

Welcome to the UBA Narrative.



Universal Benefit Account
Internal Guide



Introduction



We constructed the Universal Benefit Account narrative to help bring to life the future of TASC for potential buyers. This guide should become the foundation for how UBA is presented to clients and distributors—serving as the single source of truth for how we talk about UBA. Any future materials should leverage the language in this narrative, and should be updated from this document as it evolves over time.

This is just a starting point. As UBA is discussed, built and sold, we envision this document growing and changing to accommodate new questions or scenarios that arise.

There are five unique parts of the narrative. They are meant to be used modularly, meaning each piece can stand alone, or you can pick and choose pieces to use as you see fit. They are redundant by design. When used together as a single story, any redundancies should be removed.

This is an internal guide and should not be distributed to anyone outside of TASC.

Problem Statement



As we look across market segments and types of buyers, we know that the pain each person feels related to benefits administration is different. In some cases, buyers don't even see it as "pain," but rather, "just the way things are." If someone isn't perceiving their situation as problematic or painful, they might not understand that it needs to change. The problem statement exists so you can paint a picture for your audience, level set your conversations around the universal pain points associated with benefits administration today, and show why a better way is necessary.

Benefits should feel like benefits. You offer them to attract top talent, and to take care of your people. Unfortunately, years of unpredictable rules and legislation have created a complex, confusing landscape of offerings from hundreds of companies.

Whether your business is large or small, you spend valuable time helping frustrated employees navigate unnecessarily complex systems.

And whenever a regulation changes, adapting is a slow and painful process. Digging through paperwork gets in the way of appreciating what you're really doing—helping people. In the current system, the very thing that's meant to provide value and savings feels more like prodding people to jump through endless hoops.

Worst of all, we are so accustomed to the brokenness of the system, it is hard to imagine doing it any other way.

When to use the Problem Statement



The problem statement is for situations where:

- You need explain why UBA was created.
- There isn't a clear tie-in for UBA as an answer to the buyer's problems or pain points.

Key points



You can use the problem statement in any way that you feel benefits your situation. These talking points break down the core sentiments and explain the appeal of the point to different types of buyers. While these are written as client-facing statements, they are just a starting point to give you inspiration for how you can discuss these concepts.

Benefits should feel like benefits.

- For value champion/box checker:
When benefits are difficult to manage and hard to understand, it's easy to forget that they are saving money for both you and your employees.
- For distributors:
When benefits are difficult to manage and hard to understand, it's easy for your clients to forget that they are saving money. This can degrade their perception of the value that you're bringing to them.

Years of unpredictable rules and legislation have created a complex, confusing landscape of offerings from hundreds of companies.

- For the value champion:
The system is inherently broken, degrading the experience of both your HR team and your employees, even if you don't realize it. Benefits administration has evolved in response to laws and regulations rather than customer needs, creating a Frankensteined landscape of different vendors, and forcing everyone (employers and employees alike) to understand the underlying laws and regulations to navigate them.
- For the box checker:
The system is inherently broken, costing you valuable time and energy, even if you don't realize it. It takes time and energy to understand and navigate a system built around rules and regulations, rather than around what you (the employer) and your employees need.
- For the distributor:
The system is inherently broken, costing you and your clients valuable time and energy, even if you don't realize it. When your clients struggle to understand the system, they often look to you for help. Or worse, they question whether you've brought them the best solution.

In the current system, the very thing that's meant to provide value and savings feels more like prodding people to jump through endless hoops.

- For the value champion:
Benefits don't feel like benefits today—they feel like work, for both employers and employees. When benefits are hard to manage, it reflects poorly on employers, even though they're providing their employees with something that is supposed to add value.
- For the box checker:
Benefits don't feel like benefits today. They feel like work that just eats up your and your employees' time, and distract from the work you would prefer to be doing.
- For the distributor:
Benefits don't feel like benefits today—they feel like work, for both employers and employees. When benefits are hard to manage, it reflects poorly on you even though you are providing your clients with a product that is supposed to add value.

