

CaABLE Savings Plan

 sumday

Investing how you least expect it

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BNY MELLON

BNY Mellon – Who we are

Vision

Improving lives through investing

Mission

Helping people realize their full potential by leveraging our distinctive expertise to power investment success

Alignment

Our goals are completely aligned with the goals of the State and the Board

“The CalABLE program in California will open up life-improving opportunities for people with disabilities and their families in much the same way California’s ScholarShare 529 plans formed educational opportunities for the State’s students.”

We are the investments company for the world

We are the world's largest investments servicer and we have been building and running the world's banking infrastructure for over 230 years.

- We service \$29.1 trillion of assets
- We process over \$5.9 trillion U.S. dollars and securities on a daily basis
- We manage more than \$1.6 trillion of assets for clients
- We spend over \$1.5 billion annually on our technology platform
- We reach over 75% of Fortune 500 companies
- We are one of the highest rated US banks (AA- / Aa1)

What we bring to ABLE

PROGRAM MANAGEMENT

We've designed a fully integrated solution, tailored for the ABLE market, that leverages our core capabilities and strengths. Focusing on the user experience and overall goals of the program we can leverage our full breadth of services to deliver a cost effective and compelling product to the participants.

INVESTMENT ADVISORY SERVICES

Truly independent advice, analysis, manager research and investment options tailored for ABLE, without proprietary products.

What we bring to ABLE

CUSTOMER SERVICE & OUTREACH

Digital & telephonic support for participants. Along with our partners we can work to construct specific outreach programs along with the appropriate communications, marketing strategy and supporting materials, all ADA compliant and certified.

Call center specialists with the right tools and training specifically designed for the community and the program.

CUSTODY & RECORDKEEPING

Class leading institutional grade record-keeping services.

- \$2.6 trillion in assets serviced
- 208 million accounts
- 1 billion transactions per annum
- Over 1,300 APIs supported
- In-house, on-shore customer service representatives

Why it's so hard for anyone to build a foundation

This is not easy...it can be complex, it can be very expensive, people are intimidated, or don't believe they have the money to save or worse yet, distrust the industry incumbents.

TOO MANY CHOICES

There are 820 investment management companies and hundreds or thousands of advisors and brokers.

There are 7,923 different mutual funds and 1,451 ETFs to choose from.*

THE FEES ARE A PROBLEM

There are fees and expenses taken out of the investors pocket at seemingly every turn.

Service providers are paid more as your wealth increases, yet they don't do anything appreciably different.

IT'S CONFUSING AND INTIMIDATING

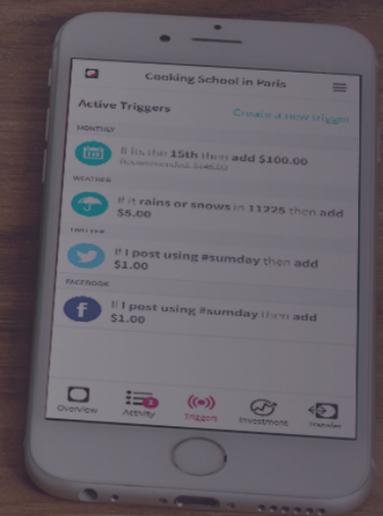
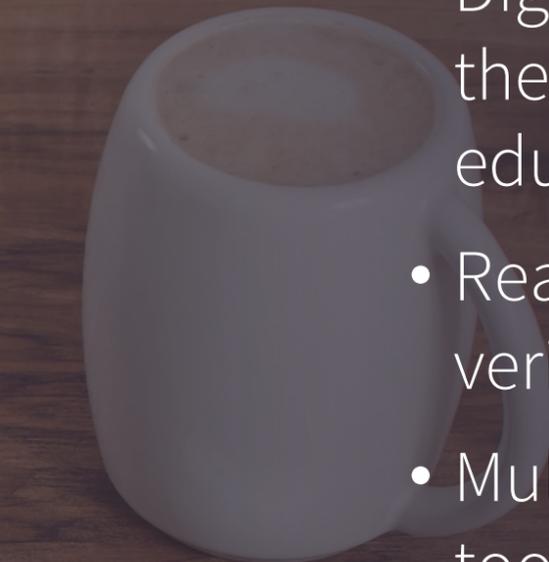
The vast majority of people have low financial literacy and are often intimidated or feel that investing is for the rich.

