



SIMPLY yours.


your health. your finances. your life.



simply yours

Providing employee benefits is one of the most important investments the company makes. Wherever you are in life, we want those benefits to make it easier for you to enjoy what life has to offer and to bring your best self to work.

We encourage you to fully explore the plans, programs and services available to help simplify the way you make decisions and manage your health, your finances and your life.

- **Your health.** Easily-identified **Tier 1 Providers** . Fully-covered, in-network preventive care. Low cost virtual visits with your doctor from the comfort of home. Employer contributions to tax-free health savings accounts. Access to health information from your mobile device or laptop.
- **Your finances.** Tax-savings account options for health care and dependent care expenses. Company profit sharing and 401(k) match. Financial forecasts and fund recommendations aligned to your personal retirement goals.
- **Your life.** Time away from the office. Employer discounts. Education assistance. Work-life support services.

...and more

Whether you are new to Hallmark or have been here your whole career, these benefits are offered to help simplify and enrich your life. Take time to understand what's available to you, consider what's best and make choices that will help you live your best life.

simply yours. *your health. your finances. your life.*

your benefits at a glance




 your health	 your finances	 your life
Choice of medical, vision and dental plans	Annual profit sharing	Paid time off
Employee wellness programs and services	401(k) with company match	Employee and family assistance programs and discounts
Short- and long-term disability coverage	Tax-saving options with health (HSA) and flexible spending (FSA) accounts	Community involvement opportunities
Life and accident insurance	Ongoing investment and retirement planning support	Educational and professional development

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The 2020 Hallmark Benefits Guide offers you a comprehensive summary of your employee benefits choices.

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your tools

Benefits Enrollment: Intranet Page

Find links to everything you need during enrollment to determine the benefits that are right for you.

Access this content anytime, anywhere by visiting: access.hallmark.com/intranet and opening Benefits & Programs > Benefits Enrollment.

Enroll

- Visit Hallmark.benefitsnow.com to enroll in medical and health savings accounts.
- Visit **HR Direct** to enroll in dental, vision, flex, life and voluntary accident.

My UHC

Learn about plan benefits, insurance carriers and in-network providers anytime during the year. myuhc.com

Hallmark Health Rewards

Track wellness points and progress. Complete incentive activities. healthrewards.hallmark.com

Empower

Monitor your retirement savings, change investment elections and adjust your contribution levels. empower-retirement.com/hallmark

**TIER
1**

IT'S EASY TO FIND A TIER 1 PROVIDER.

Just go to myuhc.com, click on **Find a Doctor** and look for the  icon.

This guide describes many of the features of Hallmark's benefits in general terms. The specific terms and conditions of these benefits are governed by summary plan descriptions, insurance certificates, and service agreements. In the event of a conflict or ambiguity regarding the information represented in this document, the plan documents, certificates and agreements will govern.

Visit the intranet to find summary plan descriptions (SPDs) and insurance certificates. To request a hard copy of any of these documents, call the HR Service Center at 816-545-6200 or 1-888-545-6200 or email HRservicecenter@hallmark.com. Hallmark is legally required to provide plan participants these detailed descriptions of our benefits plans.

Hallmark will continue to evaluate medical and other benefits on a regular basis and will make changes in light of changing circumstances, such as increased costs and changes in national health care policy. Hallmark reserves the right to amend, modify or discontinue medical and other benefit plans.

your eligibility

your health	FULL-TIME	FULL-TIME TEMP	PART-TIME 30+ hours/week	PART-TIME 20-29 hours/week
Medical, Dental	✓	✓	✓	✓
Life Insurance	✓	✓	✓	✓
FSA	✓	✓	✓	✓
HSA	✓	✓	✓	✓
Employer HSA contribution	<i>To be eligible for the employer HSA contribution, you must designate an amount to contribute to your HSA during annual enrollment (minimum of \$24 per year) AND be contributing to that HSA throughout the plan year.</i>			
Short-Term Disability	✓		✓	
Long-Term Disability	✓		✓	

New hires are typically eligible for benefits on the 31st day of employment; 91st day for active, full-time temp employees. Long-term disability coverage begins after one year of active service, excluding any paid or unpaid leave.

your finances	FULL-TIME	FULL-TIME TEMP	PART-TIME 30+ hours/week	PART-TIME 20-29 hours/week
Profit Sharing	Eligible the first year you are employed from the first working day of the year to December 31 and work a minimum of 1,000 hours.			
Savings	✓	✓	✓	✓

your life	FULL-TIME	FULL-TIME TEMP	PART-TIME 30+ hours/week	PART-TIME 20-29 hours/week
Paid Time Off	✓	✓	✓	✓
Education Assistance	✓		✓	
Adoption Assistance	✓		✓	

