

# Employer Case Study

## Opportunity

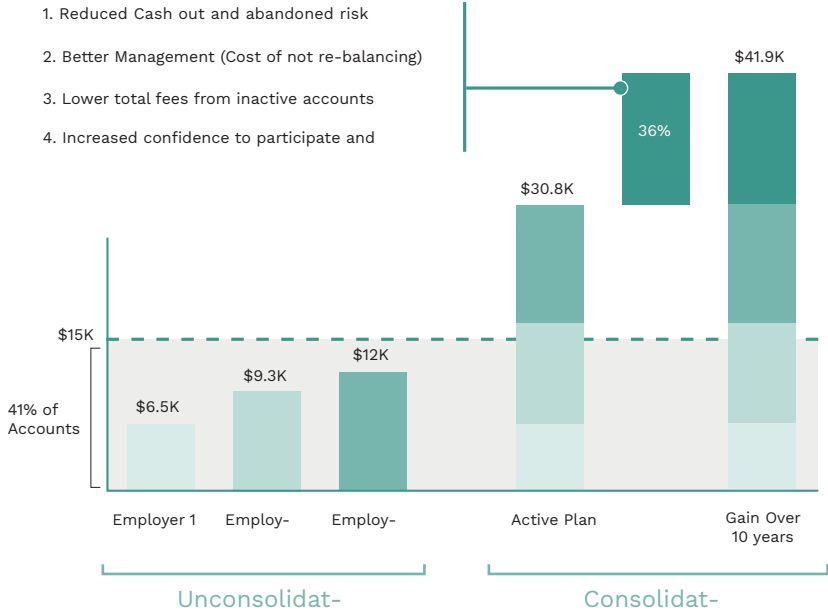
Over the last few years, we have seen major innovations in the retirement space. Plan sponsors and providers have made massive strides towards addressing America’s savings gap through auto-enrollment, increased matching rates, and curated fund line-ups that include simple investment options.

We believe there is a new opportunity for employers seeking to maximize participant retirement outcomes. Americans have shown an increasing demand for savings consolidation tools. As the amount of job changes per career is rising, and each shift in employment can put a participant’s savings at risk.

Manifest is designed to make retirement account consolidation effortless.

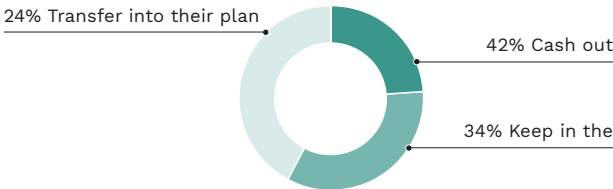
## Challenge

Our team partnered with Washington University in St. Louis to model the potential benefits of increased transfer rates. We discovered a benefit of up to 36% increase in account balances within 10 years derived from consolidation.

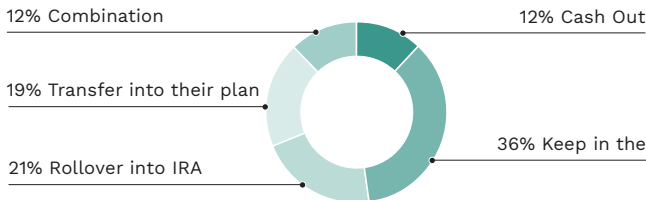


Manifest wanted to measure how the participant benefits translated to an employer’s plan health overall. We started by creating a baseline using the last three years of data from the employer’s plan:

### By Volume:



### By Assets:



Our goal was to measure the effects of increased participant transfer rates on the employer's plan. The plan sponsor partner had a very diverse participant group in regards to race, income, age, and gender. For Manifest to prove a meaningful impact, our tool would have to engage all of these participants throughout their transfer journey.

## Outcomes

Manifest is designed to engage participants through employer communication and our application. Our goal is to nudge participants toward maximizing their retirement outcomes.

We shape participant behaviors to encourage consolidation, resulting in decreased cash out risks and fewer old accounts. The following results were measured over 200 transfer-in and 200 transfer-out transactions.

### Increased average account balances

Manifest was responsible for a \$13,450 increase in average participant balances. There were two main drivers for this increase:

**Result:** An average of 2.8 accounts per active participant was consolidated into the plan.

Manifest helped participants locate and organize old retirement accounts. By asking participants to input their previous employers (instead of asking the name of a provider), we helped participants find retirement accounts they often forgot they owned.

