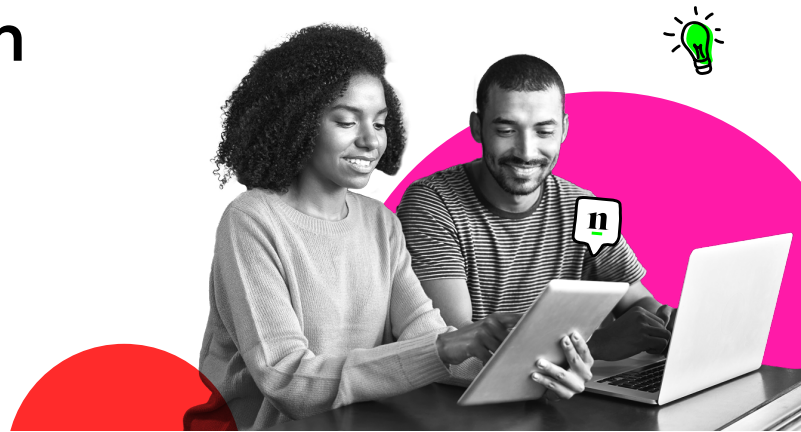



nudge partners with RNIB to make financial education accessible to all




RNIB

See differently

THE COMPANY

 **Established:**
1868

 **Industry:**
Charity

 **No. of employees:**
1200

THE CHALLENGE

- Royal National Institute of Blind People's (RNIB) recent survey found that the financial situation of 69% of blind and partially sighted people had worsened because of the cost of living crisis.
- People with sight loss already face additional costs in their lives that have been exacerbated by recent inflation.
- So, RNIB partnered with nudge to ensure their global financial education platform was accessible to help their community develop the skills and knowledge to take control of their money.

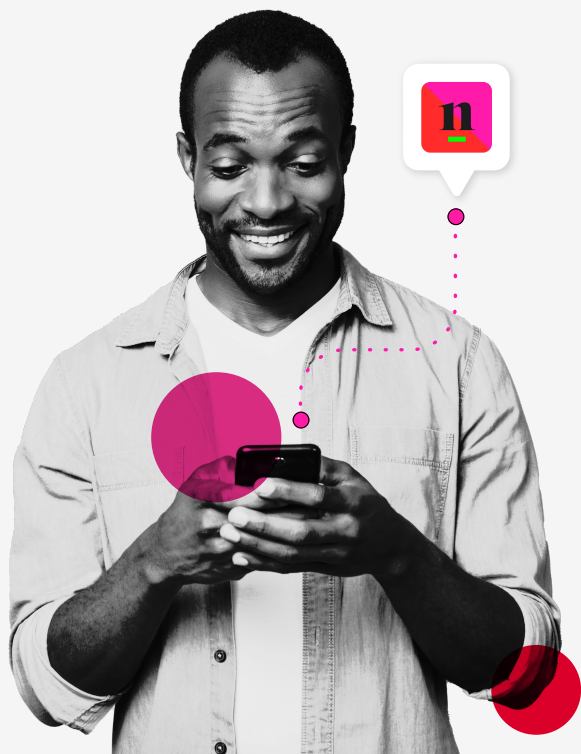


We are delighted to be able to offer the nudge financial education platform to all RNIB employees, especially during the current cost of living crisis.

nudge have worked in partnership with our Reward Team to launch the platform and collaborated with RNIB's Accessibility Team to ensure that financial education is fully accessible for blind and partially sighted users."

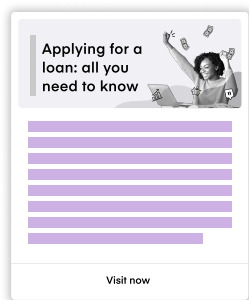
Louise Wells

Rewards and Pensions Lead
Royal National Institute of Blind People




THE SOLUTION

- At nudge, we are committed to making impartial financial education accessible to all. Our platform complies with the Web Content Accessibility Guidelines (WCAG 2.1 AA) – the golden standard of web accessibility around the globe, to ensure that nudge can meet everyone's needs.
- In partnership with the Royal National Institute of Blind People (RNIB), our latest developments optimized the experience for neurodivergent users and those who require screen readers and keyboard accessibility. These improvements make our platform more inclusive for everyone.



THE RESULTS

Within the first month of launching nudge:

 employees have interacted with the nudge platform

303

 engagement with nudge

67%

Top interests selected:


- Pensions
- Budgeting
- Mental health & wellbeing



nudge is the global financial education platform that demystifies money management for all. Drawing on behavioral psychology and data, our platform offers personalized, engaging financial knowledge and skills to educate and delight anyone. A global solution that is unaffiliated with conflicting financial products, our inclusive approach is trusted by hundreds of thousands of people across the world.

nudge is impacting:

 **300+** global clients

 **100+** countries

 **1.5 million** lives

nudge

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