

CalSavers Retirement Savings Board

Year End Report

2025



FEBRUARY 19, 2026

As we conclude an extraordinary 2025, I am filled with immense pride in the progress CalSavers has made toward strengthening the financial future of California's workforce. This year was defined by continued growth, punctuated by the final wave of compliance for small businesses. Our community of savers continues to grow, with funded saver accounts now numbering nearly 600,000 with \$1.58 billion in assets saved - representing a 43% increase over the previous year. These milestones signal a clear shift in the retirement landscape, as more Californians than ever before are taking control of their financial destinies.

The centerpiece of our efforts this year was the successful execution of Wave 4, the final and most ambitious phase of our program rollout. By lowering the mandate threshold to include businesses with as few as one employee, we expanded the CalSavers umbrella to include an additional 600,000 businesses - nearly tripling the program's reach. To support this massive transition, we launched a first-of-its-kind employer incentive campaign, utilizing non-compliance penalties from previous years to fund \$500 drawings for early adopters. This "virtuous cycle" encouraged nearly 7,000 employers to take action well ahead of the December 31 deadline, easing the strain on our systems and fostering a spirit of partnership. We further simplified compliance by introducing a new payroll integration service, allowing employers to automate the program across 100 different payroll providers in a "set it and forget it" fashion, while maintaining our core promise of a fee-free experience for business owners.

Innovation remained at the forefront of our operations as we navigated the complexities of this record-breaking year. To provide instant support for the surge of inquiries, we partnered with our administrator, Ascensus, to launch an AI-powered chatbot on CalSavers.com. Delivering reliable assistance in both English and Spanish, the chatbot successfully fielded over 60,000 inquiries—including a staggering 6500 the week between Christmas and New Year's Eve alone—ensuring that employers and

savers received the help they needed without the wait. This digital evolution allowed our dedicated call center team to focus on the most complex cases or to work with those who prefer to talk to a human being without lengthy wait times.

Finally, while managing the Wave 4 expansion, our team successfully completed a monumental procurement process for our two primary service contracts. I am pleased to announce that the Board has re-selected our longtime partners, Ascensus as Program Administrator and State Street Global Advisors as Investment Manager. Because CalSavers has achieved significant economies of scale in its seven years - growing from precisely zero to nearly 600,000 participants and over \$1.6 billion in assets - we were able to negotiate dramatically lower fees from when the program was originally mapped out. These new contracts are expected to save our participants upwards of \$40 million over the full contractual term compared to previous rates. As we look toward the next five years, CalSavers stands on a foundation of proven success, ready to continue driving innovation and delivering world-class value to the workers of the Golden State. Retirement access for workers is now the law of the land; our job now is to bring it into full effect for our Savers and keep the momentum going.

David Teykaerts

Executive Director, CalSavers



BOARD MEMBERS*



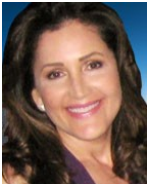
Board Chair
California State Treasurer
Fiona Ma



California State Controller
Malia M. Cohen



California State Director of Finance
Joe Stephenshaw



Governor Appointee
Michelle Gastelum



Governor Appointee
Heather Hooper



Assembly Appointee
Nam Le



Governor Appointee
Stephen Prough



Senate Appointee
Dr. Nari Rhee PhD



Governor Appointee
William Sokol

BOARD LEADERSHIP

The CalSavers Retirement Savings Board (“Board”), chaired by State Treasurer Fiona Ma, showed steady leadership in 2025. Under the Board’s leadership the Program introduced a new program feature, payroll integrations, launched an industry first AI chatbot, created and ran incentive campaigns for California businesses, and approved new administrator, investment manager, consulting, and enforcement contracts.

The Board heard 43 agenda items across five meetings, covering issues ranging from innovative tools in payroll integrations and our AI chatbot, enforcement, regulatory changes, employer outreach, marketing, and contracts.

BOARD MEMBER TRANSITIONS

In June 2025, the California Senate Committee on Rules appointed Dr. Nari Rhee PhD to serve on the Board.

Full Board member biographies are available on the [Board’s website](#).

**Designees not pictured: Treasurer Ma’s delegates Deputy Treasurer Stephanie Tom and Chief Deputy Treasurer Patrick Henning; Controller Cohen’s delegate Deputy Controller Deborah Gallegos; and Director Stephenshaw’s delegates Chief Deputy Director for Policy Michele Perault.*

PARTNERS

The Board oversees several contracted partners and collaborates with essential state agencies to administer CalSavers. This public-private-partnership leverages industry expertise while ensuring transparent and accountable public oversight for the benefit of savers. All private sector partners are selected via open, competitive solicitation processes consistent with California state procurement law. More information may be found on the [Board's governance website](#).

STATE AGENCIES

The Employment Development Department (EDD) remains a vital partner as the source for employer data as well as assisting on outreach through EDD's employer communications channels. The Franchise Tax Board partners with CalSavers on penalty imposition and appeals for noncompliant employers.



PROGRAM ADMINISTRATOR AND INVESTMENT MANAGERS

The Board's contractors play vital roles in operating the program and supporting the Board's fiduciary duties. Key among them is program administrator Ascensus, whose team includes customer service and field representatives, engineers, product managers, marketing and behavioral science experts, legal and compliance officers, and cybersecurity experts. CalSavers and Ascensus staff work closely on a daily basis to continually refine the program platform and processes.

State Street Global Advisors manages four of CalSavers' five investment options, including the default investment funds, a suite of target retirement date funds. State Street also manages the money market fund, core bond fund, and the global equity fund.

Calvert Research and Management continues to provide an investment option focused on environmental, social, and governance (ESG) factors.



