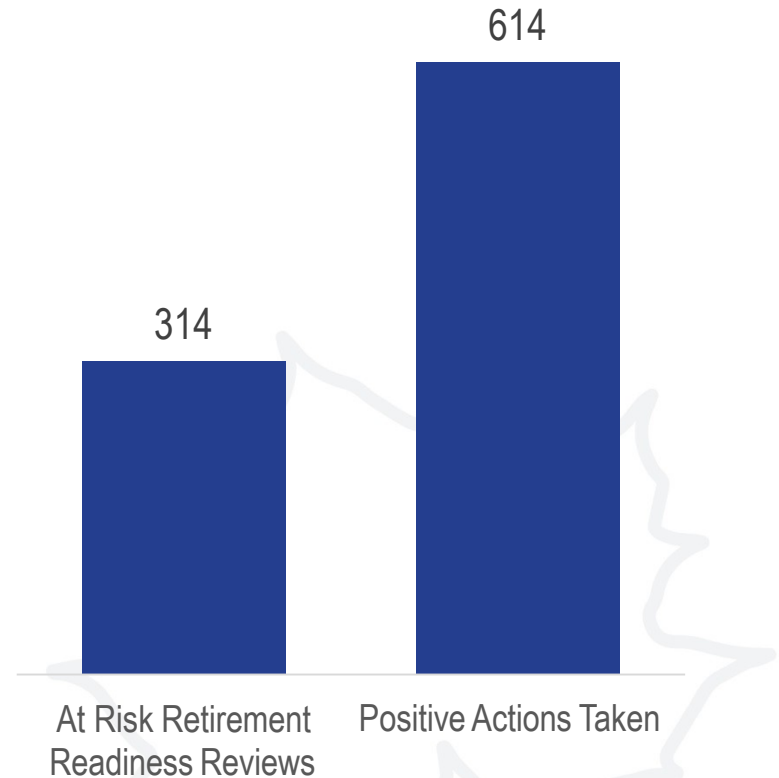
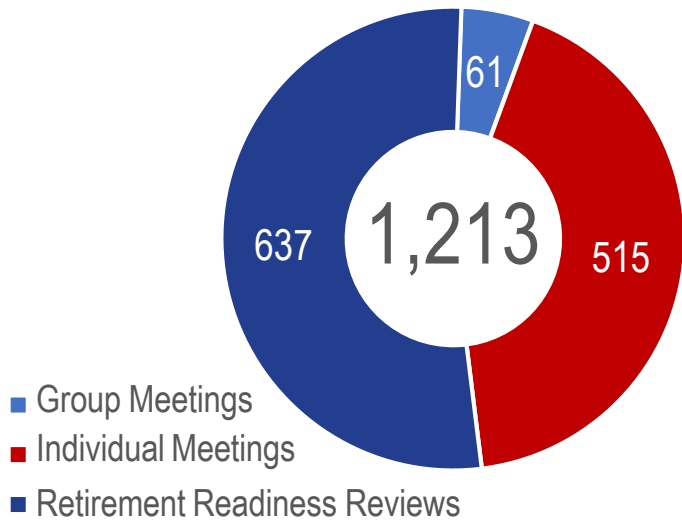
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*In-force means net lives or number of participants with an account balance greater than \$0.

**At-risk population = 50+ >75% equities; 50+ <10% equities; all ages <25% equities

***Positive actions include actions like enrollments, rollovers, deferral increases, diversification (moving 100% to TDF or enroll in managed accounts), and personalization for those in managed accounts

Activity as of 4/30/2021



At-risk population = 50+ >75% equities; 50+ <10% equities; all ages <25% equities

Positive actions include actions like enrollments, rollovers, deferral increases, diversification (moving 100% to TDF or enroll in managed accounts), and personalization for those in managed accounts



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Retirement Solutions Group (RSG) Participant Actions

98971-01	3.25.21 - 4.30.21		
RSG Contact Participant Actions	% assets	Assets	Participants
Average Account Balance		\$165,815	
Average Rollover Balance		\$108,902	
Allocation of total assets		\$13,596,826	82
Stay in Plan	91%	\$12,356,967	50
Cash Outs	3%	\$368,644	24
Rollovers to External Provider	5%	\$736,201	6
Rollovers to Empower IRA	1%	\$135,015	2
Rollovers to Empower Plan	0%	\$0	0
Average Roll In Balance		\$28,479	
Total Roll Ins		\$4,414,219	155
Termination letters mailed		70	



