

FINANCIAL WELLNESS FOR ALL:

PepsiCo's Roadmap to Global Financial Wellness Success

July 24, 2025 | 12:00 – 1:00 pm

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Webinar Procedures



All lines will be muted



Please submit all questions using the “Q&A” dialog box



Email Diane Engel at dengel@nebgh.org with any issues during this webinar



A recording of the webinar and a PDF of the presentation will be shared.

Q&A

You have no question.

What h

☐ Send Anonymously Send

Speakers



Jeff Miller, CFEI

Vice President, US
nudge Global



Willa Chow, FCIA, FSA, EA

Director, Global Retirement COE &
Financial Wellness
PepsiCo



Janaera Gaston, MPA

Vice President, Programs &
Conferences
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PEPSICO

Financial Wellness for All

PepsiCo's Roadmap to Global Financial Wellness Success



Agenda

- ➔ PepsiCo's journey
- ➔ Designing for impact
- ➔ Partnership with nudge
- ➔ Looking ahead



PepsiCo's Journey



Designing for impact

Improving financial literacy

Personalization

Equity

All integrated with broader wellbeing goals –
including mental health and resilience



Partnership with nudge



280,000

employees across 59 countries have access to impartial financial education



94%

of employees get financial education that's localized to their country/language



77%

of engaged employees have used nudge +3 times since launch



26%

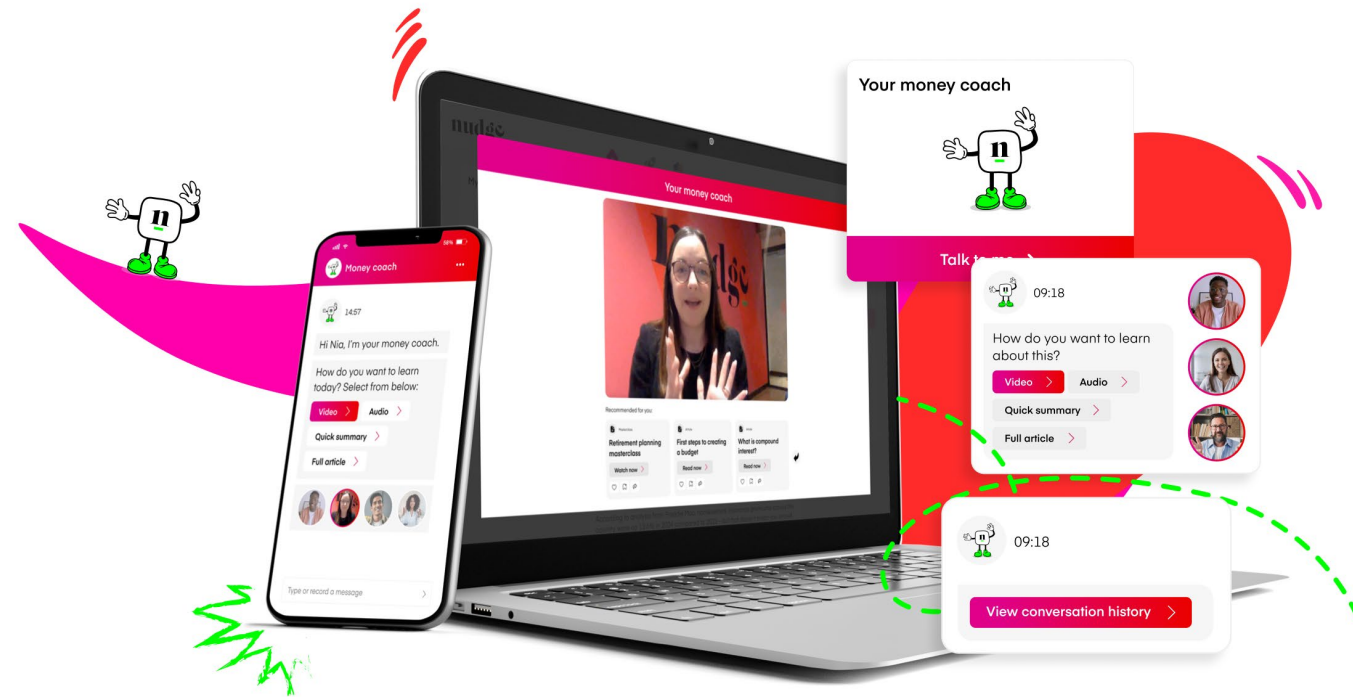
of employees who engaged with the National 401(k) Day campaign made contribution changes

