

Dana Kepner Company 401(k) Plan



Why saving now is so important

Good news:

We're living longer

Not-so-good news:

We're living longer

Importance of calculating what you need



- Only 44% of American workers have calculated how much they might need for retirement.
- Those who have done a calculation tend to:
 - Feel more confident they can save the amount they'll need.
 - Have higher levels of savings.

Prepare early for a better retirement

\$135,044





\$121,288

Age started contributing
Age stopped contributing
Monthly contribution
Total contribution
Years contributed

Mike	Marie
25	35
35	65
\$100	\$100
\$12,000	\$36,000
10	30

Value at age 65?

Based on 7% annual rate of return. This example is for illustration purposes only and is not intended to represent the return of any specific investment. Estimates are based on the assumptions noted, do not guarantee or imply a projection of actual results, and do not include the effect of taxes. Wells Fargo cannot guarantee results under any savings or investing program, including a regular investment program, and cannot guarantee that you will meet your retirement savings goal.

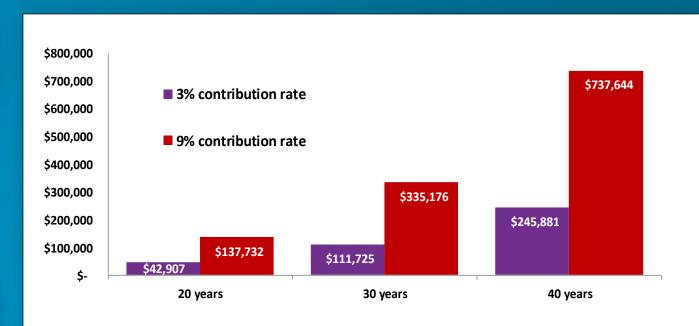
How your contribution rate makes a difference



3% contribution rate



9% contribution rate



Example based on a \$30,000 salary with annual pay increases of 2%. Assumes a 7% annual return.

Advantages of saving in your plan

Features	Benefits
Payroll withholding	Pay yourself first
	 Takes away temptation to spend elsewhere
Pretax savings	Reduces current taxes
	Earnings grow tax-deferred
Roth 401(k) contributions	 Earnings on your account are tax-free for qualified withdrawals
	 Withdrawals not subject to income tax if certain requirements are met
Company match	• Additional savings for you!

Roth 401(k) - So how should I choose?

Roth 401(k)

- Higher tax rate expected at retirement
- Locks in current tax rate
- Tax-free distributions at retirement if qualifications are met
- If you're ineligible for Roth IRA

Pretax 401(k)

- Lower tax rate expected at retirement
- Reduces current tax burden
- Taxable distributions at retirement

Roth 401(k) and pretax 401(k) if your plan allows

Tax diversification

401(k) Loans – Pro's and Con's

Upsides

- Principal and Interest paid to your 401(k) account
- No credit check or approval needed

Downsides

- Repayments are after-tax losing some of tax benefit when contributed to the plan.
- Interest rate on loan may be less than potential earnings from plan investments.
- Repaid amount is taxed a second time when distributed at retirement.
- Upon termination of employment outstanding balance is due in full or becomes taxable and penalties may apply.
- * Recommendation: Use only as a last resort!



Plan Changes:

Funds and Fee Structure

Fee Structure Changes - 12/01/2015

Fund Changes

- Lowest net-expense ratio or lowest cost funds
 - Rebate any revenue to fund holders (transaction reflected on statements)
- Use of collective funds for cost reduction

Fee Changes

- Fee leveling promoted by DOL
- Flat fee charge of 35 basis points (0.35%)
- Line item transaction posting to accounts monthly