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Q1 Communications

- New Service Announcement
 - Web banner
 - Flyer
 - News & Updates
 - Tweet
 - Add ADV and Privacy Notice to website
- WRS Pension Estimate
 - Active employees
 - FAQ
 - Email and reminder email
 - Mailer (those without email addresses on file)
 - Pre log-in bulletin
 - Post log-in message
 - Statement narrative
 - Tweets
- Financial Planning
 - Cascaded email
 - Cascaded postcard
 - Phase I = 60+
 - Phase II = 45-59
 - Phase III = up to 44
 - Pre log-in tile (Phase III)
 - Tweets (Phase III)
 - RSG Term Mailer
- At Risk Campaign
 - Pre-login bulletin
 - Employer emails
 - Individual meeting invitations
 - Tweets
- Termination Mailer



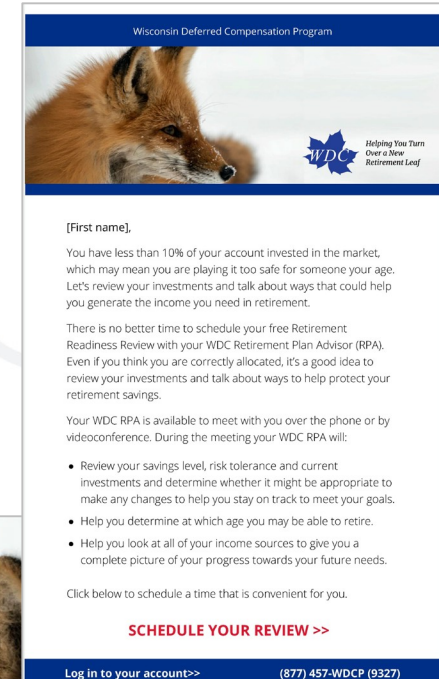
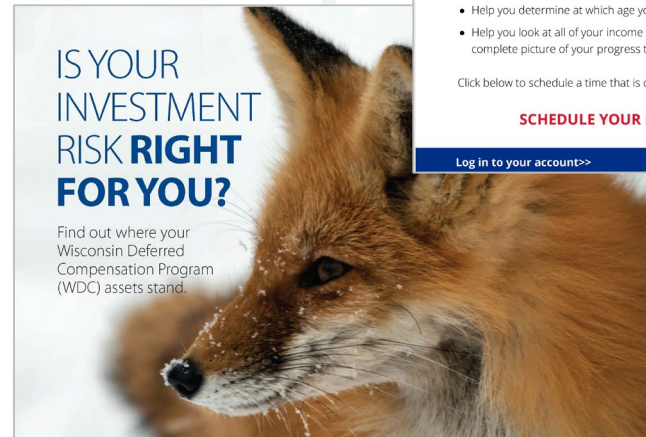
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At Risk Campaign

- Audience:
 - Participants 50+ with less than 10% equity
 - Participants 50+ with more than 75% equity
 - Participants under 50 with less than 25% equity
 - Retired participants
- Tactics:
 - Postcard: Sent 3/25 to 3,473 part.
 - Email:
 - Phase 1 sent 3/25 to 7,783 part.
 - Phase 2 sending 5/18
- Results:
 - 229 participant meetings scheduled
 - 52% open rate
 - 12% click rate
 - 23% click to open rate



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WRS Pension Estimate Opt-out Campaign

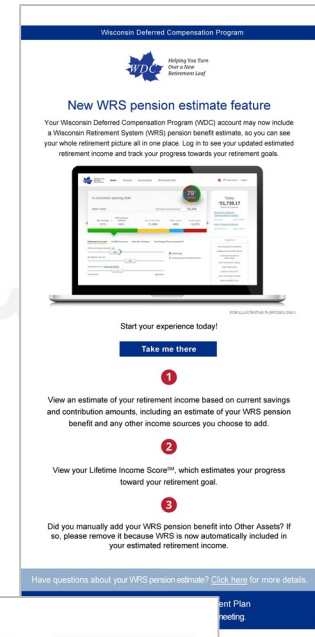
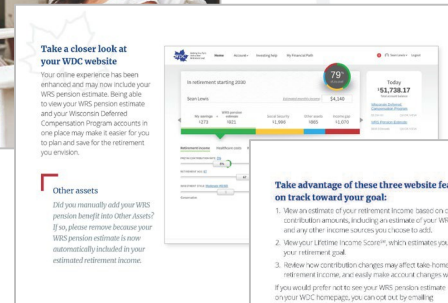
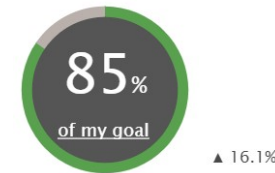
- Audience:
 - Active participants with a balance who have been in the plan for at least 5 years
- Tactics:
 - Email 4/5
 - Letter 4/5
- Results:
 - 41,076 delivered
 - 45% open rate
 - 8% click rate
 - 18% click to open rate
 - 9 opt outs received



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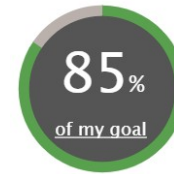
WRS Pension Estimate Launch Campaign

