



Redefining the Journey: Modern Tools, Smarter Choices, Stronger Outcomes

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The Road to Smarter Choices

- **Our story:** How we evaluated, challenged, and transformed our savings programs.
- **The work we've done:** Exploring options, evaluating tools, and designing solutions.
- **The focus:** Helping employees make smarter financial choices with modern tools.
- **Today's session:** A look at key decisions and learnings from our journey.





The Bigger Picture: Why Change Was Needed

- **Re-evaluating for the Future:** we stepped back to assess our savings programs and what we needed to support employees and the organization going forward.
- **The Journey:** we didn't begin with the idea of changing record keepers, but as we evaluated what we needed and wanted, it became clear that this was the right path.
- **Balancing Needs:** evolving to meet employee expectations while ensuring employer value, engagement, modernization, and compliance.
- **Adapting to Change:** economic pressures and new regulations (including CAPSA guidelines), shaped our approach without requiring a full-scale redesign.

This change was about striking the right balance.



Elevating the Employee Experience

Our goal was focused on creating a modern, digitally enabled savings program that delivers real value to employees. Guided by a review of our plans, identification of gaps, and a commitment to innovation, we took steps to strengthen both the employee experience and plan outcomes.

- **Reviewed** savings programs to align with employee needs effectively.
- **Committed to digital innovation** for scalable and accessible plans.
- **Expanded** offerings to provide greater flexibility and choice.
- Focused on stronger outcomes, engagement, and plan resilience.





Why Modern Digital Tools Matter in Uncertain Times

Modern digital tools are only as powerful as the data behind them. Record keepers hold insights into employee savings behaviour, insights that we don't have. By partnering effectively, we can unlock this data to deliver personalized, engaging, and impactful employee experiences.

- Provides valuable data on employee **savings behavior**.
- **Collaboration** enhances plan effectiveness.
- Data can be used to **tailor financial guidance** to individuals.
- Personalized nudges **encourage** healthier, long-term **saving habits**.
- Dynamic dashboards adapt to employees' **evolving financial needs**.
- Scenario planning tools **empower employees** to explore retirement options.



Strengthening Our Investment Lineup and Expanding Employee Choice

We took a holistic approach, balancing cost considerations with long-term outcomes. Our focus was on building an investment lineup that meets the diverse needs of our members today, while also positioning them for retirement adequacy in the future.

- Shifted to **actively managed** Target Date Funds for improved outcomes.
- **Balanced** investment options for current needs and future retirement.
- **Maintained** valued funds including Shariah-compliant option.
- Introduced **First Home Savings Account** in support of housing affordability.
- Added flexible **Retirement Income Options** (RRIF/LIF).





Education & Empowerment

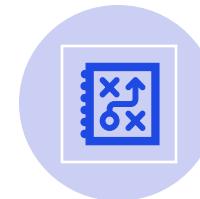
We needed a partner committed to ongoing education and empowerment, because financial wellbeing isn't a one-time event. Engagement must evolve with employees throughout their careers and into retirement.

- **Tailored** financial learning journeys for different career stages.
- **Multi-channel support** including webinars and 1:1 coaching.
- **Addressing key knowledge gaps** in investing and retirement planning.
- Encouraging **active financial decision-making** beyond saving.
- **Personalized nudges** to ensure education feels **relevant** and captures attention.
- **Sustained engagement** builds trust and improves outcomes.





The Path Ahead: Measuring, Adapting, Empowering



Monitor and adapt: Track outcomes to understand what truly works and adjust strategies accordingly.



Build on a strong foundation: Recent changes create a platform for future design improvements and innovation.



Future-ready retirement outcomes: Equip employees to retire with confidence, flexibility, and security.



Listen to employees: Continuously identify what our people want and need at every stage in their journey.



Support every employee: Personalized offerings that meet individuals where they are in their financial journey.

Key Takeaways: Actions That Drive Impact



Listen to your employees - strategically: Understand their needs while aligning programs with organizational goals.

Leverage your record keeper data: Use insights to measure engagement, track trends, and guide decisions.

Regularly review your investment lineup: Ensure options remain competitive, diversified, and aligned with employee and organizational objectives.

When you combine **employee feedback** with **data** and **thoughtful investment design**, you make **informed decisions** that drive **engagement**, build **confidence** and ultimately help employees achieve **better savings outcomes**.

Questions?



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