Fund Performance as of October 31, 2015

Previous

									Expense
Fund	Asset Category	Ticker	3-Month	YTD	1 Year	3 Years	5 Years	10 Years	Ratio
Wells Fargo Stable Return Fund N60	Principle Preservation	DSRS1	0.23	0.81	0.94	0.97	1.25	2.41	0.96
Amer Century Inflat Adj Bond A	Inflation Protected Bd	NA	-1.38	-1.20	-2.26	-2.90	1.20	3.50	0.72
Wells Fargo Adv. Core Bond Fund - Admin.	Intermediate Bond	MNTRX	0.38	1.02	1.75	1.56	3.43	5.16	0.70
Janus Balanced (T)	Asset Allocation	JABAX	-0.29	1.46	3.04	10.13	8.80	8.09	0.83
Invesco Comstock Fund A	Large Value	ACSTX	-3.85	-2.77	-1.03	13.67	12.26	6.70	0.82
Wells Fargo Advantage Index Adm	S&P 500	WFIOX	-0.69	2.53	4.98	15.93	14.07	7.59	0.25
JP Morgan Large Cap Growth Select	Large Growth	SEEGX	-3.71	7.31	8.77	17.49	14.40	9.62	0.90
WF/ BlackRock S&P MC Index CIT N35	Mid-Cap Blend	DMS1	-3.55	0.44	3.09	15.11	13.02	8.71	0.42
JP Morgan Small Cap Val Select	Small Value	PSOPX	-2.51	-5.02	-1.37	12.28	11.73	7.16	1.08
Baron Small Cap Fund	Small Growth	BSCFX	-7.99	-3.93	-2.98	12.02	11.54	7.81	1.30
American Funds Euro Gr R4	International Blend	REREX	-4.82	1.95	-0.14	7.98	4.69	5.91	0.84
WF Adv Dow Jones Tgt Today Adm	Retirement Income	WFLOX	-0.18	-0.27	-0.28	1.18	2.37	3.91	0.65
WF Adv Dow Jones Tgt 2010 Adm	Target Date 2010	WFLGX	-0.23	-0.46	-0.39	1.85	2.91	3.98	0.67
WF Adv Dow Jones Tgt 2020 Adm	Target Date 2020	WFLPX	-0.66	-0.30	-0.31	4.39	4.68	4.61	0.70
WF Adv Dow Jones Tgt 2030 Adm	Target Date 2030	WFLIX	-1.58	-0.02	0.06	7.46	6.78	5.33	0.71
WF Adv Dow Jones Tgt 2040 Adm	Target Date 2040	WFLWX	-2.81	-0.35	-0.23	9.55	8.10	5.88	0.72
WF Adv Dow Jones Tgt 2050 Adm	Target Date 2050	WFQDX	-3.23	-0.55	-0.42	10.05	8.42	N/A	0.72

