

Financial Wellness

HELP WORKERS REACH THEIR FINANCIAL GOALS

LINK by Prudential connects your workers to the financial guidance they want and need.

Fifty percent of Americans don't know where to turn when they need financial advice and support.* With LINK by Prudential[®], workers can set goals, and connect with solutions and financial professionals to help achieve them.

Assets available for this campaign include a poster, flyer, mailer/postcard, email, online banners, digital tv slides/screens and newsletter article/blurb.



ABC Services Plan Name

SEE YOUR GOALS. TAKE ACTION.

Introducing LINK by Prudential[®].

Which goals are most important to you?

Tell us about your financial goals. LINK is easy to use. Just tell us about yourself.

Get going on your financial goals. LINK is easy to use. We just need some information about you to get started.

Get a personalized timeline that reflects your life. LINK helps you visualize goals and how much money you'll need to get there.

Connect with a financial professional. LINK connects you with a licensed financial professional on your time and your terms.

Flyer



SEE YOUR GOALS. TAKE ACTION.

Link by Prudential[®] is a new way to build a personalized financial roadmap for your financial goals.

[Learn more](#)

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Online Banners
Available in multiple sizes:
400x300, 250x280, 970x250, 300x600



SEE YOUR GOALS. TAKE ACTION.

Introducing LINK by Prudential[®].

Link by Prudential[®] is a new way to build a personalized financial roadmap that connects you with solutions and financial professionals to help you achieve your goals.

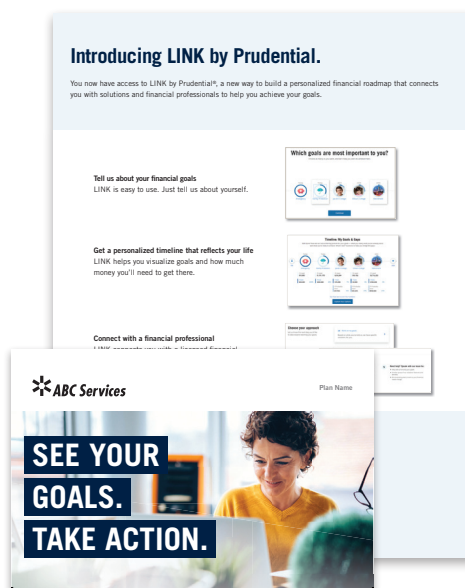
Log in [www.prudential.com/link](#) or My Account [LINK by Prudential](#)

Digital Screen



LINK by Prudential

Newsletter Article/Blurb



ABC Services Plan Name

SEE YOUR GOALS. TAKE ACTION.

Introducing LINK by Prudential.

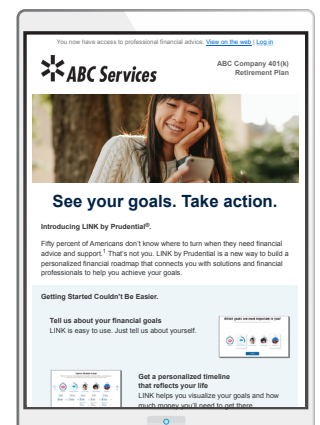
You now have access to LINK by Prudential[®], a new way to build a personalized financial roadmap that connects you with solutions and financial professionals to help you achieve your goals.

Tell us about your financial goals. LINK is easy to use. Just tell us about yourself.

Get a personalized timeline that reflects your life. LINK helps you visualize goals and how much money you'll need to get there.

Connect with a financial professional. LINK connects you with a licensed financial professional on your time and your terms.

Mailer/Postcard



ABC Services ABC Company 401(k) Retirement Plan

See your goals. Take action.

Introducing LINK by Prudential[®].

Fifty percent of Americans don't know where to turn when they need financial advice and support.* That's not you. LINK by Prudential is a new way to build a personalized financial roadmap that connects you with solutions and financial professionals to help you achieve your goals.

Getting Started Couldn't Be Easier.

Tell us about your financial goals. LINK is easy to use. Just tell us about yourself.

Get a personalized timeline that reflects your life. LINK helps you visualize your goals and how much money you'll need to get there.

Email

Poster

LINK makes it easy for individuals to:

- Identify their financial goals.
- Get a personalized timeline that reflects their life.
- Decide how to get help by connecting them with a qualified financial professional on their time and terms.

And this campaign makes it easier for them to connect with LINK.

Contact your Prudential representative or visit
www.prudential.com/wellnesseffect to learn more.



*Harris Poll on behalf of Northwestern Mutual, "2016 Planning & Progress Study: Closing the Gap," June 2016.

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Prudential LINK financial representatives currently offer only insurance products issued by PICA and its affiliates ("Prudential companies"). It is generally more profitable to Prudential if you purchase insurance products that are issued by a Prudential company than a non-Prudential company. All references to income certainty and guarantees, including optional benefits, are backed by the claims paying ability of the issuing company and do not apply to the underlying options.

Prudential LINK and LINK by Prudential occasionally may be referred to as LINK.

The free consultation provides an overview of your financial life and proposes solutions for you to consider. You will not receive a written financial plan and/or investment recommendations.

For PCS clients, interaction with PCS will generally be limited to the Prudential LINK web-based interface. PCS clients do not have an individual portfolio manager assigned to their account. PCS, through its Investment Committee, selects portfolio holdings and determines the program's rebalancing methodology.

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