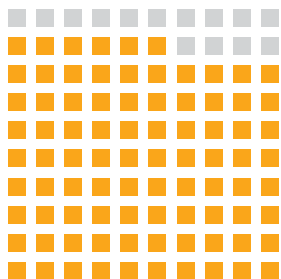


Lincoln's technology and personalized service drive results

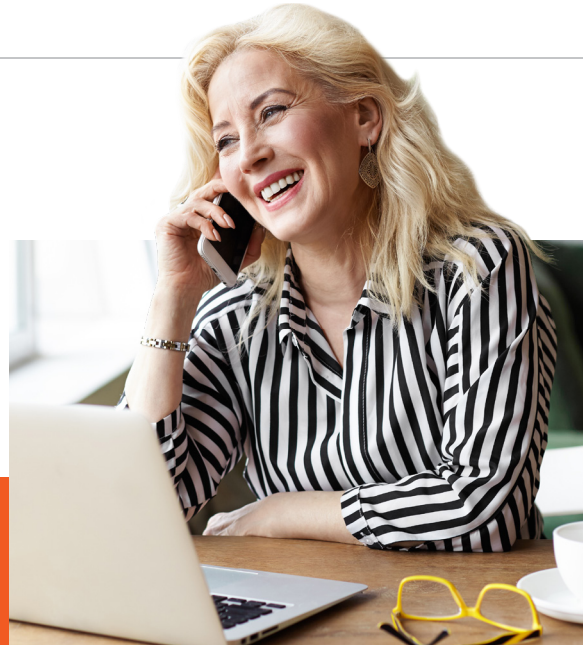
Participant need

Employees recognize they need to improve their financial wellness, and they want to take action. However, they lack confidence in managing their finances and need help understanding financial wellness and retirement benefits. They're relying on their employers to help them understand.



86% of surveyed participants are open to contact from their retirement plan service providers above and beyond quarterly statements.

Source: Cogent Syndicated, "DC Participant Planscape," Escalent, 2021.



The industry landscape: Going digital

Retirement plan service providers are turning to technology to engage and motivate participants. They're redesigning online participant experiences to help improve financial literacy and encourage saving.¹ They're also using complex algorithms and artificial intelligence to enhance and personalize their participant communications.¹

Benefits of increased demand

Plan providers implementing these resources may be seeing the payoff with increased consumer demand as participants craving convenience and ease seek digital resources:¹

- **60%** of surveyed participants had online interactions in 2021 versus 40% offline interactions.²
- **52%** of those surveyed prefer to use a digital app to manage their finances.³
- **Three in 10** surveyed want to access financial advice through a digital portal.¹

As digital transformation accelerates to meet this growing demand, participants benefit from these improvements in online resources.

- **86%** of respondents in 2022 found the savings tools and calculators on their 401(k) website very or somewhat helpful for retirement planning compared with 77% in 2020.¹
- **72%** of participants surveyed in 2022 expressed the same sentiment about the articles, videos, and webinars offered online by their plan's service provider — a 20% jump from 2020 (52%).¹

¹ "The Cerulli Edge: U.S. Retirement Edition, Issue #63," Cerulli Associates, 2Q 2022.

² "Building the Next Generation Email Program," Salesforce, 2021.

³ "Navigating a New Era of Financial Wellness: 2022 Workplace Benefits Report," Bank of America, September 27, 2022, https://business.bofa.com/content/dam/flagship/workplace-benefits/id20_0901/documents/2022-WBR.pdf.

A personal touch

However, even with the desire for online resources, participants also want personal retirement planning support.



45% of those surveyed would welcome one-on-one advice from plan service providers and access to financial professionals.¹



Only 25% of participants surveyed self-direct their investments, down from 30% in 2020.¹

The Lincoln solution

Lincoln helps participants by offering financial wellness education, tools, and individual support to address everyday financial matters so they can focus on long-term goals, like retirement.

Tech enabled, people connected

To do this, Lincoln provides a personalized program combining on-site and virtual one-on-one service, print and email campaigns, and comprehensive online tools and resources that allow participants to engage how they like. These actionable solutions help employees improve their overall financial health and gain the confidence to make informed decisions and help employers maintain a happier, more engaged workforce.