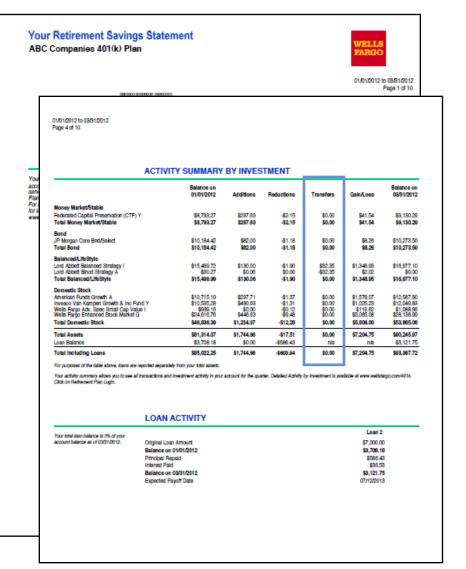
Fund Performance as of October 31, 2015

New

									Expense	Expense
Fund	Asset Category	Ticker	3-Month	YTD	1 Year	3 Years	5 Years	10 Years	Ratio	Ratio
Wells Fargo Stable Return Fund N	Principle Preservation		0.39	1.28	1.58	N/A	N/A	N/A	0.96	0.33
Amer Century Inflat Adj Bond	Inflation Protected Bd	AIANX	-1.21	-0.83	-1.81	-2.45	1.67	3.97	0.72	0.22
Metropolitan West Total Ret	Intermediate Bond	MWTSX	0.16	0.73	1.63	2.71	N/A	N/A	0.70	0.39
Janus Balanced (N)	Asset Allocation	JABNX	-0.24	1.66	3.31	10.40	N/A	N/A	0.83	0.41
Invesco Comstock Fund A	Large Value	ICSFX	-3.75	-2.41	-0.59	14.15	N/A	N/A	0.82	0.82
WF/BlackRock S&P500 CIT F	S&P 500		-0.60	2.78	5.29	16.22	N/A	N/A	0.25	0.02
JP Morgan Large Cap Growth	Large Growth	JLGMX	-3.64	7.58	9.09	17.81	N/A	N/A	0.90	0.61
WF/ BlackRock S&P MC Index CIT N35	Mid-Cap Blend	DMS1	-3.46	0.76	3.48	15.55	N/A	N/A	0.42	0.04
Goldman Sachs Small Cap Value	Small Value	GSSIX	-4.08	-3.22	-1.60	14.40	13.50	8.89	1.08	0.70
Baron Small Cap Fund	Small Growth	BSFIX	-7.94	-3.72	-2.73	12.30	11.83	N/A	1.30	0.89
American Funds Euro Gr R4	International Blend	RERGX	-4.73	2.23	0.21	8.35	5.06	N/A	0.84	0.49
Vanguard Target Retirement Inc	Retirement Income	VTINX	-0.55	0.88	1.38	4.38	5.24	5.31	0.65	0.16
Vanguard Target Retirement 2010	Target Date 2010	VTENX	-0.78	0.91	1.43	5.72	6.30	N/A	0.67	0.16
Vanguard Target Retirement 2020	Target Date 2020	VTWNX	-1.51	0.88	1.61	8.49	8.00	N/A	0.70	0.16
Vanguard Target Retirement 2030	Target Date 2030	VTHRX	-2.08	0.76	1.41	10.06	9.06	N/A	0.71	0.17
Vanguard Target Retirement 2040	Target Date 2040	VFORX	-2.73	0.47	1.02	11.24	9.80	N/A	0.72	0.18
Vanguard Target Retirement 2050	Target Date 2050	VFIFX	-2.71	0.47	1.02	11.25	9.81	N/A	0.72	0.18
Vanguard Target Retirement 2060	Target Date 2060+	VTTSX	-2.68	0.39	0.94	11.21	N/A	N/A	0.72	0.18

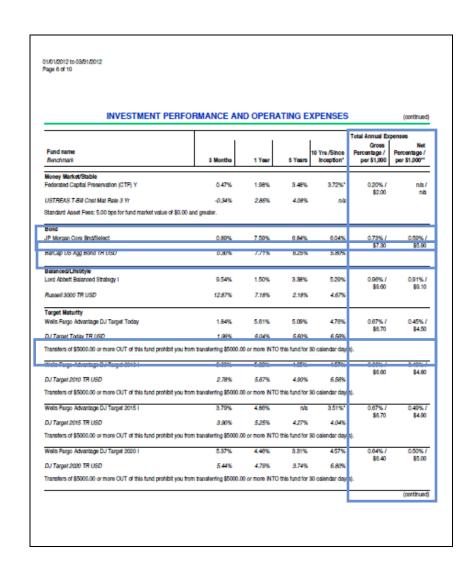
Quarterly participant statement

- Account summary page
 - Loan Fees
 - Recordkeeping fees
 - Redemption fees
 - Examples only; see
 your plan for fees that
 apply
- Activity summary page
 - Same transactions broken down by investment



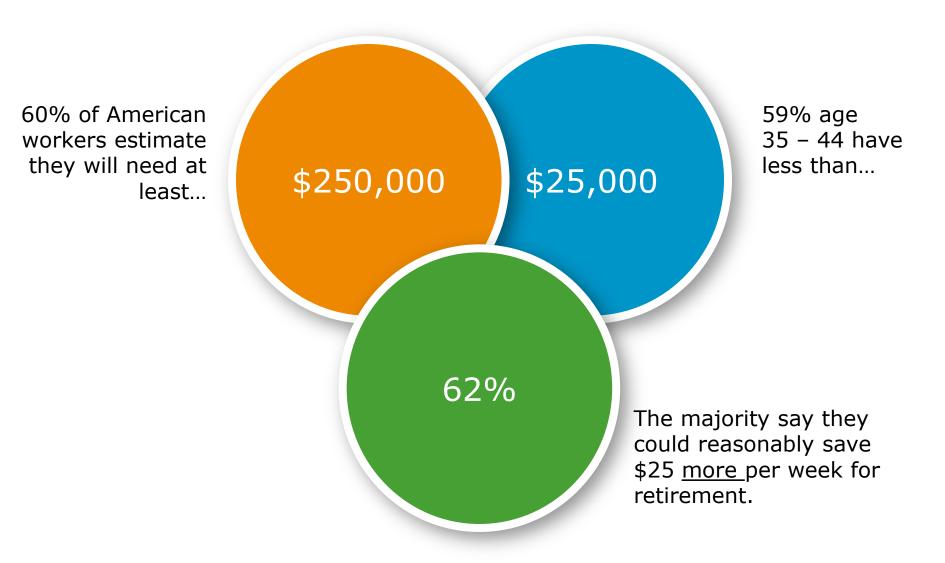
Quarterly participant statement

- Performance section
 - Performance and fee information for plan investments
 - Benchmark information
 - Investment limitations and restrictions
 - Total annual expenses

