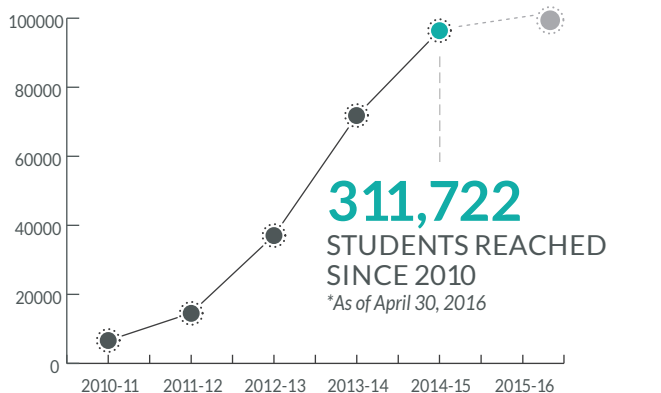


BB&T Financial Foundations: Empowering the Next Generation with Financial Knowledge

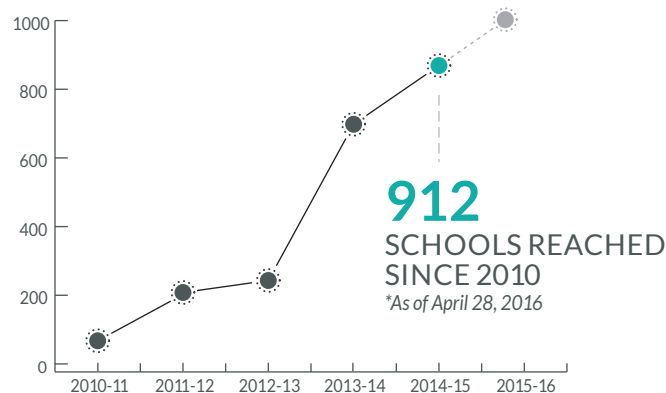
Since 2010, BB&T has partnered with education technology company EVERFI to bring an interactive, web-based financial management program to more than **920 high schools across 11 states** all at no cost to schools or taxpayers.

PROGRAM ADOPTION ACROSS 11 STATES

STUDENTS REACHED



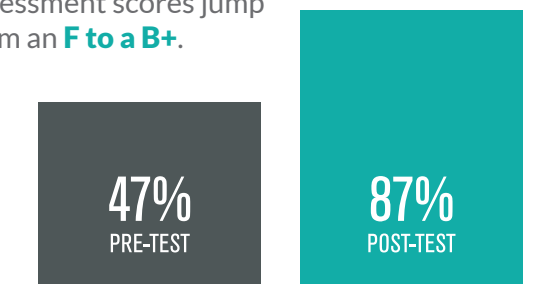
SCHOOLS REACHED



MEASURABLE INCREASE IN STUDENT KNOWLEDGE

PRE- VS. POST-ASSESSMENT SCORES

On average, student assessment scores jump from an **F to a B+**.



TOPICS COVERED

- Savings
- Banking
- Payment Types
- Credit Scores
- Higher Education
- Renting vs. Owning
- Insurance & Taxes
- Consumer Protection
- Investing

POSITIVE CHANGES IN ATTITUDES & BEHAVIORS

Not only do students know more, they also feel significantly more prepared to make critical financial decisions after completing the BB&T program.

MAINTAINING A GOOD CREDIT SCORE



The number of students who understand how to maintain a positive credit score **nearly doubled**.

FINANCING HIGHER EDUCATION

70% increase in students who understand how to apply for financial aid to help pay for college.

