

WHY VOLUNTARY?

ENHANCE

your benefits package



NO DIRECT COST

to your budget

53%

EMPLOYEES

say it's important or essential for them to buy voluntary benefits at work

The Principal Well-Being IndexSM,
First Quarter 2013

INCREASE

employee satisfaction and productivity



Manage generational needs



COMPETE TO ATTRACT AND RETAIN TALENT



Control costs



FILL GAPS IN COVERAGE

Available to all sizes of employers



HELP EMPLOYEES GAIN FINANCIAL SECURITY



IMPROVE EMPLOYEE AND BENEFIT COMMUNICATION