Fidelity must shift its thinking to differentiate itself from the industry.

From
A sea of investment offerings

To
Customized offerings based on personal goals and values.
How might Fidelity become indispensable in helping anyone access the lives they want?
Four levers shaping perceptions of investing

- **Level of competence**: Complexity of finances reduces confidence to independently manage alone without help.

- **Personal experience**: People need appropriate benchmarks to evaluate their financial decisions and conditions.

- **Desire for control**: People want offerings that are responsive and in balance with their personal values, desires, and needs.

- **Level of trust in advisor**: When compensation for financial advisors does not align with a person’s interest, mistrust ensues.
What might potential services look like for a customer over their lifetime?

Andrew

Recently started college

Doesn’t know much about investing
Reach

Proactively reach out to potential users

User Impact
Help overcome barriers to investing

Solution Components
Digital partnerships with touchpoints.
Investment education in a familiar context.
Reach
Proactively reach out to potential users

User Impact
Help overcome barriers to investing

Solution Components
Digital partnerships with touchpoints. Investment education in a familiar context.
Initiate

Define what’s important to newly engaged users, and present them with customized services and tools

User Impact
Provide ownership of investment decisions

Solution Components
Recommendations, management tools, benchmarking
Initiate

Define what’s important to newly engaged users, and present them with customized services and tools

User Impact
Provide ownership of investment decisions

Solution Components
Recommendations, management tools, benchmarking
It’s nice to get to know you better Andrew! For you, we recommend our **free digital platform for new investors**.

**Initiate**

Define what’s important to newly engaged users, and present them with customized services and tools.

**User Impact**

Provide ownership of investment decisions.

**Solution Components**

Recommendations, management tools, benchmarking.
Adapt

Provide responsive offerings when values and needs change

User Impact
Control over financial situation even when priorities shift

Solution Components
Guidance with major life milestones
Possible downside risk of $226 Million in the first five years

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>People Signed up for Fidelity 20/20</td>
<td>5,155,946</td>
<td>5,155,946</td>
<td>5,155,946</td>
<td>5,155,946</td>
<td>5,155,946</td>
</tr>
<tr>
<td>Avg. Amount Invested</td>
<td>$2,502</td>
<td>$5,164</td>
<td>$7,995</td>
<td>$11,001</td>
<td>$14,192</td>
</tr>
<tr>
<td>Up Year/Down Year</td>
<td>Up</td>
<td>Down</td>
<td>Down</td>
<td>Down</td>
<td>Up</td>
</tr>
<tr>
<td>Expense Ratio</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Fees Collected by Fidelity</td>
<td>$129,001,769</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$731,731,856</td>
</tr>
</tbody>
</table>
Fidelity has the opportunity to add $750 Billion in retirement savings to low-income people in America

1 Investor
$30,495 Median Income¹
20 Avg. number of years to retirement
7.2% Avg. Inflation Adjusted Rate of Return on S&P 500²
4.0% Avg. Annual US Income Growth Rate³
8.1% Avg. Annual contribution to Fidelity 401K⁴

$146,375 Savings at Retirement

38,300,000 People with no retirement savings¹
53% People that say they don’t invest because they don’t have the money⁵
25.4% People interested in no-fee down year retirement plans⁶

5,155,946 People signed up for Fidelity 20/20

² Oppenheimer Asset Management (http://usatoday30.usatoday.com/money/perfi/stocks/2011-06-08-stocks-long-term-investing_n.htm)
³ US Census Bureau
⁵ Bankrate MoneyPulse Survey (http://www.bankrate.com/finance/consumer-index/money-pulse-0415.aspx)
⁶ Google Consumer Survey of 500 randomly sampled Americans age 25-64 conducted by Team Radii