



Q1 2025

Business Update

"Fidelity is continually innovating to provide industry-leading customer service and resilient and scalable operations."

Abigail P. Johnson

Chairman and Chief Executive Officer



Customer Engagement¹

4.2 million

Fidelity Wealth, Brokerage, or Workplace Investing customers who had a live or digital plan interaction YTD²

↑ 17% year-over-year

1.5 million

Retail customer appointments in Investor Centers and Regional Centers³

↑ 12% year-over-year

30.7 million

Unique visitors engaging with Fidelity.com, NetBenefits.com, the Fidelity Investments Mobile App, or the NetBenefits Mobile App⁴

↑ 11% year-over-year

1.3 million

Social Media Service Interactions⁵

↑ 1% year-over-year

Beginning this quarter, the Social Media Service Interactions methodology has changed to a trailing six-month view.

4.5 million

Daily Average Trades

↑ 32% year-over-year

10.7 million

Calls into Fidelity Wealth, Brokerage, Workplace Investing, and Institutional Wealth Management Services financial professionals⁶

↑ 7% year-over-year

Assets

Assets Under Administration

↑ 10% year-over-year

Q1 '24 **Q1 '25**
\$13.7 trillion **\$15.0 trillion**



Discretionary Assets⁷

↑ 11% year-over-year

Q1 '24 **Q1 '25**
\$5.3 trillion **\$5.9 trillion**



Highlights



The Fidelity [Health Savings Account \(HSA\)](#) ended Q1 with \$34 billion in assets under administration and is now the fastest growing HSA offering in the industry.



Expanded our [Student Debt Retirement](#) benefit offering to employers with multiple retirement plans. With this enhancement, 1 in 5 of Fidelity's largest clients now offer a Student Debt benefit for their employees.

Launched [Fidelity Stock Transfer](#), a digital-first stock transfer agent solution for publicly traded companies.

Expanded Fidelity's model portfolio lineup for wealth management firms with the launch of [two new all-ETF model portfolio suites](#).



Since its launch in 2024, we have transitioned more than one million customer accounts to [Fidelity's Unified Managed Household](#) platform, enabling clients to create and execute comprehensive, goal-based investment plans and achieve better after-tax outcomes.



Over the past year, the number of users in [Fidelity's Reddit community](#) doubled to more than 200,000 individuals. Our community is the best way for Reddit users to get help with questions about investing at Fidelity.

Streamlined the account opening process for Institutional Wealth Management Services clients, reducing friction and allowing bulk onboarding with pre-filled account details.



Surpassed 50 years of offering [Individual Retirement Accounts \(IRAs\)](#) to our retail customers. Fidelity leads this product category with 23% market share.⁸

Awards and Recognition*

Barron's

Top Five in Best Fund Families, across the one-, five-, and 10-year categories

[Learn More](#)

StockBrokers.com

Best for Customer Support & Financial Planning

[Learn More](#)

Lipper Fund Awards

23 Fidelity mutual funds won a total of 32 Lipper Fund Awards

[Learn More](#)

Envestnet

Fidelity's target allocation model portfolios named a winner at the 2025 Multi-Asset Manager of the Year Awards

[Learn More](#)

Investor's Business Daily

#1 Best Online Broker

[Learn More](#)

Glassdoor

Named to Glassdoor's Best Places to Work in the U.S. list

[Learn More](#)

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[Q3 2024 Business Update](#)

[Q2 2024 Business Update](#)

[Q1 2024 Business Update](#)



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

¹ Unless otherwise indicated, all data is as of March 31, 2025.

² Each individual is captured only once in the metric.

³ Customer appointments include all Fidelity associate roles taking client appointments in Investor and Regional Centers.

⁴ Includes unique visitors who engage on Fidelity.com, NetBenefits.com, the Fidelity Investments Mobile App, or the NetBenefits Mobile App.

⁵ Social Media Service Interactions are calculated based on a methodology that includes proactive and reactive service related content across Fidelity's social platforms. Proactive content includes FAQs, market topics, and answers to trending customer questions. Reactive service-related content includes responses to customer comments, tweets, direct messages, and secure chats. Data reflects 2025 Q1 and Q2 (October 1, 2024 – March 31, 2025). Year-over-year comparisons are made against the same period in 2024 (October 1, 2023 – March 31, 2024).

⁶ Count of incoming calls that Fidelity receives from individuals, where the individuals spoke to a financial professional.

⁷ Includes all Fidelity investment products, such as mutual funds and managed accounts.

⁸ The Cerulli Report - U.S. Retirement Markets 2024, based on an industry survey of firms reporting total IRA assets administered as of Q2 2024.

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**Screenshots for illustrative purposes.

[FIDELITY.COM](#)

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