CONSULTANTS

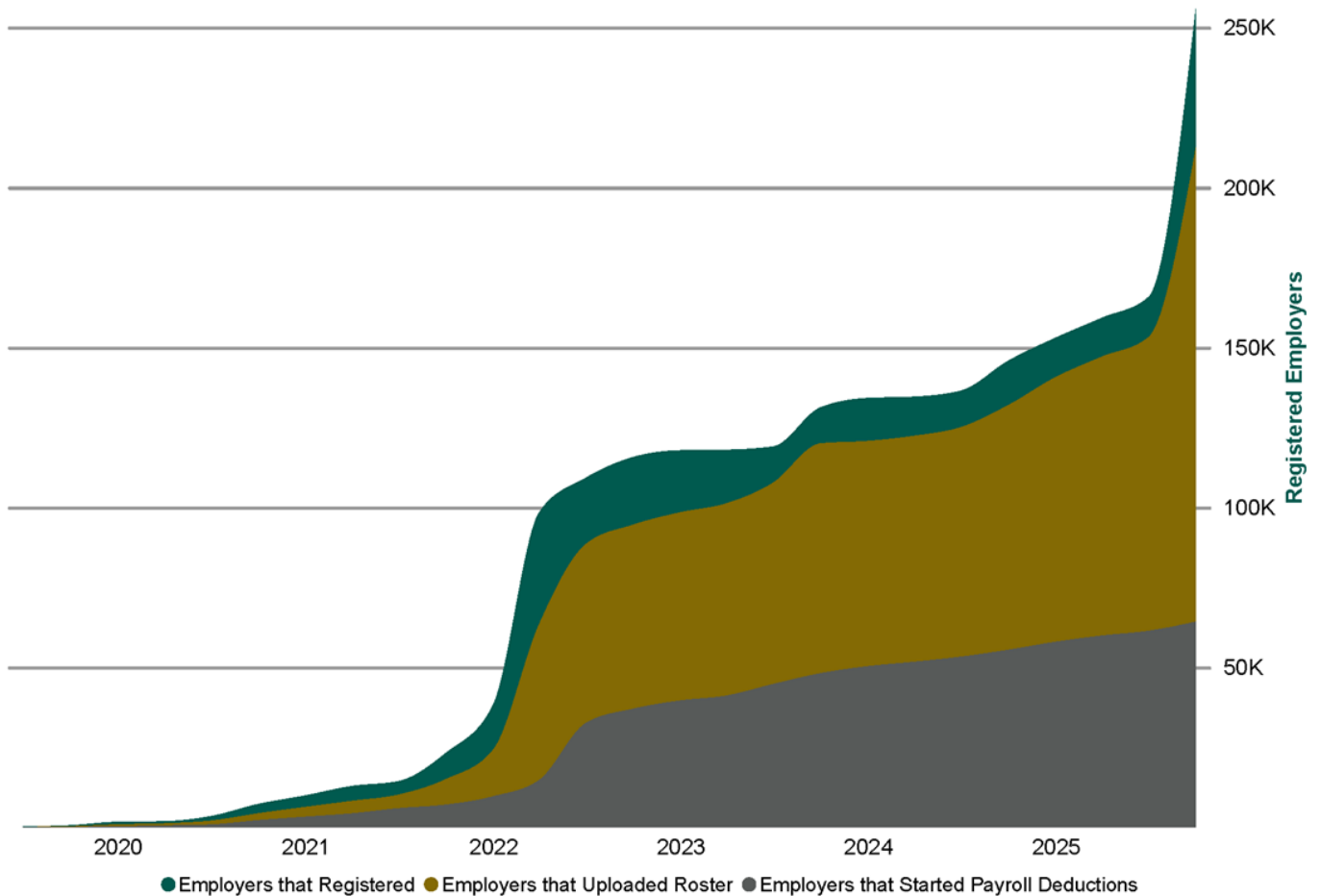
Meketa Investment Group serves as the Board's investment consultant, AKF Consulting is the program consultant, and K&L Gates provides legal advisory services to the Board.



EMPLOYER ONBOARDING AND PROGRAM FACILITATION

In 2025, the program continued to experience steady growth in employer engagement, with a significant acceleration in the fourth quarter as the largest group of mandated employers approached their participation deadline. Employer registrations increased by more than 50 percent in Q4, and the number of employers uploading employee rosters grew by nearly 40 percent.

Status of Registered Employers

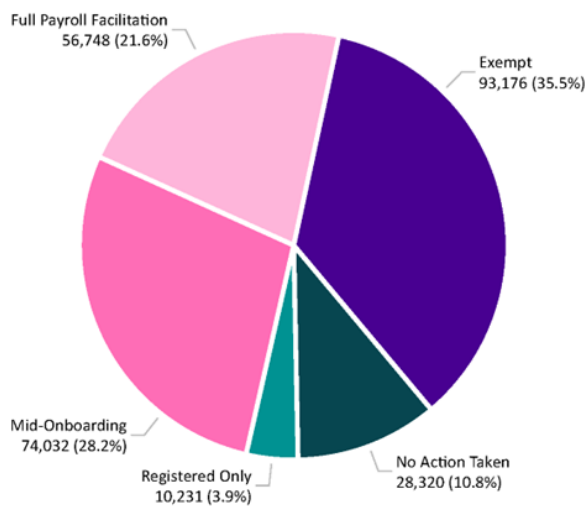


ENFORCEMENT EFFORTS CONTINUE TO DRIVE COMPLIANCE

Enforcement efforts began for employers that missed their facilitation deadline on December 31, 2024, and continued for employers that missed previous deadlines (Post Deadline Employers in the charts below). Noncompliant employers began receiving notices of upcoming financial penalties in October, contributing to the spike in registrations and employee roster uploads in quarter 4. Penalty notices are currently being sent to employers by the Franchise Tax Board; however, over 6,000 employers have come into compliance after receiving notification of their pending penalty (see table on next page).