Worst of all, we've become so accustomed to the brokenness of the system—the confusion, the inflated costs, the strain on our time—that it's hard to imagine doing it any other way.

- For the value champion:
You may not even realize that the system is broken today. But think about how you administer your benefits today: There's probably a lot of frustration for both you and your employees.
- For the box checker:
You may be so used to the way things are done today, you have accepted the time you have to spend on it. But what could you do for your business if you had some of that time back?
- For the distributor:
You've seen a lot of benefits offerings, and they all probably look similar. Given that, it's difficult to imagine that there could be a truly different way that saves your clients money and time.

Condensed version



When to use

This version is great for slides or more condensed messaging. Additionally, this version removes the portion of the narrative that is directed at the employer, so it can also work well for distributors.

Benefits should feel like benefits. Years of unpredictable rules and legislation have created a complex, confusing landscape of offerings from hundreds of companies.

In the current system, the very thing that's meant to provide value and savings feels more like prodding people to jump through endless hoops. Worst of all, we are so accustomed to the brokenness of the system, it is hard to imagine doing it any other way.

Elevator Pitch



If you had only two minutes to tell someone about UBA, this captures the most important points of what it is and the problem it solves.

At TASC, we've created a simple, intuitive way to manage benefits. Our revolutionary Universal Benefit Account is designed around how people think rather than overcomplicated rules, helping you work smarter and faster.

At their core, many benefits work the same way: Money goes in, people request reimbursements, and money goes out. We've taken advantage of this common ground to eliminate redundant processes and platforms across all benefit types, increasing accuracy and significantly reducing administrative burdens to make benefits feel rewarding again.

UBA unifies your employee benefits into a single experience. No matter what plan choices your employees make or how your business needs change, UBA ensures you spend less time getting more: More employee satisfaction. More opportunities to make a difference. More time for focusing on what matters.

When to use the Elevator Pitch



The elevator pitch is for situations where:

- You need to quickly summarize UBA for someone who has limited time.
- You want to introduce UBA to your audience.

Key points



These talking points break down the core sentiments and explain the appeal to different types of buyers. While these are written as client-facing statements, they are just a starting point to give you inspiration for how you can discuss these concepts.

Our revolutionary Universal Benefit Account is designed around how people think rather than overcomplicated rules, helping you work smarter and faster.

- For the value champion:
TASC created UBA by listening to employer and employee needs. It's so easy to use it will save you time, while creating a better experience for your employees.
- For the box checker:
TASC created UBA to be simple and easy to use so that you have more time to focus on what matters to you.
- For the distributor:
UBA is so easy to use that your clients will be more self-sufficient, and will appreciate the value you brought them.

UBA unifies your employee benefits into a single experience.

- For the value champion:
UBA will eliminate the costs and overhead associated with multiple systems and vendors. Both you and your employees will benefit from a single experience that manages all your benefits.
- For the box checker:
UBA eliminates the time wasted working in multiple systems, and dealing with your employees' confusion over which system does what. UBA is a single system for all your benefits.
- For the distributor:
With the administration of all your clients' benefits unified in a single experience, you won't have to find them new solutions as their needs grow and change.

No matter what plan choices your employees make or how your business needs change, UBA ensures you spend less time getting more.

- For the value champion:
Your employees will have the flexibility that they need, but you can still focus on what's best for your business.
- For the box checker:
As your (and your employees') needs grow and change, you won't have to spend additional time on your benefits.
- For distributors:
As your clients' needs change, UBA will grow with them. Your time and your client relationships will be protected since UBA can serve them both now and in the future.

Condensed version



When to use

This version is best for slides where you need a shorter narrative, or in situations where you don't have to describe the technical underpinnings of how UBA was created.

