

# BrightPlan Buy-Up: Next Level Financial Wellness

## Unique Features of the BrightPlan Buy-Up Offering

- Unlimited Access to In-Country Advisors
- Digital Financial Wellness AI Coach
- Equity Compensation Planning
- Advanced App Functionality
- Referral Services
- Comprehensive Reporting and Metrics
- Ongoing Engagement Support

## How the Buy-Up Benefits Employers

- Drives Talent Retention and Attraction
- Boosts Employee Productivity and Focus
- Scales Globally for Multinational Workforces
- Delivers Actionable Insights for HR Teams
- Simplifies Complex Financial Needs

## Why Employers Choose the Buy-Up

- Customizable for Every Organization
- Global Expertise, Local Relevance
- Demonstrated ROI
- Future-Proof Financial Wellness



### Empower Your Workforce with BrightPlan Buy-Up

By upgrading to BrightPlan's buy-up option, organizations unlock the full potential of financial wellness—driving employee engagement, retention, and long-term success.

For more information on the buy-up offering, contact your Optum account manager or visit [www.brightplan.com](http://www.brightplan.com)