For more details, reference the Benefits Eligibility resource on the intranet.

dependent eligibility

With your Hallmark benefits package, you can cover your:

- **Spouse**
- **Domestic partner*** You and your partner must meet eligibility criteria and submit a completed Declaration of Domestic Partnership form.*
- **Children** (Up to age 26)
- **Unmarried children of any age who are incapable of self-support** due to mental or physical incapacity

For more details on the dependents you can cover, review the Dependent Eligibility Checklist on the intranet.

** It is important to contact the HR Service Center if you get married or if your domestic partnership ends as it could affect the taxation of your benefits.*

designate your beneficiaries

Get peace of mind that, if needed, your benefits will be distributed according to your preferences.

DESIGNATE OR UPDATE YOUR BENEFICIARIES ON:

Profit Sharing and Savings Plan	Empower
Cash Balance Retirement	Hallmark Pension Center
Life Insurance	HR Direct
Voluntary Accident Insurance	HR Direct
Business Travel Accident	HR Direct

your enrollment



when you can enroll

You can enroll in or change your benefits during annual benefits enrollment, new hire enrollment or within 30 days after the following life events*:

- Marriage
- Divorce
- End of domestic partnership
- Legal separation
- Birth
- Adoption
- New legal guardianship
- Loss of dependent eligibility
- Death of spouse, domestic partner or dependent
- New employer coverage for a spouse, domestic partner or dependent
- Involuntary loss of other coverage
- Significant increase in cost of benefits
- Loss of other coverage (HIPAA Special Enrollment)
- Going on extended military leave

how you enroll

DEPENDING ON THE HEALTH AND LIFE BENEFITS YOU CHOOSE, YOU MAY ENROLL IN TWO PLACES

 hallmark.benefitsnow.com For Medical and HSA	 HR Direct For Vision, Dental, FSA, Life and Voluntary Accident
CHOOSE BETWEEN TWO PLANS Traditional and High-Deductible, offered by UnitedHealthcare. Regardless of the plan you choose, you'll receive subsidized premiums, protection from catastrophic expenses, access to Hallmark's Health Rewards Program incentives and more!	VISION Standard or premium option • Insurance card mailed to home • Offered by Surency
DON'T FORGET YOUR HEALTH SAVINGS ACCOUNT If you enroll in a High-Deductible plan and contribute to an HSA, you have the opportunity to receive an employer contribution and a triple-tax savings benefit (put money in tax free, invest and grow it tax-free, withdraw it tax-free).	DENTAL Regular or high option • Insurance card available on mycigna.com • Offered by Cigna
	FSA Pre-tax account available for healthcare and/or dependent care expenses • Offered by Your Spending Account (YSA)
	LIFE Basic coverage provided to employee at no cost • Additional self or dependent coverage available • Offered by MetLife
	ACCIDENT Coverage available for accidental death or serious injury • Offered by Prudential

*Visit the intranet for additional details.



your health

medical: at a glance

BENEFIT PARTNER
UnitedHealthcare

BENEFIT LEVELS
Traditional
High-Deductible
(with option to add HSA)

LEARN MORE & ENROLL
hallmark.benefitsnow.com
to enroll in new or
different coverage

choosing your plan

TRADITIONAL


Higher premiums with lower deductibles, lower out-of-pocket max, flat-fee retail prescription rates.

HIGH-DEDUCTIBLE

Lower premiums with higher deductibles, higher out-of-pocket max balanced with a tax-saving HSA option—which includes an employer HSA contribution* (\$250 for employee only/\$500 for employee plus dependents).

Both plans offer the same coverage. Cost is the main difference, both for the premiums you pay from your paycheck and the amount you pay at point of service or prescription purchase. Another key difference is that an employer HSA contribution is available to High-Deductible plan participants who are making active contributions to their HSA.