- Audience:
 - All participants with a DB feed who did not opt out
- Tactics:
 - Email 4/28 (sent to 27,289 participants)
 - Mailer 4/28 (sent to 4,517 participants)
 - FAQ
 - Pre-login bulletin
 - Post-login bulletin
 - Statement Narrative
- Email Results:
 - 25,304 delivered
 - 44% open rate
 - 10% click rate
 - 24% clickthrough rate



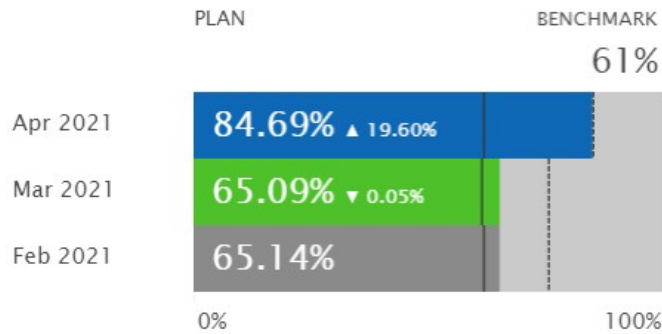
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Lifetime Income Score

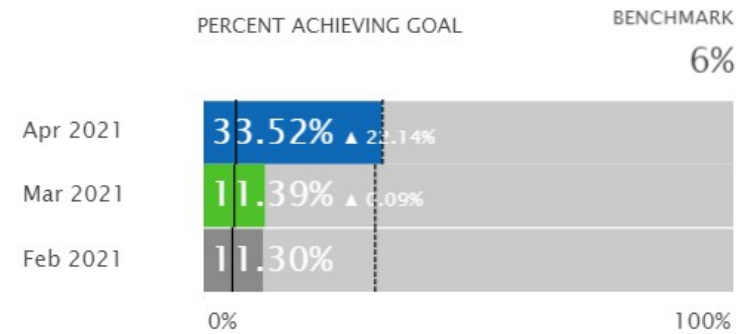


Overall plan

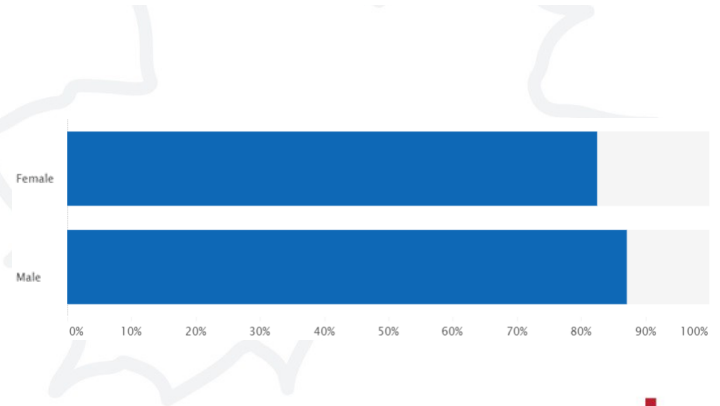
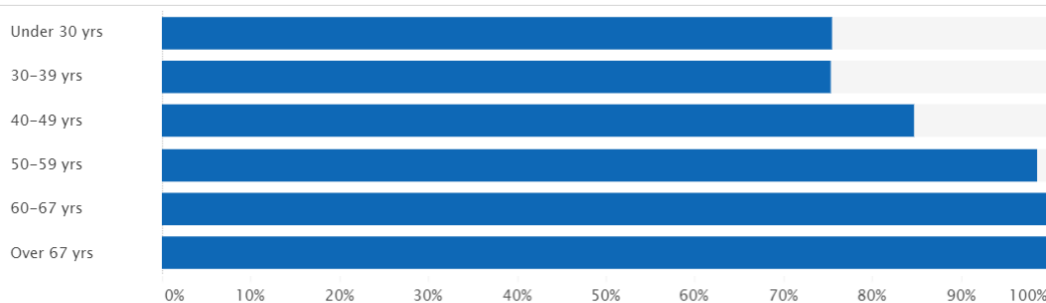
[Details](#)



Participants achieving goal



Median Lifetime Income Score



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Lifetime Income Score

Factors influencing the results shown:

Time:	The participant's current age and when he/she plans to retire
Savings:	How much the participant has now and how much he/she is likely to save in the future
Allocation:	The investment mix the participant has selected for his/her WDC account balances
WRS estimate:	Directly from the annual Statement of Benefits
Social Security:	Estimated benefit per the SSA



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CFP Campaign (Phase 1)

- Audience:
 - Participants with a balance who are 60 and over
- Tactics:
 - Email 5/5 (sent to 12,309 participants)
 - Mailer 5/5 (sent to 4,011 participants)
- Results:
 - 11,231 delivered
 - 46% open rate
 - <1% click rate
 - <1% clickthrough rate
- 17 initial appointments scheduled

WISCONSIN DEFERRED COMPENSATION PROGRAM (WDC)

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Turns out, financial planning is for everyone

Let a WDC financial planning professional create a plan for your future

A common misconception is that financial plans are only for the wealthy. That's simply not the case. Now you can take advantage of an affordable, comprehensive and personalized plan to help you achieve the retirement you want.

