H&W + HSA Creative Samples

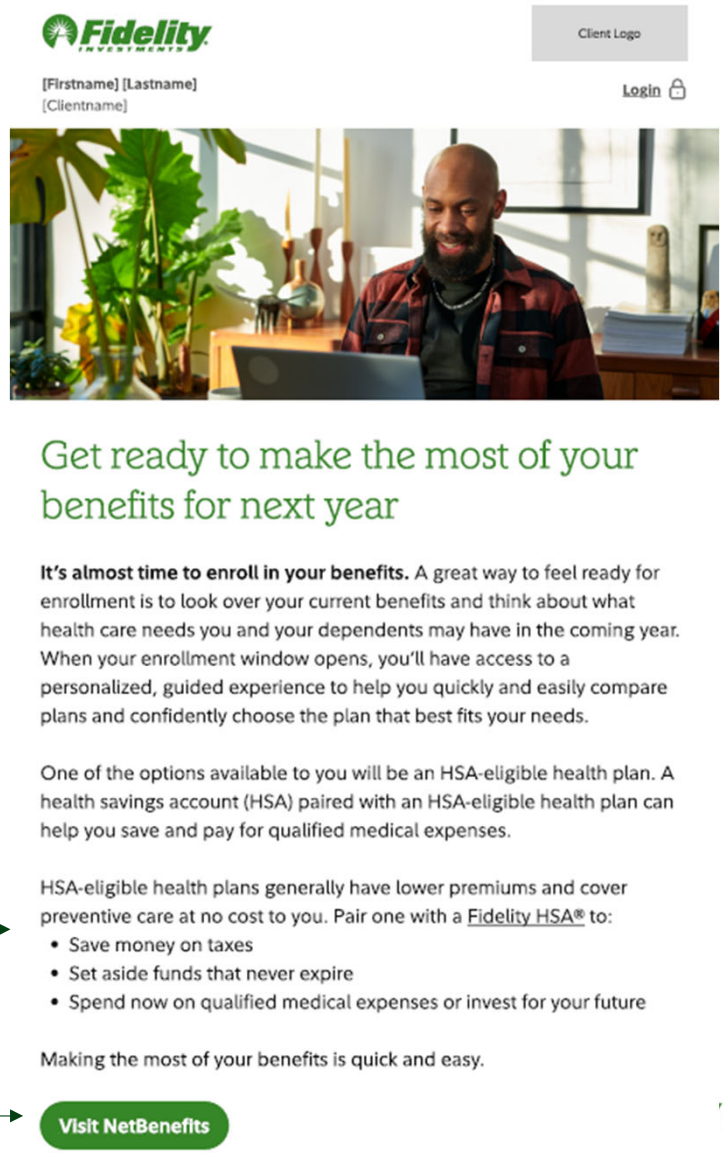
Fidelity INVESTMENTS

Creative Samples: Touch 1 (Pre-AE)

Audience: H&W (FHB) and HDHP Eligible

Subject line: Enrollment time is coming soon. We're here to help make it easy

Preheader: Getting ready is simple and helps you make the most of your benefits.



"Fidelity HSA®" link directs to educational HSA page

CTA button directs to health and insurance summary page

Creative Samples: Touch 1 (Pre-AE)