Regardless of the plan you choose, both include:

- Premiums that are subsidized by Hallmark.
- Nationwide network coverage.
- Easily-identifiable **Tier 1 Providers**  recognized for meeting national standards for quality care and cost; use of these providers costs you less!
- No deductible or coinsurance for preventive care services received from in-network providers (exams, screenings, immunizations and more).
- Coverage for hospital care, surgeons' and physicians' fees, diagnostic services, prescriptions drugs and other medical services.
- Reimbursement for a percentage of covered expenses after the annual deductible is met.
- Protection from catastrophic expenses (once you hit the out-of-pocket max, the plan covers 100% of covered expenses for the remainder of the plan year)
- Opportunity to earn Hallmark Health Rewards incentives.**

**To be eligible for the employer HSA contribution, you must designate an amount to contribute to your HSA during annual enrollment (minimum of \$24 per year) AND be contributing to that HSA throughout the plan year.*

***Available to those enrolled in Hallmark medical benefits; if you cover your spouse, only the primary insurance cardholder can receive wellness contributions.*

your premiums

To give you choice when selecting your medical plan, Hallmark offers two comprehensive plans—Traditional and High-Deductible.

The price you pay for your plan (your premium) is based on the coverage option you choose and who you cover on your plan.

Premiums are available in this guide and on hallmark.benefitsnow.com during active enrollment periods—annual enrollment, new hire enrollment or following a qualifying life event.

medical premiums

Premiums may vary slightly due to variances in number of pay periods per year.

	BI-WEEKLY	SEMI-MONTHLY	BI-WEEKLY	SEMI-MONTHLY
FULL-TIME	HIGH DEDUCTIBLE		TRADITIONAL	
Employee	\$13.52	\$15.21	\$40.47	\$45.53
Employee & Spouse	\$102.86	\$115.72	\$188.79	\$212.38
Employee & Children	\$44.86	\$50.47	\$104.67	\$117.76
Employee & Family	\$126.27	\$142.05	\$247.01	\$277.88

	BI-WEEKLY	SEMI-MONTHLY	BI-WEEKLY	SEMI-MONTHLY
PART-TIME	HIGH DEDUCTIBLE		TRADITIONAL	
Employee	\$34.85	\$39.21	\$62.54	\$70.35
Employee & Spouse	\$146.65	\$164.98	\$232.57	\$261.65
Employee & Children	\$81.39	\$91.57	\$141.21	\$158.86
Employee & Family	\$185.12	\$208.26	\$305.86	\$344.09

hawaii residents

If you live in Hawaii, you have different options. 2020 enrollment information will be mailed to you to the home address on file in HR Direct when enrollment opens.

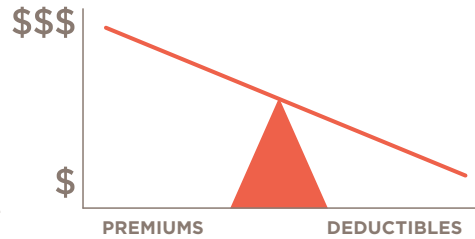


For questions about coverage, call **UnitedHealthcare** at **833-209-6469**.

deductibles and out-of-pocket maximums

Your Deductible is what you pay out of your own pocket before your insurance begins to share costs. You pay the “negotiated” costs of all in-network services until you meet your deductible.

Your Out-of-Pocket Maximum is the most you and your covered family members have to pay in a year for health care costs.




plan options: a deeper look

	HIGH-DEDUCTIBLE	TRADITIONAL
Deductible	\$2,800 employee only \$5,600 family	\$1,000 employee only \$2,000 family
Out-of-pocket Maximum	\$5,600 employee only; \$11,200 family	\$3,600 employee only; \$7,200 family
<p>Hallmark medical plans use Embedded deductibles and out-of-pocket maximums. For employee and dependent coverage, once one family member meets the employee-only deductible or out-of-pocket max, insurance will pay benefits for that family member. Two or more covered members must incur claims to satisfy the family deductible and out-of-pocket max.</p>		
Employer HSA Contribution	\$250 employee only \$500 employee plus dependents	not applicable
Coinsurance	20% Tier 1 provider 30% other, in-network (after deductible)	20% Tier 1 provider 30% other, in-network (after deductible)
Prescription	20% coinsurance (after deductible) <i>You pay 100% until you reach your deductible.</i>	\$15/\$50/\$70/\$175 Tier 1 - 4

Learn more about coverage options at welcometouhc.com/hallmark



- Out-of-network providers will increase your cost; out-of-network charges also don't apply toward your in-network deductible or out-of-pocket maximum.
- Certain medical services require pre-approval to ensure you know what's covered in advance. If something requires prior review and you don't get pre-approved, you may be required to pay most or all of the bill. **Tier 1 Providers**  and all In-network providers will assist with pre-approval processes.



your prescriptions

Check how UHC covers your prescriptions anytime at myuhc.com. To receive your pharmacy benefits, simply present your medical insurance card at the in-network pharmacy of your choice.

your lab work

Lab work is paid at the same level as other covered services.

