

Financial Wellness

STUDENT LOAN ASSISTANCE

Help your workers build better overall financial wellness for their future by showing them how to eliminate financial stressors from their past. Your plan's student loan assistance feature reduces payments by \$251 on average!*

Plan Name

GRADUATE
FROM
STUDENT DEBT

Student loan assistance can help ease your concerns about student debt. Take a short self-assessment and discover how to:

Lower your monthly payments

Pay off loans faster

Refinance

Taking care of your student loan debt is a great way to get started on the path to financial wellness. This is one class you won't want to be late for!

You can get started today

Log in to your account at www.prudential.com/online/retirement.

My Accounts • My Financial Life • Tools

This material is intended to provide information only. This material is not intended as advice or recommendation about investing or managing your retirement savings. By sharing this information, "Prudential Retirement" is not acting as your fiduciary as defined by the Department of Labor or otherwise. If you need investment advice, please consult with a qualified professional. The student loan assistance services are provided by Student Loan Benefits, Inc. (SLB), a business of Bank Leumi in a third party provider that is independent from Prudential and its subsidiaries. Student loan assistance services are provided through a voluntary, non-unionized contract program (SLB) and a group insurance product and are not part of any employee benefit plan. SLB is not a financial institution and does not provide insurance products or services, and does not provide investment or other advice. Prudential Financial and services are provided by Prudential Behavioral Investments and Annuity Company (PBIC), a business of Prudential Financial, Inc. (PFIC) and its related entities, registered in many jurisdictions worldwide. © 2019 Prudential Financial, Inc. and its related entities. Prudential, the Prudential logo, the Rock symbol and Bring Your Challenges are service marks of Prudential Financial, Inc. and its related entities, registered in many jurisdictions worldwide. 102176-0205-00 PF_IC_SLD_21

Poster, flyer

In person

Reach your workers with hand-distributed flyers or with workplace posters you can hang in the places most likely to reach your team.

Plan Name

GET AHEAD
OF YOUR
STUDENT DEBT

Assistance Can Help

When you have more time to be awesome, to do your Prudential account to access the student loan assistance feature and discover how to:

- Lower your monthly payments
- Pay off loans faster
- Refinance

Log in to your account at www.prudential.com/online/retirement to get started today.

My Accounts • My Financial Life • Tools

This material is not intended as advice or recommendation about investing or managing your retirement savings. By sharing this information, "Prudential Retirement" is not acting as your fiduciary as defined by the Department of Labor or otherwise. If you need investment advice, please consult with a qualified professional. The student loan assistance services are provided by Student Loan Benefits, Inc. (SLB), a business of Bank Leumi in a third party provider that is independent from Prudential and its subsidiaries. Student loan assistance services are provided through a voluntary, non-unionized contract program (SLB) and a group insurance product and are not part of any employee benefit plan. SLB is not a financial institution and does not provide insurance products or services, and does not provide investment or other advice. Prudential Financial and services are provided by Prudential Behavioral Investments and Annuity Company (PBIC), a business of Prudential Financial, Inc. (PFIC) and its related entities, registered in many jurisdictions worldwide. © 2019 Prudential Financial, Inc. and its related entities. Prudential, the Prudential logo, the Rock symbol and Bring Your Challenges are service marks of Prudential Financial, Inc. and its related entities, registered in many jurisdictions worldwide. 102176-0205-00 PF_IC_SLD_21

Plan Name

GET AHEAD
OF YOUR
STUDENT DEBT

Assistance Can Help

When you have more time to be awesome, to do your Prudential account to access the student loan assistance feature and discover how to:

- Lower your monthly payments
- Pay off loans faster
- Refinance

Log in to your account at www.prudential.com/online/retirement to get started today.