Let's take a look at your financial planning needs together. Give us a call at **833-301-9355**.

Or set up a time to have us call you.

SCHEDULE A CALL

A financial planning professional can help you with:

- Identifying and prioritizing your financial goals.
- Retirement savings and income strategies.
- Insurance and estate planning.
- Organizing your finances.
- Saving for education.
- Debt management.

Get comprehensive planning at an affordable cost

- Outside planners can often charge a \$1,000 - \$3,000 flat annual per-plan fee!

What your financial planning professional can help you with:

- Identifying and prioritizing your financial goals
- Retirement savings and income strategies
- Insurance and estate planning
- Organizing your finances
- Saving for education
- Debt management

Get comprehensive planning at an affordable cost:

- Outside planners can often charge a \$1,000 - \$3,000 flat annual per-plan fee.
- Using a WDC planner, you'll pay just \$699 for a one-time plan, or \$299 plus \$29/month for ongoing access to a planner, with no minimum balance to be eligible.
- If you are enrolled in the WDC's managed account service, you will only pay \$399 for a one-time plan or \$199 plus \$15 per month for ongoing planning.

There is no guarantee provided by any party that participation in any of the managed account services will result in a profit.



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RSG Term Mailer (ongoing)

- Audience:
 - Monthly recently terminated participants
- Tactics:
 - Mailer (First drop sent to 70 participants on 4/27)
- Results pending

**Changing jobs or retiring?
We can help.**

Hi, (Firstname).

If you're in the middle of a job change or retiring, you have a lot on your mind, including what to do with the money in your Wisconsin Deferred Compensation Program. Essentially, you have four options. Let us help you make the right decision for you.

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EXAMPLE ACCOUNT	CASH OUT NOW	KEEP TAX-DEFERRED
Starting balance	\$100,000.00	\$100,000.00
Federal, state and local taxes	\$(20,000.00)	\$0.00
Early withdrawal penalty (if applicable)	\$(0.00)	\$0.00
Final balance	\$80,000.00	\$100,000.00

The real costs of cashing out

- Income taxes
- Penalties
- Reduced retirement savings
- Lost opportunity for growth

Keeping your money in tax-deferred status also gives you the potential of growth over the next 25 years*

TODAY'S VESTED ACCOUNT BALANCE	ACCOUNT BALANCE IN 25 YEARS**
\$100,000.00	\$446,496.48

Your retirement savings options

- 1 KEEP IT IN YOUR PLAN
- 2 TRANSFER TO AN IRA
- 3 MOVE IT TO YOUR NEW PLAN
- 4 WITHDRAW YOUR MONEY

Things to think about

It's important to consider keeping your hard-earned money in your retirement plan. **Keeping your retirement savings in the Wisconsin Program** — If you're happy with your plan, you can keep your money in your plan. **Transferring to an IRA** — Opening an IRA is a future while saving on taxes. **Moving your retirement savings to your new plan** — If you need the funds now, you can decide to close your account and cash out. Take a look at the table to the right to see what cashing out could cost you in taxes and IRS penalties. **Consider all your options and their features and fees before moving money between accounts.**

Let an experienced Empower Retirement consultant walk you through your options.

► Call 877-457-9327 or visit wdc457.com

*Calculations based on a hypothetical account balance.
**FOR ILLUSTRATIVE PURPOSES ONLY. This hypothetical illustration is not intended as a projection or prediction of future investment results, nor is it intended as financial planning or investment advice. It assumes a 6% annual compounded return and reinvestment of earnings with no withdrawals. Rates of return may vary. The illustration does not reflect any associated charges, expenses or fees. The tax-deferred accumulation shown would be reduced if these fees were deducted.



