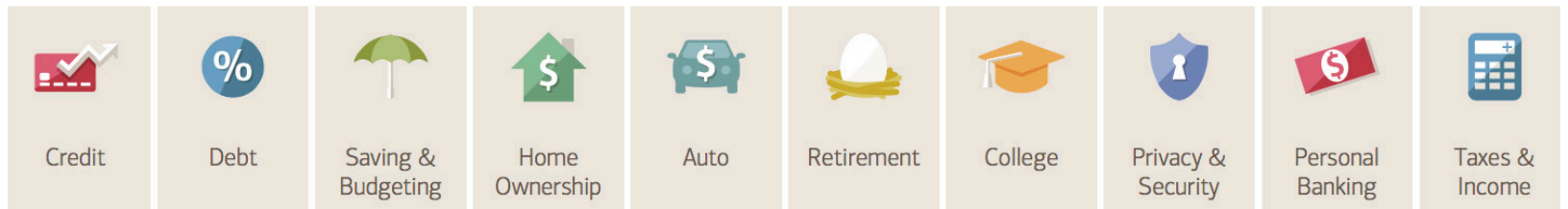


Bank of America Better Money Habits®

A free and engaging path to financial empowerment



Better Money Habits® helps people make sense of their money and take action to improve with free, easy-to-understand tools and resources that are available to all.

Individuals and families make financial decisions nearly every day, and navigating them can be stressful. That's why the Better Money Habits financial education platform is a one stop shop for resources that help build know-how around topics ranging from budgeting and saving to home ownership and retirement – designed for the way people want to learn today.

Better Money Habits lays out the facts so that people can decide what makes sense for their own situation. We use understandable terms and relatable examples. And we connect this information to people's goals and situations – so it is easily accessible when and where it's needed.

Through Better Money Habits, we support people in becoming more financially resilient by connecting them to the tools, resources and education they need to help achieve financial goals.

The program is part of Bank of America's commitment to its Environmental, Social and Governance leadership, and delivers on our company purpose to make financial lives better.



“ I have just recently discovered this feature and I love it! It brings awareness to my spending habits and allows me to focus on what needs to be improved. Thank you for providing this and helping your customers manage their finances wisely! ”

- Client feedback on the Better Money Habits Spending & Budgeting Tool

Better Money Habits®

Powered by **Bank of America** in partnership with **Khan Academy**

We help individuals and families build financial resilience



Helping people build financial know-how

Better Money Habits helps make sometimes complicated personal finance topics easier to grasp through hundreds of engaging videos, articles and resources.

Recognizing that everyone is different, the experience can be personalized. You'll find content that is relevant to where you're at in life and what matters most to you.

We cover topics people need the most, including saving and budgeting, credit, home buying and renting, managing debt and more.

For ongoing insight into how different American generations feel about and approach their finances, we conduct annual Millennial and Gen Z research.



Helping people take steps to improve

Millions of Bank of America customers have access to our resources including the Better Money Habits Spending & Budgeting Tool, which tracks spending, groups expenditures into categories, and allows people to view spending patterns over time.

Our Goal-Setting Tool helps people create personalized savings goals with names, pictures and target amounts.

"Erica" is Bank of America's new chat-driven intelligent virtual assistant that helps make everyday banking easier.

Bank of America Mobile Banking app offers relevant Better Money Habits content as part of the experience.



Spreading the reach of Better Money Habits by engaging partners and communities

We partner with the education nonprofit Khan Academy to create financial resources that resonate with young adults, including a video series on careers and work.

We work with a network of nonprofits and community partners to bring Better Money Habits into underserved communities.

Better Money Habits Volunteer Champions are 2,200+ employees who deliver our financial wellness resources to individuals and families in the communities we serve.

Better Money Habits works

There's a correlation between clients who engaged with both Better Money Habits and the Spending & Budgeting Tool and improved financial outcomes:

1 in 3 grew their checking balance by 20% or more

1 in 4 grew savings by 20% or more

1 in 5 decreased their overdraft fees

1 in 7 reduced their credit balance by 20% or more

Expanding the reach of Better Money Habits



Better Money Habits content has been viewed more than **109.6 million** times since 2013



We're always looking for ways to expand the reach of Better Money Habits and over the course of 2018 have rolled out Spanish language resources on the site.