- If a lab test is part of a preventive service from an in-network provider, the cost is paid in full.
- If a lab test is part of a diagnostic service, your coinsurance and deductible will apply.

thinking ahead: retirement coverage

Hallmark offers group pre-Medicare medical and prescription drug, dental and vision insurance in retirement for employees hired before January 1, 2010. To be eligible for any coverage, you must meet all the requirements for retiree medical outlined below.

- Retire from Hallmark at or after age 50
- Have 15 vested years of service
- If retiring after age 65, you need 10 vested years to be eligible for dental and vision; you will not be eligible for medical
- Have 10 or more years of continuous medical plan participation immediately preceding retirement (*either as a full- or part-time employee*)
- Have at least 10 years full-time service (*40 hours/week; continuous or non-continuous; need not be immediately preceding retirement*)

For eligible employees, Hallmark provides a subsidy for pre-Medicare coverage, beginning at age 55 (as of January 1, 2021, eligibility for the pre-Medicare medical subsidy changes to age 59 with 20 years of service for those eligible and retiring on or after January 1, 2021). Upon retirement, you will be enrolled in the same medical plan unless you drop or waive coverage. **Coverage for retiree medical ends upon Medicare eligibility.**

Spouse/domestic partners

- Your spouse or domestic partner can be added to your coverage at the time of retirement, but not after. domestic partner must return to coverage at that same time.
- If coverage is waived prior to age 65, retiree must return to coverage on or before age 65 and the spouse or domestic partner must return to coverage at that same time.
- Proof of continuous group coverage is required for those returning from waive.

Children

Coverage for retiree's children is not available. Coverage for dependent children enrolled at the time of retirement may be extended under COBRA for up to 18 months.



Medicare enrollment makes you ineligible to contribute to an HSA. Check out the **“retirement planning”** resources on the Hallmark intranet or contact the HR Service Center for more information.

dental: at a glance

BENEFIT PARTNER
Cigna

BENEFIT LEVELS
Regular and high option coverage

LEARN MORE & ENROLL
mycigna.com
(find providers)
HR Direct
(enroll in new or different coverage)

Hallmark offers regular or high-option dental benefits through Cigna. Both options offer the same services, but you will have higher premiums in exchange for lower deductibles, as well as higher reimbursements for eligible expenses in the high option plan.

	BI-WEEKLY*	SEMI-MONTHLY	BI-WEEKLY*	SEMI-MONTHLY
	REGULAR OPTION		HIGH OPTION	
Employee	\$2.00	\$2.25	\$6.56	\$7.38
Employee & Spouse	\$7.00	\$7.88	\$15.56	\$17.50
Employee & Children	\$11.11	\$12.50	\$23.22	\$26.13
Employee & Family	\$15.89	\$17.88	\$32.22	\$36.25

**Premiums may vary slightly due to variances in the number of pay periods per year.*

In either plan, you can visit any dental provider you choose but you get the greatest benefit by choosing a provider who is in the CIGNA Radius Network. For more details or to find an in-network provider, visit mycigna.com or call CIGNA customer service at 1-800-995-3396.

		REGULAR OPTION	HIGH OPTION
ANNUAL DEDUCTIBLE	Single	\$50	\$25
	Family	\$100	\$50
Calendar year max		\$1,500	\$2,000
Preventive care Exams, cleanings, x-rays		80% (no deductible)	100% (no deductible)
Basic restorative Fillings, extractions, root canals		80% after deductible	90% after deductible
Major restorative Dentures, crowns, bridgework, implants		50% after deductible	60% after deductible
Child's orthodontia Benefit maximum		50% after deductible \$1,000 lifetime	50% after deductible \$1,500 lifetime
TMJ Benefit maximum		50% after deductible \$1000 lifetime	60% after deductible \$1,000 lifetime

Review the insurance certificate on the intranet to see a list of services not covered by plan and to review the coordination of benefit provisions.

additional information

- If there is more than one suitable covered treatment, Cigna will approve the least expensive one so long as the results meet acceptable dental standards; if you choose a more costly treatment, your out-of-pocket costs will increase.
- Your dentist should submit a treatment plan for pre-determination of benefits for periodontal surgery, major restorative, orthodontia or TMJ services before they are performed to determine the amount of payable benefits.

