

DE 529 EDUCATION SAVINGS PLAN

2026 Q1 BUSINESS UPDATE

PLANS MANAGEMENT BOARD

JUNE 2026 MEETING





Strategic Objectives

Quarterly Highlights

- First quarter new accounts were up 23% over the first quarter of '25 (1,067 vs 870 accounts)
- 75% of new accounts are existing Fidelity customers and 25% are new customers to Fidelity
- First quarter contributions were up 31% over the first quarter of '25 (\$22.2 million versus \$16.9 million)
- First quarter distributions from the plan were up 2% over the first quarter of '25 (\$20.5 million vs \$20.1 million)

Plan Assets Highlights

- Total plan assets as of March 31st, 2026, were \$743.6 million. (Up from \$678.9 million as of March 31st, 2025)
- Approximately \$455.5 million (61% of total plan assets) are allocated to an Age -Based option
- Approximately \$288.0 million (39% of total assets) allocated to static portfolios, individual funds, or a bank deposit portfolio

Projects and Initiatives

- Finalized 2026 regional marketing events sponsored by Fidelity (i.e. State Fair, Sea Witch Festival, Winterthur, and Brandywine Zoo)
- Collaborating with Fidelity to review the application order process
- Fidelity presented to the Investment Committee on the glide path for the aged based options
- Promote 529 accounts and Trump Accounts to new babies born at Delaware hospitals

Upcoming

- Annual Morningstar RFI and Plan Interview (3rd Quarter)
- Summer promotional outreach events

Risks and Priorities

- Mature Plan - Replace accounts for beneficiaries that are near or at college age with accounts for beneficiaries under the age of 5
- Low Product Awareness - Promote awareness of the 529 accounts and the benefits of saving in a DE529 account
- Other Product Competition

Grow Account Registrations

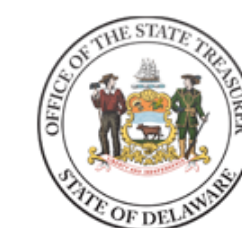
- Collaborate with Fidelity on local marketing events to reach Delaware families with children under 5
- Explore potential of employers offering DE529 as a workplace benefit
- Market and formalize the *First State, First Steps* program with Fidelity
- Make marketing investments focused on local events and outreach (e.g., baby race)
- Promote the 529 plan in partnership with hospitals, schools and government agencies

Grow Account Contributions

- Promote Fidelity's gifting tool for DE529
- Educate families on additional saving opportunities with Fidelity credit card and DE529
- Promote plan to State of Delaware employees, emphasizing direct deposit contributions
- Create a calculator tool to illustrate the savings needed to fund a University of Delaware education
- Educate families and the community on Delaware's tax incentive for contributions to the DE529 Plan

Increase Plan Awareness

- Continue earning top-tier Morningstar medal ratings (currently Silver)
- Leverage Fidelity marketing sponsorships (e.g., State Fair) for effective local outreach
- Develop and execute a local Delaware press and influencer campaign to promote DE529
- Bring attention to other advantages of 529 savings, including apprenticeships and Roth rollovers
- Expand reach to neighboring markets that offer tax parity for contributing to 529 plans



529 PLAN- PROMOTION AND OUTREACH