TASC's revolutionary Universal Benefit Account (UBA) is designed around how people think rather than overcomplicated rules, helping you work smarter and faster.

UBA unifies your employee benefits into a single experience. No matter what plan choices your employees make or how your business needs change, UBA ensures you spend less time getting more: More employee satisfaction. More opportunities to make a difference. More time for focusing on what matters.

Description



The description talks about the technical underpinnings of UBA, what it can do for its users, and why it is better than the competition. The goal is to make UBA feel tangible even though customers can't see or use it yet.

UBA integrates revolutionary technology with the superior administrative support and tailored customer service you depend on from TASC. By uniting over 50 benefit offerings into a singular service model, UBA lets us respond nimbly to changes in government policies, business needs, and employee priorities. When a regulation changes or your needs evolve, we simply turn on a new benefit, rather than having to build entirely new systems. With no new accounts to set up or employee data to recapture, it's as simple as flipping a switch.

Most importantly, UBA dramatically reduces the costs associated with using multiple vendors for separate benefits.

UBA maximizes the commonalities between benefits—such as contributions and payments—to minimize the hassle of managing accounts across different platforms, each with their own rules, user interfaces, and datasets.

We built UBA to integrate easily into people's lives. As your employees move across mobile, desktop, or telephone, they can pick up right where they left off. They'll get support from trained experts through any channel they choose, reducing support requests that are too often a drain on your time.

Integrating UBA into your existing payroll or enrollment systems couldn't be easier: We ensure painless setup and rollout because we already work with your existing vendors.

When to use the Description



The description is for situations when:

- You need to make UBA feel “real.”
- When your client doesn’t understand how UBA works.
- When you want to talk about the details of the employee experience.

Key points



While you can use the description in any way that you feel benefits your situation, these talking points are intended to break down the core sentiments and explain the appeal of the point to different types of buyers. While these are written like client-facing statements, that's just a guide to give you a sense of how you can talk about and break down these concepts.

UBA integrates revolutionary technology with the superior administrative support and tailored customer service you depend on from TASC.

- For value champions:
UBA unites technology, customer service, and administration, in a way you won't find anywhere else. You'll know you're bringing the best solution to your company, from a partner with a time-tested reputation for reliability.
- For box checkers:
All your needs will be met with a single system. TASC gives you everything you need in one place, saving you valuable time.

- For distributors:
When you partner with TASC, you're offering your clients the best combination of technology, customer service and transaction processing.

By uniting over 50 benefit offerings into a singular service model, UBA lets us respond nimbly to changes in government policies, business needs, and employee priorities.

- For value champions:
Whatever changes may arise, either in regulations, employee needs or enterprise direction, UBA ensures you don't have to invest additional time, energy or money adding new benefits.
- For box checkers:
When your needs change, or when you need to comply with a new regulation, responding won't require any additional time or attention.
- For distributors:
UBA is flexible enough to grow with your clients, no matter how their needs or regulations change. You won't have to find new solutions for your clients.

UBA maximizes the commonalities between benefits—such as contributions and payments—to minimize the hassle of managing accounts across different platforms, each with their own rules, user interfaces, and datasets.

- For value champions/box checkers:
UBA is built around the similarities between benefits, allowing us to bring all benefits into a single experience that can do it all—reducing the cost and hassle associated with multiple systems.
- For distributors:
We've built UBA on the shared properties of each benefit, so that one platform can power it all. This allows you to bring a single solution to your clients, no matter their needs.

We built UBA to integrate easily into people's lives.

- For value champions:
A consistent experience across desktop, mobile, and phone allows employees to pick up where they left off when they move from one channel to another. It lets your employees self-serve when and how they want.

- For box checkers:
UBA was designed to be easy for your employees to use regardless of the channel they prefer. A consistent experience across desktop, mobile, and phone means that it will be easier for them to help themselves, and easier for you to focus on other things.
- For distributors:
TASC built an employee experience that focuses on easy, consistent self-service, resulting in increased satisfaction for both your clients and their employees.