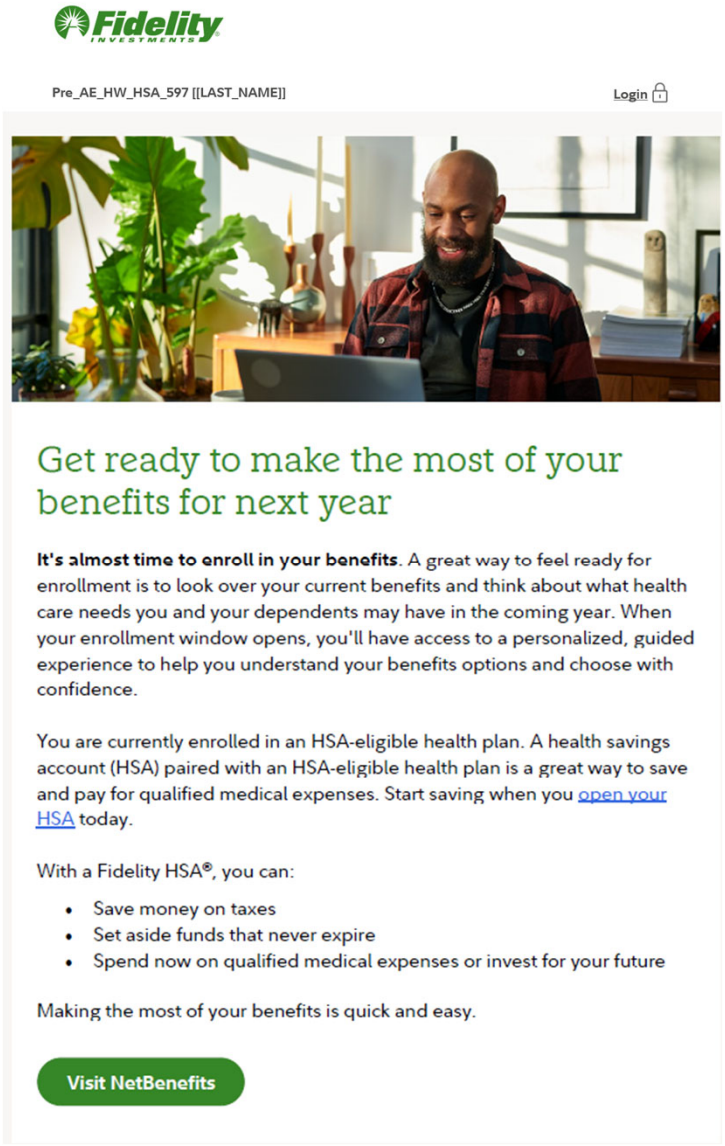
Audience: H&W (FHB) and HDHP Enrolled, no HSA open

Subject line: Enrollment time is coming soon. We're here to help make it easy

Preheader: Getting ready is simple and helps you make the most of your benefits.

"open your HSA" link directs to HSA overview page

CTA button directs to health and insurance summary page



Creative Samples: Touch 1 (Pre-AE)

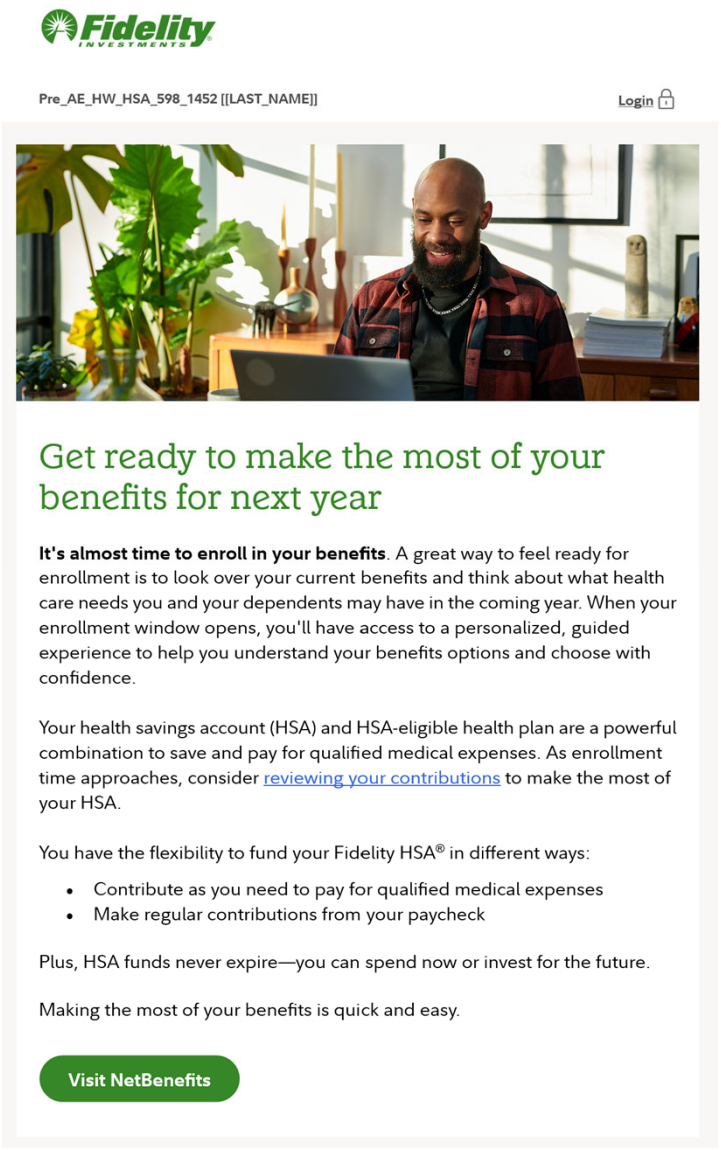
Audience: H&W (FHB) and HSA open, no or low contributions

