

# Join the Financial Fitness Movement.

We're leading the Financial Fitness charge in Canada. Join us in our mission to **educate, engage and enrich** as many people as possible, by **taking the first step** towards healthier financial habits.

By engaging your workforce with actionable tools and compassionate guidance, you aren't just improving their individual lives — you are **uniting your team and uplifting underserved communities** across the country.



We believe wealth-building is something everyone **should have access to.**

Building a resilient Canada starts with **empowering the people who power our businesses.** The Financial Fitness Movement is about more than just numbers; it's an initiative to foster a supportive community where lasting financial well-being is **accessible to everyone.**

## Financial stress at a glance.

Employees lose **3 hours** of productivity per week thinking about their finances

A PwC Employee Financial Wellness Survey (2023) found that 57% of employees say that finances are the **leading cause of stress** in their lives.

Furthermore, 56% of people who are stressed about their financial situation spend **three hours or more every week** thinking about or dealing with their finances.



# Our proven workout plan for **financial health**.



## Unite your team around a goal everyone can get behind

Get your people genuinely excited about a benefit they actually want to see pay off: their financial health. We help you **launch a culture-building initiative** that unites your workforce under a **shared goal of financial success**.



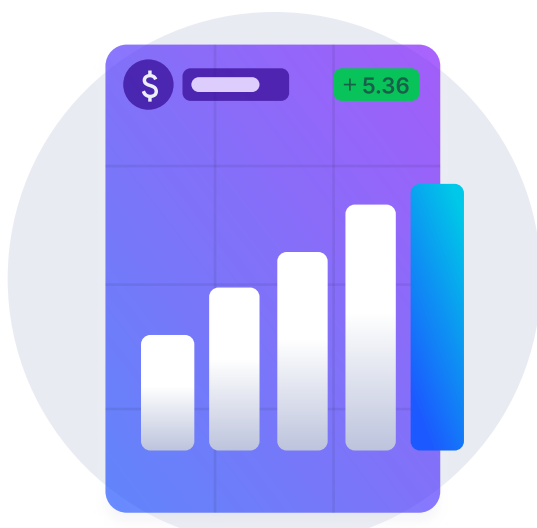
## Put in the reps to break down finance into easy actions

We break overwhelming financial goals into **micro-habits**. Whether it's an automated \$10 transfer to an emergency fund or a nudge to cancel an unused subscription, **our AI coaches users** through daily, stress-free "reps."



## Incentivize your employees with streaks, rewards and prizes

We turn financial consistency into an **engaging and rewarding experience**. Whether it's tracking a 30-day savings streak or unlocking tangible prizes for hitting a budget milestone, our platform **keeps motivation high** so that healthy choices become permanent habits.



## Track your teams financial health over time

As employees build consistency, they watch their net worth grow and their **financial anxiety drop**. Milestone celebrations and streak trackers **keep engagement high** and turn healthy choices into permanent habits.