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EMPOWER
RETIREMENT®





Financial Planning



FINANCIAL WELLNESS

A **COMPREHENSIVE** SOLUTION

An integrated experience designed to engage employees with actionable next steps

DELIVERED THROUGH TARGETED CHANNELS

- Financial wellness assessment
- Personalized email communications
- Targeted wellness and comprehensive planning
- Phone consultations
- In-person and on-site
- Interactive digital experience



EDUCATION & TOOLS



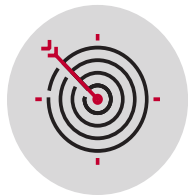
ACTIONABLE SOLUTIONS



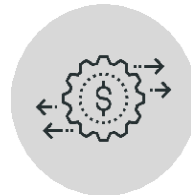
COACHING & ADVICE

Personalized Financial Planning

Empower provides each customer the **potential solution** based on a clear understanding of their **current financial situation** and **future goals**



UNDERSTAND
PERSONAL GOALS

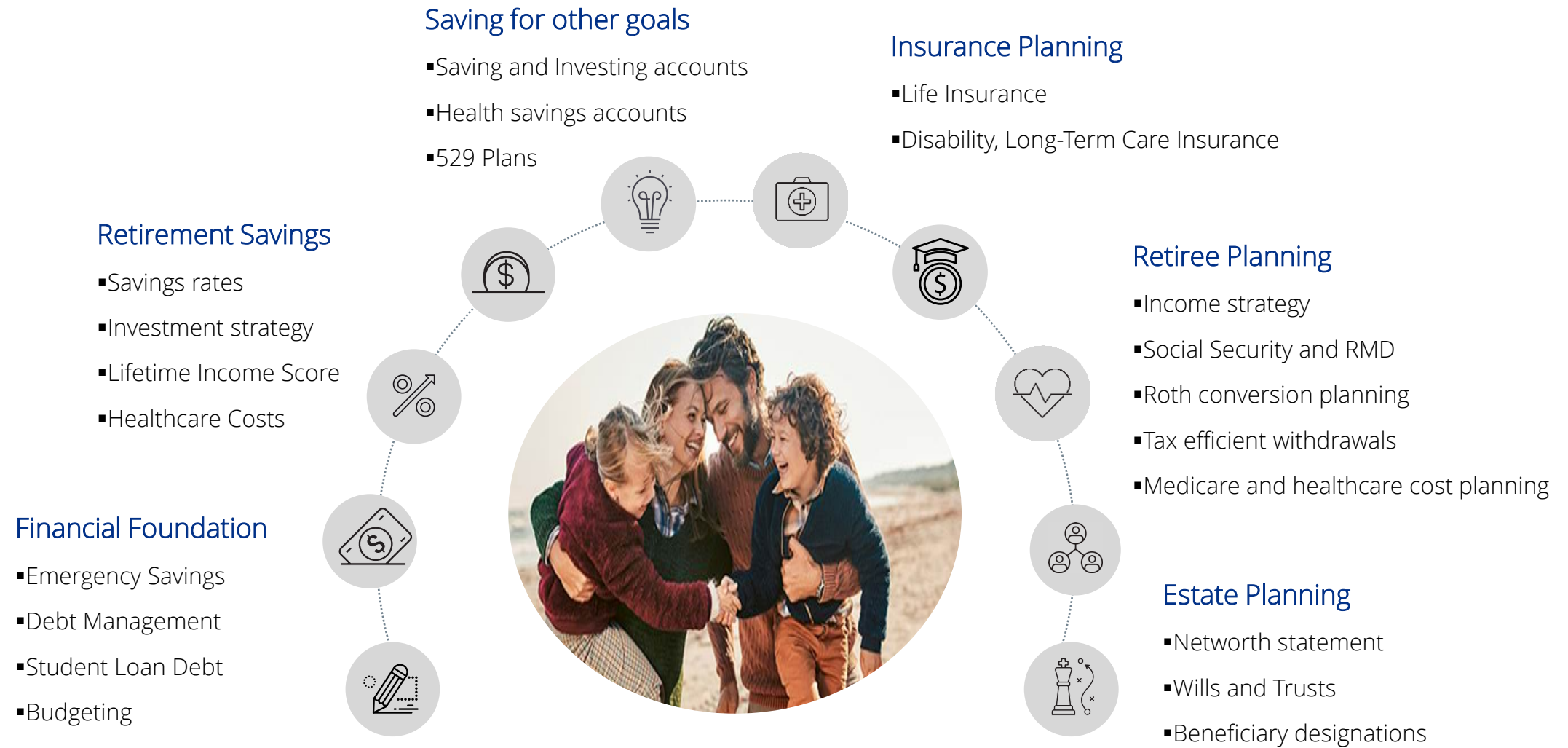


CREATE AND
IMPLEMENT PLAN



PERSONALIZED SUPPORT,
ALWAYS THERE

BROAD RANGE OF FINANCIAL TOPICS



WHY COMPREHENSIVE LIFE-PLANNING

WE HELP CREATE A SIMPLE AND ACTIONABLE FINANCIAL PLAN TO REACH YOUR PERSONAL GOALS



NICOLE

About me:

- 28 year old
- Very active and mobile
- Engaged getting married next year
- Full-time job in a tech startup, pursuing communications degree