Subject line: Enrollment time is coming soon. We're here to help make it easy

Preheader: Getting ready is simple and helps you make the most of your benefits.

"reviewing your contributions" link directs to contributions tab

CTA button directs to health and insurance summary page



Creative Samples: Touch 1 (Pre-AE)

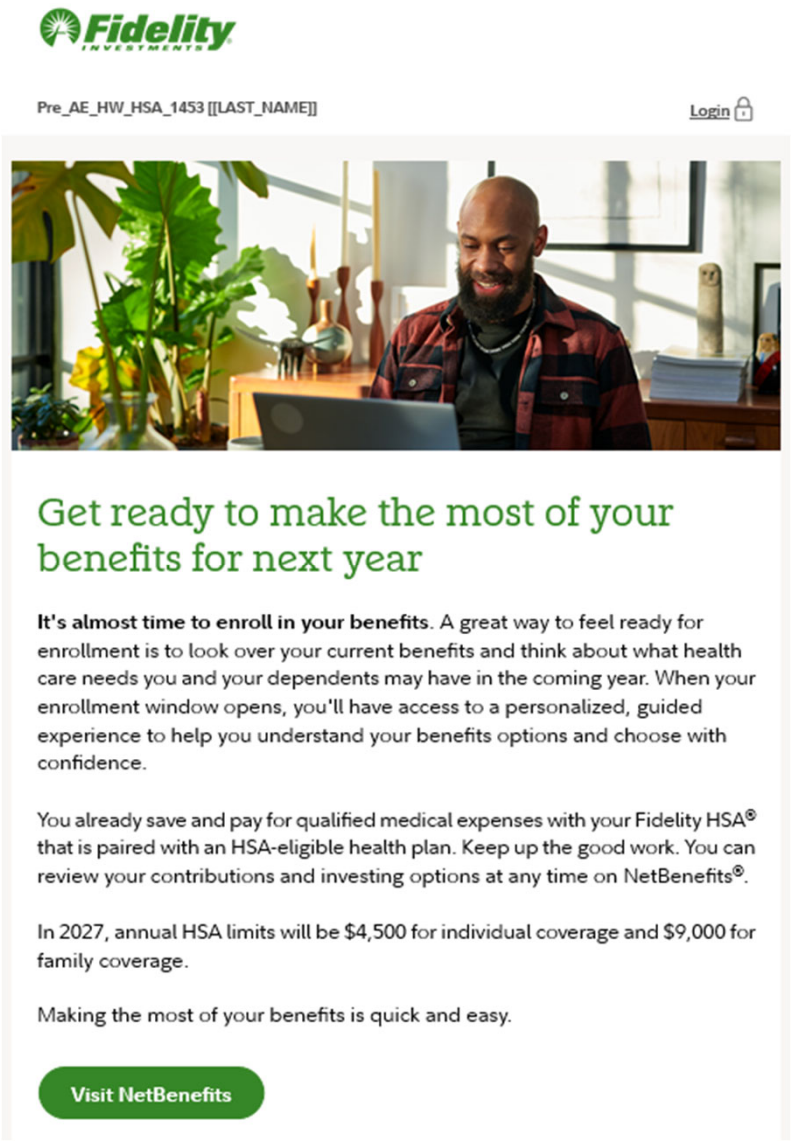
Audience: H&W (FHB) and HSA open, contributing

Subject line: Enrollment time is coming soon. We're here to help make it easy

Preheader: Getting ready is simple and helps you make the most of your benefits.