It is difficult to even open an account and most don't feel they have enough money to start.



HOW IT COMES TO LIFE FOR USERS

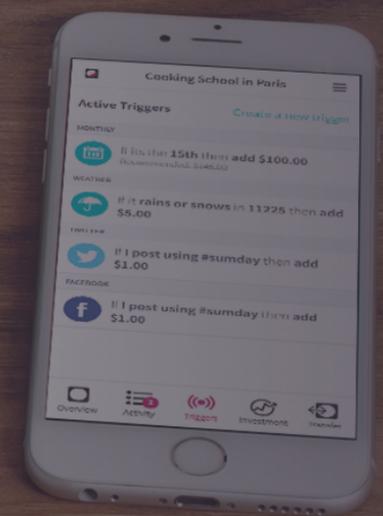
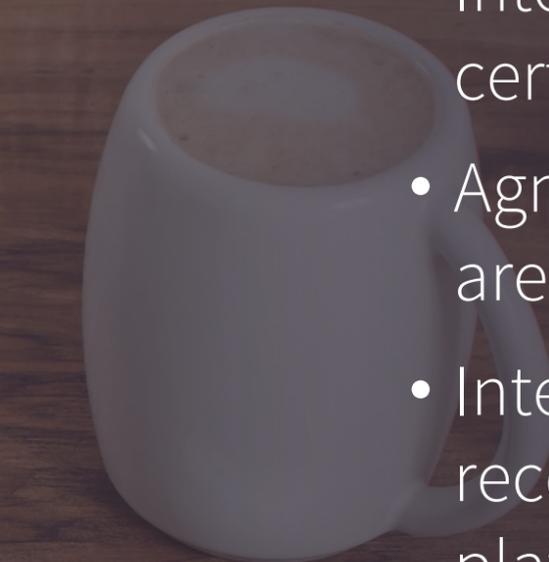
- Digital-first, easy-to-use experience takes the confusion out of investing while educating users
- Real-time account creation and on-line verification
- Multiple contribution features including tools to help engage family and friends to contribute
- Accounts can have multiple users with varying permission types
- ABLÉ focused customer service that gives users multiple ways to get in touch when they need help