We ensure painless setup and rollout because we already work with your existing vendors.

- For everyone:
UBA can integrate with your (or your clients') existing payroll and enrollment systems. You can keep all your other systems when you choose UBA.

Condensed version



When to use

This version is best for slides, or when you just want to focus on the key points of how UBA works without any redundancies.

By uniting over 50 benefit offerings into a singular service model, UBA lets us respond nimbly to changes in government policies, business needs, and employee priorities. This dramatically reduces the costs associated with using multiple vendors for separate benefits. UBA maximizes the commonalities between benefits—such as contributions and payments—to minimize the hassle of managing accounts across different platforms.

We built UBA to integrate easily into people's lives. As your employees move across mobile, desktop, or telephone, they can pick up right where they left off. And integrating UBA into your existing payroll or enrollment systems couldn't be easier: We ensure painless setup and rollout because we already work with your existing vendors.

Reasons to Believe



The reasons to believe were created to highlight the features and functionalities of UBA. Each master bullet speaks to a different mindset. We also offer ideas for how they can be modified to address a more specific audience.

Show your employees that you care with a benefits experience built around their needs.

- With UBA, your employees can be confident that all their benefits will work the same way every time, with no unwanted surprises. There's only one website, one app, and one card to keep track of. And with our unique Decline Protection feature, they'll never have to worry about whether or how they can pay.
- People's lives don't operate on a 9-5 schedule, and neither does UBA. Whether it's on our website, mobile app, or over the phone, your employees can manage their accounts and get support whenever and however they'd like.
- UBA makes it easier for everyone to take full advantage of their benefits by connecting with the technologies they're already using. They can link their card to apps like Apple Pay, use

the TASC Wallet to keep track of receipts and locate ATMs, and even snap a picture to pay for expenses.

- Now your employees can show others that they care through complimentary giving accounts and our easy-to-use, integrated tools. Employees can give to their favorite charities through reimbursed funds, payroll deductions, or direct funding. And at the end of the year, they'll get a single form showing all of their tax-deductible donations.

You'll take pride in choosing a groundbreaking benefits solution that will return value to your company.

- We know that benefits administration is just one part of running your business. That's why UBA integrates seamlessly with your existing tools and systems, from payroll to enrollment and more.
- Our all-in-one platform helps you avoid the logistical headaches and potential compliance risks that can come from managing multiple benefit offerings across multiple platforms.
- Your plan becomes more cost-effective with each new account type that you add, and our unlimited option provides access to everything we offer at one affordable price. More benefits

and tax savings means you can attract and retain the best talent in today's unpredictable job market.

- UBA can even help your company reduce administrative expenses through simpler self-service, fewer employee questions, and fewer vendors to juggle.

UBA is efficient by design, letting you focus less on your benefits and more on your business.

- Personalizing your UBA plan is simple: just choose from our menu of benefit options and features. If you want to change your benefits later on, we can do that with the flip of a switch. Plus, our innovative pricing model allows you to move from benefit to benefit without additional paperwork or unexpected costs.
- An on-demand, holistic view of your plan gives you the means to easily manage all your benefits—reducing errors, saving time, and eliminating risks.
- You'll spend less time responding to requests now that employees can manage their accounts through our intuitive, no-training-needed website and mobile app. If questions do come up, our trained benefits professionals are just a phone call or text message away.

When to use the Reasons to Believe



Reasons to believe are for situations when:

- You want to provide specific examples of features and functionality within UBA.
- You need to back up the claims made in the elevator pitch and description.

Key points



For each group of reasons to believe, we are speaking to a specific point of view. In this section, we'll break down each sentiment, and why we've chosen the features and functionality that address it.

Show your employees that you care with a benefits experience built around their needs.

- This statement focuses on the value champion customer who is focused on employee retention and acquisition. The proof points that follow are all focused on the employee experience with UBA.