Financial goals

- **Day to day expenses** are a top priority, including my **student debt**
- I will **take a year off work** to focus on finishing my degree
- Can I afford to **start a family** in the next 5 years?
- I would prefer to take “**mini-retirements**” to travel (not working through age 65 and then stop working entirely)

SAMUEL

About me:

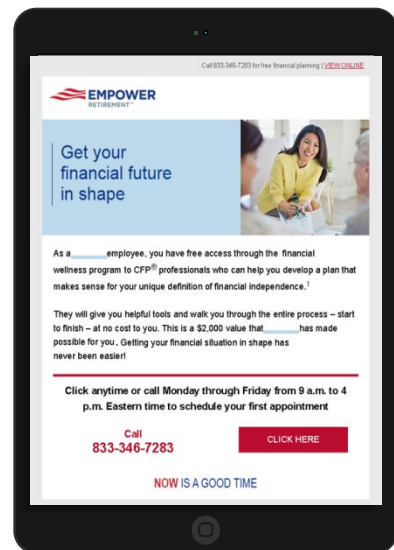
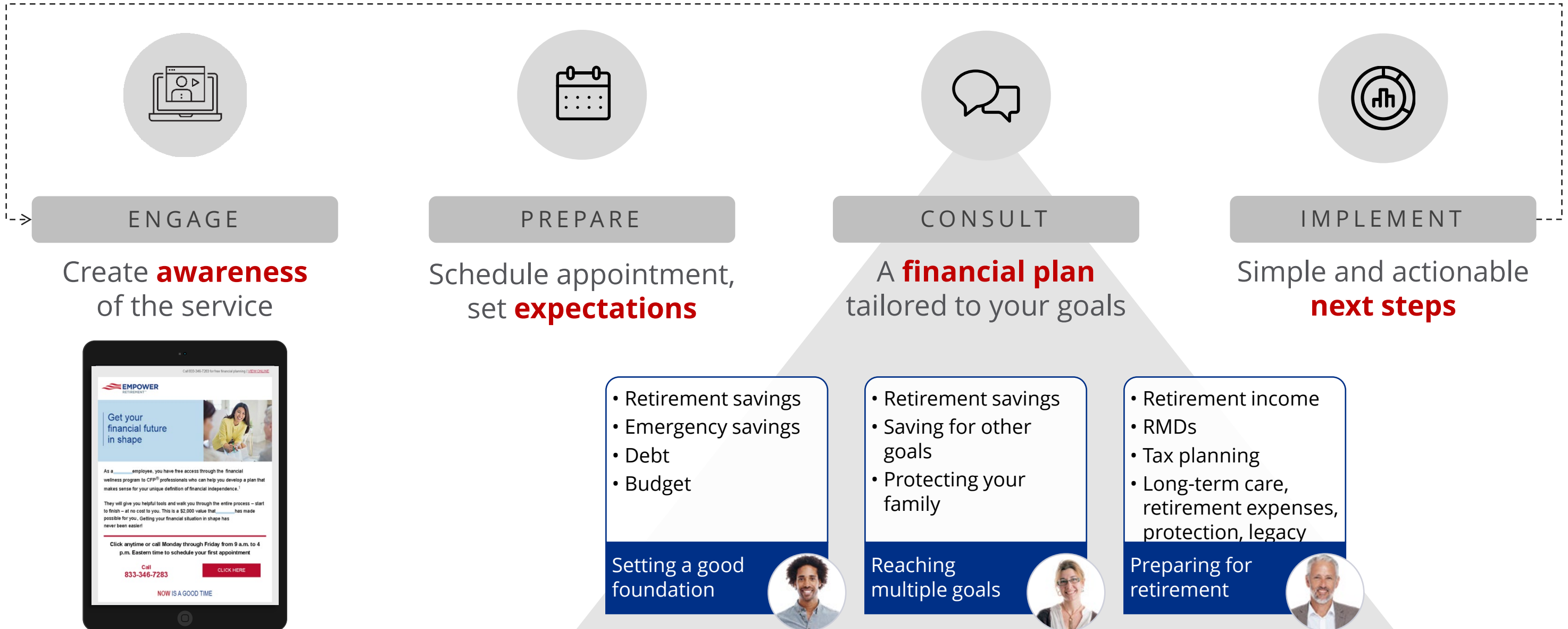
- 66 year old
- Widowed, two grown children, one living with Samuel
- Physician, reduced working hours to 80%

Financial goals

- I'm slowly **easing into retirement** and I plan to stay very active
- Need help converting my **savings into income**
- I want **guaranteed income** during my retirement
- I want to **help my kids** financially



