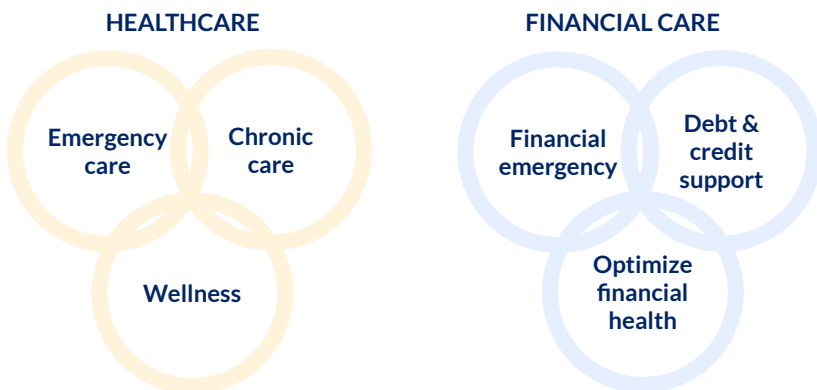


This is Financial Care. This Changes Everything.

We provide real help for working families and real ROI for employers

Why financial care?

Traditional financial wellness benefits haven't worked: 71% of Americans say money is their biggest source of stress. Brightside marks an entirely new approach: **Financial Care**. That means comprehensive, white-glove financial navigation that meets your employees exactly where they are—from emergencies to long-term planning—and gets them to where they want to be.



41% reduction in employee turnover

42% reduction of employees with a subprime credit score

23% Increase in 401k contributions

“This is the best benefit my employer offers.”

Brightside user

Why Brightside?

Because poor financial health costs companies up to \$4,500 per employee per year in healthcare, absenteeism, and lower productivity, and hinders diversity.

Brightside delivers real ROI, with expert financial assistants, automated tools, and paycheck-linked solutions unavailable anywhere else. We save you and your employees time and money. We make doing the right thing easy, for everyone involved.

Brightside member households save

\$1,200

annually, after taxes!

What's more? Employees love us. We have proven real engagement of 40-50%

30% of our engagement comes from word of mouth, from employees who tell their colleagues about their experience with Brightside. Our Net Promoter Score is consistently over 84!



"My Financial Assistant took so much time to help make calls that I was too overwhelmed to make...I finally feel like I am managing my money instead of it managing me."

Client Services Specialist,
Healthcare company



"For once in my life, I feel like I'm in a good place financially. I could not have done it without my Financial Assistant and Brightside."

Sr Manager, Workplace Strategy,
Technology company



"I have food for tonight, diapers coming, and food for the weekend. I've never been so happy. I'm amazed how amazing this company and the employees are!"

Field Technician,
Telecom company

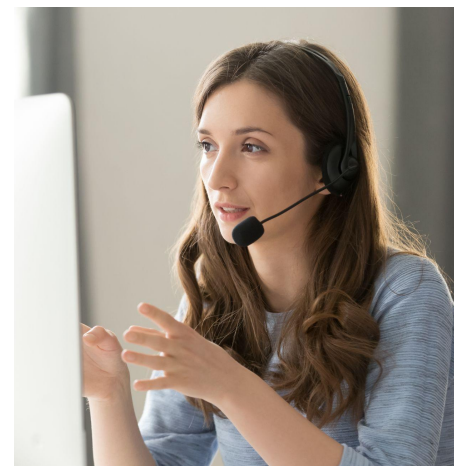
Brightside combines the insights of behavioral economics with the support of a personal assistant, to make doing the right thing easy for our users.

Amy's Brightside story

Amy initially asked for help figuring out how to pay for a car repair, and her Financial Assistant discovered that there was more to the story. Her husband had poured sugar into her gas tank so she couldn't get to work. She knew she had to leave him but her finances were keeping her trapped.

Together, we reduced her student loan garnishments, referred her to counseling through her EAP, and applied for funds available for women in situations like hers. We partnered with her employer to relocate her, and ultimately got her a paycheck-linked loan—which she could not have accessed on her own—so she could move out. Then we booked a U-Haul so she could start her new life.

Did you know? Over 94% of domestic violence cases involve financial abuse. Employers lose 8 million workdays a year to abuse by an intimate partner.



Brightside's Financial Assistants do whatever it takes to help your employees.