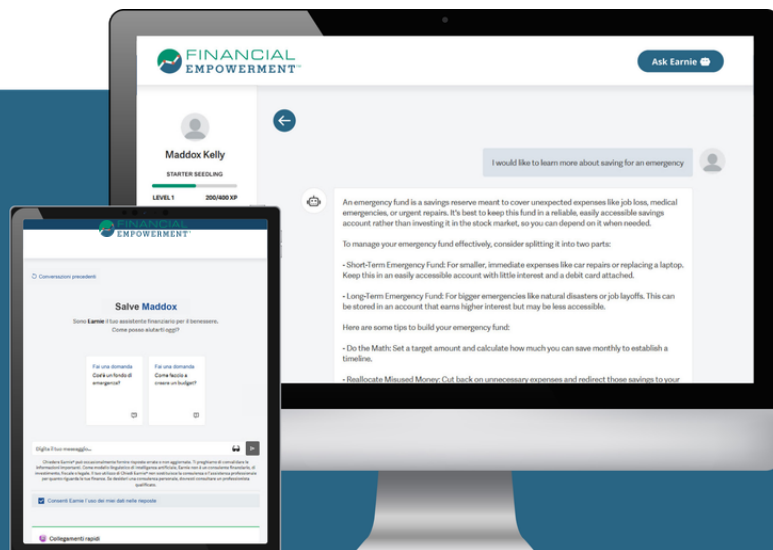


ASK EARNIE

Instant, trusted financial answers
for LIFE members.



The Problem:

Managing personal finances can be challenging, and many members turn to unreliable online sources for answers.

Members need a trusted source of accurate, consistent financial information they can use with confidence.

The Solution:

Ask Earnie — Scalable Financial Education at the Point of Need

Why Members Choose Ask Earnie

-  Always-On Financial Coach (24/7 answers)
-  Built for Diversity (US-based financial content, delivered in multiple languages)
-  Trusted Content—No Open-Web Guesswork (Answers are based only on Enrich's proprietary financial education content)
-  Personalized Experience—No Sensitive Personal Data Required
-  AI Coaching That Drives Engagement with Existing Benefits
-  A trusted partner that has served over 5 million users across the globe.



Business Impact

Members using Ask Earnie can:

-  Increase financial confidence
-  Reduce financial stress and boost productivity
-  Scale access to financial education without adding cost or headcount

See Ask Earnie in Action

login.mylifebenefits.org

Available in the following memberships: Prime, Prime Plus, Sterling and Sterling Plus.