Customer Experience

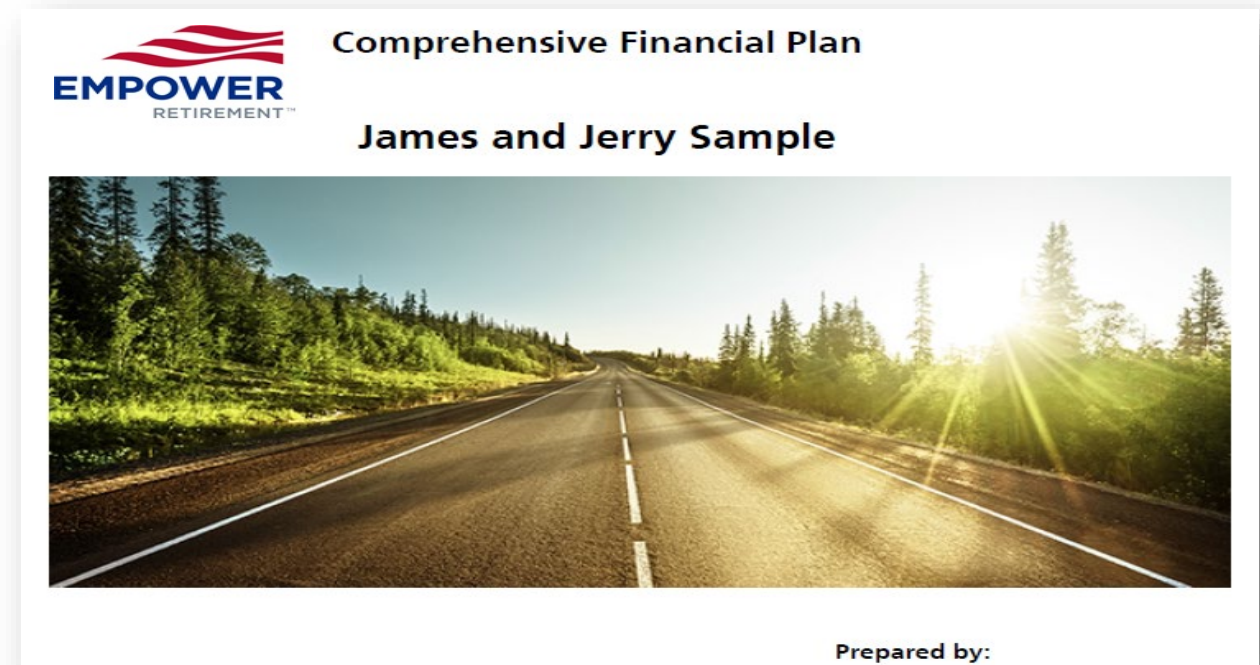


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FOR PLAN SPONSOR AND FINANCIAL PROFESSIONAL USE ONLY

Pre-retirement / In Retirement Financial Plan

- Net Worth Statement
- Budgeting
- College Planning
- Insurance Coverage
- Asset Allocation Report
- Roth Conversion Planning
- Taxable vs Tax-Deferred Planning
- Income Planning
- Social Security Planning
- RMD Planning
- Estate Planning



Estimated **5 hours** of total consultation time.
An average of **3 conversations** take place.
Comprehensive report follows engagement.
90% of time includes **spouse/partner**.

More than just numbers...

Goals Summary

Bob & Brenda's Goals Timeline Hide Detail

Needs	Wants	Wishes
Health Care ✖ Bob Retired Before Medicare / Brenda Employed (2017-2018) \$1,872 Both Retired Before Medicare (2019) \$3,744 Bob Medicare / Brenda Retired Before Medicare (2020-2021) \$8,090 Both Medicare (2022-2046) \$12,233 Brenda Alone Medicare (2047-2050) \$6,016	Annual Travel Fund ✖ When both are retired Recurring every year for a total of 20 times \$15,000 Bob's Ford F-Series ✖ When Bob retires Recurring every 4 years for a total of 4 times \$35,000 Brenda's Mini Cooper ✖ When Brenda retires Recurring every 5 years for a total of 4 times \$35,000	Annual Contributions to UVA ✖ When both are retired Recurring every year until end of plan \$10,000 Marianne's Wedding ✖ In 2020 \$30,000 College - Jessica ✖ 4 years starting in 2031 Attending University of Virginia \$27,182
Retirement - Living Expense Bob (2017) 62 Brenda (2019) 62 Bob Retired and Brenda Employed (2017-2018) \$48,000 Both Retired (2019-2046) \$120,000 Brenda Alone Retired (2047-2050) \$120,000		

