



# We're Human Interest

Human Interest is an affordable, tech-savvy 401(k) provider built especially for small and medium-sized businesses. We're proud to offer access to flexible, automated retirement savings plans to hundreds of thousands of employees nationwide. With roughly \$6.3 billion in assets under administration and \$700 million in total funding, we are even more committed to our mission of shaking up the retirement industry for the better.<sup>1</sup>

## Our founding story

We were founded in 2015 by a former small business owner who faced many of the same difficulties our customers did when it came to launching a 401(k) plan for employees. In every decision we make as a company—like eliminating all transaction fees and building a proprietary recordkeeping platform—we put our focus on the experience and satisfaction of our customers and their employees.<sup>2,3</sup>

We're continuing to innovate in this industry so that people in all lines of work can access powerful savings tools and work toward a secure financial future.

## What we do

We deliver with efficiency-focused platform engineering and automation in all the right places. Not to mention, every step of the process is personalized to fit the needs of your business, including your plan.

### With Human Interest, you'll get:



#### Flexible plans & portfolios

Businesses have the freedom to decide between pre-built and customizable plans as well as the ability to choose from thousands of funds.



#### Easy saving & investing

Participants can sign up in less than five minutes and access built-in retirement education at any time.



#### Automated features

With 500+ payroll integrations and advisory services, you can focus on your business; we'll use the combination of our technology and experienced employees to guide you and make having a 401(k) plan easy.<sup>4</sup>



#### Transparent & fair pricing

All three of our pricing tiers—Essentials, Complete, and Concierge—and products—401(k), 403(b), and safe harbor—are clearly laid out on our website—no surprises.<sup>5</sup>

# Accolades

As of October 2025, more than 40,000 businesses across the country choose us to provide retirement benefits to their employees.<sup>6</sup> Our dedication to our customers and all working individuals in the United States hasn't gone unnoticed.

## Human Interest is a top-rated 401(k) provider and recipient of numerous awards:<sup>6</sup>



A gold Stevie Award for excellent Customer Service<sup>7</sup>



Awarded Top Rated by TrustRadius for 2025.<sup>8</sup>



We have over 1,300 five-star reviews on G2.<sup>9</sup>



Named one of Fast Company's Most Innovative Companies in Finance for 2025<sup>10</sup>

**What we're most proud of, though, is our ability to make a difference in the lives of working Americans by helping to set them up for financial success in retirement.**

<sup>1</sup> Human Interest Inc. internal data as of December 2024. Includes the company's credit facility.

<sup>2</sup> For non-rollover distributions, shipping and handling fees may apply to requests for check issuance and delivery.

<sup>3</sup> Refer to [tinyurl.com/yymn5rwx](https://tinyurl.com/yymn5rwx) for more information about Human Interest's awards and accolades.

<sup>4</sup> Refer to [humaninterest.com/payrolls](https://humaninterest.com/payrolls) for a list of integrated payroll providers.

<sup>5</sup> Refer to [humaninterest.com/pricing](https://humaninterest.com/pricing) for more information about our pricing tiers and services.

<sup>6</sup> **TrustRadius Rating** of 8.8 out of 10, as of 11/10/2025. Ratings fluctuate in real-time. Solicited clients for reviews in exchange for de-minimis non-cash compensation. Solicitation and non-cash compensation make a customer more likely to portray Human Interest favorably. Testimonials may not be representative of the experience of others and past success does not guarantee future results. Previously, Human Interest offered gift cards as an incentive for customers to complete reviews. "Top Rated 2025" award criteria: based entirely on customer reviews, 10 reviews required, trScore of 7.5 or higher, and must earn >0.5% of all site traffic in the category. Read our full disclosures [here](#).

<sup>7</sup> Human Interest was awarded the "Gold Stevie Award" medal in the 2025 Stevie Awards® for Sales & Customer Service in "Customer Experience." The company was awarded a "Silver Stevie Award" in "Customer Service Employer of the Year." Winners were determined by the average scores of more than 170 professionals worldwide in the three-month judging process. Read more about the winning organizations [here](#) and criteria for the award [here](#). American Business Awards are registered trademarks of Stevie Awards, Inc. Stevie Awards, Inc. is not affiliated with Human Interest. This recognition is not indicative of Human Interest's future performance.

<sup>8</sup> **G2 Rating** of 4.3 as of 11/10/2025. Fluctuates in real-time. Solicited clients for reviews in exchange for de-minimis non-cash compensation. Solicitation and non-cash compensation make a customer more likely to portray Human Interest favorably. Testimonials may not be representative of the experience of others and past success does not guarantee future results. Previously, Human Interest offered de-minimis cash compensation as an incentive for customers to complete reviews. A higher value was offered for non-anonymous testimonials. Read our full disclosures [here](#). G2 Users Love Us badge: Must have minimum 20 reviews and G2 rating of 4.0+ stars.

<sup>10</sup> Human Interest Inc. is honored to be recognized as one of Fast Company's Most Innovative Companies in Finance and Personal Finance for 2025. See the full list [here](#).

Human Interest Inc. is an affordable, full-service 401(k) and 403(b) provider that seeks to make it easy for small and medium-sized businesses to assist their employees with investing for retirement. For more information, please visit [humaninterest.com](https://humaninterest.com). Investment Advisory services are provided through Human Interest Advisors LLC, a Registered Investment Adviser and subsidiary of Human Interest Inc. For more information on our investment advisory services, please visit [humaninterest.com/hia](https://humaninterest.com/hia).

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