Looking ahead

Localized education

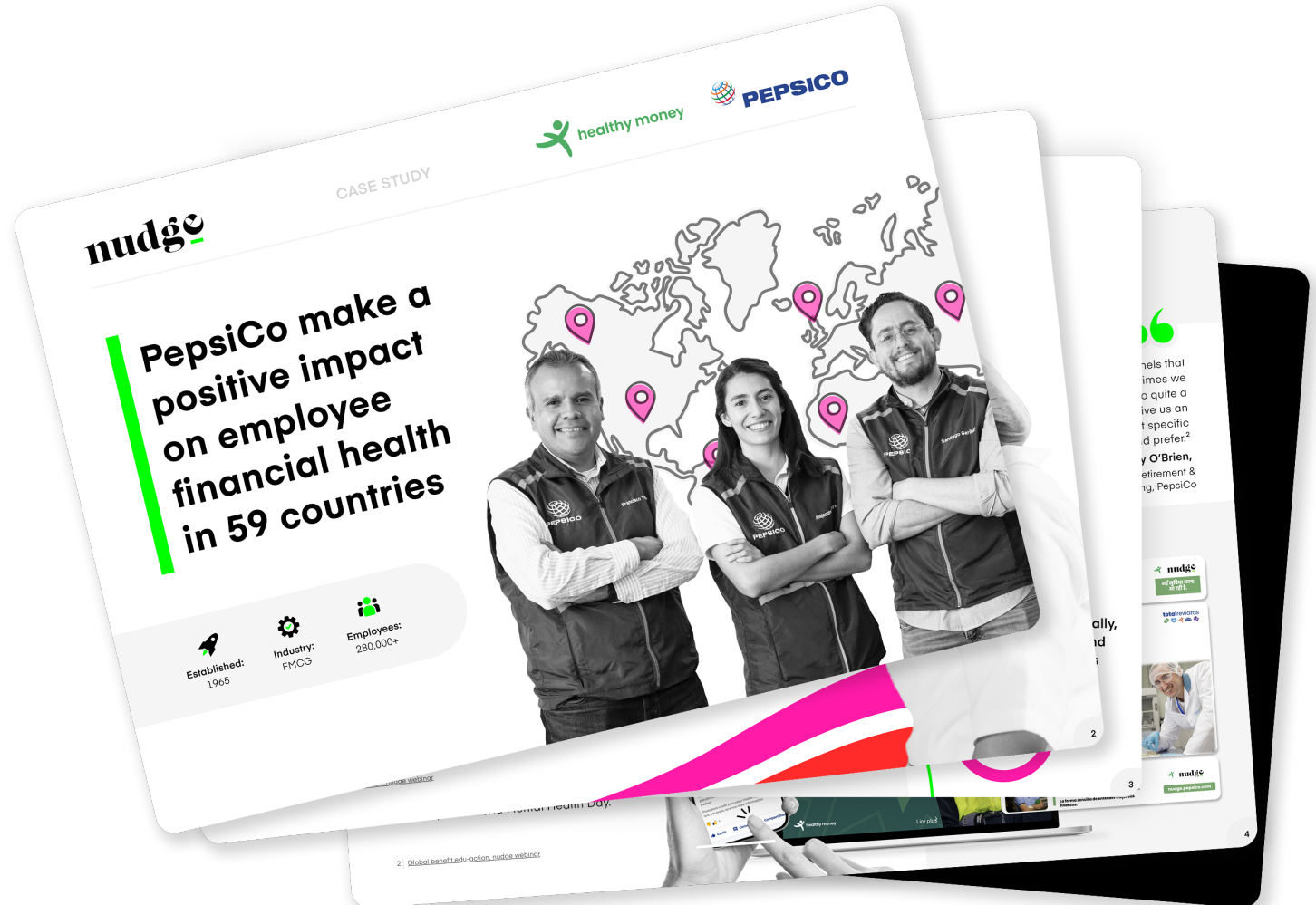


AI money coach



Read the full PepsiCo story

The full case study will be shared after the session or alternatively can be downloaded here





Impartial, global financial education for all

For employees, customers, members and, well,
anyone - anywhere

nudge is the global financial education platform that demystifies money management for all. Drawing on behavioral psychology and data, our platform offers personalized, engaging financial knowledge and skills to educate and delight anyone. A global solution that is unaffiliated with conflicting financial products, our inclusive approach is trusted by hundreds of thousands of people across the world.

www.nudge-global.com

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Questions?

Upcoming NEBGH events:

- **July 28** – Mondays with Dr. Mark & Dr. Michael
- **August 12** – AI That Delivers: Real-World Results from Benefits & Employee Experience Teams in Action
- **August 26** – The Real Rx Problem – and What HR Can Do About It
- **September 18** – 2025 Pharmacy Benefits Conference
- **November 13** – The Cancer Care Continuum: Supporting Employees Throughout the Cancer Journey



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