

# Feel good with Fidelity



Financial wellness  
for your employees

For scheme sponsors, trustees and their advisers and should not be relied upon by scheme members.



# Our financial wellness goal

**At Fidelity we want you to feel good about your people ambitions.**

Together we will help your employees feel confident and optimistic about their finances, with the Fidelity retirement savings plan at the heart of a 360-degree offering of tailored guidance, engagement and support.

As well as feeling good about their money, they will have more appreciation for the pension and the value of the overall benefits and wellness programme you offer them.

## Feel good with Fidelity



# Why financial wellness matters

Did you know?



81%

**of UK workers have some level of stress about their financial situation.**

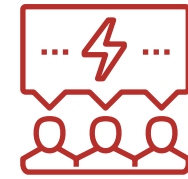
(Fidelity Global Financial Wellness Survey, 2020)



61%

**feel retirement planning is too complicated for them.**

(Fidelity Global Financial Wellness Survey, 2020)



25%

**of businesses say money worries are a significant cause of stress among their staff.**

(Chartered Institute of Personnel and Development, Health and Wellbeing at Work, survey 2021)

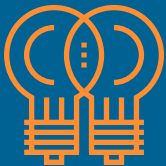
**The Money and Pensions Service** describes financial wellness as 'feeling secure and in control...knowing that you can pay the bills today, can deal with the unexpected, and are on track for a healthy financial future'.



# Why Fidelity for financial wellness?

We want you to feel good about the future of your workforce and the benefits you offer them.

## Here's why you can feel good with Fidelity:



**Our proprietary financial wellness research and insight** that inform the tools, support and guidance that combine to make sense of money and build confidence for the future.



**Our investment heritage**, with decades of experience offering savings and investment products to ordinary people and families as well as major institutions.



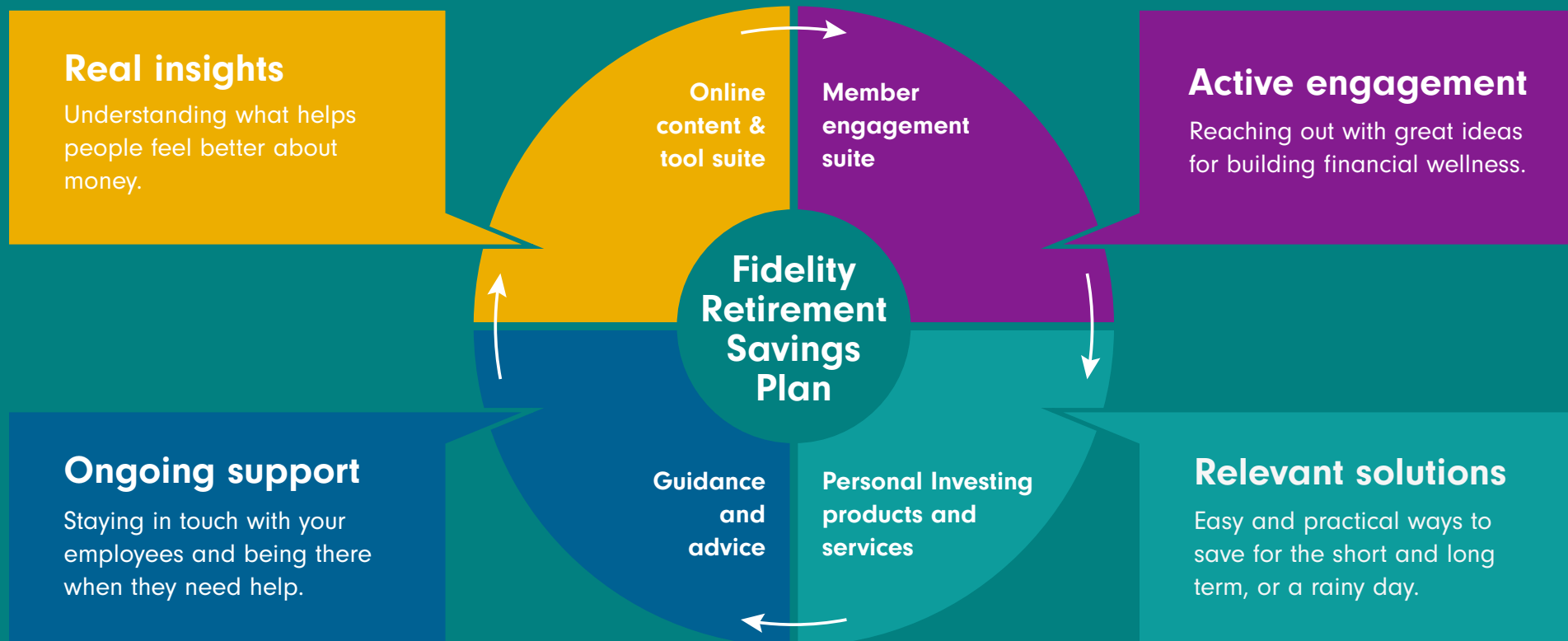
**Our sustainable approach**, with proprietary research and ratings that enable us to favour investing in companies that have good sustainability credentials, so your employees can feel their financial choices are aligned to their values and can benefit society.