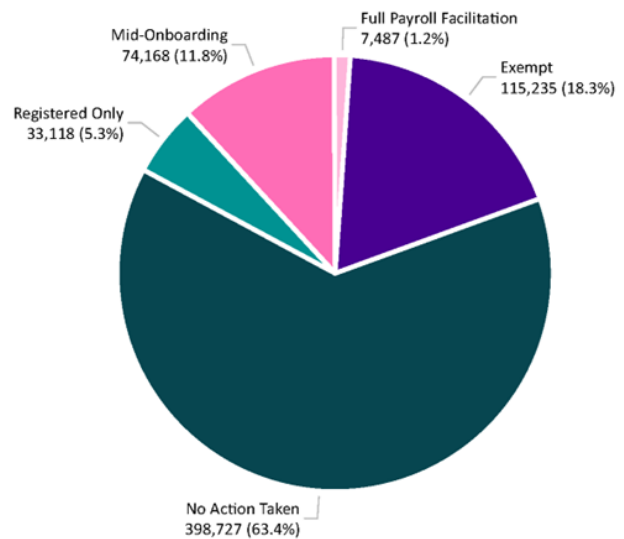
Status of All Employers by Deadline

Post Deadline Employers



Pre Deadline Employers

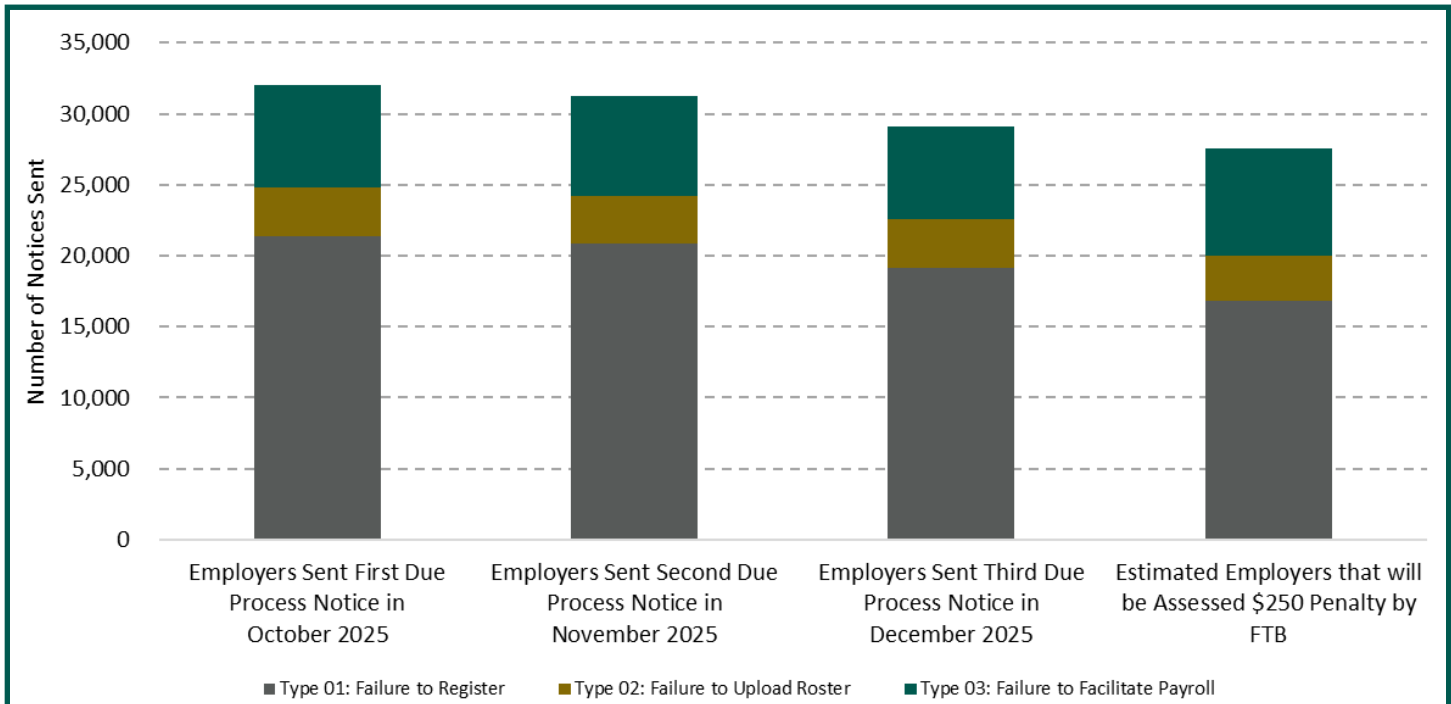
(Wave 4 and 2025)



Enforcement Status by Deadline

All Employers Receiving Notices in the Wave 2024 Enforcement Cycle

Penalty Type	Employers Sent First Due Process Notice in October 2025	Employers Sent Second Due Process Notice in November 2025	Employers Sent Third Due Process Notice in December 2025	Estimated Employers that will be Assessed \$250 Penalty by FTB
Type 01: Failure to Register	21,386	20,840	19,146	16,829
Type 02: Failure to Upload Roster	3,385	3,402	3,395	3,134
Type 03: Failure to Facilitate Payroll	7,250	7,020	6,575	7,611
Total for all Types	32,021	31,262	29,116	27,574



Enforcement Status by Deadline (continued)

Wave 2024 Employers (Deadline was 12/31/2024)

Penalty Type	Employers Sent First Due Process Notice in October 2025	Employers Sent Second Due Process Notice in November 2025	Employers Sent Third Due Process Notice in December 2025	Estimated Employers that will be Assessed \$250 Penalty by FTB
Type 01: Failure to Register	13,519	13,029	11,509	9,511
Type 02: Failure to Upload Roster	1,163	1,223	1,322	1,330
Type 03: Failure to Facilitate Payroll	2,195	2,232	2,386	3,265
Total for all Types	16,877	16,484	15,217	14,106

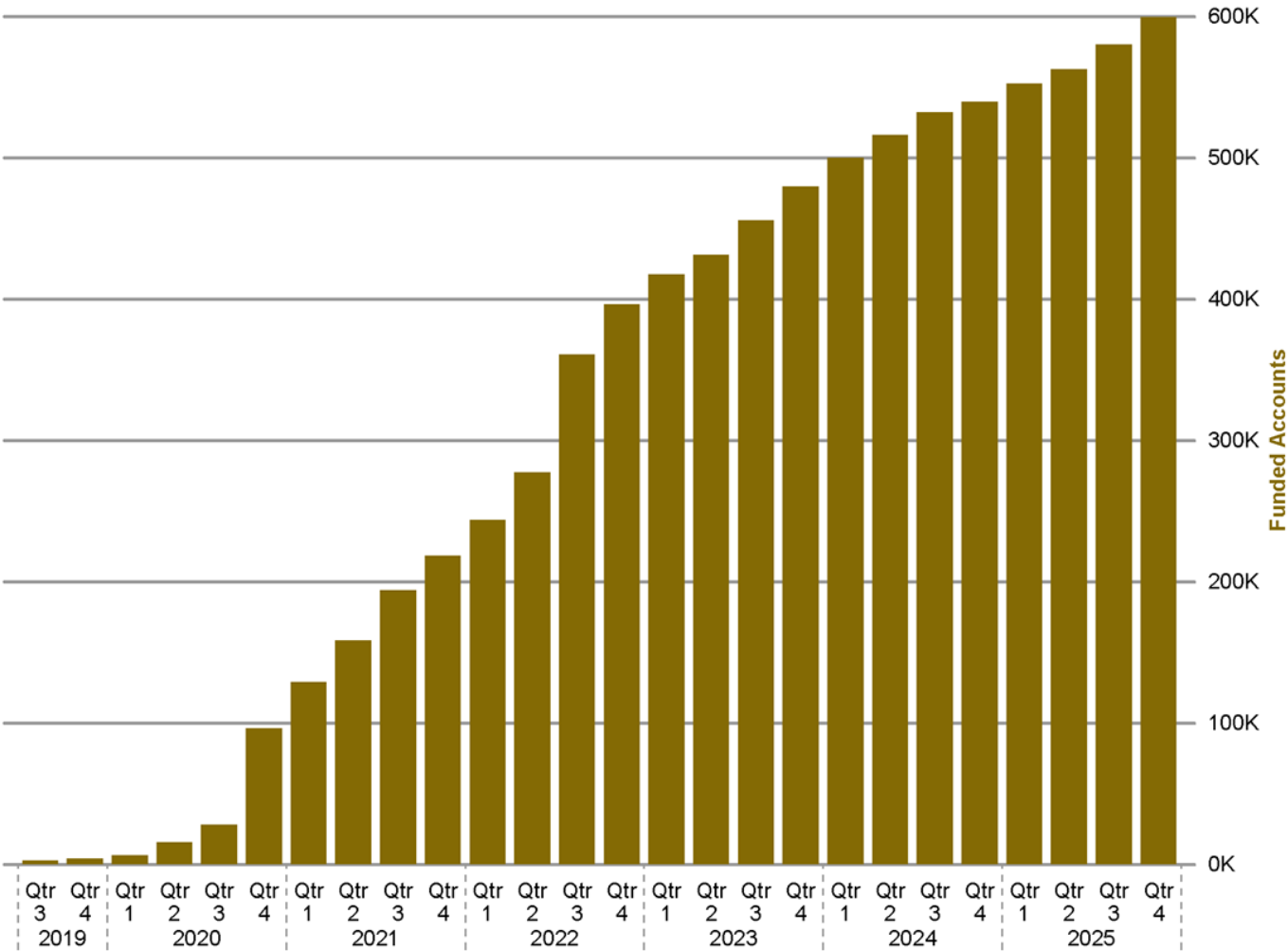
Prior Wave Employers Enforcement Catch Up (Deadline was 12/31/2023 or Prior)

Penalty Type	Employers Sent First Due Process Notice in October 2025	Employers Sent Second Due Process Notice in November 2025	Employers Sent Third Due Process Notice in December 2025	Estimated Employers that will be Assessed \$250 Penalty by FTB
Type 01: Failure to Register	7,867	7,811	7,637	7,318
Type 02: Failure to Upload Roster	2,222	2,179	2,073	1,804
Type 03: Failure to Facilitate Payroll	5,055	4,788	4,189	4,346
Total for all Types	15,144	14,778	13,899	13,468

CONTINUED PROGRAM GROWTH

In 2025, the number of funded account holders continued to grow each quarter, with a spike in accounts at the end of the year due to new employer onboarding at the participation deadline. The program continues to focus on getting employers through all three onboarding steps, which contributes to the steady growth in new accounts.

