





Using Digital Technology to Engage Members

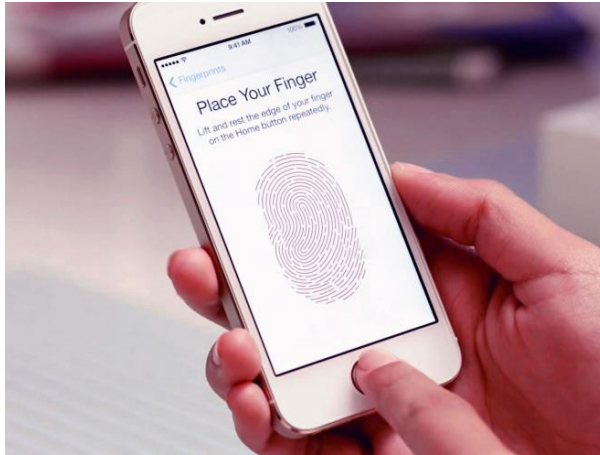
Presented by

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Accessibility & Security





The increasing role of video



Number of YouTube Videos Watched Per Day

5 billion

- 2nd most visited site in the world.
- 35yrs + and 55+ age groups are the fastest growing YouTube demographics
- There are 50 million creators on YouTube

Video is evolving



Number of TikTok Videos Views Per Day:

1 billion

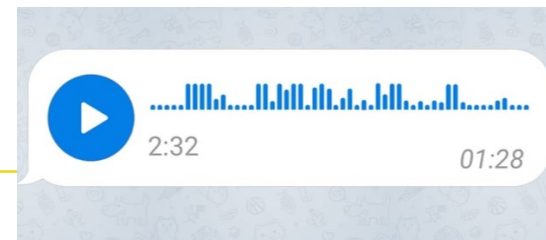
- 50% of Global Audience is under 34
- 41% of users are aged between 16 and 24
- 3rd most downloaded app of the year

Taking the video concept and adding real time data

- <https://www.youtube.com/watch?v=7skCtbNy3Bs>

The movement to voice

- Over 20% of UK Households Have Smart Speakers while Ireland & Germany are at 10% and quickly moving towards 20% (closer to 50% in US)
- 67% of internet users in US&UL considering purchasing Smart home product in the next year
- 55% of teenagers use voice search daily



The movement to voice

- <https://youtu.be/Z6ynbBZE2xg>

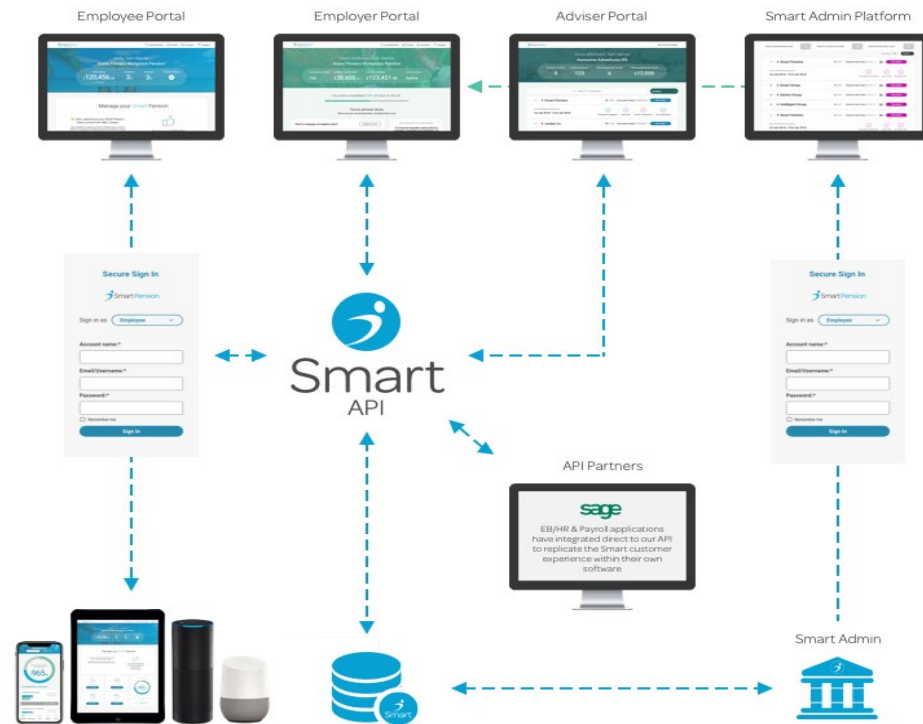
A sneak peek at the future



- Meet Truli
- Interactive digital human
- Developed by sister company of Smart Pension - Trulience

- <https://www.youtube.com/watch?v=W0mWfcB-7bw>

The secret sauce



- Ultra modern technology stack
- Structured data
- Single open API

New Ireland's role in engaging Irish pension savers

- Have launched our new MyPension365 platform in partnership with Smart Pension
- We are really excited about how it will change how employees engage with their pension and most importantly enable them to take actions that enhance their retirement savings

<https://youtu.be/kXw9AazeB-8>



iapf   
representing pension savers