PRO TIP

Be sure to designate each dependent you wish to cover for each plan when enrolling in HR Direct.

vision: at a glance

BENEFIT PARTNER
Surency

BENEFIT LEVELS
Standard and Premium

LEARN MORE & ENROLL
surency.com/hallmark
(find providers)

HR Direct
(enroll in new or
different coverage)

Hallmark offers two vision plans through Surency:

- The Standard Plan
- The Premium Plan (reimbursement rates and premiums are higher)

Both plans offer reimbursement for the cost of a vision exam and either frames or contact lenses, up to your annual allowance. Copays and allowances differ between the plans. Refer to the Surency Insight Network to view a list of providers at surency.com/hallmark.

	BI-WEEKLY	SEMI-MONTHLY	BI-WEEKLY	SEMI-MONTHLY
FULL-TIME	STANDARD OPTION		PREMIUM OPTION	
Employee	\$4.04	\$4.55	7.65	\$8.61
Employee & Spouse	\$5.59	\$6.29	\$10.84	\$12.19
Employee & Family	\$8.40	\$9.45	\$16.23	\$18.26
Employee & Children	\$5.90	\$6.64	\$11.21	\$12.61

	IN-NETWORK MEMBER COSTS	OUT-OF-NETWORK ALLOWANCES
Eye Exam <i>Once per calendar year</i>	Fully covered after a \$10 copay	\$35
Standard Lenses	\$25 copay	Allowances vary by lens type (\$25-\$55)
Frame <i>Once per calendar year</i>	\$200 allowance - Premium Plan \$150 allowance - Standard Plan	\$75
Lens Options <i>Once per calendar year</i>	Copays may apply	Some items not covered
Contacts (instead of glasses) <i>Once per calendar year</i>	Up to \$55 copay for basic fit & follow-up	Not Covered
	Member pays 90% of fee for specialty fit and follow-up	
	Premium: \$200 allowance + 15% off balance Standard: \$150 allowance + 15% off balance	\$100 allowance

*Premiums may vary slightly due to variances in number of pay periods per year.



Don't forget to enroll in an HSA or FSA to save on your out-of-pocket healthcare costs. If you are enrolled in the High-Deductible medical plan and actively contributing to an HSA, Hallmark will make a contribution to your HSA to help with your medical costs. You can also enroll in an FSA to save on dependent care costs!



Hallmark Health Rewards program



If you are enrolled as the primary cardholder in a Hallmark medical plan, take advantage of the Hallmark Health Rewards program and get rewarded for maintaining or improving your health and well-being. Through the Hallmark Health Rewards program, you can earn up to \$400 each year.

If you elect an HSA contribution amount during annual enrollment, your rewards will be deposited into your HSA. If you do not, your incentives can be redeemed toward a gift card.*

Earn points on a quarterly basis when you do any of the following:**

- Participate in team and personal health challenges
- Complete an on-line health assessment
- Have an annual checkup with your physician
- Participate in wellness screenings
- Maintain a healthy BMI
- Participate in qualifying educational activities or workshops
- Achieve a healthy blood pressure
- Have an annual checkup with your dentist
- Participate in telephonic coaching sessions

All health information you track is completely confidential. Dependents and retirees are not eligible.

healthrewards.hallmark.com:

- Track your points and progress
- Complete incentive activities



The Hallmark Health Rewards program runs annually from **Dec 1-Nov 30**.

**Wellness dollars deposited into your HSA will count toward your HSA contribution limit set by the IRS. Please reference the HSA page in this guide for current IRS limits and adjust your annual contribution if necessary.*

***Points are awarded the last days of March, June, September and November if you have completed your online health assessment.*

hallmark wellness

Onsite medical services



The medical departments at headquarters and some outlying locations offer you screenings and services with registered nurses to evaluate illnesses, monitor health conditions, conduct health education and provide preventive screenings.

Health education



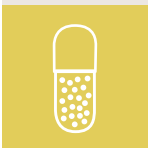
Hallmark offers monthly lunch and learns and e-newsletters covering a variety of valuable health tips.

Smoking Cessation



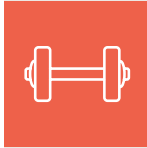
If you're interested in learning about your support options to quit smoking, contact UnitedHealthcare to see what's covered by your plan. You also have access to online resources through ComPsych.