Funded Accounts



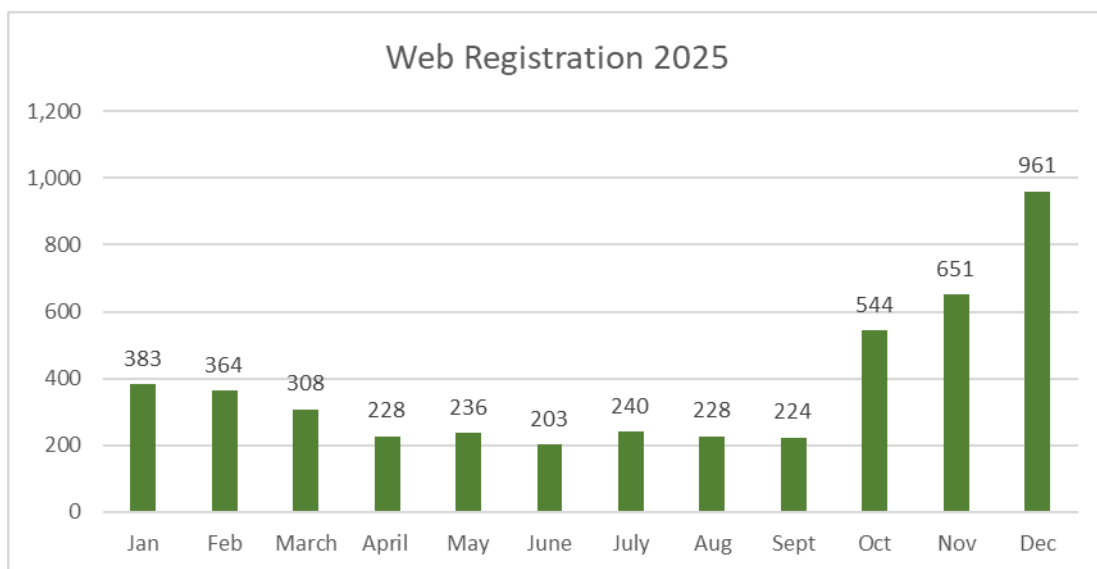
DYNAMIC OUTREACH & EDUCATION

The CalSavers Outreach team continued to deliver a robust webinar series for employers across California in 2025. Webinar registrations increased by 134% in 2025, rising from 1,950 to 4,570, while webinar volume remained consistent year over year. Survey data shows that 95% of attendees found the information presented useful. Growth is attributed to the Wave 4 compliance deadline. Among the 158 webinars conducted, we hosted 37 in Spanish, 21 in Mandarin, and 17 in Cantonese.

158 webinars conducted

4,570 webinar registrations

Employers, employees, and other interested parties are welcome to attend a webinar by registering through the program's [webinar page](#).



In addition, CalSavers expanded its stakeholder engagement efforts in 2025, staffing 66 outreach events in collaboration with key stakeholder organizations, including Small Business Development Centers (SBDC), Chambers of Commerce, Women's Business Centers, labor organizations, government agencies, and community-based business groups, to support broad and inclusive employer outreach statewide.



EMPLOYER INCENTIVE CAMPAIGN (EIC)

CalSavers launched a new campaign, targeted at driving early registration for targeted Wave 4 employers. This campaign was the first of its kind for any state retirement program in the country and aimed to drive registration and facilitation to onboard employers prior to the end of the year, when customer service wait times would be most impacted. Two-thousand employers were randomly selected from those that registered early for CalSavers and facilitated the program for at least one saver. The campaign was well received by employers and drove quite a bit of engagement, employer generated content, press, social media, press media coverage, STO executive office engagement, photo opportunities, testimonials, as well as visits from the Treasurer and her executive team. The following are the campaign highlights:

- The campaign included 24 employer quotes, 11 agreements for broader engagement, and **3** successful Treasurer visits in San Diego, Riverside, and Long Beach, strengthening local employer engagement and increasing program visibility.
- CalSavers staff attended multiple outreach events statewide, where both CalSavers and the Employer Incentive Campaign were promoted directly to employers.
- On social media, the campaign was promoted across Twitter (X), Instagram, LinkedIn, and Facebook, with approximately **16** campaign-related posts featuring winner announcements, photos, testimonials, and videos.
- As part of the campaign, staff launched **#TestimonialTuesday**, a weekly social media series highlighting employer quotes and photos. Posts were shared weekly until the conclusion of the campaign to consistently amplify employer voices.
- The State Treasurer's social media channels amplified campaign visibility by posting about the EIC **2** times, further extending reach.
- Ascensus also created campaign-specific social media content, including testimonial-based posts, which were shared on CalSavers platforms to further amplify employer voices.
- EIC story was picked up by Contra Costa News, with an audience reach of 37.26K, and Univision television, with an audience reach of 58.06K.

EIC Employer quotes:

"This joyfully unexpected \$500 from CalSavers will help WBI toward our goal of ensuring that all of the beta cohort writers have the opportunity for a public reading of their finished work..."

"As a fledgling nonprofit, \$500 will make a huge difference for us."

"As a small business owner, every bit of support makes a meaningful difference. This \$500 incentive will help Simply Organized invest in continued training and resources for my team, allowing us to better serve our clients and strengthen our business operations."



EXCELLENCE IN CUSTOMER SERVICE

The CalSavers program administrator Ascensus provides customer service by phone, email, and in person, with field representatives based throughout the state; while board staff fields thousands of inquiries and requests from employers and savers. Both teams strive to create a best-in-class experience for employers and savers.