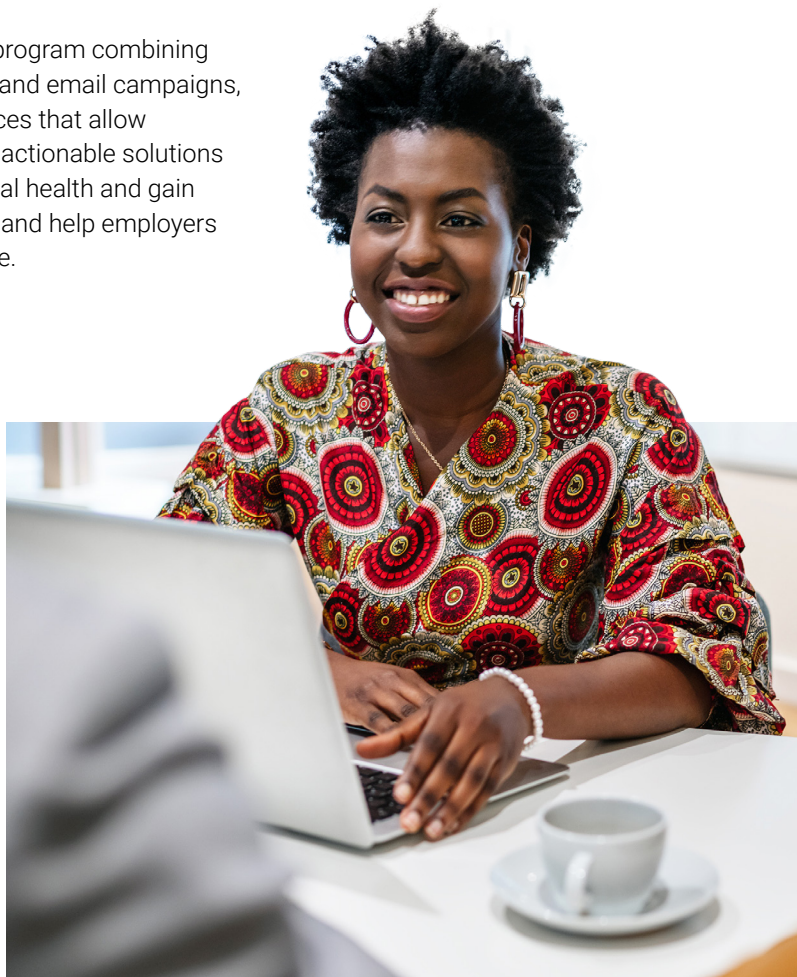
Participants who engage with Lincoln's many experiences **stay with their employer**

an average of four years longer than those who do not engage.²

Engagement with multiple offerings includes receiving a campaign, logging in, and speaking with a retirement consultant (RC).

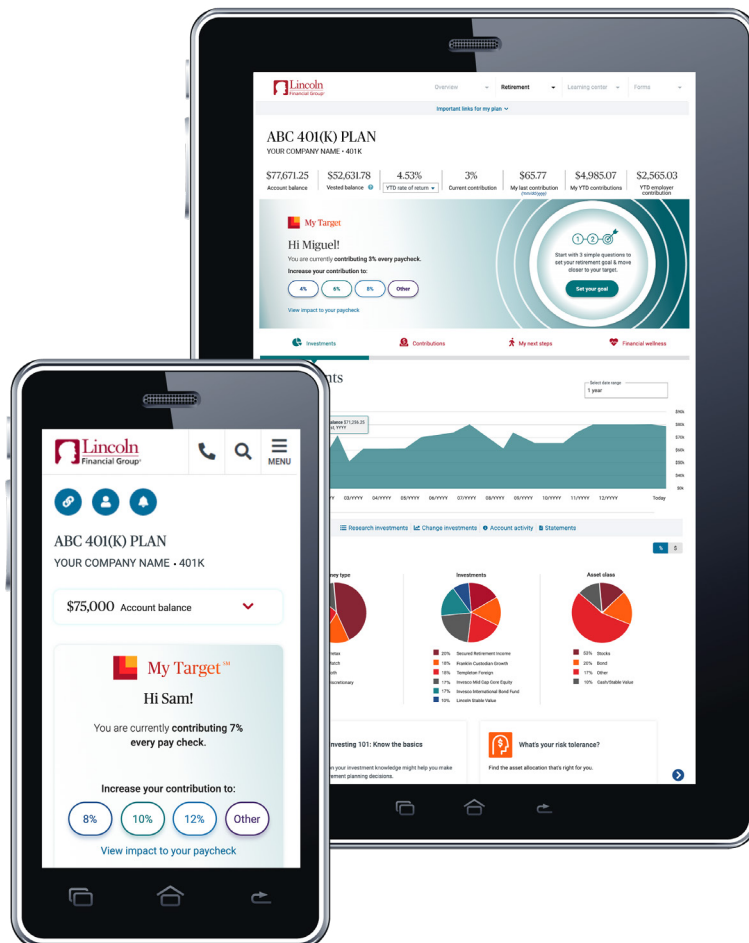
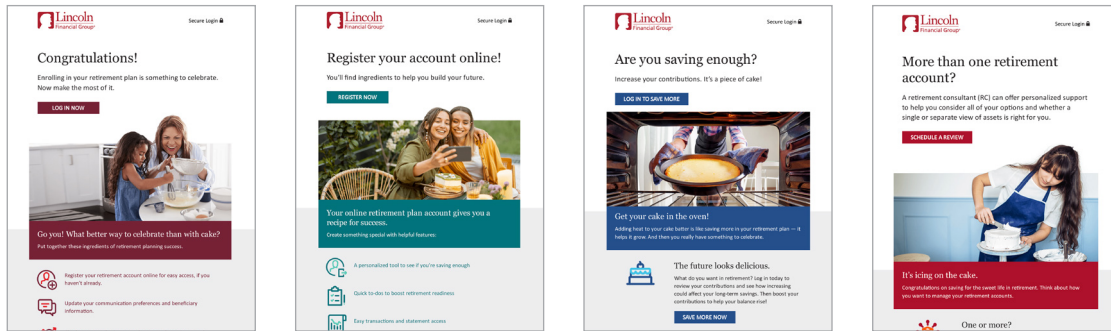
¹ Cogent Syndicated, "DC Participant Planscape," Escalent, 2021.