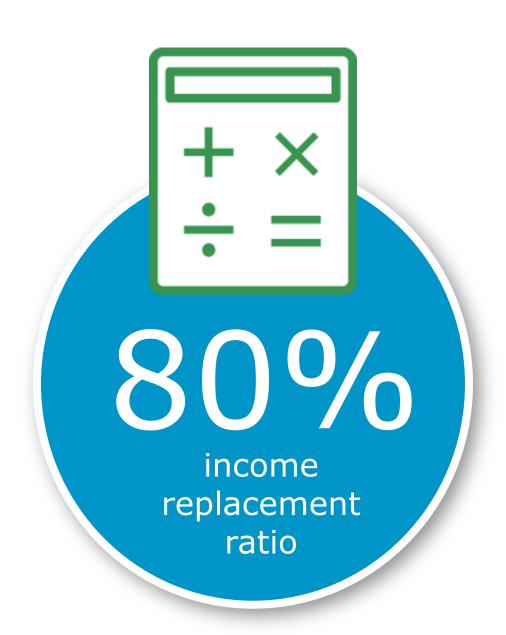




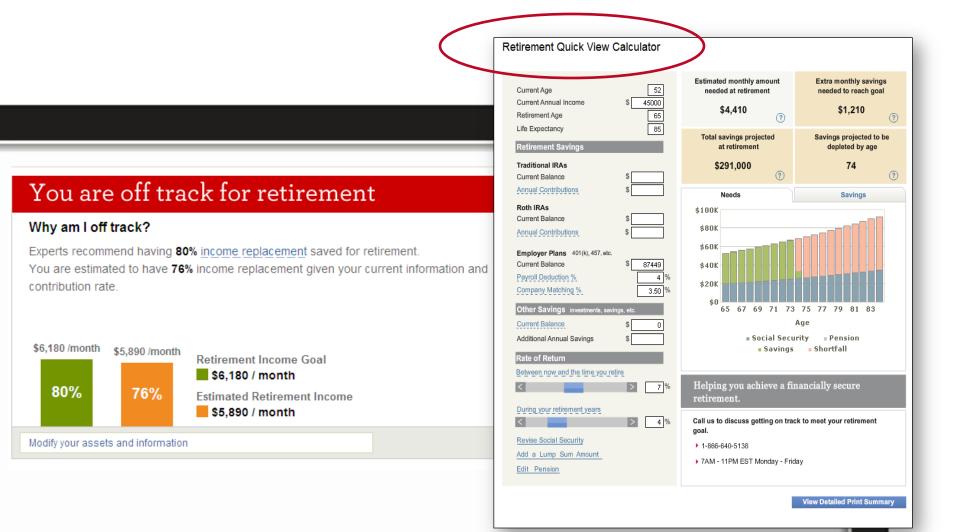
How much have you saved?



Start by doing a calculation



Personalize Your Goal





Your Investment Options

Investment options

Investment approaches

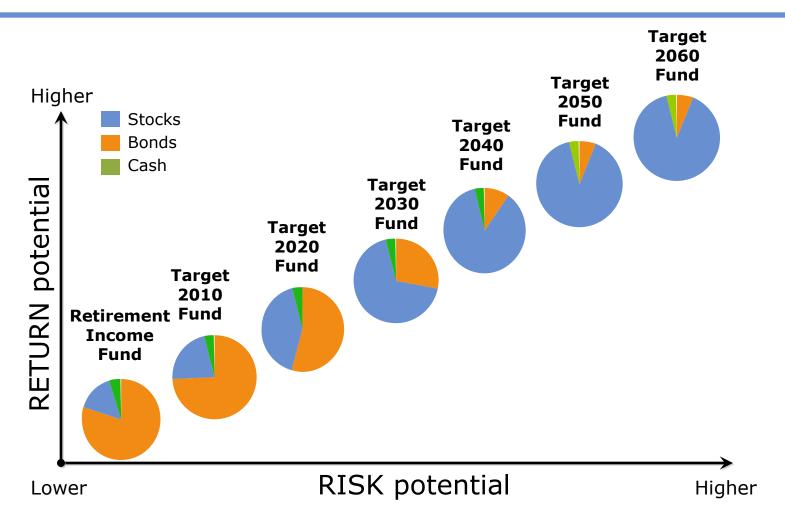
Target date funds

- You choose based on retirement year
- Fund provides a diversified mix of investments
- Fund becomes more conservative as target date approaches