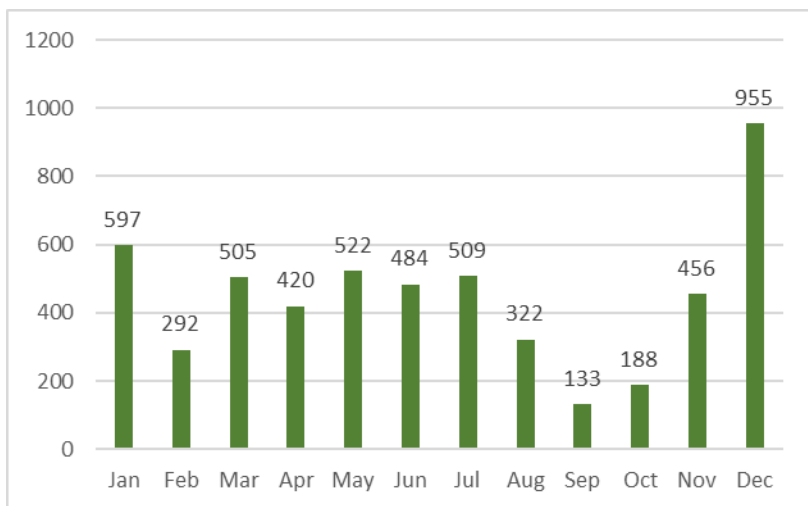
Call Center



Saver Calls	190,181
English	148,237
Spanish	41,944
Employer Calls	150,198
English	143,470
Spanish	6,7278
Employer Enforcement	8,631
TOTAL CALLS	340,379

* Of all those surveyed: 91% of English-speaking savers, 92% of Spanish-speaking savers, 91% of English-speaking employers, and 85% of Spanish-speaking employers reported being satisfied with the service received.

Eligibility and Compliance Inquiries



In 2025, Board staff responded to 5,383 individual employer inquiries related to eligibility and compliance. While inquiry volume remained elevated throughout the year, activity increased significantly in the final month as the compliance deadline approached.

CALSAVVY AI CHATBOT

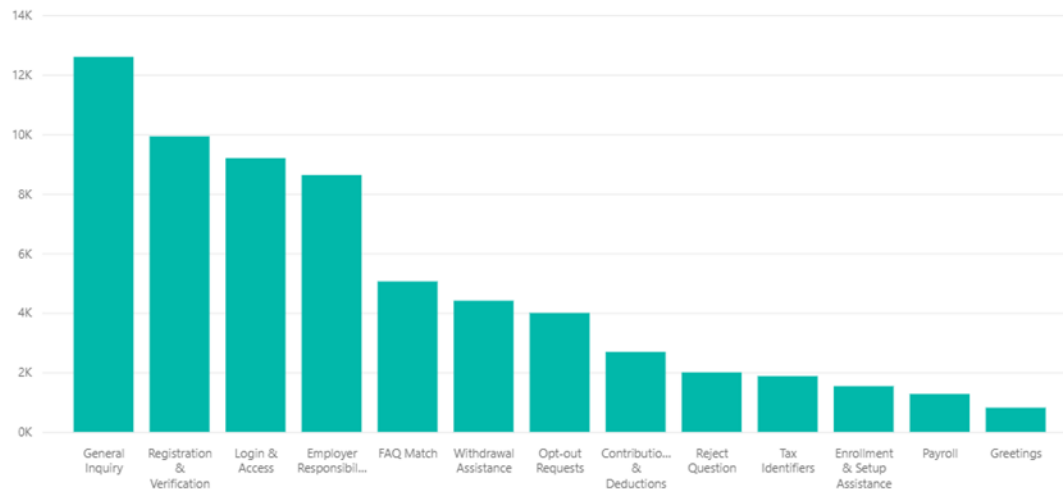
We also introduced a new way for employers and savers to engage with CalSavers via our first AI Chatbot, CalSavvy. CalSavvy launched in September to help savers and employers to self-serve, get the answers and guidance they need to enroll, facilitate, and manage their accounts. CalSavvy delivered substantial value and meaningful impact it appears to have made in supporting the CalSavers program's mission to improve retirement savings accessibility across California.

Overall, **64,000 questions asked by 41,570 users.**

Interactions and Rating by Intent

Intent	# Interactions	AVG Rating
General Inquiry	12596	2.95
Registration & Verification	9928	2.29
Login & Access	9196	3.19
Employer Responsibilities	8628	1.73
FAQ Match	5055	2.70
Withdrawal Assistance	4409	2.06
Opt-out Requests	3997	2.12
Contributions & Deductions	2688	2.03
Reject Question	1999	3.95
Tax Identifiers	1875	3.38
Enrollment & Setup Assistance	1538	1.52
Payroll	1276	2.48
Greetings	815	2.24
Total	64000	2.50

Interactions by Intent



CalSavers Website and New Self-Help

The CalSavers home website received over 2.9 million visits from employers and savers. In addition, in 2025, we introduced six new videos on our CalSavers site to enable our employers and savers to get onboarded and familiarize themselves with CalSavers processes. The videos ranged from full employer onboarding videos in English and Spanish to quick, how-to tutorials to provide employers and savers exactly the help they need, as they needed it through detailed, step-by-step, quick videos. These videos collectively were viewed 2,779 times, highlighting the need and interest for our savers and employers to actively engage with tools that help them manage their CalSavers accounts.

Payroll Integrations

CalSavers soft-launched Payroll Integrations (PI), which is a service that connects employers to over 130 payroll providers so employers can automate CalSavers through their payroll provider. We turned on the service in July 2025 and have seen a total of 3,609 employer connections through a variety of payroll providers, resulting in 1,650 of those employers facilitating payroll through the service. The full rollout of PI is expected in February of 2026.