Help when facing serious illness



Hallmark partners with the Center for Practical Bioethics to offer free, confidential advice, counseling and advocacy when you or a dependent are grappling with a difficult diagnosis or terminal illness. Learn more about the CARE (Coaching, Advocacy, Relevant Information and Education) program by calling a CARE consultant at the Center for Practical Bioethics, **816-221-1100**.

Fitness



Crown Center Fitness located at 2480 Pershing in the head-quarters complex provides access to exercise equipment and fitness classes including aerobics, Pilates and yoga. It is available to you on a month-to-month basis at a discounted rate. Discounts also are available for fitness facilities nationwide.

Healthy foods



Healthy options are available in food service and vending locations at a 25 percent discount.

Employee assistance program



The employee assistance program offers you 24/7 access to information, resources and support to assist you in addressing everyday work or life issues. Whether you're in need of resources or referrals for items on your personal to-do list or you want to speak with a trained clinician about relationship or psychological concerns, ComPsych can help.

Living organ and bone marrow donation grant



A Living Organ and Bone Marrow grant is available to eligible employees who choose to provide life-changing organ or bone marrow donations. This grant will help pay for related expenses—like transportation, lodging and food—that may not be covered by insurance.

short-term disability

The Hallmark short-term disability (STD) benefit* ensures your base pay (including shift premium, when applicable) continues for up to six months if you are unable to work for an extended period of time because of a non-work related illness or injury that can't be reasonably accommodated in the workplace.

Certain conditions must be met to receive short-term disability and the Hallmark medical department determines whether an absence qualifies. Qualifying absences continuing beyond six months may be considered under the Hallmark long-term disability plan.

LENGTH OF EMPLOYMENT	REQUIRED PTO WAIT PERIOD	MAXIMUM BENEFIT PERIOD**
31st day to 1 year	1 continuous work week	1 month (176 hours)
1 year to 5 years	1 continuous work week	3 months (520 hours)
5 years or longer	1 continuous work week	6 months (1040 hours)

***Maximum benefit period is for a rolling 12 months.
Note: This table is based on a forty-hour work week schedule and must be pro-rated for other work schedules.*

additional information:

- Short-term disability runs concurrently with FMLA approved leaves.
- You will continue to accrue paid time off (PTO).
- Medical, dental and vision benefits continue during your short-term disability period, but you will be required to directly pay premiums not covered from your paycheck.

**For employees who are scheduled to work 30+ hours a week.*



To learn more about Hallmark's short-term disability benefit, review the **short-term disability policy (302)** on the intranet.

long-term disability

The long-term disability (LTD) benefit program* provides you with income if you become unable to work due to disability from illness or injury.

To be eligible for long-term disability coverage, you must have completed one year of active service (excluding any paid or unpaid leave such as short-term disability or voluntary time off).

Cigna will determine whether an illness or injury qualifies for long-term disability benefits. To receive LTD benefits, you must remain under the regular and continuing care of a qualified physician and comply with an appropriate medical treatment plan. LTD benefits will not be paid if you are working for pay or profit.

Long-term disability: a closer look

If you qualify for LTD, the monthly benefit payable under the LTD benefit program will be the lesser of:

50 percent of your base salary as of the last day worked prior to LTD benefit eligibility (up to \$15,000/month maximum). For employees in sales bonus positions with pay at risk, base salary is defined as 125 percent of annual base amount.

- OR -

An amount that when combined with any other sources of income equals 70 percent of your base salary as of the date the disability began (up to \$15,000/month maximum). Examples of other sources of income include: individual and/or family Social Security benefits, workers compensation, cash balance retirement.

Medical, dental and vision benefits continue to be offered for the first two years of LTD. If you are enrolled in Hallmark's vision plan, your vision premiums will be deducted from your LTD payments. After two years, COBRA or retiree benefits may apply.

**For employees who are scheduled to work 30+ hours a week.*



For more information about Hallmark's long-term disability benefit, review the **Health Plans Summary Plan Description for Hallmark employees** on the intranet.

insurance benefits and options

Hallmark provides life insurance coverage up to two times your base salary at no cost to you. You can also purchase additional life insurance for yourself or your eligible dependents.

