



FINANCIAL WELLNESS

What it means for today's hourly workers

Wellness in the Workplace

Corporate Wellness Programs

Why Financial Wellness?

Competitive Labor Market

How Employers Approach Financial Wellness

Financial Wellness Needs Today

Wellness in the Workplace

Nearly half of all workplaces in the nation offer wellness programs

\$353

per person



Recouped Productivity Cost

+38%



Greater Engagement

\$116

per person



Recouped Healthcare Costs

Sources: Journal of Occupational and Environmental Medicine, "Improving Employee Productivity Through Improved Health"; Workplace Research Foundation; Go365



Corporate Wellness Programs



Health



Development



Financial

Over **2x** as many companies today offer workplace financial wellness programs

Source; Bank of America, 2019 Workplace Wellness Report

Why Financial Wellness?



Majority still struggle financially despite economic gains



Financial anxiety persists

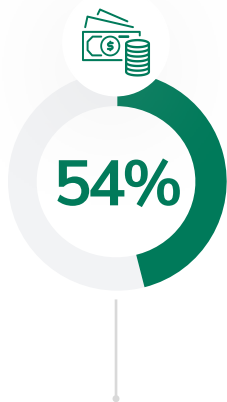


Widening Financial Capability Gap

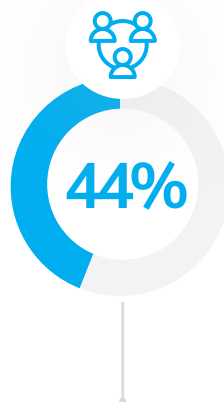


Why Financial Wellness?

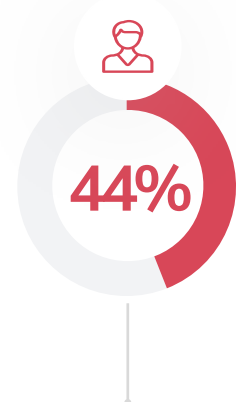
85% of Americans are anxious about their financial situation, and that their anxiety interferes with work



Unexpected Expenses



Essentials



Retirement

Sources: Financial Health Network , American Psychological Association

Why Financial Wellness?

\$100B+

PAID IN FEES
including...

\$8B

PAYDAY & CAR TITLE
LOAN FEES

\$34B

OVERDRAFT
FEES

\$26.6B

CASH ADVANCE
FEES

Sources: Center for Responsible Lending, Moebs Services, RK Hammer

Competitive Labor Market



A photograph of a Chick-fil-A job sign. The sign is white with a black border and features the Chick-fil-A logo at the top left. The text on the sign lists the location as 'Hopyard Road & 580', a '\$16.50 starting wage*' with a note '*based on position and availability', and a list of benefits including flexible schedule, closed on Sunday, free food every shift, 20% family discount, scholarship opportunities, leadership/growth opportunities, and tuition reimbursement up to \$2,000/year. At the bottom, it states that Chick-fil-A and Chick-fil-A Stylized are registered trademarks of CFA Properties, Inc.

Chick-fil-A Hopyard Road & 580

\$16.50 starting wage*
*based on position and availability

Our Benefits:

- Flexible schedule
- Closed on Sunday
- Free food every shift
- 20% Family discount
- Scholarship opportunities
- Leadership/growth opportunities

**Tuition reimbursement
up to \$2,000/year**

Chick-fil-A® and Chick-fil-A Stylized® is a registered trademark of CFA Properties, Inc.



A snippet of a news article from The Wall Street Journal. The word 'ECONOMY' is in blue. The title is 'Lower-Income Americans Are Increasingly Job Hopping' in large black font. Below the title is a sub-headline: 'A crucial driver of job changes is the prospect for higher wages'.