You'll take pride in choosing a groundbreaking benefits solution that will return value to your company.

- We believe these features will make an individual person look good for bringing UBA to their organization. Although the language is employer facing, this sentiment also works well for both distributors and value champions who want to distinguish themselves by bringing value to their organization.

UBA is efficient by design, letting you focus less on your benefits and more on your business.

- Here we speak to people that are looking for more time, regardless of whether that is a micro-market farmer or a large-market HR team. These features and functionality speak directly to box-checkers, and any other buyer that is looking to get time back.

How to use the Reasons to Believe



When used in a written narrative that speaks to a broad audience, all three sentiments should be used. When speaking to an individual or small group, identify one sentiment to focus on. In all cases, only use the features or functionality that you believe will resonate with your audience.

Bridge to TASC



This intent of this section is to create a bridge between the UBA story and the overarching TASC story. When a client buys UBA, they're also buying TASC and that comes with its own benefits. This section highlights the key benefits of working with TASC. This section is intended for all audiences without customization.

UBA is just the latest example of the industry leadership you can expect from TASC. For over 40 years, we've listened to employers and their employees, and responded with innovative solutions that integrate technology, tailored customer service, and quick, transparent processing for all your benefit needs. No matter how the industry changes or your needs evolve, we'll be here to listen and grow alongside you.

When to use the Bridge to TASC



The bridge should be used when you want to emphasize the time-tested reputation of TASC to build confidence in a revolutionary product that your buyer can't see just yet.

The Combined Narrative



When you need to tell the full story of UBA, this version removes redundancies and focuses the story. As with the five pieces of the narrative, this is just a guide to show how you may want to condense the modules into a full story. You may choose the pieces that you think will work best for your audience.

Benefits should feel like benefits. You offer them to attract top talent, and to take care of your people. Unfortunately, years of unpredictable rules and legislation have created a complex, confusing landscape of offerings from hundreds of companies.

Whether your business is large or small, you spend valuable time helping frustrated employees navigate unnecessarily complex systems. And whenever a regulation changes, adapting is a slow and painful process. In the current system, the very thing that's meant to provide value and savings feels more like prodding people to jump through endless hoops.

At TASC, we've created a simple, intuitive way to manage benefits. Our revolutionary Universal Benefit Account (UBA) is designed around how people think rather than overcomplicated rules, helping you work smarter and faster.

At their core, many benefits work the same way: Money goes in, people request reimbursements, and money goes out. We've taken advantage of this common ground to eliminate redundant processes and platforms across all benefit types, increasing accuracy and significantly reducing administrative burdens to make benefits feel rewarding again.

UBA unifies your employee benefits into a single experience. No matter what plan choices your employees make or how your business needs change, UBA ensures you spend less time getting more: More employee satisfaction. More opportunities to make a difference. More time for focusing on what matters.

By uniting over 50 benefit offerings into a singular service model, UBA lets us respond nimbly to changes in government policies, business needs, and employee priorities.

When a regulation changes or your needs evolve, we simply turn on a new benefit, rather than having to build entirely new systems. With no new accounts to set up or employee data to recapture, it's as simple as flipping a switch. Most importantly, UBA dramatically reduces the costs associated with using multiple vendors for separate benefits.

We built UBA to integrate easily into people's lives. As your employees move across mobile, desktop, or telephone, they can pick up right where they left off. They'll get support from trained experts through any channel they choose, reducing support requests that are too often a drain on your time. And integrating UBA into your existing payroll or enrollment systems couldn't be easier: We ensure painless setup and rollout because we already work with your existing vendors.

Show your employees that you care with a benefits experience built around their needs.

- With UBA, your employees can be confident that all their benefits will work the same way every time, with no unwanted surprises. There's only one website, one app, and one card to keep track of.