Note that IRS limits shown vary by <55 and 55+

CTA button directs to health and insurance summary page



HSA Creative Samples

Fidelity INVESTMENTS

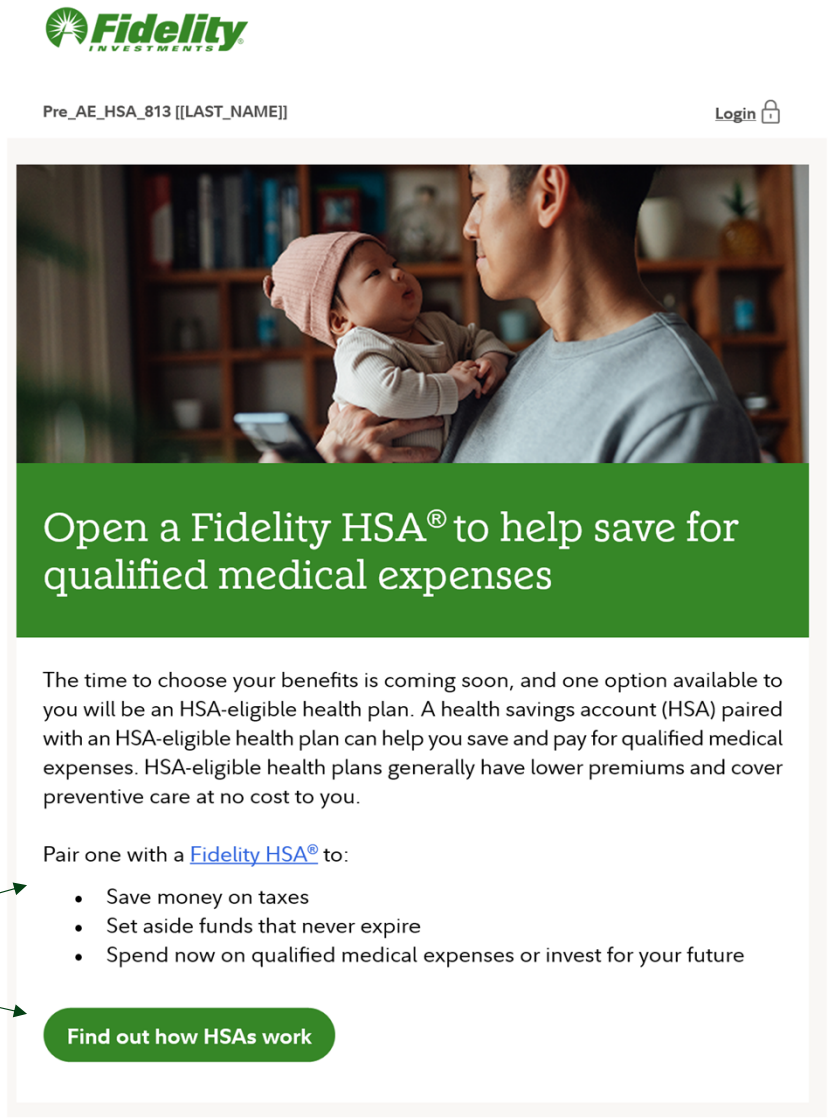
Creative Samples: Touch 1 (Pre-AE)

Audience: HDHP Eligible

Subject Line: Enrollment time is coming soon. Learn how an HSA can help you save

Preheader: Pairing an HSA with an HSA-eligible health plan can be a smart move.

