

The impact of nudge

How financial education impacts the individual and organization

We believe financial wellbeing is an outcome

Globally, more people are aware of the precariousness of their financial situation. **44% are anxious about their finances.**¹

Organizations recognize their responsibility, and the opportunity they have to tackle the problem. **89% of HR leaders said improving the financial health of their people was the top priority**¹ of their employee benefit and wellbeing programs.

To address the challenge using comprehensive mixed-method qualitative and quantitative research, our impartial research partner Censusewide analyzed and compared nudge users with non-nudge users. The findings reveal the positive and practical impact financial education has on both individuals and organizations.

This research paper demonstrates the impact that nudge's impartial financial education has on:

-  Improving financial health
-  Increasing uptake of employee benefits
-  Driving wider business impact

Financial wellbeing

It's that feeling when you are in control of your money and prepared for your future.

You can maximize financial wellbeing with the skills and knowledge that leads to action on your money, and employee benefits. As a result, confidence builds, helping you to take control of your money and be more hopeful about your financial future.



The impact of nudge: improve financial health

To assess the financial health of nudge users and non-nudge users, each individual completed a **financial health checkup** assessment against five key pillars.

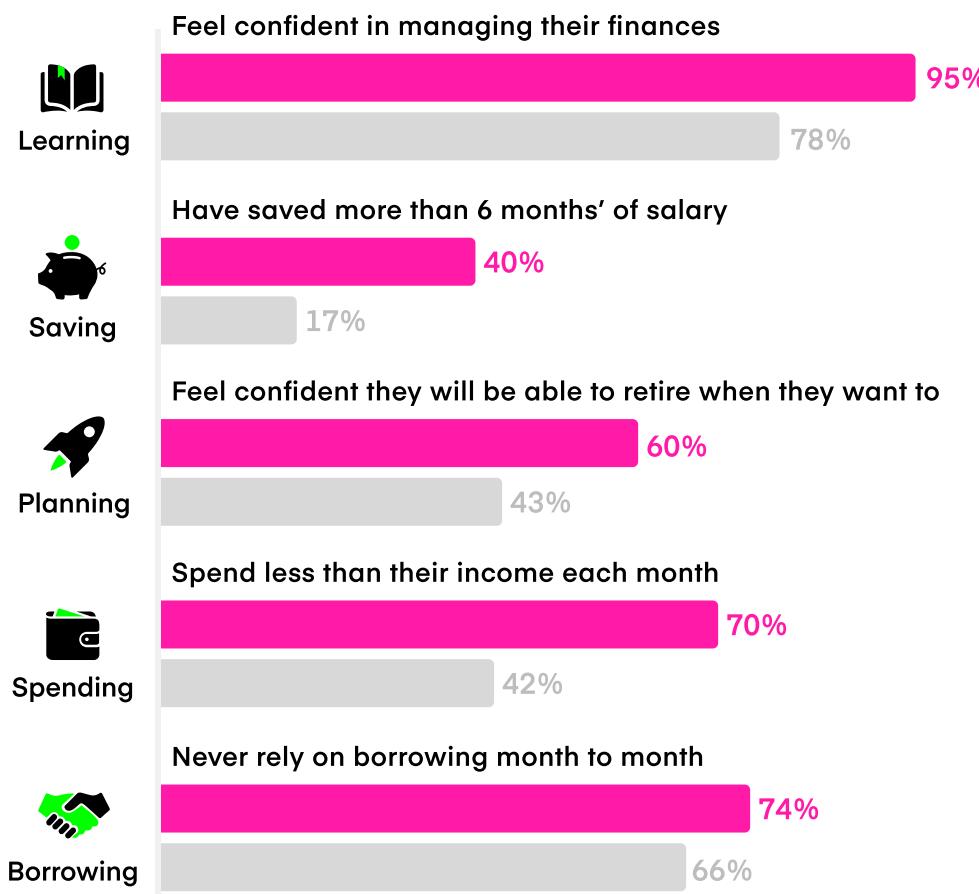
Using this data², Censuswide compared the financial health of those using nudge, to those who do not. The results were striking:

Financial health checkup

From learning to borrowing, we've turned our expertise and insights in financial wellbeing to create a short 12-question quiz that instantly assesses each employee's financial health.