**Our independence**, which enables us to take a long-term view and focus on our clients, without the distraction of shareholders.

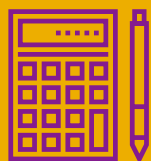
# Financial wellness **in action**

A cyclical and holistic approach to creating financial wellness, putting pension plan members in the driving seat, with a clear view of the road ahead.



# Real insights

Our regular proprietary research\*, such as our Global Financial Wellness and Sentiment surveys, plus feedback from pension plan members, has helped us break down our financial wellness content and tools into four key areas.



## 1. Budgeting

A solid foundation for financial wellness.



## 2. Debt

Some borrowing is useful yet the wrong sort of debt reduces financial wellness.



## 3. Savings

Even a little makes a difference but it can be hard knowing how to start.



## 4. Protection

Being able to cope with financial shocks and emergencies.

## Personalised financial wellness scores

**Our easy-to-use tool gives members an overall score based on the four key components of financial wellness.**

It combines objective factors, such as the amount they save, with subjective features, including how they feel about money and how confident they are.

\*Fidelity Global Financial Wellness Survey May 2020, Fidelity Global Sentiment Survey Sept 2021, Fidelity UK Workplace Investing Member Relationship and Engagement Survey June 2021

**// I have just done my 'financial picture' and wanted to say how helpful it is. I now have some clear things I can do to help save a bit more!**

Healthcare company, Nov 2019



# Active engagement

Through our member engagement suite we actively reach out to members to connect them with our rich financial wellness content and tools with a range of simple steps to help them take control of their retirement savings and overall finances. We implement our approach via our Workplace Workout communications campaigns, thought leadership initiatives, webinars and events.

## A structured approach for your employees



Real data from research is used for our structured member engagement approach.



Targeted communications guide your members to specific content and tools.



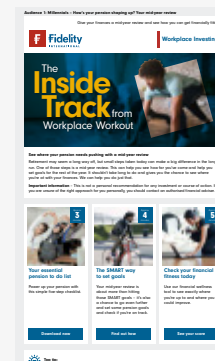
We review member engagement response.



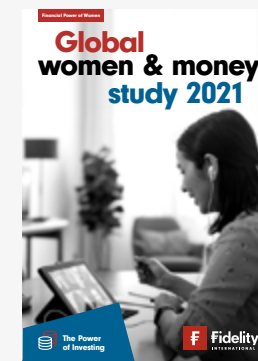
That insight drives forward further content and thought leadership development.



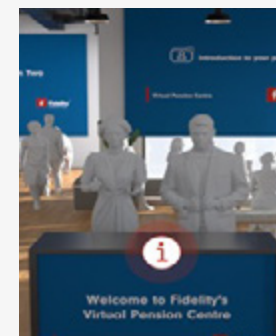
# Engaging your employees



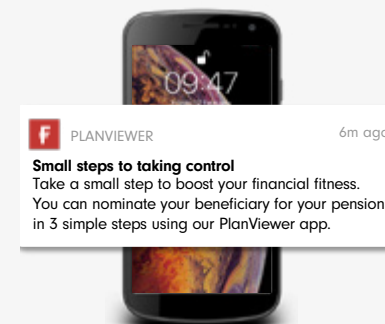
Workplace Workout emails



Women and Money thought leadership



Virtual pensions fair



Looking ahead: Mobile nudges



**// Within 48 hours I had three requests from staff to increase their own contributions.**

International qualifications agency, Dec 2020



# Active engagement it works!

Our stats show that when we engage members they are more likely to feel confident about their money, engage with their retirement savings and improve their financial wellness.

This year has seen significantly higher levels of engagement among members than 2020\*.



5%

higher open rate for emails



4%

increase in financial confidence score for members who engage with Workplace Workout



18%

rise in PlanViewer log-ins



33%

increase in members visiting the website



55%

more visits to the website.

\*Sources: Power BI, Medallia, Adobe, Marketo YoY to end May 2021 vs to end May 2020. Fidelity WI UK Member Relationship and Engagement Survey June 2021.



// I have just been taking a tour  
around the Fidelity website and it  
is absolutely blowing my mind.

International qualifications agency, Dec 2020



# Relevant solutions



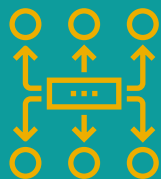
## Invest@Work

An opportunity for staff to save in an ISA or Investment Account through our Personal Investing arm, and enjoy a discount on the usual service fee. Payments are deducted through payroll and compliance reporting is built in.



## Sustainable investing

We have integrated sustainability into both our default lifestyle strategy FutureWise and the self-select fund range.



