

FinStrong™

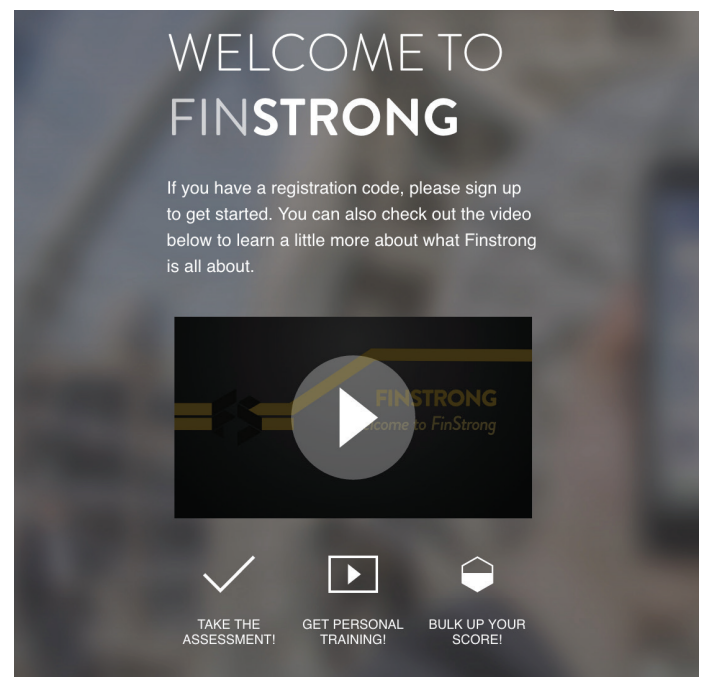
Financial education for employees and end users

FinStrong by MX

FinStrong is an innovative and interactive financial education course. You can offer it as an HR benefit for your employees and as a way to build user loyalty to your brand.

Ultimately, FinStrong positions you as a company that invests in the financial well-being of your employees and end users. In this way, you become a true advocate and deepen your relationships with anyone who uses your private-labeled version of FinStrong.

- Developed by a professional financial advisor, with more than a decade of experience
- Includes more than a dozen engaging, professional videos
- Costs a fraction of what it would cost to create a similar program from scratch
- Can be private labeled as your own
- Works on desktop and mobile
- Establishes your credibility as an institution that cares about financial wellness
- Improves employee morale by giving employees something to unite around
- Improves users' financial lives
- Gamification incentivizes users to complete the program





Case Study: Mercantile Bank

When Mercantile Bank released FinStrong as a benefit to their employees they saw tremendous success, with more than two-thirds of employees completing the entire program. (Compare that success rate to the many company fitness programs that are announced and promptly forgotten about.)

Here are a few of the comments Mercantile Bank received from those who participated:

"This is a great program! Easy to use and very informative. Gave me another perspective on my budgeting and savings plan."

"My husband and I started the FinStrong program as soon as I got home from the meeting. We were very surprised on how easy it was to enroll and get everything started. ... We have now opened two separate saving accounts — one for vacations and one for emergencies only. We have been very successful with everything so far."

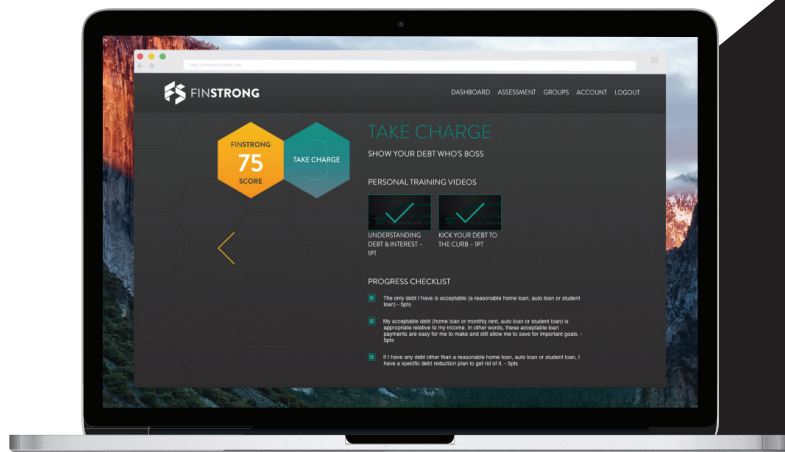
"It's always good to get a refresher course on budgeting and saving. I feel it is so important."

"I was very impressed with this program. As a recent college graduate and as a young adult, certain aspects of practicing good financial health are new to me. FinStrong is an excellent way for me to manage my money and make smart financial decisions, both for the present and the future. Also, as a visual person, I appreciated the layout of the website and the videos. Overall a great program that I highly recommend to others!"

"This was a good eye opener to have, seeing that there are some areas I am doing well in and other areas that need some improvement. It is always a good idea to have financial goals and this is a good way to look at those goals in a different point of view. I am excited to continue to see how the goals I have set come together while using this program."

"I found FinStrong to be very informative and the suggestions very easy to implement. Definitely made me look at my financial picture in a different way in terms of spending according to my values. Looking forward to utilizing the program to help budget for my wedding this fall!"

"I watched a few of these videos with my husband and stepson and they were really informative. It was a great conversation starter to discuss our saving goals and introduce my stepson to resources available to help him manage his money and become financially strong."



Ready to see **FinStrong** for yourself?

Call **801-669-5500**

or email **sales@mx.com**