Link and CTA button direct to educational HSA page



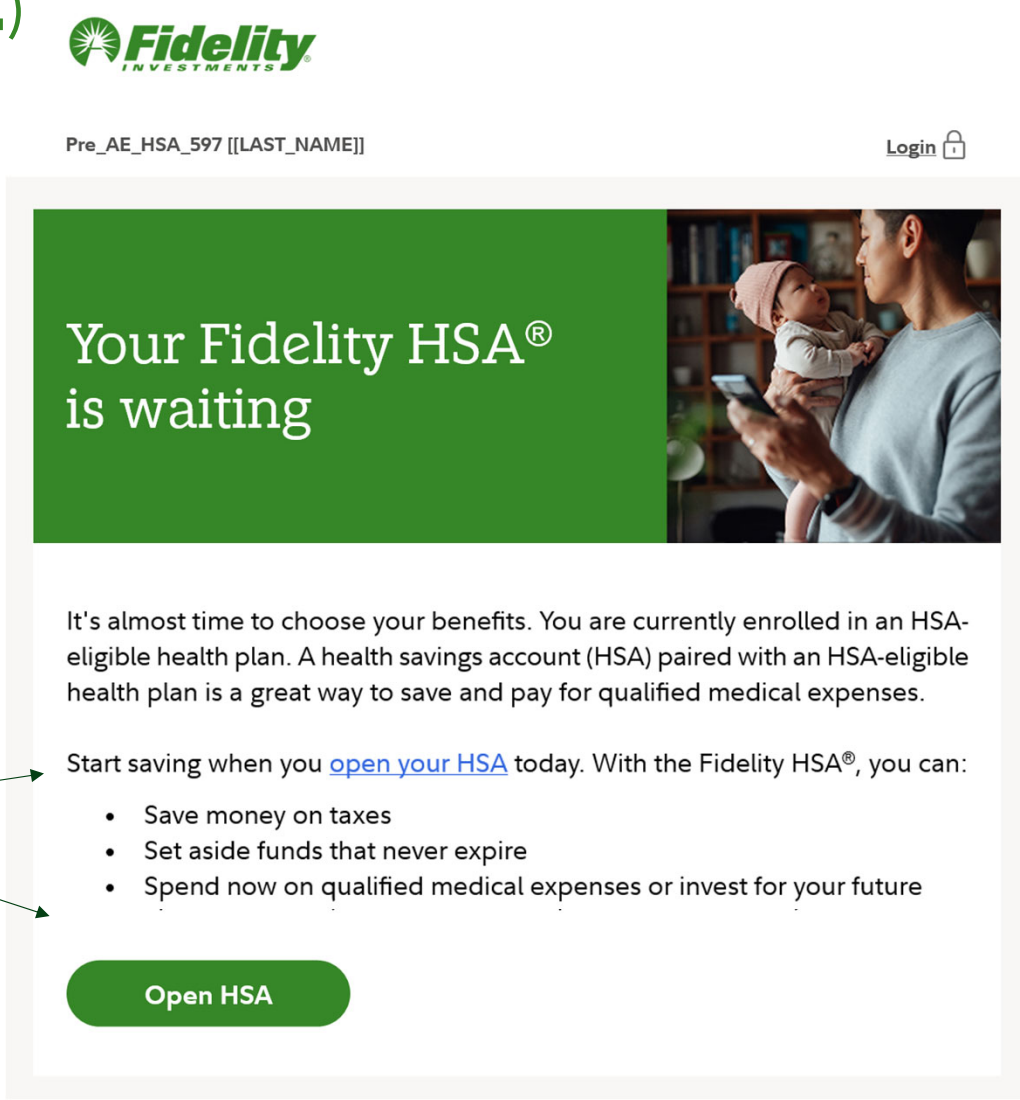
Creative Samples: Touch 1 (Pre-AE)

Audience: HDHP Enrolled, no HSA open

Subject Line: Enrollment time is coming soon. Learn how the Fidelity HSA® can help you save

Preheader: Pair an HSA with your HSA-eligible health plan.