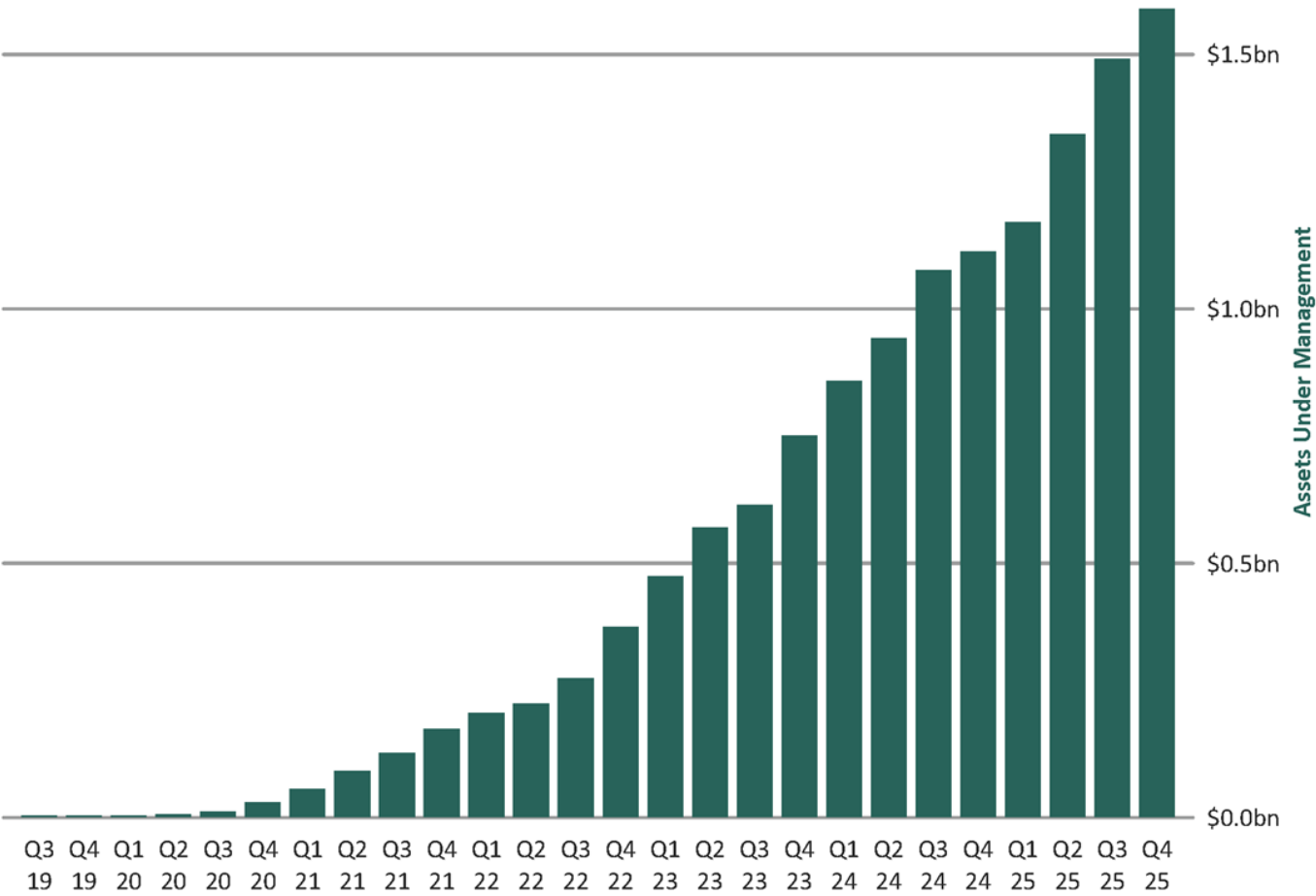
AWARD OF CONTRACT IN 2025

- Award of Program Administrator Services Contract with Ascensus Holdings, Inc. DBA Ascensus College Savings Recordkeeping Services LLC (Term December 1, 2025 through February 28, 2031)
- Award of Investment Manager Services Contract to State Street Investment Management DBA State Street Global Advisors Trust Company (Term December 1, 2025 through February 28, 2031)
- Award of Program Consultant Services Contract to AKF Consulting LLC dba AKF Consulting Group (Term July 1, 2025 through June 30, 2027)
- Award of External Auditor Services Contract for Administrative Fund to Gilbert CPAs (Term October 15, 2025 through October 14, 2027)
- Award of Employer Compliance Services Contract to California Franchise Tax Board (Term January 1, 2025 through June 30, 2028)

SAVER ASSETS CONTINUED TO GROW IN 2025

Saver assets continued to grow through 2025 with peak growth experienced in the second quarter of the year. This growth pushed total assets over \$1.5 billion by the end of the year, an increase of 43% over the prior year. Growth was driven by new savers opening accounts as employers began facilitating contributions and a decrease in the rate of savers making withdrawals or closing their account.

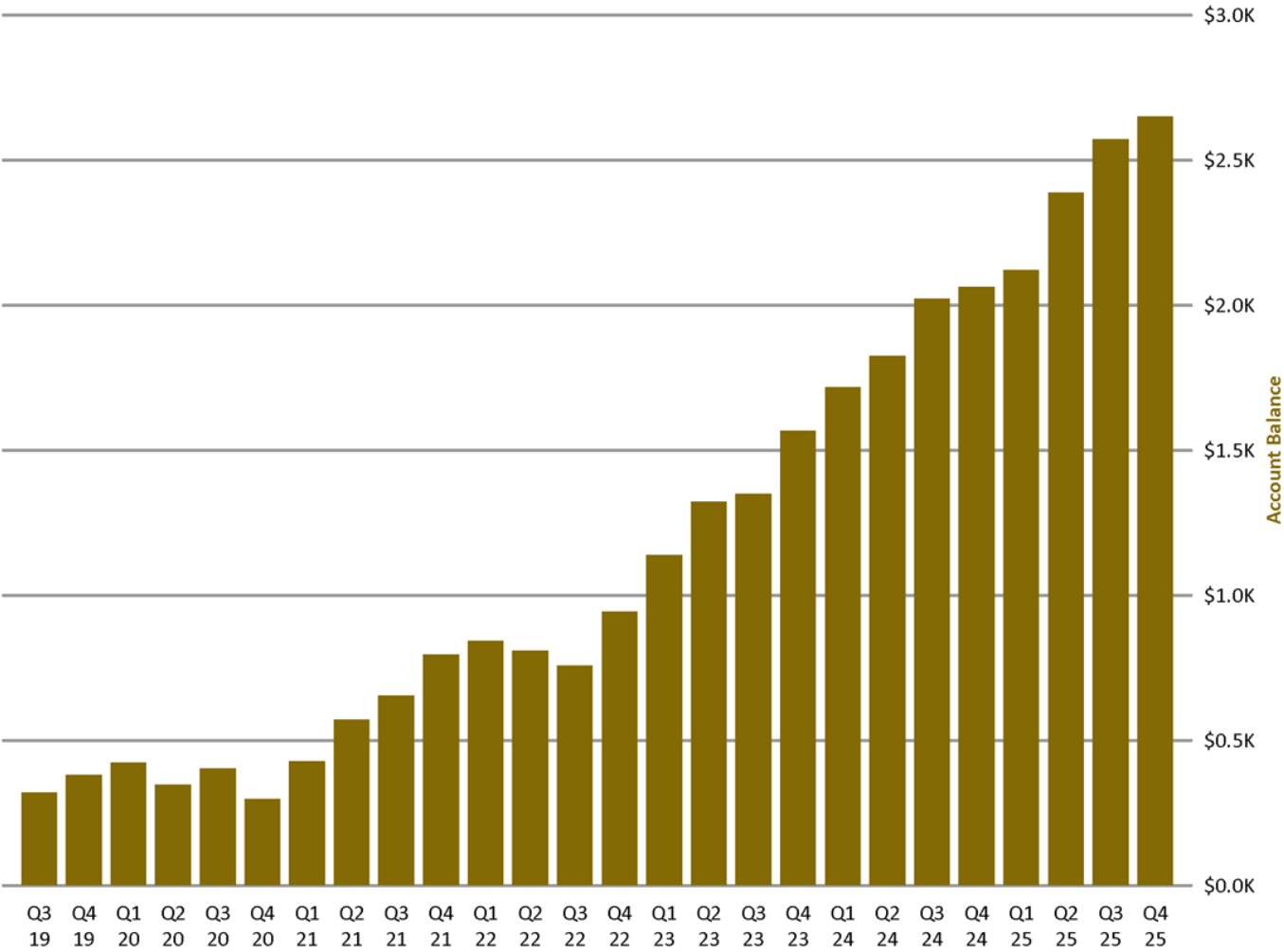
Total Saver Assets



INDIVIDUAL IMPACT

The average funded account balance showed steady growth in 2025, experiencing the highest growth during the second quarter of the year. As of December 31, 2025, the average funded account balance reached \$2,649, a 29% increase from the prior year.

