# EMAIL CAMPAIGN

Touch 1: 2-3 weeks before AE begins

SUBJECT: Get the #1 HSA and all the tax savings with it

PREHEADER: Annual enrollment is your chance to discover the benefits of an HSA-eligible health plan and a Fidelity HSA®.

view in your browser



# Secure Login 🗅 [First Name] [Last Name]

### IT'S YOUR YEAR TO TAKE CONTROL OF YOUR HEALTH CARE SPENDING

Annual enrollment—your chance to get a Fidelity HSA®.

Learn more

Annual enrollment is almost here, and it's your chance to make this your year. Enroll in an HSA-eligible health plan and open the #1 HSA from Fidelity1



THREE UNIQUE TAX BENEFITS<sup>2</sup>



**FUNDS NEVER EXPIRE** 



SPEND NOW OR INVEST FOR THE FUTURE

So, make this your year to take control of your health care spending by enrolling in an HSA-eligible health plan and opening a Fidelity HSA®. Learn more

Download the free Fidelity Health® app to manage your accounts whenever—and wherever—you want.





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Investing involves risk, including risk of loss.

- <sup>1</sup>Morningstar rated 10 retail HSA providers for HSAs as a spending account to cover current medical costs and HSAs as an investment account to save for future medical expenses. Results published in "2022 Health Savings Account Landscape."
- $^{2}$  With respect to federal taxation only. Contributions, investment earnings, and distributions may or may not be subject to state taxation. See your tax professional for more information on the state tax implications of HSAs.

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Touch 2: 0-1 week before AE begins

SUBJECT: Don't miss getting the #1 HSA during annual enrollment PREHEADER: Remember, annual enrollment is your chance to become eligible for an HSA.

view in your browser



#### [First Name] [Last Name]

Secure Login 🖯



#### **DON'T FORGET TO MAKE THIS** YOUR YEAR TO GET THE #1 HSA

Annual enrollment is your chance to get a Fidelity HSA®.

Learn more

With annual enrollment upon us, your best chance to get the #1 HSA from Fidelity<sup>1</sup> is finally here (when you enroll in an HSA-eligible health plan). So, make this your year to get everything this HSA has to offer.



A WAY TO LOWER INCOME TAXES<sup>2</sup>



**FUNDS TO USE NOW OR IN THE FUTURE** 



**CONVENIENT & EASY TO USE APP** 

Still deciding whether an HSA-eligible health plan and HSA are right for you? We can help. Learn more

Download the free Fidelity Health® app to manage your accounts whenever—and wherever—you want.





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# It's your year

Touch 1: 2-3 weeks before AE begins

**SUBJECT:** A Fidelity HSA® can be a great addition to your health plan **PREHEADER:** Your current health plan is HSA-eligible giving you the chance to take advantage of all the benefits of a Fidelity HSA®.

view in your browser



[First Name] [Last Name]

Secure Login 🗓



### IT'S YOUR YEAR TO GET MORE FROM YOUR HEALTH BENEFITS

Annual enrollment—the perfect time to open your Fidelity HSA.

Open an HSA

With annual enrollment approaching, keep in mind that you're eligible for the #1 HSA from Fidelity.1 Without changing your health plan, you can open an HSA and get everything it has to offer



THREE UNIQUE TAX BENEFITS<sup>2</sup>



**FUNDS NEVER EXPIRE** 



SPEND NOW OR INVEST FOR THE FUTURE

Why not make this your year to get the most from your health plan? Open an HSA

Download the free Fidelity Health® app to manage your accounts whenever-and wherever-vou want.





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#### Touch 2: 0-1 week before AE begins

**SUBJECT:** Remember: Open a Fidelity HSA® to pair with your health plan **PREHEADER:** Your current health plan is HSA-eligible giving you the chance to take advantage of all the benefits of a Fidelity HSA®.

view in your browser



[First Name] [Last Name]

Secure Login 🗅



### OPEN A FIDELITY HSA® TO MAKE THE MOST OF YOUR HEALTH BENEFITS

Annual enrollment—the perfect time to open your Fidelity HSA.

Open an HSA

Annual enrollment is your chance to make the most of your health benefits by opening the #1 HSA from Fidelity.1 You already have an HSA-eligible health plan, you just have to open an HSA to take advantage of these



(%) TAX FREE MONEY<sup>2</sup>—FUNDS NEVER EXPIRE



**USE FUNDS TODAY OR INVEST FOR FUTURE USE** 



**CONVENIENT & EASY TO USE APP** 

Why not make this your year to get the most from your health plan? Open an HSA

Download the free Fidelity Health® app to manage your accounts whenever-and wherever-vou want.





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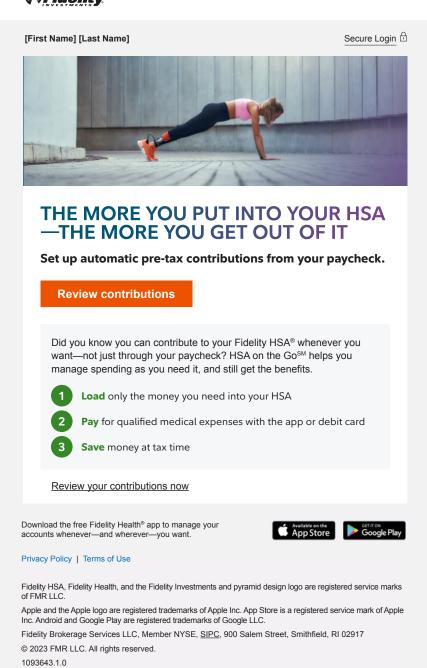
# It's your year

Touch 1: 2-3 weeks before AE begins

**SUBJECT:** You've got an HSA—now make the most of it PREHEADER: When you contribute to your HSA, you can maximize its

view in your browser

#### Fidelity



#### Touch 2: 0-1 week before AE begins

SUBJECT: Make the most of your HSA—there's still time.

**PREHEADER:** Don't forget to contribute to your HSA so you can maximize its

view in your browser

### **Fidelity**

## Secure Login 🗓 [First Name] [Last Name] MAX OUT YOUR HSA FOR **MAXIMUM BENEFITS** There's still time to take advantage of your Fidelity HSA. **Review contributions** A Fidelity HSA® helps you save when you pay for qualified medical expenses. So, whether you set up pre-tax contributions through your paycheck or add funds on the go, you're saving money at tax time.

THREE UNIQUE TAX BENEFITS<sup>1</sup>



**FUNDS NEVER EXPIRE** 



SPEND NOW OR INVEST FOR THE FUTURE

Review your contributions now

Download the free Fidelity Health® app to manage your accounts whenever-and wherever-you want.





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