**Result:** Manifest reduced cash out rates by almost half post-termination.

We engaged inactive participants directly through their employer within 6 months of termination. By sharing the risks of non-emergency cash outs and decreasing the barriers to transferring, Manifest effectively nudged these participants to transfer.

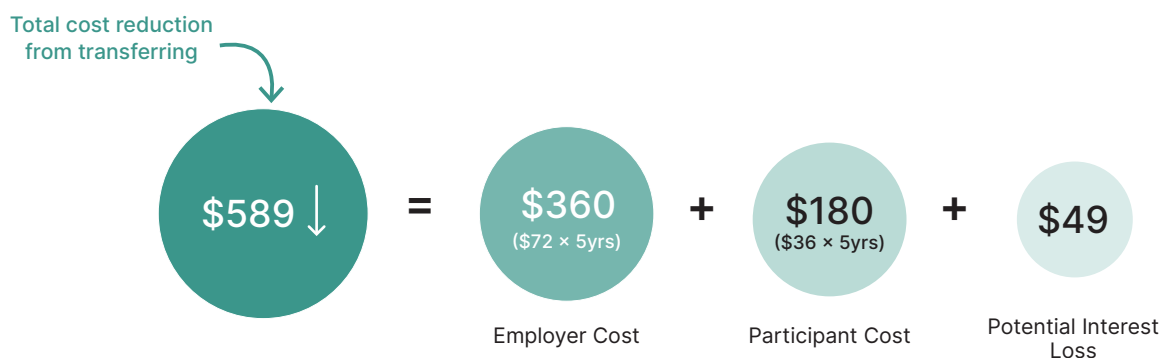
### Decreased plan costs

Dormant accounts (i.e., inactive accounts) can increase a plan's size and lower the negotiated plan-wide costs. However, they also represent liabilities and may put participants retirement future at risk.

Participant results varied based on account balance:

**Result:** Participants with lower than \$100,000 balances remained in a plan for an average of 5 years.

Employers were able to shed accounts which had been on their books for over 5 years, saving money in their plans and for their participants. The employer's fiduciary board was especially pleased with Manifest's ability to reduce plan liabilities.



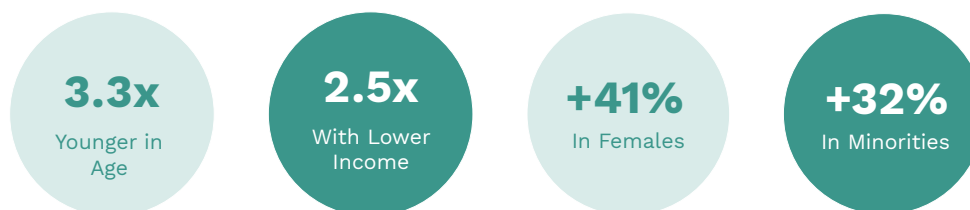
Result: Accounts larger than \$250,000 showed little change in propensity to transfer post-termination.

Manifest's application collects participant's preferences and learns about their financial situation. Our virtual financial advisor tool follows the strictest DoL and FINRA guidances before recommending a transfer option. Participants with higher accounts showed consistent propensity to keep their money in a plan or continue their relationship with their same provider post-termination.

### Increased propensity to contribute

"Manifest's unexpectedly increased our participants' contribution rates — [it] was a pleasant side effect. We believe this speaks volumes to the pent up demand from our participant's perspective for a digital consolidation tool."

— Head of Retirement Benefits



Result: Underrepresented groups made up about a 1/5th of the plan. The increase in retirement account portability made it possible to target groups in a plan that have been historically neglected.

A participant can initiate a transfer in less than 10 minutes using the Manifest application. Without our tool, the process involves pen, paper, phone calls, and fax machines. Digitizing the experience give participants more confidence to participate since their benefits are not tied to their employment.

9 out of 10 participants loved Manifest enough to compliment their HR teams for their improved consolidation experience. We are just beginning to pursue our mission of maximizing retirement outcomes. Manifest's team will continue improving to increase conversion rates to make employer plan's healthier.

We would love to share a demo of Manifest with you! Just reach out to [hello@manifestledger.com](mailto:hello@manifestledger.com), so we can schedule a time.

A special thank you to our research partner:



If you have any questions or know of an employer who would like access to Manifest please reach out to:  
[hello@manifestledger.com](mailto:hello@manifestledger.com)