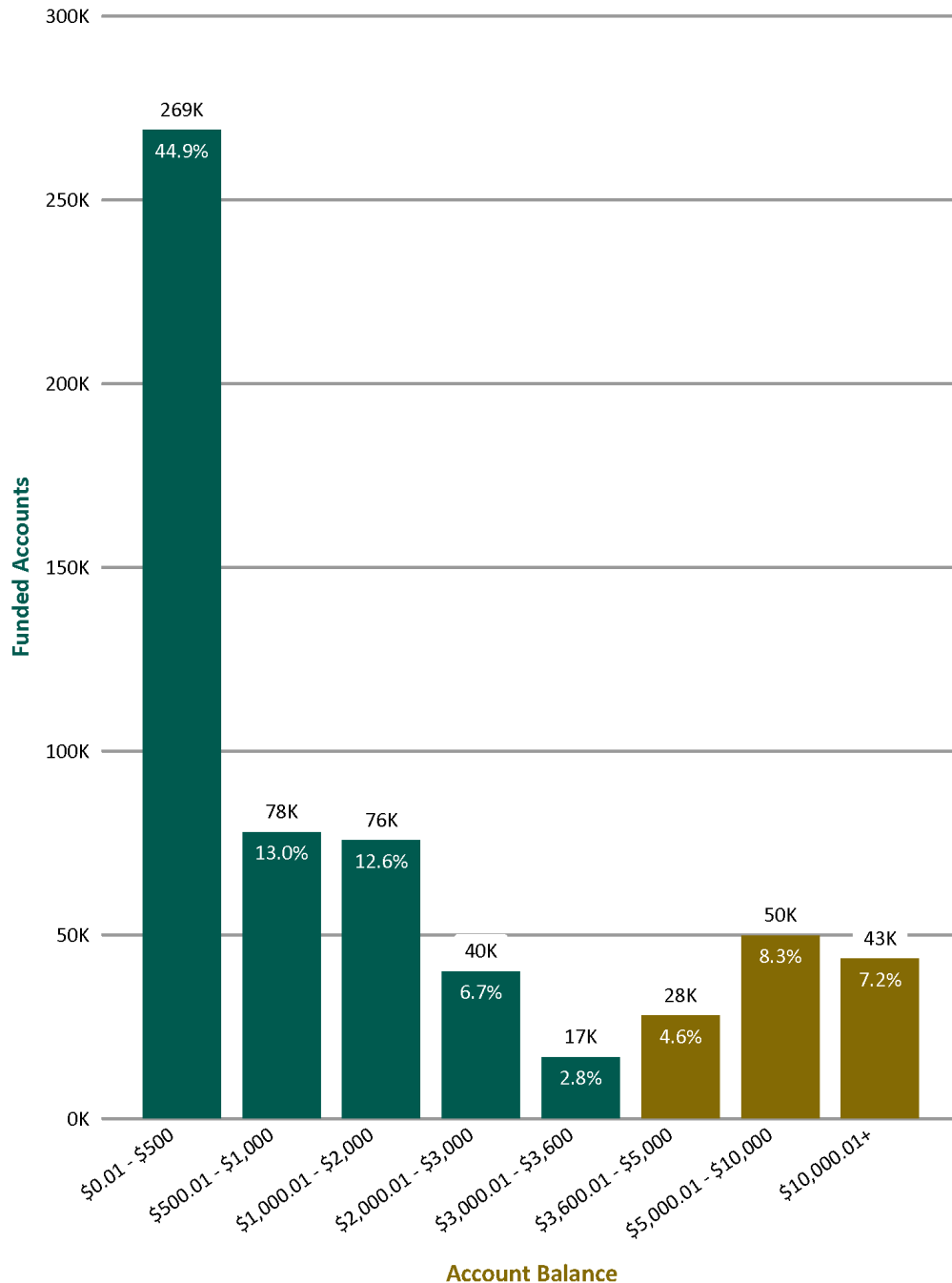
Average Funded Account Balance



SUSTAINING GROWTH IN 2025

While a majority of saver accounts still have a total balance below \$3,600 (80% of total accounts), the number of accounts with a balance over \$3,600 experienced an increase of nearly 30% in 2025. Contributing to this increase, the total accounts with the highest balances (over \$10,000) experienced a remarkable increase of 83% over the prior year.

Distribution of Accounts by Balance



Bars show total accounts by balance category outside, and percent of all accounts inside.

MOST SAVERS WORK IN SERVICE INDUSTRIES

CalSavers was created to ensure all working Californians have access to a secure retirement. As of 2025, the program has reached a critical turning point, mandating all employers with at least one employee provide access to a retirement savings program. The final expansion of the program brings this key benefit to our smallest local businesses, giving them a no-cost way to support their employees who help their businesses thrive.

Savers and Assets by Industry

Industry	Share of Savers
Accommodation and Food Services	27.6%
Administrative & Support and Waste Mgmt & Remediation Services	16.3%
Health Care and Social Assistance	14.2%
Retail Trade	6.2%
Other Services (except Public Administration)	4.9%
Arts, Entertainment, and Recreation	4.8%
Construction	4.1%
Agriculture, Forestry, Fishing and Hunting	3.9%
Manufacturing	3.5%
Professional, Scientific, and Technical Services	3.5%
Transportation and Warehousing	3.0%
All Others (<3% Share of Savers or Industry Info Not Available)	7.9%
Total	100.0%

