

## Gen Z (born between 1997 – 2012)

A quarter say they plan to retire before the age of 55.



“I want to know what steps I can take to plan for a healthy retirement.”

I want highly targeted, personalised communications. Tell me what my pension options are as part of the onboarding process, and show me how to take responsibility and save.

## Millennials (born between 1981 – 1996)

53% want more support from their employers to understand their pension options.

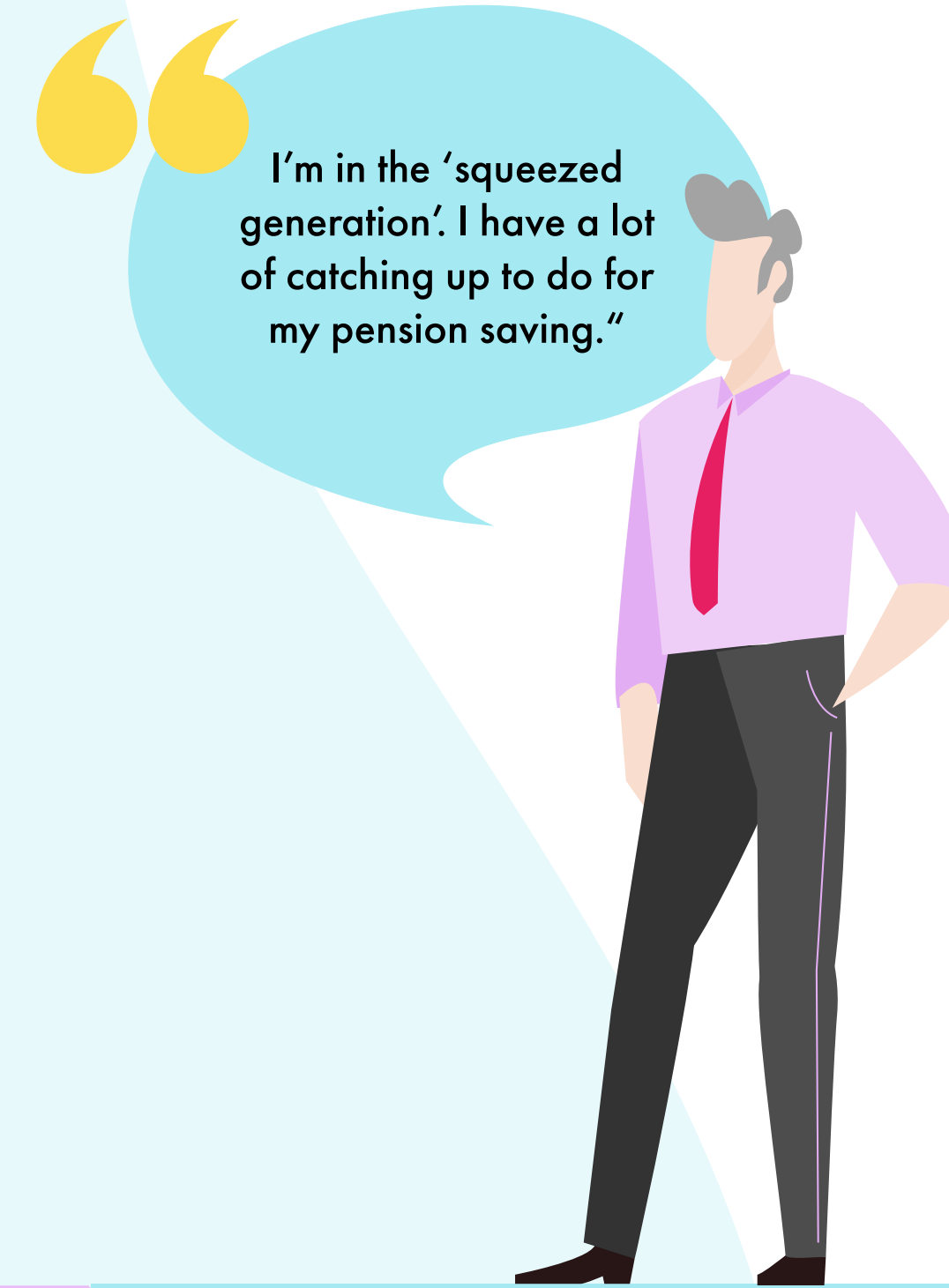


“I’m actively seeking financial education around my pension options.”

There’s so much information about pensions out there it can feel confusing. Give me practical advice to help me make decisions now that will have a positive impact on my future.

## Gen X (born between 1965 – 1980)

One in three are at risk of having insufficient funds for a comfortable retirement.



“I’m in the ‘squeezed generation’. I have a lot of catching up to do for my pension saving.”

Use communications to reassure me that it’s never too late to take action. Show me how changes I make now can still help me achieve long-term goals.

Want your pension communications to hit the right note for all your employees, no matter what stage of life they’re at? Reach out to us! [hi@eximiacomms.co.uk](mailto:hi@eximiacomms.co.uk)