Other funds

- You select individual investments
- You monitor your choices and determine allocation changes if necessary

Vanguard Target Date Funds - NEW



The charts shown above illustrate the relative differences in the Target Date Funds' asset allocations. As the pie charts indicate, there is a decreasing holding of stocks, and an increasing holding of bonds and cash as funds approach their retirement date. Actual allocations of the Wells Fargo Dow Jones Target Date Funds will change over time. For current fund allocations, please go to wellsfargo.com/advantagefunds.

Investments in Retirement Plans:

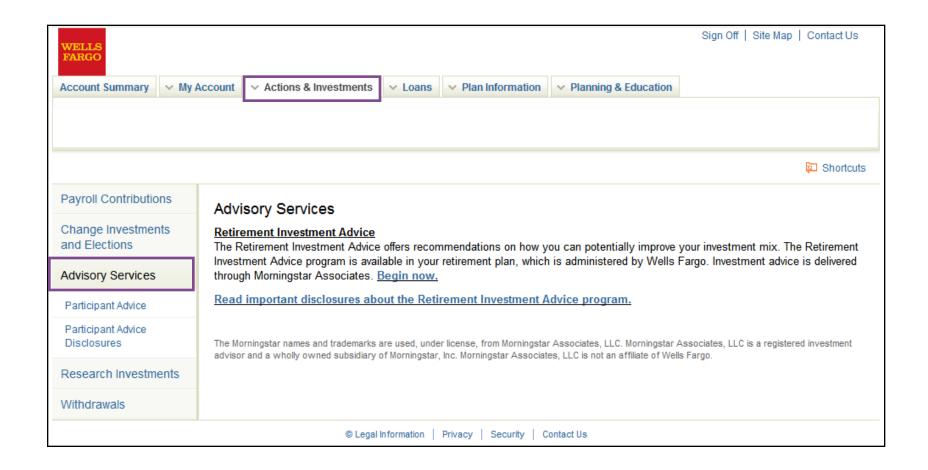
Investment options



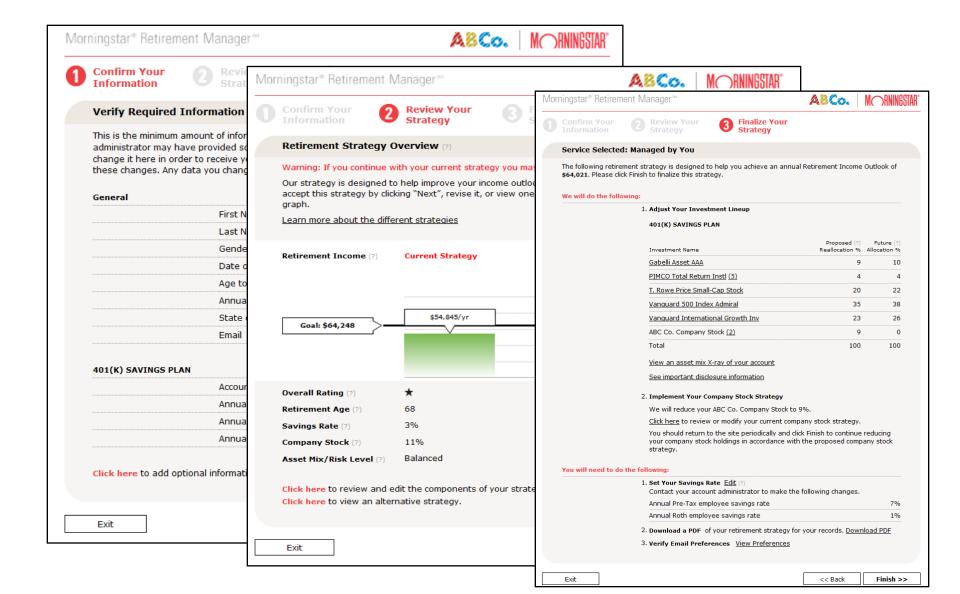
The risk and return characteristics are for illustration purposes only and are not intended to depict actual risk and return characteristics of different asset class categories or specific funds. These risk and return characteristics are based on generally accepted investment theories and take into account historic returns of asset classes over defined periods of time and do not reflect the specific risk and returns of specific funds. For more information about these funds, obtain a current prospectus by calling a Wells Fargo customer service representative or contacting your plan administrator.