My Accounts • My Financial Life • Tools

This material is not intended as advice or recommendation about investing or managing your retirement savings. By sharing this information, "Prudential Retirement" is not acting as your fiduciary as defined by the Department of Labor or otherwise. If you need investment advice, please consult with a qualified professional. The student loan assistance services are provided by Student Loan Benefits, Inc. (SLB), a business of Bank Leumi in a third party provider that is independent from Prudential and its subsidiaries. Student loan assistance services are provided through a voluntary, non-unionized contract program (SLB) and a group insurance product and are not part of any employee benefit plan. SLB is not a financial institution and does not provide insurance products or services, and does not provide investment or other advice. Prudential Financial and services are provided by Prudential Behavioral Investments and Annuity Company (PBIC), a business of Prudential Financial, Inc. (PFIC) and its related entities, registered in many jurisdictions worldwide. © 2019 Prudential Financial, Inc. and its related entities. Prudential, the Prudential logo, the Rock symbol and Bring Your Challenges are service marks of Prudential Financial, Inc. and its related entities, registered in many jurisdictions worldwide. 102176-0205-00 PF_IC_SLD_21

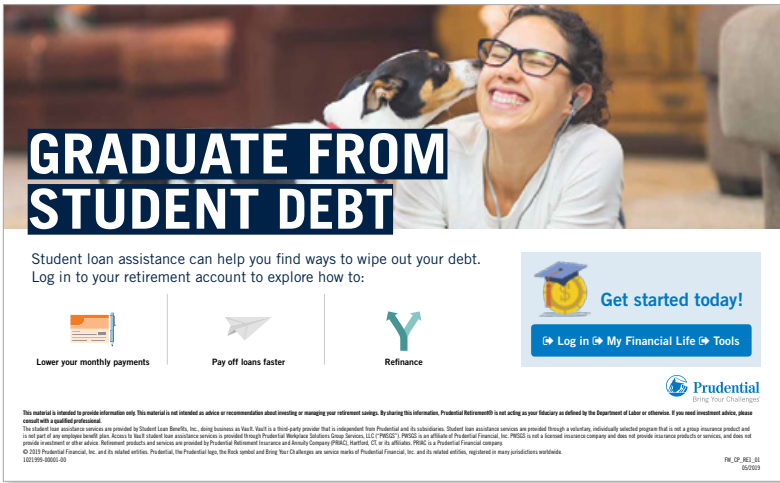
Desk drop or leave behind card, Postcard

By mail

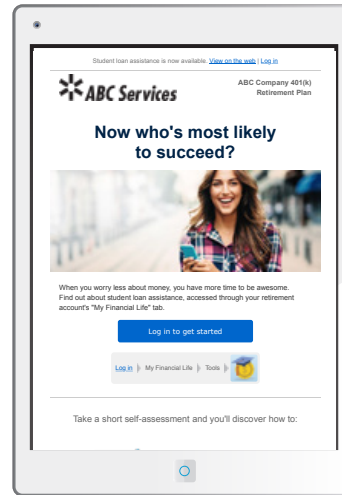
Reach your workers at home with a U.S. mail postcard that introduces student loan assistance and outlines the basics.

Digital components

Reach your workers on digital displays with cool screens or in their inbox with email. Web banners reach your workers when they're surfing your intranet or internal website and offer an easy way to click and get started.



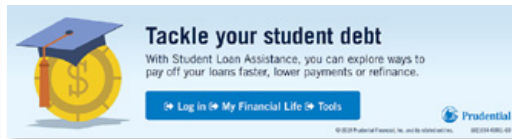
Cool Screens



Email



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



Short Copy Description and Newsletter Article
Include a short copy description in your internal communications or use it as a teaser to this newsletter article.

Your workers have different financial needs and communication preferences. This comprehensive campaign is designed to help you connect workers to student loan assistance to help them get to where they want to be on their personal financial wellness journey.

Contact your Prudential representative or visit wellnesseffect.prudential.com/Capabilities/Student-loan-assistance to learn more.



*Prudential pilot results.

The student loan assistance services are provided by Student Loan Benefits, Inc., doing business as Vault. Vault is a third-party provider that is independent from Prudential and its subsidiaries. Student loan assistance services are provided through a voluntary, individually selected program that is not a group insurance product and is not part of any employee benefit plan.

Access to Vault student loan assistance services is provided through Prudential Workplace Solutions Group Services, LLC ("PWSGS"). PWSGS is an affiliate of Prudential Financial, Inc. PWSGS is not a licensed insurance company and does not provide insurance products or services and does not provide investment or other advice.

Retirement products and services are provided by Prudential Retirement Insurance and Annuity Company (PRIAC), Hartford, CT or its affiliates. PRIAC is a Prudential Financial company.

© 2019 Prudential Financial, Inc. and its related entities. Prudential, the Prudential logo, the Rock symbol and Bring Your Challenges are service marks of Prudential Financial, Inc. and its related entities, registered in many jurisdictions worldwide.