Link and CTA button direct to HSA overview page



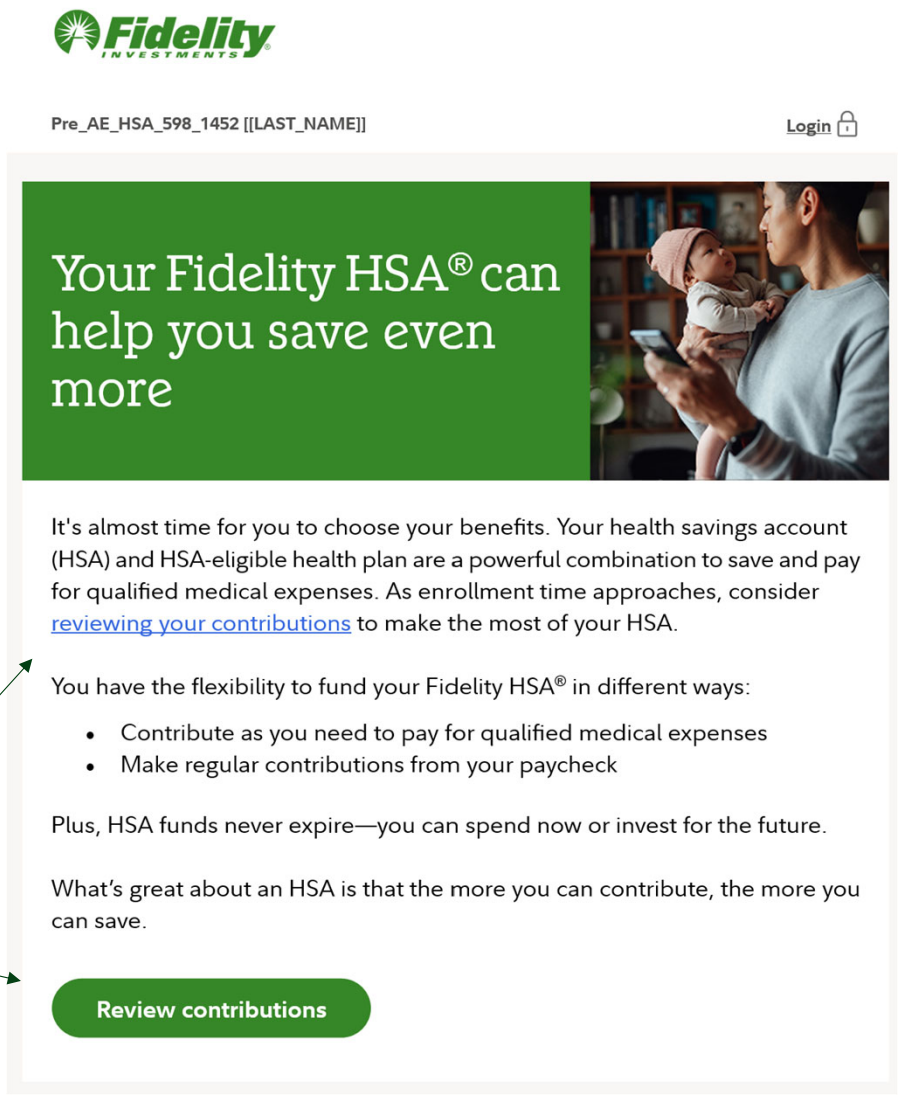
Creative Samples: Touch 1 (Pre-AE)

Audience: HSA open, no or low contributions

Subject Line: Your Fidelity HSA® can help you save for qualified medical expenses

Preheader: When you maximize your contributions to your HSA, you can maximize your savings.

Link and CTA button direct to contributions tab



Creative Samples: Touch 1 (Pre-AE)

Audience: HSA open, contributing

Subject Line: Enrollment time is coming soon

Preheader: Continue to make the most of your Fidelity HSA®

Note that IRS limits shown vary by <55 and 55+

CTA button directs to HSA overview page