NOT FDIC INSURED • NO BANK GUARANTEE • MAY LOSE VALUE

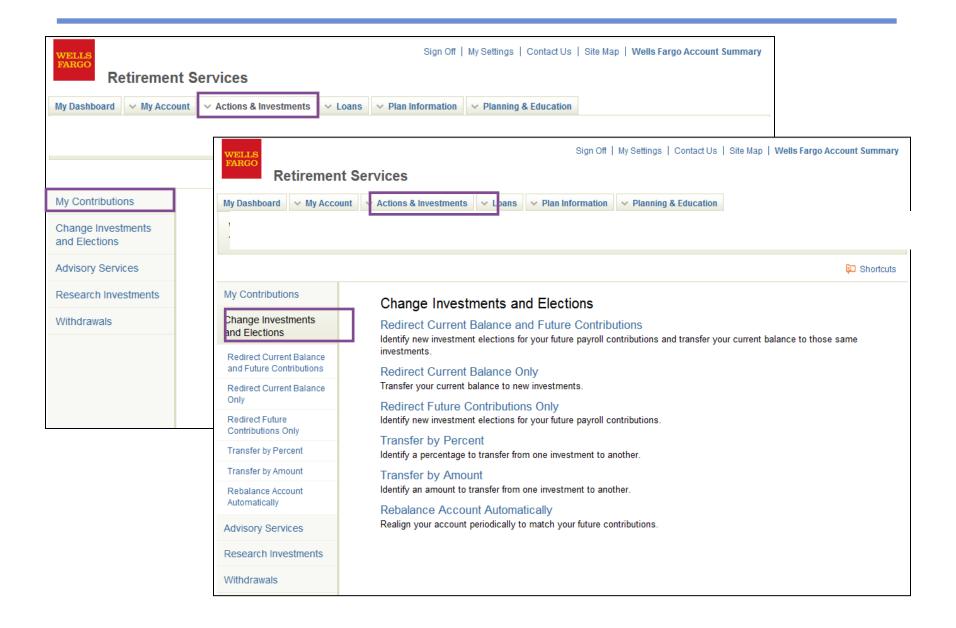
Advisory Services



Available by phone or online



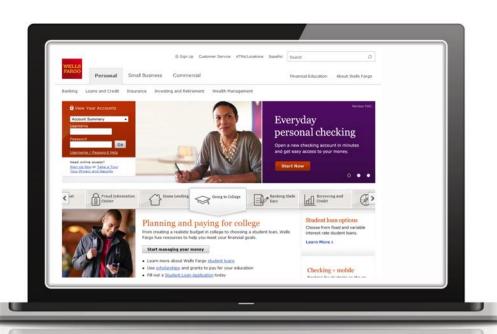
Actions & Investments





Manage your account

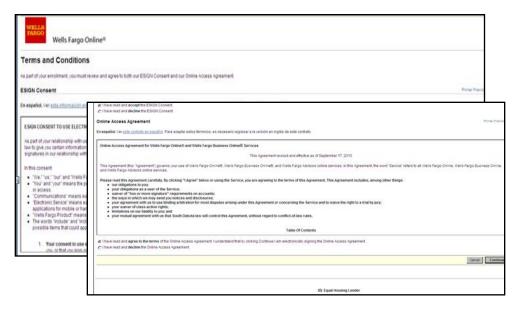
- Sign on to wellsfargo.com or through our app
- Call us at 1-800-728-3123





