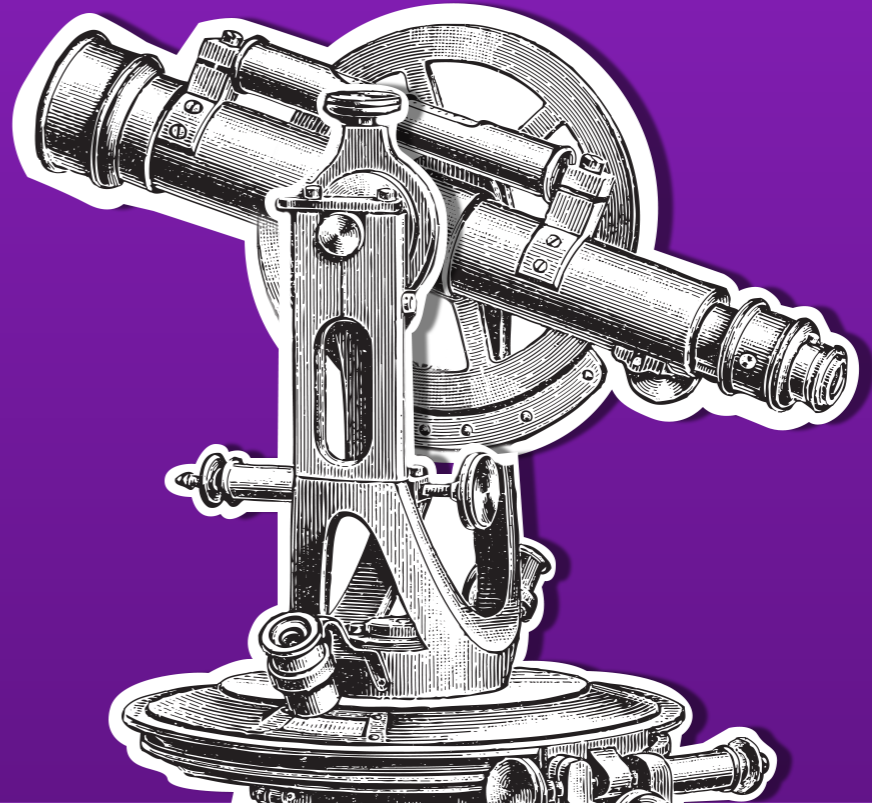


# IMPACT AREA 2: **TAKING ON THE LONG-TERM SAVINGS CRISIS**

**Toyin Alalade**

Group Strategy  
Manager



## IMPACT AREA 2: **TAKING ON THE LONG-TERM SAVINGS CRISIS**



**SUPPORTING  
PEOPLE TO SECURE  
THEIR LONG-TERM  
FINANCIAL FUTURE**

**The challenge: too few people are saving for their long-term needs and lose out on a fulfilling future**



**12 million people are not saving enough for their retirement**



**1 in 5 self-employed people have no financial plans for retirement other than relying on the state pension**



**Women receive on average £85 less retirement income a week than men – a gap that has nearly trebled over the past 10 years**



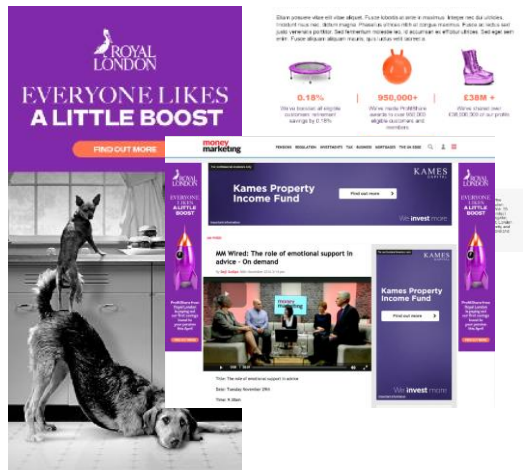
BRINGING THE CHALLENGE TO LIFE  
**MEET FLORENCE, AS SHE FINDS  
OUT WHAT THE FUTURE  
MIGHT HOLD**

Shot several years ago for the OneShow



# THE DIFFERENCE WE ARE MAKING

## Products and Services



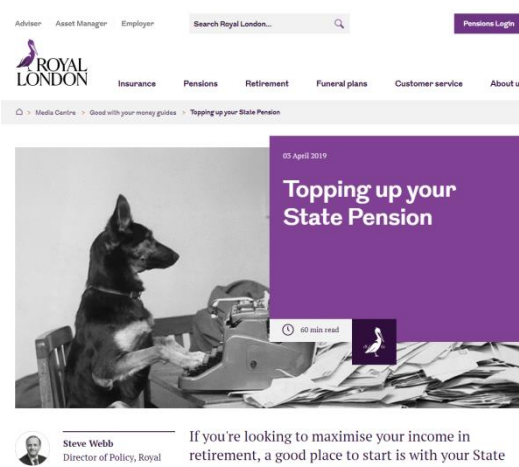
**£1bn contributed  
to members  
policies**

## Campaigning



**Raising  
awareness about  
the state pension**

## Financial Education



**Good with your  
money guides**