

529 College Savings & ABLE 3Q 2017 529 Data Highlights

13.2 Million Families Invest \$306 Billion in 529 Plans

September 2017 Quarterly 529 Market Sizing Data

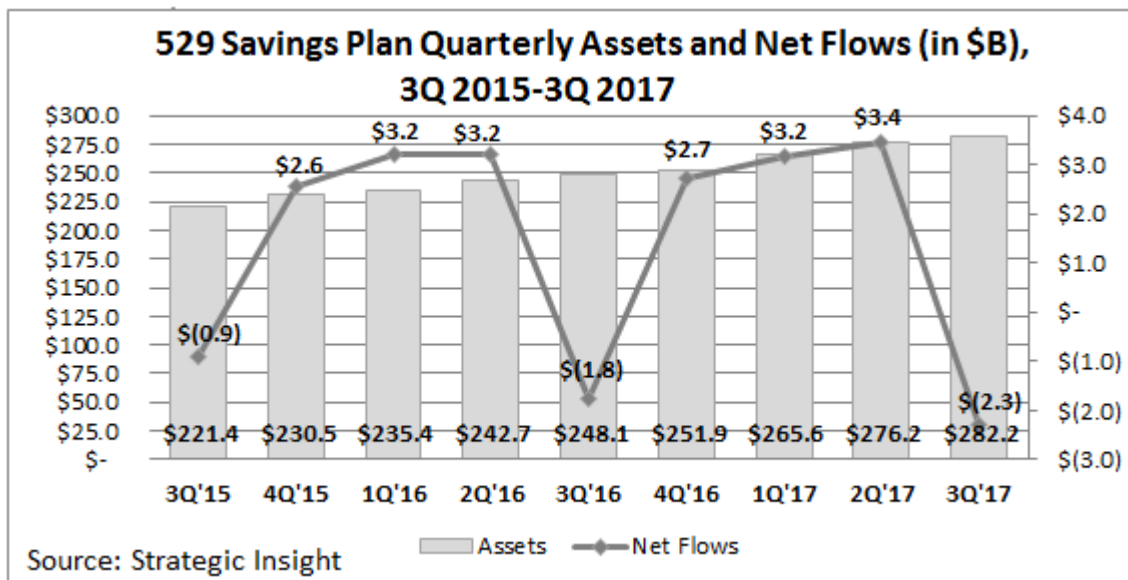
- 13.2 million accounts invested \$306 billion in assets in 529 savings and prepaid plans
 - 12.1 million accounts invested \$282 billion in assets in 529 savings plans
 - 1.1 million accounts invested \$24 billion in assets in 529 prepaid plans
- 13,190 accounts invested \$48.5 million in assets in ABLE (529A) accounts

June 2017 Quarterly 529 Market Sizing Data

- 13.1 million accounts invested \$300 billion in assets in 529 savings and prepaid plans
 - 12.0 million accounts invested \$276 billion in assets in 529 savings plans
 - 1.1 million accounts invested \$24 billion in assets in 529 prepaid plans
- 10,114 accounts invested \$35.6 million in assets in ABLE (529A) accounts

Net Flows (contributions minus withdrawals):

- Estimated 529 savings plan net outflows were \$2.3 billion in 3Q 2017 compared to net outflows of \$1.8 billion in 3Q 2016, which aligns with steady demand for 529s and more parents successfully using 529s for their intended purpose of qualified higher education expenses (tuition, books and room & board).



From an industry asset level and account perspective, 529 saving plans continue to reach year-over-year highs. Therefore investor interest in 529 college savings plans and saving for education in an efficient manner in terms of tax, financial aid and estate planning continues to rise, and especially as part of year-end tax planning and college financial planning.

3Q 2017 529 Data Highlights

Top 10 529 Savings Plans by 3Q 2017 Assets

Top-10 529 Savings Plans by 3Q 2017 Assets (in \$B)										
Rank	State	Program Name	Primary	Program Manager	Assets			% Change	% Change	Market Share
			Distributor	(Administrator)	3Q 2016	2Q 2017	3Q 2017	3Q 2017	1 Year (of Est. Total)	
1	VA	CollegeAmerica	American Funds	American Funds	\$52.0	\$57.9	\$59.5	2.8%	14.3%	21.1%
2	NY	New York's College Savings Program - Direct	Vanguard	Ascensus College Savings	\$19.1	\$21.5	\$21.9	2.1%	14.9%	7.8%
3	NV	The Vanguard 529 Savings Plan	Vanguard	Ascensus College Savings	\$13.4	\$15.4	\$16.0	4.0%	20.0%	5.7%
4	NH	UNIQUE College Investing Plan	Fidelity	Fidelity	\$10.7	\$11.7	\$11.9	1.7%	11.6%	4.2%
5	UT	Utah Educational Savings Plan Trust (UESP)	State of Utah	State of Utah	\$9.5	\$10.9	\$11.3	3.9%	19.4%	4.0%
6	ME	NextGen College Investing Program - Advisor	Merrill Lynch	Merrill Lynch	\$8.2	\$8.8	\$8.9	0.7%	8.3%	3.1%
7	CA	ScholarShare College Savings Plan	TIAA-CREF	TIAA-CREF	\$6.9	\$7.7	\$7.9	2.8%	14.5%	2.8%
8	RI	CollegeBound 529	Invesco Distributors	Ascensus College Savings	\$6.3	\$6.2	\$6.0	-2.7%	-3.9%	2.1%
9	MA	U.Fund College Investing Plan	Fidelity	Fidelity	\$5.2	\$5.6	\$5.7	1.2%	10.6%	2.0%
10	OH	CollegeAdvantage	Ohio Tuition Trust At	Ohio Tuition Trust Authority	\$4.7	\$5.3	\$5.5	2.5%	15.4%	1.9%
Totals					\$248.1	\$276.2	\$282.2	2.2%	13.8%	

Source: Strategic Insight

Top 5 529 Savings Plan Program Managers by 3Q 2017 Assets

Top-5 529 Savings Plan Program Managers by 3Q 2017 Assets (in \$B)								
Rank	Program Manager (Administrator)	State(s)	Assets			% Change	% Change	Market Share
			3Q 2016	2Q 2017	3Q 2017	3Q 2017	1 Year	(of Est. Total)
1	Ascensus College Savings	13 States	\$62.3	\$69.6	\$71.1	2.1%	14.2%	25.2%
2	American Funds	VA	\$52.0	\$57.9	\$59.5	2.8%	14.3%	21.1%
3	TIAA-CREF	9 States	\$22.6	\$25.3	\$25.9	2.3%	14.7%	9.2%
4	Fidelity	AZ, DE, MA, NH	\$16.9	\$18.6	\$18.9	1.5%	11.4%	6.7%
5	T. Rowe Price	AK, MD	\$11.7	\$13.0	\$13.3	2.1%	13.1%	4.7%
<i>Top 5 Total</i>			\$165.5	\$184.4	\$188.6	2.3%	13.9%	66.8%
Totals			\$248.1	\$276.2	\$282.2	2.2%	13.8%	

Source: Strategic Insight

Strategic Insight

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