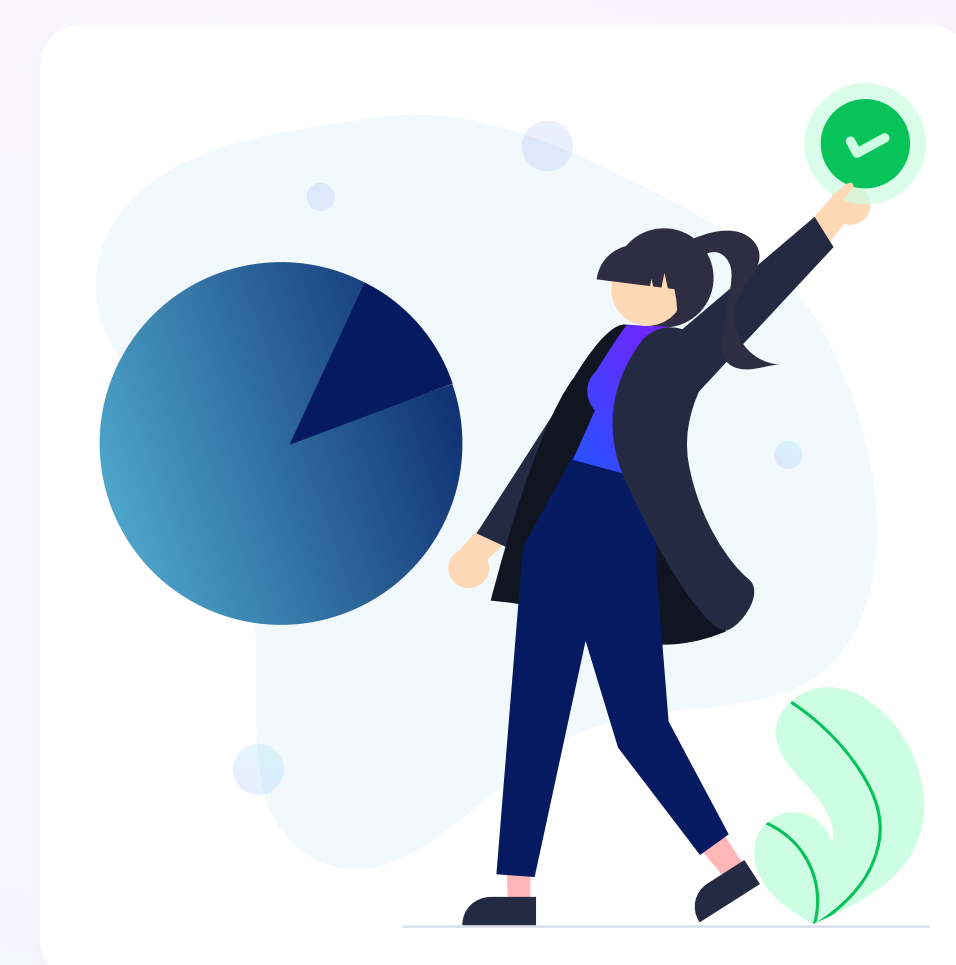


## Easily prove ROI through our advanced analytics engine

We give HR teams the clear data they need to **measure program success**. Whether it's monitoring real-time engagement rates or tracking aggregated well-being trends over time, our reporting shows exactly how your team's improving financial health translates to **reduced absenteeism and turnover**.

## Your people need someone **in their corner**.

Personal finances can be tough to navigate alone. We give your employees on-demand access to our network of Certified Financial Planners (CFPs) to act as **their dedicated coaches**. Our experts provide the empathetic, zero-judgment guidance your team needs to **move forward with confidence**.



## Our pledge to Canadians.

**We'll donate an ElektraFi Account for each one purchased by Canadian employers.**



For every Account purchased, we donate one to a Canadian in need. We're working with underserved communities to change financial futures for everyone.

**We believe in collectively empowering everyone with financial tools and guidance.**



Join us in our mission to build a more financially secure and resilient Canada, one account at a time.



## Healthier financial habits for everyone.

### Improved mental and physical health is directly related to financial empowerment and wellbeing

When employees gain control over their finances through education and guidance, they experience **reduced stress levels and better overall well-being.**

Lower financial stress has been linked to fewer symptoms of anxiety, improved sleep quality, and better physical health outcomes such as reduced blood pressure and fewer stress-related ailments.

As individuals feel more secure about their financial future, their ability to **focus and engage** in both personal and professional settings increases. This positive shift not only benefits the individual but also contributes to a **healthier, more productive workplace** where employees are energized and better equipped to meet challenges.



#### Early financial planning leads to greater confidence

Assisting employees in their financial planning improves retention through better financial confidence.



#### Financial wellness lowers turnover and increases retention

Companies that implement financial wellness programs see higher job satisfaction, reduced absenteeism, and more retention.

# Three ways employers can get involved.

**1. Amplify the message within your organization**  
**Spread the Financial Fitness message.**

Get in touch to request **free resources and incentives** to help your employees build better financial habits. Anything employers can do to start promoting better money habits is a huge win!



**2. Host a financial health session**  
**Start the Financial Fitness conversation.**

Talk to us about partnering on an **educational financial fitness workshop** for your employees, led by our Certified Financial Planners. We can help open the door to professional, impartial guidance for your team.



**3. Be part of the solution**  
**Lead the Financial Fitness Movement.**

Explore our financial well-being benefits for employers, and lead the Financial Fitness Movement in Canada. ElektraFi combines **behavioural science with professional financial guidance** to get people excited about their financial future.



# Engage your team with something that matters to them.



## Support financial well-being

Enhance financial well-being by providing employees with the tools, guidance, and support they need to build confidence and reduce stress.



## Promote productivity and engagement

Boost workplace productivity and engagement by reducing financial stress and empowering employees with the tools they need to thrive.



## Improve recruitment and retention efforts

Attract top talent and keep your best employees with competitive benefits that prioritize financial well-being and engagement.

# Discover our solutions for employers.

## Financial Well-being Platform

### Provide your employees with life-changing financial tools

Equip your employees with financial well-being tools that empower them to manage their finances, set goals, and stay on track toward a secure future.

Give your team access to:

- Well-being Insights
- Goals Planning
- Progress Tracking
- AI & Health Nudges



## Professional Financial Guidance

### Give your employees access to impartial financial advice

Provide your employees with unbiased financial advice, ensuring they receive expert guidance tailored to their unique needs, without any sales pitch.

Professional guidance includes:

- Personalized CFP Advice
- Future Health Planning
- Financial Guidance



## Total Compensation & Rewards

### Recruit and retain top talent with clear total employment offers

Attract and retain top talent by offering transparent total compensation packages that highlight the full value of your total benefits and rewards.

Employee engagement tools available:

- Total Comp & Rewards
- PDF Statements
- Benefits Engagement