Registration experience

Consent & Online Access Agreement

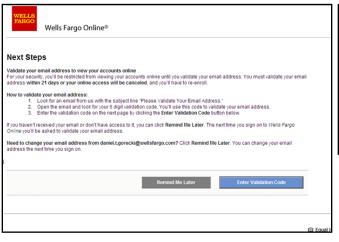


Create a Username and Password

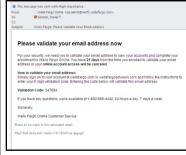
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	rgo Online®		
Create Usernan	e and Password		
	ame and password that you will use to sign	on to view your accounts.	
Note: The next time you so of security.	n on, we will ask you to set up three person	alized security questions to give your accoun	at an added level
Username	Help		
	Must be between 6-14 characters and	contain at least one letter.	
Password	Help		
	Must be between 6-14 characters and	contain at least one letter and one number.	
Re-enter Password			
		Can	Continue

Registration experience

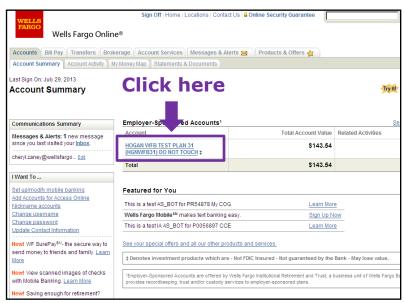
Enter Validation Code



Validation code email



Account Summary Page

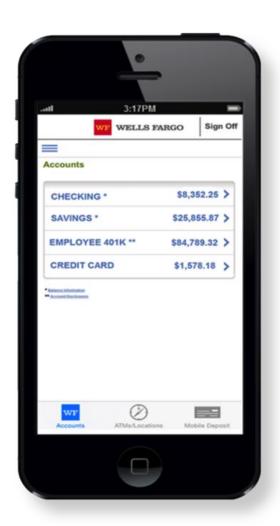


More ways to manage your account

How to access your account

- Use your phone to sign on to wellsfargo.com or through the Wells Fargo mobile app
- Use your same username and password





Mobile account registration process

Wells Fargo Online® and Wells Fargo Business Online®

Register for online account access from our mobile app or wf.com on your smartphone

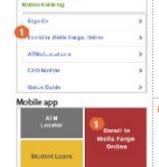
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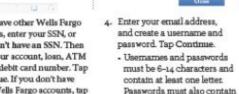
wf.com



Activities (p. et l'entere

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Look for an email message from Wells Fargo, and follow the steps. If you don't receive it, tap Resend Email. You can also update an incorrectly entered email address.

at least one number.

6. In the email message, tap Complete My Enrollment.

D Dan Bern b Carren

montose

Welcome to Wells Eyago. His easy to complete your Wells Fargo-Oming** executioned to test sign on with the contains and password your recombing product. Select Complete My Executions to the to sign on

If you have not already agreed to receive electronic structure fits we will sale you to first, review and consent to unity electronic receivers and algorithms.

If you have question, we are any label 24 hours sing. I days a week of \$ 600,000 order.

Complete My Enrollment

Track you the appreciate your business.

Wells Forus Onice Customer Service

Sicondo

- 7. Enter the username and password you recently created. Tap Sign On.
 - Sign on within 21 days to validate your email address and complete your enrollment.





Now that you've completed your revolutions you can agn on to moralize your believes a make cappain from your proof, may believe better haids, who commit integer and reasy more factorial

to each propriest information, access your Arch Pargo becare into s, by eigning on at well-large commend pring to the Messages & Alexantob Continue to your browner or open the approxima-

Burn save he will hop?



- 8. Read the Terms & Conditions. then tap I Agree. An enrollment confirmation appears. You can:
- Sign on to start setting up additional features and services.
- Enroll in Bill Pay from a mobile device or computer at wellsfargo.com (full site).
- Use a smartphone, tablet, or computer to manage your accounts and pay bills.



- From any smartphone, go to wf.com and tap Enroll in Wells Fargo Online.
- Download the Wells Fargo Mobile® app for tOS or Androtd phones. Open the app, and tap Enroll in Wells Fargo Online from the home page.
- accounts, enter your SSN, or tap I don't have an SSN. Then enter your account, loan, ATM card or debit card number. Tap Continue. If you don't have other Wells Fargo accounts, tap I don't have an Account, loan, ATM card or debit card number. Tap Continue. Enter your SSN and Date of Birth. Tap Continue.
- 3. Enter the appropriate information to verify identity. Tap Continue.

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More ways to manage your account

View your account information and make changes to your contribution amount

- contribution rate
- account history
- rate of return
- investment mix
- balance by investment
- investment performance