- With our unique Decline Protection feature, they'll never have to worry about whether or how they can pay.
- UBA makes it easier for everyone to take full advantage of their benefits by connecting with the technologies they're already using. They can link their card to apps like Apple Pay, use the TASC Wallet to keep track of receipts and locate ATMs, and even snap a picture to pay for expenses.
- Now your employees can show others that they care through complimentary giving accounts and our easy-to-use, integrated tools. Employees can give to their favorite charities through reimbursed funds, payroll deductions, or direct funding. And at the end of the year, they'll get a single form showing all of their tax-deductible donations.

You'll take pride in choosing a groundbreaking benefits solution that will return value to your company.

- Your plan becomes more cost-effective with each new account type that you add, and our unlimited option provides access to everything we offer at one affordable price. More benefits and tax savings means you can attract and retain the best talent in today's job market.

- UBA can even help your company reduce administrative expenses through simpler self-service, fewer employee questions, and fewer vendors to juggle.

UBA is efficient by design, letting you focus less on your benefits and more on your business.

- An on-demand, holistic view of your plan gives you the means to easily manage all your benefits—reducing errors, saving time, and eliminating risks.
- You'll spend less time responding to requests now that employees can manage their accounts through our intuitive, no-training-needed website and mobile app. If questions do come up, our trained benefits professionals are just a phone call or text message away.

UBA is just the latest example of the industry leadership you can expect from TASC. For over 40 years, we've listened to employers and their employees, and responded with innovative solutions that integrate technology, tailored customer service, and quick, transparent processing for all your benefit needs. No matter how the industry changes or your needs evolve, we'll be here to listen and grow alongside you.

Customization



The narrative language can be customized to speak more directly to a specific audience. In this section, we'll provide guidelines for how to modify the narrative as well as offering combined narratives for box checkers and value champions.

Customization Guidelines



What we've offered here won't work for every situation so here are some parts of the narrative that could be customized for your audience.

- Any reference to a type of person or people like “employees” or “employer”. These can be changed to something more familiar like “family” or modified for a different audience, like “clients”.
- Specifics around company type or size. Areas where we say things like “large or small business” can be removed entirely or made more specific. Terms like “company” or “business” can be swapped for words like “Enterprise” or “Farm”

- Determine if you need to speak in the second or third person. The narrative is written in the second person. However, that may not be appropriate if you're speaking with a non-employer audience, like a distributor. In this case, you'll need to change the point of view to the third person, using terms like "They" or "your client" rather than "you" or "your".
- Keep in mind that depending on the point you're trying to make, you may use both "you" when speaking to your audience and "they" when talking about your audience's audience.

Combined Narrative for Box Checkers



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At their core, many benefits work the same way: Money goes in, people request reimbursements, and money goes out. We've taken advantage of this to eliminate

redundant processes and platforms across all benefit types, increasing accuracy and significantly reducing administrative burdens to make benefits feel rewarding.

UBA unifies your employee benefits into a single experience. No matter what plan choices your employees make or how your business needs change, UBA ensures you spend less time getting more time for focusing on what matters.

By uniting over 50 benefit offerings into a singular service model, UBA lets us respond nimbly to changes in government policies, business needs, and employee priorities. When a regulation changes or your needs evolve, we simply turn on a new benefit, rather than having to build entirely new systems. With no new accounts to set up or employee data to recapture, it's as simple as flipping a switch. Most importantly, UBA dramatically reduces the time and costs associated with using multiple vendors for separate benefits.

We built UBA to integrate easily into people's lives. As your employees move across mobile, desktop, or telephone, they can pick up right where they left off. They'll get support from trained experts through any channel they choose, reducing support requests that are too often a drain on your time. And integrating UBA into your existing payroll or enrollment systems couldn't be

easier: We ensure painless setup and rollout because we already work with your existing vendors.

UBA is efficient by design, letting you focus less on your benefits and more on your business.

