



Step by step

It all adds up

September 2017



SUM180: A New Financial Wellness Solution for Employees

Employees are under financial stress

- **50%** of employees have \$1,000 or less on hand for *sudden medical expenses*¹
- **81%** of employers offered a *high-deductible plan* in 2015²
- **70%** of 401k plan borrowers *defaulted* when they lost their job³
- **33%** of 401k plan participants took a *hardship loan*⁴



Half the country does not have \$400 extra



The Fed asked respondents how they would pay for a \$400 emergency.

47% said that either they would cover the expense by *borrowing* or *selling something*, or they *would not be able to come up with the \$400 at all*.

Financial stress affects productivity

- Financial concerns lead to absenteeism and lost productivity in 15% of employees
- 37% of full-time employees say they think about or deal with financial issues while on the clock at work.
- Since 2007, Americans have been saying that money is their top stressor
- Almost half of American adults have problems with “paying household expenses on time”



A crisis in financial well-being

- People are overwhelmed, fearful and generally not dealing with their money
- Financial stress is costing companies money
- Traditional solutions alone - financial education/literacy and access to advisors for defined contribution accounts - aren't fixing the problem



It's time for a new approach

When it comes to money,
everyone deserves a plan
that helps them live better



A focus on behavior change

Key principles:

- **Social cognitive change theory** - learning occurs through interaction
- **Positive psychology** - emphasizing factors that allow people to thrive
- **Small, personalized steps** - promoting the Action Stage of Change
- **Gamification online** - invite, encourage, account



Best practices adapted

Earning Trust

- Private/confidential
- 24/7
- Start where they are
- Nonjudgmental
- Simple
- Unbiased

Encouraging Change

- Address the comprehensive picture
- Show where they stand
- Emphasize accomplishments
- Give personalized, actionable steps
- Give “how to” education and tips
- Prompt interaction

Supporting Action

- Small steps
- Notifications prompting progress
- Progress tracking for accountability
- Share stories
- Coaching from advisers

Where are the problems?



Saving for retirement (81%*)



What life insurance you need (30%*)



How much to save, build your emergency fund (84%*)

Pay off your credit cards (46%*)

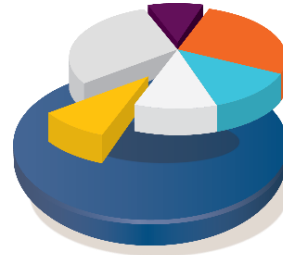


Home and mortgage debt (8%*)



SUM180: A new financial wellness solution

- An **online financial wellness** service that supports behavior change with a jargon-free, safe space to make finances more manageable
- With **three (3) simple steps** and progress tracking, including by app
- **Affordable** access to qualified financial advisers
- An online community for **engagement**, to share and get answers



The employee experience

- Employee provides data on what they make, spend, own and owe in their online profile
- System generates the employees' accomplishments and **three (3) Next Steps**, personalized to their circumstances, starting exactly where they are today.

Employee takes action:

- Start on Plan and track progress
- Get coaching from an adviser
- Join the conversation online



Gather Your Info



Enter Your Info



Get Your Plan



Track Your Progress



Talk to the
Community



Consult an Adviser

SUM180 Plan helps reduce employee stress

- Starts with reviewing employee's financial accomplishments, to help **build confidence** in ability to control financial circumstances
- Recommendations are **100% personalized** and delivered in small batches of **three (3) at a time**, to avoid overwhelming the employee
- Each action item is tailored to be **realistic** for the employee's current circumstances, making it easier to accomplish
- Employee can engage in SUM180 online community to **share and learn** in a more informal setting
- Employee pursues financial advisers only **when they are ready**
- Employees' decisions about amount and type of 401k investments can now be informed and encouraged with a **comprehensive understanding** of their financial picture



Feeling Better

Reporting - engagement and financial health levels



Enrolled ★

User has the ability to engage with SUM180, but isn't yet sure how we can help. **Marked by user registering and logging into SUM180**



Participation ★

User sees potential value to explore more and has begun to provide information to complete interview. **Marked by receiving at least one "insight".**



Progression ★

User Optimism is validated and grown as user sees real impact in own life from using SUM180. **Marked by completion of at least one path, such as receiving I/S.**



Goal Completion

The value-add is complete, as SUM180 helps user meet a goal or solve a problem. **Marked by completing and logging at least one (1) Next Step.**



Check-up/Refresh

User engagement has lagged, so time for proactive engagement. Encourage user to update information. **Marked by user reengagement with plan.**

Financial Health of Client Population Progression

1. Foundational Advice - debt under control, enough in savings, generating savings
2. Protect - insurance, started some investments,
3. Building wealth - have a home, maximizing retirement plans and own portfolio
4. Retirement readiness -- Investment Income, etc. You have enough!

SUM180 founders and key leaders



Carla Dearing
Co-founder & CEO
Finance, management,
technology



Stephen Reily
Co-founder & investor
Marketing, social media,
law



David Ron
Chief Technology Officer
Management consulting, technology



Nancy DeFauw
Product Development
Marketing analytics, technology



Chris McGarvey
Engagement
Learning development, wellness

SUM180 in the news





Helping your employees live better today

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