In 2020, the COVID-19 pandemic spurred market volatility, economic uncertainty, and health and safety concerns for our customers and associates. Despite this uncertainty, Fidelity continued to help its clients strengthen and secure their financial well-being, while achieving high levels of financial performance, net asset flows (both managed and non-managed), and customer account growth across each of our major lines of business.

“"The increases in customer volumes pushed us to move faster in areas that were already priorities including digitization of service, streamlining and upgrading our legacy technology infrastructure, launching new products and services to align with evolving customer preferences, and increasing cross-company collaboration.”

– ABIGAIL P. JOHNSON | CHAIRMAN AND CEO

Fidelity has a unique combination of large-scale, market-leading technology platform businesses that enabled us to support existing customers and drive strong customer growth in 2020. Our planning and guidance tools and investment solutions help deliver a superior customer experience across life stages.

NEW CUSTOMERS
Fidelity continued to onboard new accounts across all of our businesses, for a total of:
- 32.6 million workplace participant accounts
- 26.0 million retail accounts
- 6.7 million clearing and custody accounts
- 2.7 million health care participant accounts

CUSTOMER ENGAGEMENT

COMPARSED TO 2019:
- PI calls increased by 20%
- Advisor-led planning interactions increased by 28%
- Workplace Investing (WI) calls increased by 9%
- Total average daily trades of 2.3 million, a 97% increase

Wi developed capabilities to support the Coronavirus Aid, Relief, and Economic Security (CARES) Act, allowing the option for distributions to participants of up to $100,000 across plans, with increased loan limits and deferred loan payments

As more people turn to us for advice and full financial planning, Fidelity has grown its full-service wealth management business to $1.4 trillion, including private wealth management services for high net worth individuals

Fidelity continued to introduce new, innovative technologies that enable personalized investment solutions for individuals and institutions. Our innovative approaches have helped us grow during periods of market volatility, industry disruption, regulatory changes, and shifting consumer preferences.

Launched Fidelity Spire®, an app designed to help young investors plan, save, and invest for their short- and long-term goals

Launched fractional shares trading capabilities (dollar-based investing) to make investing more accessible to investors

Launched Fidelity Managed Account Xchange™ (FMAX), a new wealth management platform that integrates planning, managed accounts, clearing and custody capabilities to help deliver better client outcomes to advisory service providers

screenshots for illustrative purposes
Fidelity's results were supported by a digitally-driven approach and a technology infrastructure that enabled customers to leverage innovative solutions and continue to engage with us virtually.

Launched new NetBenefits Help Hub to 33 million workplace benefits participants across 25,500 employer retirement plans

1.4 billion digital interactions on retail mobile and web platforms

Nearly 60% from 2019

Launched COVID-19 resource centers for customers, resulting in 750,000 views in the first quarter

Fidelity supported associates in a variety of ways in 2020; from providing resources and equipment to work remotely due to the COVID-19 pandemic, to new benefits and resources for caregivers.

 Welcomed 10,500* new hires and introduced our first fully virtual internship program for 900 interns

This includes 6,100** new U.S. customer-facing roles, a 72% increase from 2019

Expanded Diversity and Inclusion development programs to drive mobility and sponsorship

Aspire to Lead for Black associates, Together We Rise for women, Leveraging and Inspiring Fidelity’s Talent (LIFT) for women, Black and LatinX leaders

Fidelity Foundations Matching Gifts program to support racial equity and COVID-19 Relief programs resulted in $3.7 million charitable donations made by our associates and matched by the foundation

*Includes global and Fidelity TalentSource℠ employees

**Includes Fidelity TalentSource℠ employees

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Past performance is no guarantee of future results.

Keep in mind that investing involves risk. The value of your investment will fluctuate over time, and you may gain or lose money.

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