Financial Health Checkup results

● nudge users ● without nudge

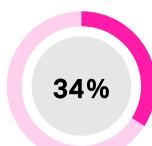


The impact of nudge: drive uptake of existing benefits

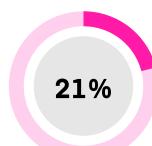
nudge is an impartial solution, meaning it has the capability to increase awareness, understanding and action on employee benefits. We do this by incorporating your employee benefits program into our education modules, nudges [prompts] and feed. Our AI-powered technology means each employee sees the right benefit at the right time.

To assess the impact of nudge, Censuswide analyzed the relationship an individual has with their employee benefits when they use nudge, compared to those who don't.

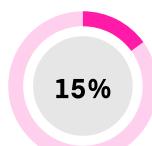
The research shows that nudge users are more likely to understand, and use, existing employer-provided benefits, resulting in:



greater understanding
of benefits



more take-up
of benefits



increase in contributions
to retirement

Examples of the impact we have driven for our clients:



89%

increase in open
enrollment engagement



13%

take-up of bonus
exchange

SAMSUNG

88%

increase in open
enrollment engagement

SIEMENS

30%

increase in retirement
contributions

WilliamHILL

50%

increase in take-up of
equity plan

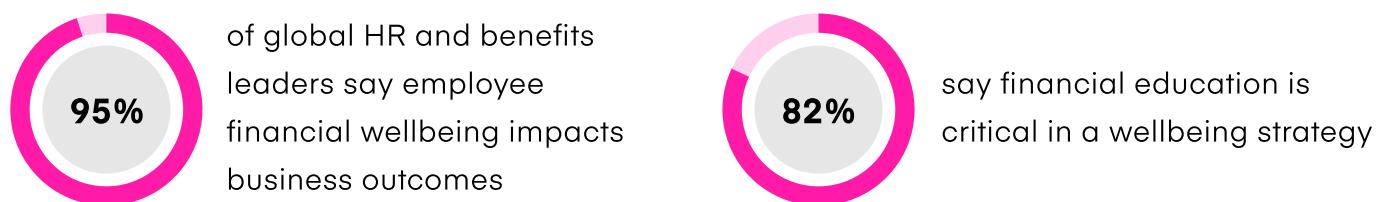


46%

increase in benefit
portal traffic

The impact of nudge: in the wider organization

Censuswide's research revealed that financial wellbeing is a critical component of organizations' broader business outcomes. Interviews with C-suite, HR, wellbeing, ESG and DE&I leaders, show that they recognize the wider impact of providing impartial financial education. As well as improving wellbeing, they said it contributes to their ESG, employer brand, retention and inclusion initiatives.



Increase in commitment to employer



Improved employer brand



Impact ESG initiatives

The research revealed that nudge impacts the social pillar of our clients' ESG strategy through four of the UN Sustainable Development Goals;



3 Good health and wellbeing



4 Quality education



5 Gender equality



10 Reduced inequalities

Why nudge?

-  Impartial financial education without the sell
-  Global, a single secure global provider
-  Personalized, powered by psychology to drive action
-  Inclusive, make financial wellbeing accessible to everyone

Financial wellbeing that makes a difference

We work with clients from all sectors to achieve the following outcomes:

-  Improved financial health
-  Increased employee benefits uptake
-  Reduced financial anxiety
-  Improved employer brand
-  Reduced churn

ACCA

SAMSUNG

Expedia

RSA

Capgemini

Virgin

ABInBev

William HILL

VISA

BNP PARIBAS

SIEMENS

DLA PIPER

EQUIFAX

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Methodology

Censuswide surveyed over 1,500 people around the world to learn about their experiences with financial education, segmenting respondent data by age, region, income level, access to financial education, and frequency of engagement with financial education. They then compared this data with financial health checkup data from approximately 1,500 nudge users. They also surveyed 34 global HR and benefit leaders to get targeted insights.

To provide even more insights, they interviewed regional and global benefit, wellness, and employee experience leaders working in a range of industries, from manufacturing to information technologies to education.

The research included organizations whose reach spans 46 countries.

Countries surveyed:



nudge is the global financial education platform that demystifies money management for all. Drawing on behavioral psychology and data, our platform offers personalized, engaging financial knowledge and skills to educate and delight anyone. A global solution that is unaffiliated with conflicting financial products, our inclusive approach is trusted by hundreds of thousands of people across the world.

nudge is impacting:

-  **300+ global clients**
-  **100+ countries**
-  **2 million people**

nudge

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