	COMPANY-PROVIDED LIFE	SUPPLEMENTAL LIFE INSURANCE	LIFE INSURANCE	LIFE INSURANCE
	SELF*	SELF*	SPOUSE/ DOMESTIC PARTNER	DEPENDENT CHILD (6 months to age 26)
Level of Coverage	Up to 2x base salary	1 to 3x annual base salary; <i>without providing health documentation.***</i> 4-8x annual base salary; <i>subject to underwriter approval.</i>	Up to \$20,000; <i>without providing health documentation.***</i> \$20,000 up to \$150,000; <i>subject to underwriter approval.</i>	Increments of \$2,500 up to \$20,000; <i>without providing health documentation.</i>
Age-Based Premium	Amount of insurance begins to decrease upon turning 65	Current age as of Jan. 1 of calendar year	Current age as of Jan. 1 of calendar year	
Cost Considerations	No cost to you	Varies**	Varies**	The monthly premium of \$0.15, per \$1,000 of coverage covers all eligible children, regardless of number. All children must be enrolled in the same option.
Enrollment	Automatically enrolled	HR Direct; submit a Statement of Health for coverage over 3x current salary.	HR Direct; submit a Statement of Health for coverage over \$20,000.	HR Direct

*Up to \$1M

**Monthly costs per \$1,000 of coverage range from 3 cents to 89 cents, depending on age and coverage levels

***Applies to new hire enrollment period only. (If not in a new hire enrollment period, a statement of health is required).

voluntary accident coverage

The voluntary accident benefit program provides you additional insurance protection to cover accidental death or serious injury—dismemberment, hospital confinement, paralysis, or loss of speech, eyesight, or hearing—arising from an accident. You and your eligible dependents are covered 24 hours a day whether at home, work, traveling on business or for pleasure.

	SELF	SPOUSE/DOMESTIC PARTNER*	DEPENDENT CHILD (up to 26 years)
Level of Coverage	Multiples of \$5,000; subject to a minimum of \$10,000 and maximum of \$500,000	Multiples of \$5,000; subject to a minimum of \$10,000 and maximum of \$500,000**	Multiples of \$5,000; subject to a minimum of \$5,000 and maximum of \$100,000**
Cost	\$0.017 (less than two cents) per person, per month for every \$1,000 of coverage		
Additional Information		Employee must also be insured for spouse/partners to be eligible	Employee must also be insured for children to be eligible. All eligible children must be insured for the same amount.
Enrollment	HR Direct; during new hire eligibility or annual enrollment		

**If a husband and wife are both employed by Hallmark or a covered subsidiary and each enrolls for voluntary accident insurance, only one may insure their dependent children.*

***Coverage cannot exceed employee coverage.*

business travel accident

Coverage of five times your base pay up to \$500,000 is provided at no cost to you. This program provides you coverage in the event of death, dismemberment, permanent and total disability or loss of speech, eye-sight or hearing caused by an accident while traveling on company business.

PRO TIP

Employees traveling on international business have access to health care around the world through Cigna's **Medical Benefits Abroad program**.



your finances

tax-savings plans overview

Hallmark's Health Savings Account (HSA) and Flexible Spending Account (FSA) programs can help you save money by allowing you to pay for out-of-pocket health and dependent day care expenses with pre-tax dollars.

Health Savings Account (hallmark.benefitsnow.com to enroll)

The HSA is used to set aside pre-tax dollars* to pay for qualified health care expenses, like your medical, dental and vision copays, deductibles and coinsurance.

If you are enrolled in the High-Deductible plan, you have the option to contribute to a HSA, which is a great way to balance the higher deductibles in your plan and experience more flexibility in managing

your health costs. You can enroll or change your HSA contribution at anytime but if you want to receive Hallmark's contribution to your HSA, there are additional steps for you to take, outlined below.

Employer HSA Contribution

As an added benefit, Hallmark will make a contribution to eligible HSA accounts-\$250 for employee only/\$500 for employee plus dependents.

To receive this contribution, you must have an open HSA account, designate an amount to contribute to that HSA during annual enrollment (minimum of \$24 per year) and regularly contribute throughout the year.

Hallmark's contribution will be deposited into eligible HSA accounts in two equal installments and will be reflected in the account by the end of February and August.

Flexible Spending Account (HR Direct to enroll)

Hallmark's Flexible Spending Account (FSA) allows you to set aside pre-tax dollars to pay for out-of-pocket health expenses and/or dependent day care expenses. To participate in Flex, you must set a new contribution rate during annual enrollment.

Reimbursable out-of-pocket health care expenses include most expenses not covered by the medical and dental programs.

day care (including expenses for daycare centers, nursery schools and babysitters, etc.)

You can also set aside up to \$5,000 annually per family to pay for dependent

For additional details regarding qualified FSA expenses, contact Your Spending Account, at **1-844-231-3475**.