² Lincoln Financial Group data, 2022.



Welcome journey engages participants

Our campaigns have evolved to deliver the right message at the right time to the right audience to help participants stay on track toward retirement. To engage participants, we've developed trigger-based messaging using data and analytics. For example, when a participant enrolls in their retirement plan, we greet them with a personalized welcome journey that encourages them to take positive actions within their account based on how they're interacting with their plan.



Participant experience transformation

To drive outcomes, we've also upgraded our participant online experience based on the latest research, user analytics, and usability testing. With features like customized "next steps" to provide participants with the next best action within their account, it's sophisticated yet simple.

This data-driven analytical evolution is paving the way for increased participant digital engagement and interaction.

Personalization drives results

Lincoln's proactive communication campaigns and personalized financial help allow us to succeed with participants. Lincoln's tools and support effectively engage participants:

Whether they interact with them one at a time ...



Web-registered participants contribute almost **4% higher** than those who are not.¹



Participants who log in to their online accounts at least once per year **contribute 60% more** than those who don't.¹



Those who have received at least one of the national campaigns in 2022 contribute at rates over **30% higher** than those who didn't.¹

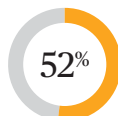


Participants who met with an RC once in 2022 contributed **20% more** than those who had not, and those who met with an RC at least twice contributed **over 30% more**.²

.... or via multiple touchpoints

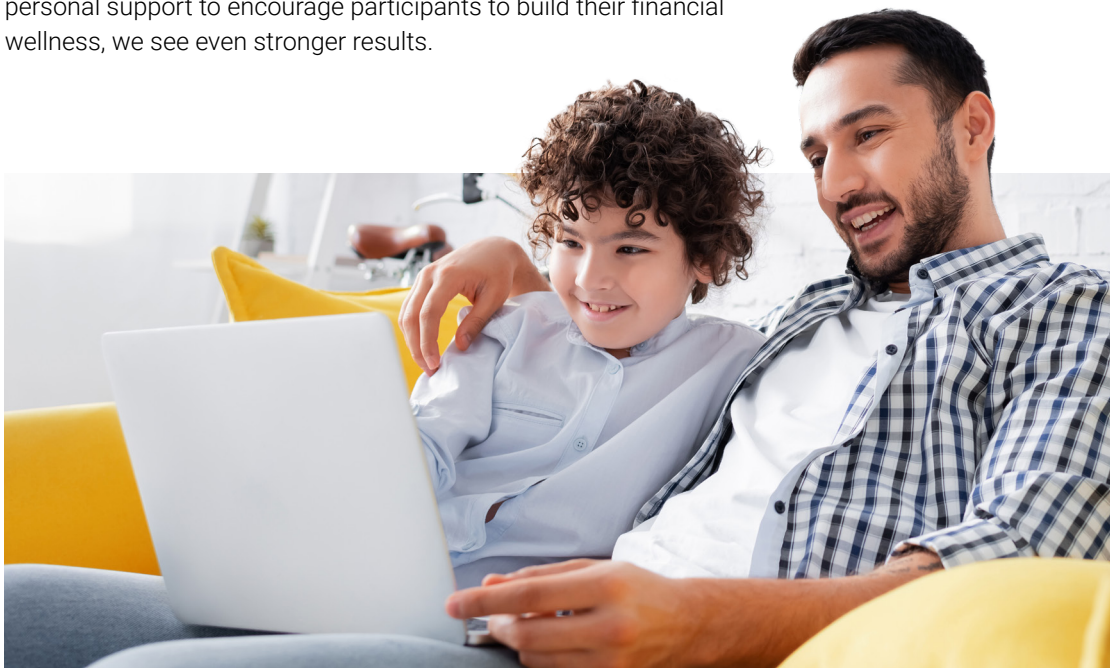


Participants who received at least one campaign are **20% more likely** to meet with an RC and **almost twice as likely** to log in.¹



Participants who engage with Lincoln through campaigns and online tools as well as the personal attention of an RC save **52% more** as compared with peers.¹

When we combine our digital solutions, targeted campaigns, and personal support to encourage participants to build their financial wellness, we see even stronger results.



¹ Lincoln Financial Group data, 2022.

² Lincoln Financial Group data, *Lincoln Alliance*® program Book of Business, 2022.



More than a retirement plan

Lincoln is proud to offer an action-based, comprehensive program to help employees through every life stage, giving them the confidence to make financial decisions for their personal situations.

Contact your Lincoln representative to see how your employees could benefit from the Lincoln experience.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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