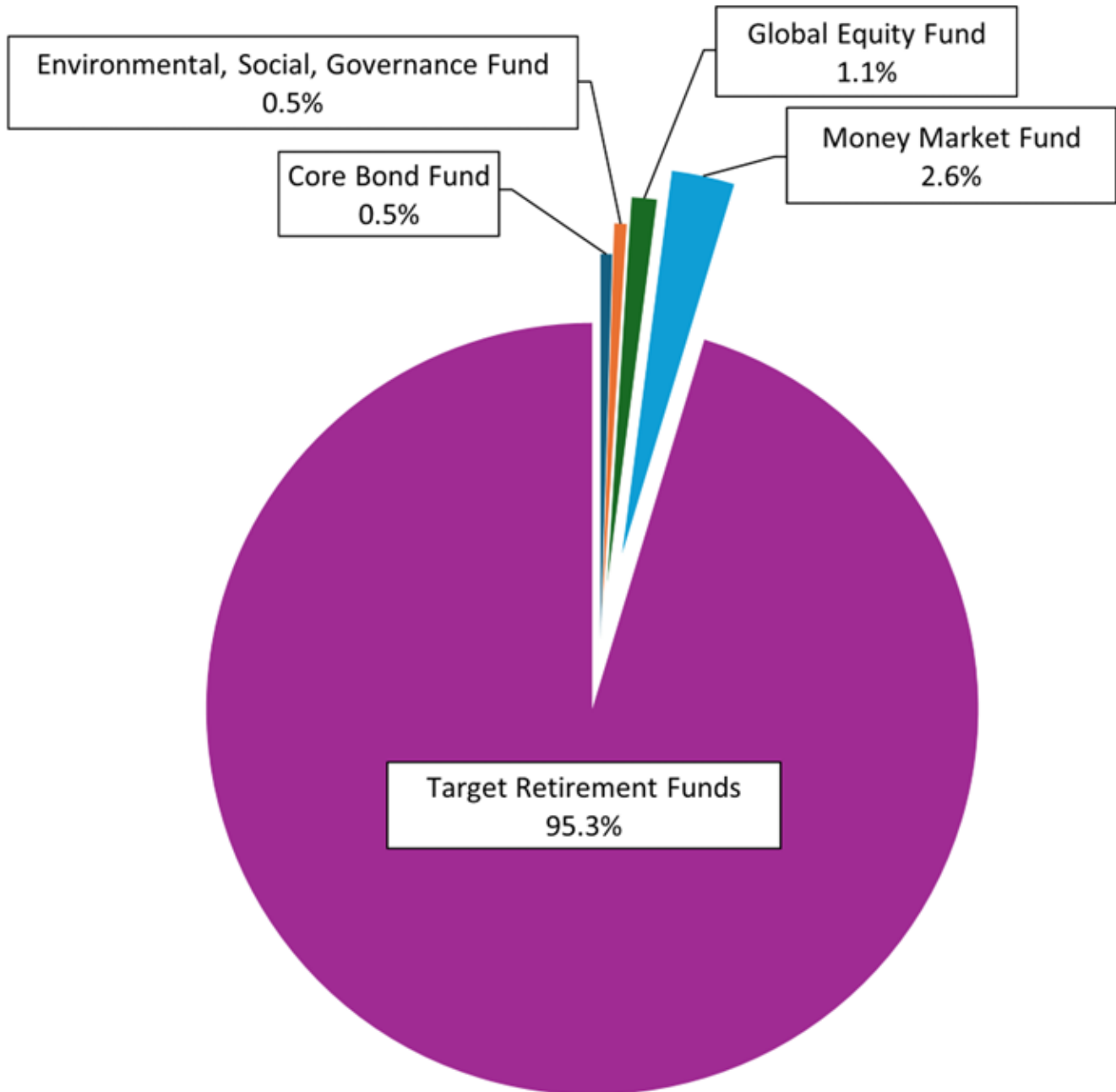
Industry	Share of Saver Assets
Accommodation and Food Services	21.8%
Health Care and Social Assistance	15.9%
Administrative & Support and Waste Mgmt & Remediation Services	9.5%
Retail Trade	7.4%
Construction	7.3%
Manufacturing	6.7%
Other Services (except Public Administration)	6.3%
Professional, Scientific, and Technical Services	5.6%
Arts, Entertainment, and Recreation	3.7%
Transportation and Warehousing	3.7%
Agriculture, Forestry, Fishing and Hunting	1.8%
All Others (<3% Share of Assets or Industry Info Not Available)	10.3%
Total	100.0%

DEFAULT AGE-BASED INVESTMENT STRATEGY CONTINUES TO DOMINATE

The power of the “nudge” continues to drive saver investments, with the default investment option claiming 95.3% of assets, a small decrease from 2024. The age-based target date retirement funds continue to work well for automatically enrolled participants who may prefer to “set it and forget it” by letting their asset allocations automatically adjust over time to match the general risk profile associated with age groups.

Information on the quarterly performance of our five investment options may be found on our [reports page](#).

Saver Assets by Fund



PRESS COVERAGE & SOCIAL MEDIA

CalSavers was featured in digital, television, and print media 45 times in 2025, including coverage by industry publications, local media, mainstream media sources, and industry associations for specific employer groups.

CalSavers continued its presence on all major social media platforms, using them to disseminate information about the program, respond to saver and employer inquiries, and interact with stakeholder groups. The Employer Incentive Campaign also helped supply a new source of promotional content, through advertising of the campaign and the employer testimonials who were selected in the drawing.

Summer 2025 Golden for CalSavers

CalSavers and Ascensus Launch AI Chatbot to Expand Retirement Access



@CalSavers held the final Employer Incentive Campaign drawing during today's public hearing. Congrats to the team—2,000 CA employers won \$500 for early registration! 🎉 Advancing retirement readiness statewide.
#CalSaversChampions #RewardingRetirementReadiness #HelloSTO @fionama



11:07 AM · Dec 15, 2025 · 66 Views

Business ♦ California ♦ Danville



CalSavers @CalSavers · Nov 18, 2025

Treasurer Fiona Ma visited a #CalSaverChampion, Riverside Arts Academy in Riverside, CA!

Their team shared how they support local youth through different music programs.

Univision coverage:

iqmediacorp.com/ExternalIframe...

#HelloSTO #CalSaverChampions #RewardingRetirementReadiness



CA State Treasurer

CALIFORNIA SMALL BUSINESSES NAMED "CALSAVERS CHAMPIONS" FOR EXPANDING RETIREMENT SAVINGS ACCESS

Press Release

LEGISLATION & REGULATIONS

Participation Incentives for Employers

CalSavers staff successfully conducted and completed the fastest rulemakings in program history. These rulemakings implemented employer incentives to promote early participation ahead of the Wave 4 deadline. Staff subsequently held the inaugural drawing of winners at the August 20, 2025, Board meeting and the final drawing on December 15, 2025, at a public hearing administered by Executive Director Teykaerts.

While the early uptake of the program left some to be desired, ultimately the design of the campaign worked as the majority of winners were small businesses. Over 7,000 employers were entered into these lottery style drawings with the average employee count being 10.8 employees and 3.9 savers enrolled.



A LOOK FORWARD TO 2026

Building off the success of 2025 and with the CalSavers law in full effect, CalSavers will hit the ground running in 2026. We have much to look forward to this year, including improvements to the employer experience, legislative advocacy, renewed Program partnerships, employer outreach, and internal Program enhancements.

A key focus in 2026 will be improving the experience of our employers as hundreds of thousands of new employers will be interacting with CalSavers this year. We are focusing on enhancements that simplify employer engagement to improve facilitation. Planned improvements include more instructional “Self-service” videos on our website, expansion of our chatbot “CalSavvy”, and modernization of the State Treasurer’s Office website to ensure employers have access to clear, timely, and user-friendly resources.

We are engaging with policymakers on updates to the CalSavers law. Proposed changes include streamlining access to Federal “Savers Match” funds, raising the automatic escalation cap, closing perceived loopholes, and making other program enhancements. These potential changes are intended to increase Program growth, make compliance easier, and improve outcomes for savers.

CalSavers also looks forward to its renewed partnerships in 2026. These partnerships deliver improved contractual terms, including lower rates, and provide greater autonomy over employer mailings, allowing us to be more responsive, efficient, and cost-effective while meeting the needs of our employers and savers.

Employer outreach continues in 2026. We will complete our “CalSavers Champions” campaign this year by meeting with employers who showed exemplary commitment to CalSavers. Additionally, we will maintain a strong presence in California through outreach events. Outreach efforts will focus on supporting compliance, answering questions, and reinforcing the value of CalSavers.

Finally, internal enhancements will support our continued growth. We will prioritize obtaining a database, implementing systems improvements, and procuring a customer relationship management solution. Additionally, we will allocate more resources to audit employer data to improve compliance, enhance accuracy, and efficiency.

Together, this framework positions CalSavers well for continued success, ensuring we remain responsive, efficient, accountable, and effective in serving our savers and employers.



calsavers.com

Board: treasurer.ca.gov/calsavers

Data & Reports: treasurer.ca.gov/calsavers/reports/2025