THE WALL STREET JOURNAL

ECONOMY

Lower-Income Americans Are Increasingly Job Hopping

A crucial driver of job changes is the prospect for higher wages

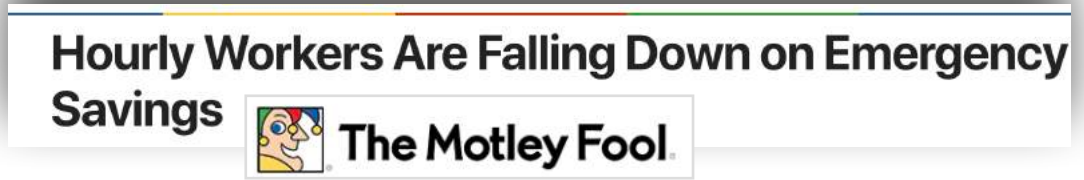


A snippet of a news article from CNBC. The CNBC logo is on the left. A navigation bar contains 'MARKETS', 'BUSINESS', 'INVESTING', 'TECH', 'POLITICS', and 'CNBC TV'. The article title is '70% of workers are likely to quit at current \$7.25 federal minimum wage in 'brutal' turnover cycle' in large black font.

CNBC


MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV

**70% of workers are likely to quit
at current \$7.25 federal
minimum wage in 'brutal'
turnover cycle**



A snippet of a news article from The Motley Fool. The title is 'Hourly Workers Are Falling Down on Emergency Savings' in large black font. Below the title is The Motley Fool logo, which includes a cartoon character and the text 'The Motley Fool'.

**Hourly Workers Are Falling Down on Emergency
Savings**

 **The Motley Fool**

Sources: LinkedIn (T. Hoagland), WSJ, CNBC, The Motley Fool

How Employers Approach Financial Wellness



Blanketed programs for both salaried and hourly employees



Focus on the long-term:
401K programs



Over half of the workforce
says emergency savings is a
major concern



Manage day-to-day finances



Protect against unplanned expenses & financial shocks



Plan & save for future milestones



 **branch**
Financial Wellness



80.4M

Employees age 16+ that are paid
an hourly rate



UNDERBANKED & UNDERSERVED

- Little to no access to credit
- Face excessive fees and fines with traditional banks
- Likely to fall victim to predatory payday loans or high interest credit cards



PAY VARIABILITY

Small paycheck margins are greatly affected by changes such as:

- Shift availability
- Emergencies
- Last-minute schedule changes

- Limited resources
- Single emergency can derail finances
- Difficulty in building savings

LITTLE OR NO
EMERGENCY SAVINGS

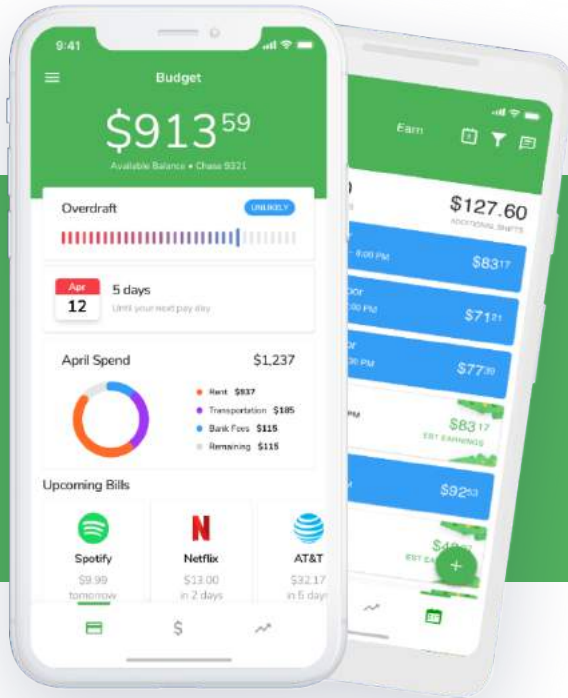


Key Takeaways

Factor in Technology

Think Beyond HSA's + 401K's

Don't Forget About Your Hourly Workers



Branch is free to download
and roll out to employees.

GET STARTED

Contact: sales@branchapp.com