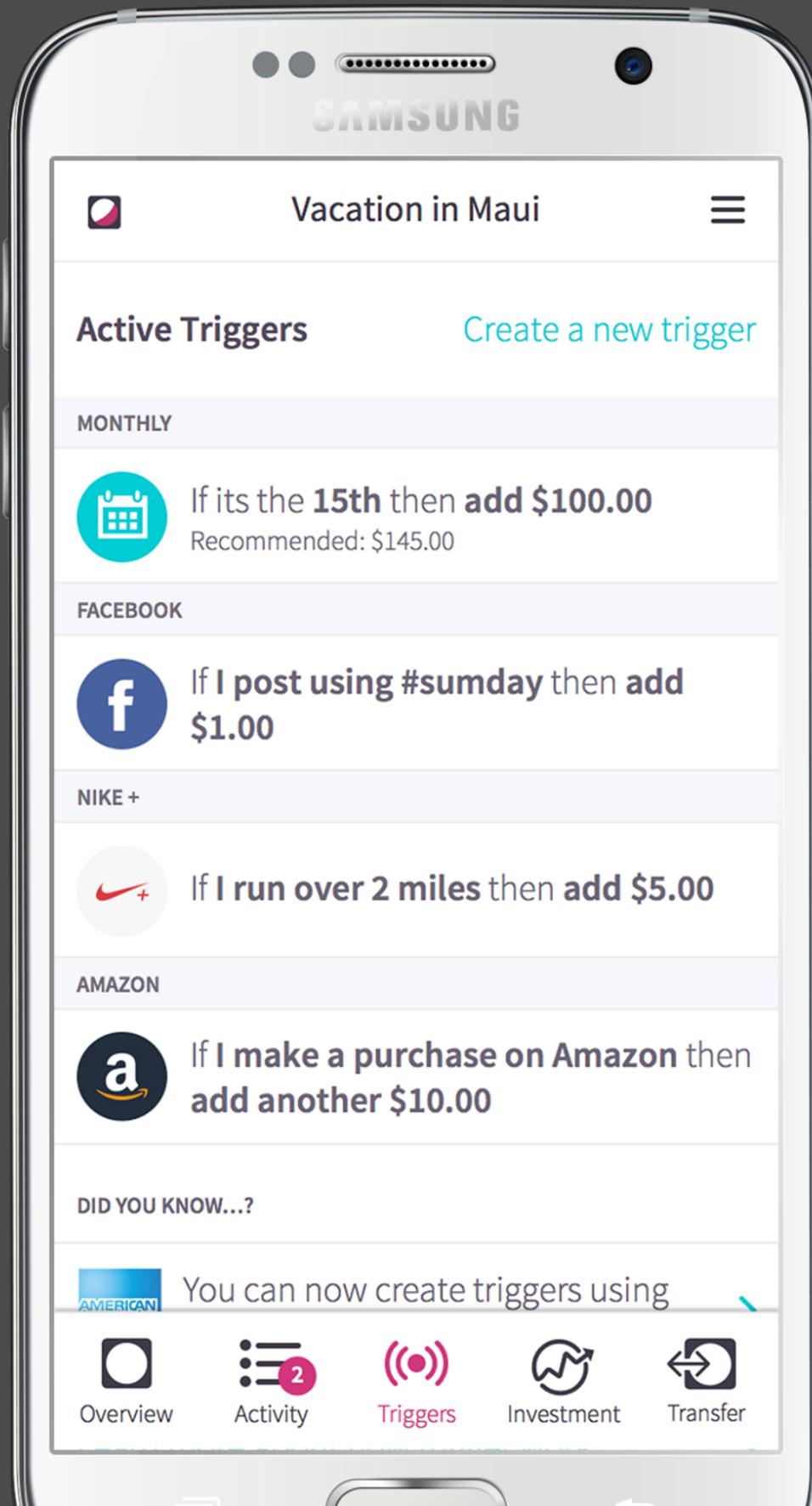
BEHIND THE SCENES

- Integrated ABL program limits, certifications and monitoring
- Agnostic Investment advisor solutions are built in and can be customized
- Integrated with class leading custody, record-keeping, and sub-accounting platform – to reduce costs
- Robust and detailed real time reporting available to the State and Board
- Safety, security, and credibility of a highly rated 232 year old bank



Adding money is easy

Contribute in unique ways, however and whenever you like, with as little as \$1.



TEMPORAL

Add money in set intervals, like every time the 15th of the month rolls around or every time it rains in your zip code.



SOCIAL

When you tag a social post on Facebook, Twitter, or Instagram with #sunday, you'll add money to your account.



BEHAVIORAL

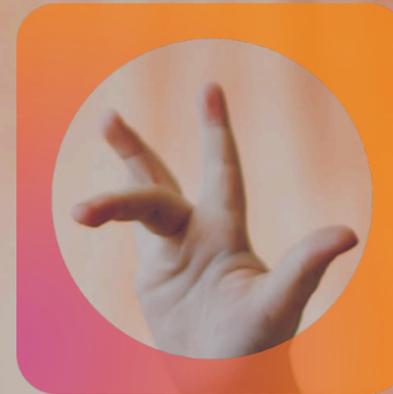
Turn your good behaviors into a growing Sunday account by adding money when you do things like reach a milestone.



CONSUMPTIVE

Impulse purchases can become impulse investments. When you make a purchase you can trigger a transfer of money into your Sunday account.

Thank you



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