

Voya Recognized by DALBAR for Excelling in Digital Retirement Planning Capabilities
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Achievement in four areas reinforces company's commitment to delivering innovative solutions and helping employees improve financial outcomes

Voya Financial, Inc. (NYSE: VOYA) announced today that DALBAR, Inc., an independent research firm that evaluates, audits and rates the business practices of financial institutions, has recognized the company with four separate DALBAR distinctions for communications excellence and online digital retirement planning capabilities. Voya was acknowledged specifically for its innovative participant website, mobile app and website, and online enrollment experience.

"Voya continues to demonstrate its commitment to providing a superior standard of care when it comes to their customer communication channels," said Shelley Eramo, director at DALBAR. "As one example, the online enrollment experience offers several highly engaging design features that we have yet to see within the industry. This truly highlights Voya's commitment to helping its participants achieve a comfortable retirement."

Voya was recognized by DALBAR in the following categories:

- **Voya's Retirement Mobile App** received the 2018 DALBAR Seal of Communications Excellence for the third consecutive year.
- **Voya's Participant Website**, featuring the myOrangeMoney® experience, was granted the 2018 DALBAR Seal of Communications Excellence for financial services communications — marking the eighth year in a row Voya earned this honor.
- **Voya's Web Enrollment Experience** received the 2018 First Impressions seal for online enrollment. This new recognition reviewed the "State of the Industry" with respect to the online participant enrollment process, measuring the success of the efforts providers put forth in ensuring that they are offering a clear, engaging and seamless experience.
- **Voya's Mobile Website** was recognized for the first time with the Seal for Communication Excellence.

"We are pleased to receive this recognition from DALBAR for our work to enhance participant engagement across multiple digital channels — an area that continues to gain prominence and importance in our industry," said Christine Lange, senior vice president, Retirement Digital Solutions for Voya Financial. "This acknowledgement demonstrates our commitment to providing best-in-class communications platforms and capabilities to our customers, as well as the focus our employees have for delivering an exceptional service experience."

The achievements underscore Voya's ongoing commitment to helping all Americans with their wealth management, financial wellness and holistic financial planning needs. The company also continues to invest in its suite of digital retirement planning services with new resources that were introduced in the first half of 2018, including [financial wellness offerings](#), [special needs planning tools](#) and [personalized account videos](#).

As an industry leader and advocate for greater retirement readiness, Voya Financial is committed to delivering on its vision to be America's Retirement Company®. Our goal is to make a secure financial future possible for everyone — one person, one family, one institution at a time.

About Voya Financial®

Voya Financial, Inc. (NYSE: VOYA), helps Americans plan, invest and protect their savings — to get ready to retire better. Serving the financial needs of approximately 14.3 million individual and institutional customers in the United States, Voya is a *Fortune 500* company that had \$8.6 billion in revenue in 2017. The company had \$528 billion in total assets under management and administration as of June 30, 2018. With a clear mission to make a secure financial future possible — one person, one family, one institution at

a time — Voya's vision is to be America's Retirement Company®. Certified as a "Great Place to Work" by the Great Place to Work® Institute, Voya is equally committed to conducting business in a way that is socially, environmentally, economically and ethically responsible. Voya has been recognized as one of the 2018 World's Most Ethical Companies® by the Ethisphere Institute; one of the 2018 World's Most Admired Companies by *Fortune* magazine; as a member of the Bloomberg Gender Equality Index; and as a "Best Place to Work for Disability Inclusion" on the Disability Equality Index by Disability:IN. For more information, visit voya.com. Follow Voya Financial on [Facebook](#), [LinkedIn](#) and Twitter [@Voya](#).

About DALBAR

DALBAR, Inc., is the financial community's leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned the recognition for consistent and unbiased evaluations of insurance companies, investment companies, registered investment advisers, broker-dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as the marks of excellence in the financial community.

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