## Stock Plan Services

An innovative way to reward employees by giving them a stake in your business.

## Looking ahead

we are considering...



## Cash savings

A flexible way to save for a rainy day or short-term goals.



## Lifetime ISA

A tax-efficient account to help with a house purchase or retirement saving.



## Stewardship dashboard

A chance to put principles of sustainability into practice by influencing corporate voting.



## The Marketplace

Products and services from a curated range of financial wellness partners.



# Ongoing support

**Naturally, your employees can rely on Fidelity to help them whenever they need it, either over the phone or through our website.**

But often a member needs more than a quick answer to a simple question. Someone who is about to retire or transfer a large pension to Fidelity needs guidance on the options available to them, and perhaps paid-for advice tailored to their particular circumstances. After all, the ingredients that are necessary for financial wellness can change from one year to the next.



## **Our Guidance**

Delivered through online tools and content, plus detailed, personal conversations about retirement options.



## **Fidelity's retirement service and investment advice**

A range of paid-for services delivered face-to-face, over the phone or by video conference. Available to all Workplace Investing members, advising on Fidelity's full range of personal investing solutions.



## **Wealth Guidance**

Designed around the particular needs of high-net-worth individuals.

# Looking ahead

As your trusted long-term pension partner, we believe we are ideally positioned to help with your employees' financial wellness for years to come. That is why we are constantly innovating and enhancing members' experience with new content, products and services that will help them feel good about their money today and in the future.

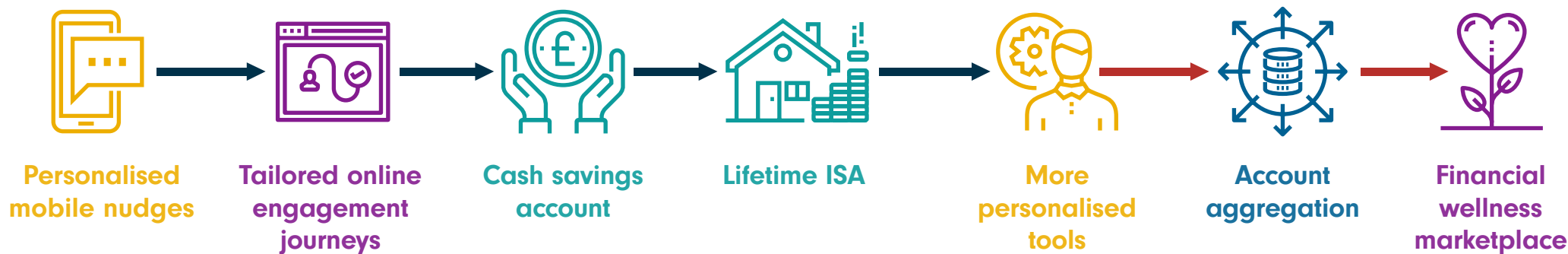
## We are considering....

### Near term:

New products & services to enhance our financial wellness offering

### Longer-term:

New technologies and open finance solutions to help members bring their pensions and finances together to make confident decisions



## About the Fidelity Global Financial Wellness Survey

The survey population consisted of respondents with the following qualifying conditions: individuals aged 20-75 years old; working full-time or part-time or have spouse working full-time or part-time; expecting to retire someday; the main financial decision maker or equal joint main financial decision maker in the household; a minimum household income of: United Kingdom: £10,000 annually; Germany: €20,000 annually; China: RMB 5,000 monthly; Hong Kong: HK\$15,000 monthly; Japan: ¥3,000,000 annually; Canada: CA\$30,000 annually.

The research and analysis for the Global Financial Wellness Survey was completed for the United Kingdom, Germany, China, Hong Kong, Japan, and Canada. Data collection was completed in partnership with Ipsos, a global market and opinion research specialist, who collected and collated data for each region between March 2020 and May 2020.

## About the Fidelity Global Sentiment Survey

The sample consisted of respondents with the following qualifying conditions: aged 20-75, either they or their partner were employed full-time or part-time and had a minimum household income of: Australia: A\$45,000 annually; China: RMB 5,000 monthly; Hong Kong: HK\$15,000 monthly; USA: US\$20,000 annually; Canada: CA\$30,000 annually; UK: £10,000 annually; Mexico: \$4,500 MXN monthly; Ireland: €20,000 annually; Germany: €20,000 annually; Netherlands: €20,000 annually; France: €20,000 annually; Italy: €15,000 annually; Spain: €15,000 annually; Japan: 3m yen annually; Brazil: R\$1,501 monthly; India: 55,001 annually.

The data collection, research and analysis for the above markets was completed in partnership with Opinium, a strategic insight agency. Data collection took place between July 2021 and August 2021. Reporting and analysis took place between August 2021 and October 2021.

**We want to help your people feel good about their finances, so that you can feel good about the future of your workforce.**

**Speak to your Relationship Director to find out more about how financial wellness can help your workforce.**

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