

# / Strengthening Financial Security for Military Families

For decades, First Command has helped people like you—service members, veterans and military families—pursue lifelong financial security. Through trusted financial coaching and a mission-driven culture of service, we stand alongside those who serve our nation, wherever military life takes them.



## Built for Military Life

You face unique financial challenges, from frequent moves and deployments to complex pay and benefits. Our coaching is designed to reflect those realities and support families at every stage of service.

- Financial planning fees waived for active-duty families
- Coaching tailored to military pay, benefits and career milestones
- Guidance designed for mobility, transition and long-term stability



## Our Strategic Focus

Our Mission of coaching those who serve in their pursuit of financial security guides everything we do. Our strategy centers on serving more families and serving them better.

- **Strengthening the Core Client Experience**  
Delivering dependable, personalized coaching that builds confidence and deepens relationships
- **Modernizing Platforms and Processes**  
Investing in tools and systems that improve efficiency, reliability and ease of use
- **Exploring Future Growth and Innovation**  
Thoughtfully testing new ways to meet emerging needs across the military community



## Lifelong Financial Coaching

Wherever you are in life, we partner with you to build long-term relationships grounded in trust, service and shared experience.

- Personalized, proactive financial coaching
- A transparent planning process that evolves as needs change
- Solutions designed specifically for the military lifestyle



## Our Goal

### Serve More, Serve Better

We believe every military family deserves the confidence that comes from lifelong financial security. We are building the First Command of the future—focused, resilient and ready to serve for generations to come.