- Personalizing your UBA plan is simple: just choose from our menu of benefit options and features. If you want to change your benefits later on, we can do that with the flip of a switch. Plus, our innovative pricing model allows you to move from benefit to benefit without additional paperwork or unexpected costs.
- An on-demand, holistic view of your plan gives you the means to easily manage all your benefits—reducing errors, saving time, and eliminating risks.
- You'll spend less time responding to requests now that employees can manage their accounts through our intuitive, no-training-needed website and mobile app. If questions do come up, our trained benefits professionals are just a phone call or text message away.

UBA is just the latest example of the industry leadership you can expect from TASC. For over 40 years, we've listened to employers and their employees, and responded with innovative solutions that integrate technology, tailored customer service, and quick, transparent processing for all your benefit needs. No matter how the industry changes or your needs evolve, we'll be here to listen and grow alongside you.

Combined Narrative for Value Champions



Benefits should feel like benefits. You offer them to attract top talent, and to take care of your people. Unfortunately, years of unpredictable rules and legislation have created a complex, confusing landscape of offerings from hundreds of companies.

Whether your business is large or small, you spend valuable time helping frustrated employees navigate unnecessarily complex systems. And whenever a regulation changes, adapting is a slow and painful process. In the current system, the very thing that's meant to provide value and savings feels more like prodding people to jump through endless hoops.

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At their core, many benefits work the same way: Money goes in, people request reimbursements, and money goes out. We've taken advantage of this common ground to eliminate redundant processes and platforms across all benefit types, increasing accuracy and significantly reducing administrative burdens to make benefits feel rewarding again.

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Show your employees that you care with a benefits experience built around their needs.

- With UBA, your employees can be confident that all their benefits will work the same way every time, with no unwanted surprises. There's only one website, one app, and one card to keep track of. And with our unique Decline Protection feature, they'll never have to worry about whether or how they can pay.
- UBA makes it easier for everyone to take full advantage of their benefits by connecting with the technologies they're already using. They can link their card to apps like Apple Pay, use the TASC Wallet to keep track of receipts and locate ATMs, and even snap a picture to pay for expenses.

- Now your employees can show others that they care through complimentary giving accounts and our easy-to-use, integrated tools. Employees can give to their favorite charities through reimbursed funds, payroll deductions, or direct funding. And at the end of the year, they'll get a single form showing all of their tax-deductible donations.

You'll take pride in choosing a groundbreaking benefits solution that will return value to your company.

- Your plan becomes more cost-effective with each new account type that you add, and our unlimited option provides access to everything we offer at one affordable price. More benefits and tax savings means you can attract and retain the best talent in today's unpredictable job market.
- UBA can even help your company reduce administrative expenses through simpler self-service, fewer employee questions, and fewer vendors to juggle.

UBA is just the latest example of the industry leadership you can expect from TASC.

For over 40 years, we've listened to employers and their employees, and responded with innovative solutions that integrate technology, tailored customer service, and quick, transparent processing for all your benefit needs.

No matter how the industry changes or your needs evolve, we'll be here to listen and grow alongside you.

Distributor Introduction



For distributors, we want them to embrace the language that we're sharing with employers. However, we also know they need to have their own concerns and needs that UBA addresses. This introduction to UBA sets the context on why distributors should care. It leverages verbiage from the narrative but is meant to come before introducing the concepts from the narrative.

At TASC, we've created a simple, intuitive way to manage benefits. Our revolutionary Universal Benefit Account (UBA) is designed around how people think rather than overcomplicated rules, helping employers and employees work smarter and faster. At their core, many benefits work the same way: Money goes in, people request reimbursements, and money goes out.

We've taken advantage of this common ground to eliminate redundant processes and platforms across all benefit types, increasing accuracy and significantly reducing administrative burdens.

By uniting over 50 benefit offerings into a singular service model, UBA lets us respond nimbly to changes in government policies, business needs, and employee priorities.

This dramatically reduces the costs and time investment associated with using multiple vendors for separate benefits.



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