

What if saving for retirement could be easy, fun and accessible for everyone?

ICanRetire®



ICanRetire is designed to make retirement planning approachable for all through customized, easy-to-understand action plans.

Introducing ICanRetire

Our digital participant engagement program is designed to help participants take control of their financial future and add value for plan sponsors.

From targeted emails to quizzes and comic strips, participants have likely never learned about retirement like this before. And to build cohesion and simplify the retirement planning process, we've integrated ICanRetire into the PlanPremier® and RecordkeeperDirect® websites. Best of all? It's free for your retirement plan clients.

Program highlights:

 Participant action plans

 Targeted emails

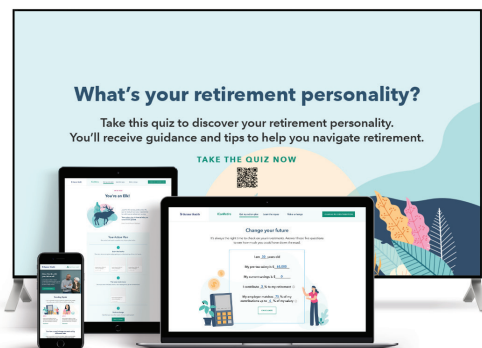
 Value added, no additional fee

Accessible and inclusive

Employees can easily access ICanRetire on any device, whenever they want – no login needed.

Our retirement-savings content is jargon free and features diverse thought leaders and social influencers through quick reads and short videos.

All calls to action from ICanRetire link to the PlanPremier and RecordkeeperDirect sites, where employees can easily access their accounts and make changes.



Access [ICanRetire.com](https://www.icanretire.com) from anywhere.

Participant segmentation

ICanRetire provides research-backed, behavior-focused services designed to enhance employee engagement at no additional cost.

After participants take a short retirement-style quiz, we'll match their style with tips and resources relevant to them. Participants will also receive content through a behavior-based email journey, which helps them frequently reconnect with their goals and stay on track.



Fox: Savvy
Med/high contribution



Elk: Avider
Low contribution



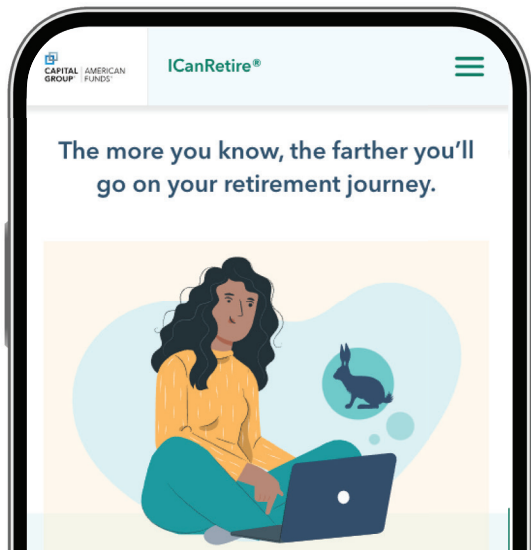
Lynx: Learner
Low contribution



Rabbit: Avider
No contribution



Owl: Savvy
Med/high contribution



Proven results¹

2X

Instances of deferral rate increase for engaged participants²

70%

Average deferral rate increase for those who made a change

3X

Deferral growth rate compared to industry average³

¹ Program results are from the RWJBH ICanRetire program from January 2021 to July 2022. Program features and results may vary.

² Engaged participants are defined as participants who visited the ICanRetire website or clicked through ICanRetire emails.

³ Industry average benchmarks established from Vanguard's 2022 "How America Saves" report.

Scan to check out
ICanRetire now.



Helping employees save for retirement doesn't have to be difficult. We can make retirement planning accessible to everyone.

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