**Mobile App Launch Pilot Campaign | Email #3: GA launch**

**Send #1**

**Subject:**
Available now! The all-new HealthEquity Mobile app.

**Preheader:**
Download today | Enhanced home screen | Redesigned menus | Streamlined investing | Faster, more reliable performance

**Send #2**

**Subject:**
Download the all-new HealthEquity Mobile app.

**Preheader:**
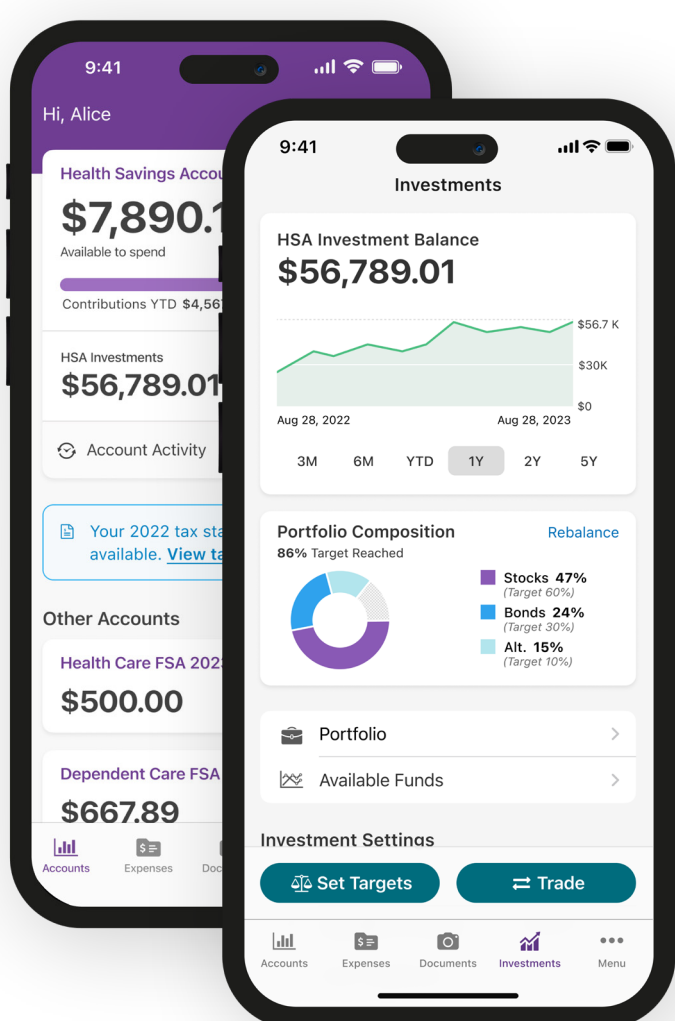Enhanced home screen | Redesigned menus | Faster, more reliable performance



HealthEquity Mobile

# Introducing the all-new HealthEquity Mobile app.

You can do more than ever — simpler than ever.
Get the new mobile app today.



**Download now.**



# What's new!

- Enhanced home screen, featuring instant account insights.

- Redesigned menus with more intuitive navigation.

- Streamlined card management functions.

- Faster, more reliable performance across the app.

Plus, now you can easily manage all your HSA investments[1] right from the app.

# Download the mobile app.

**New Mobile App | New Mobile app launch email 3**