Expectations and Concerns

Expectation

Both James and Jerry

Active Lifestyle

Opportunity to Help Others

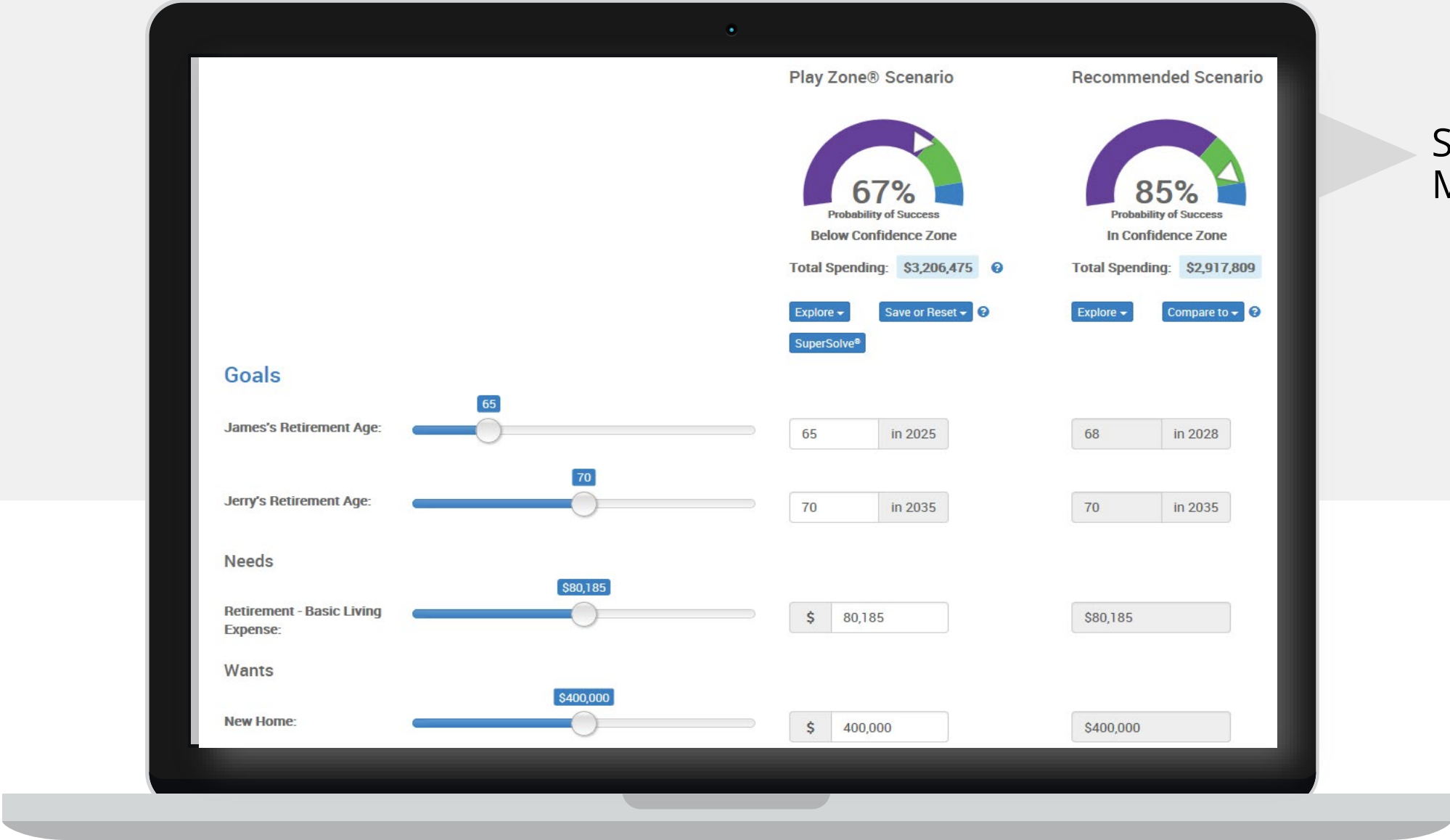
Time to Travel

Time with Friends & Family

Owner	Concern	What Would Help
High		
Joint	Running out of money	If your plan is in the Confidence Zone, there's less reason to worry.
Joint	Cost of health care or long-term care	Include a Goal for Health Care and test to see the impact of a potential Long Term Care expense in the future.
Medium		
Joint	Not having a paycheck anymore	Consider strategies that create a regular source of income.
Jerry	Suffering investment losses	Find out if you can meet your Goals with less risk.
James	James dying early	Test how an early death will impact your family's future.
Jerry	Jerry dying early	Test how an early death will impact your family's future.

Comprehensive Financial Plan

Participant "Play Zone" to Model Scenarios



Success Meter

Financial Planning

Financial Planning Service

- Certified by CFPB (CFP)
- FINRA 6/7, 63, 65/66 (dual-licensed)
- Supports accumulation through distribution
- Offers financial wellness education
- Provides targeted or comprehensive financial planning

Locations

- On-site meetings
- Virtual financial planning meetings (web-conferencing/phone-based)