Limited-Purpose FSA

If you enroll in High-Deductible Medical coverage and choose to set up an FSA account for health expenses, the pre-tax dollars you contribute will be limited to eligible dental and vision expenses only, whether or not you enroll in an HSA.

**If you live in CA or NJ, taxability of your HSA contributions may differ, so consider checking in with your tax adviser if you have questions.*

PRO TIP 

If you are 55 or older during the plan year, you can contribute up to **\$1,000** in additional “catch-up” contributions to your HSA.

When you accept FSA reimbursements, you give up the opportunity to take a health care tax deduction or receive a dependent care tax credit for the same expenses on your federal tax return.

HSA	FSA
WHO CAN ENROLL?	
Employees enrolled in the High-Deductible plan who are not enrolled in Medicare.	All employees who are benefits eligible can participate in FSA.*
WHERE DO I ENROLL?	
hallmark.benefitsnow.com High-Deductible plan.	HR Direct
WILL MY UNUSED FUNDS ROLL OVER?	
Yes, all unused funds will roll over from year to year.	No, unused funds will not roll over to the next year (use it or lose it).**
HOW MUCH CAN I CONTRIBUTE ANNUALLY?	
HEALTH—INDIVIDUAL \$3,550 — or — HEALTH—FAMILY \$7,100 <i>Employer contributions apply to your maximum annual contribution.</i>	HEALTH \$2,700 — and/or — DEPENDENT DAY CARE \$5,000 <i>If both an employee and spouse are working, each can set aside \$2,700 annually.</i>
WHEN DO I NEED TO DECIDE?	
You can enroll or change your contribution level at any time during the year, but you must set a contribution during annual enrollment and then regularly contribute to receive the employer contribution and/or wellness incentives.	You enroll and set your contribution rate during annual or new hire enrollment or after a qualifying life event.
WHAT IS THE ADVANTAGE TO ENROLLING?	
You'll get a triple-tax benefit: Put money in tax free; Invest and grow it tax free; Withdraw it tax free. And, Hallmark will contribute to your HSA—\$250 for employee only/\$500 for employee plus dependents. Eligibility rules apply.	You can put money in tax free and withdraw it tax free—for health care and/or dependent day care expenses.
WHEN IS THE MONEY AVAILABLE TO ME?	
You must have money in your account before you can be reimbursed.	Healthcare: All contributions for the total year are available on January 1. Dependent Care: You can be reimbursed up to the accrued amount in your account.
HOW DO I GET MY DISBURSEMENTS?	
By using the debit card provided; timing is determined by you.	You can set up direct deposit to your bank account or a check will be mailed to your home address. Access claims information on Your Spending Account via hallmark.benefitsnow.com or 1-844-231-3475.

*High-Deductible participants can only enroll in a limited-purpose FSA, covering just eligible dental and vision expenses.
 **FSA Funds must be used to pay for expenses incurred during the plan year (Jan. 1-Dec. 31), and then you will have until Mar. 31 of the following year to file these claims. Pre-tax deductions begin January 1 or the first pay period during the year; the amount you contribute will be divided equally across the remaining pay periods in the calendar year.

profit sharing and savings at a glance

BENEFIT PARTNER

Empower

BENEFIT LEVELS

Profit sharing and
401(k) Savings

LEARN MORE & ENROLL

[empower-retirement.com/
hallmark](https://empower-retirement.com/hallmark)

New employees are
auto-enrolled at 5%

Hallmark encourages you to build a strong financial future by investing in that future with you through profit sharing and 401(k) savings.

If you're new to Hallmark, you're automatically enrolled in a 401(k) savings plan at 5%. Empower Retirement administers Hallmark's retirement benefits and will mail you an information packet after your first month, outlining resources and tools available to you.

PROFIT SHARING

As a participant in Hallmark's Profit Sharing Plan, you share in the company's success.*

Hallmark determines the profit sharing contribution annually, based on company performance against business objectives. *Contributions are based on a percent of your eligible earnings.*

Your profit sharing account is immediately vested—it is yours to keep regardless of how long you stay with the company.

Funds are fully allocated to the investment elections you've chosen for yourself, and with the Profit Sharing Choice fund, you can take withdrawals for any reason.**



*You are eligible the first year you are employed from the first working day of the year to December 31 and work a minimum of 1,000 hours.

** If you have less than five years of service, IRS rules require a two-year waiting period from the date the money is deposited into the account before withdrawals can be made. For anyone considering a withdrawal, taxes may apply on withdrawals, including an additional 10% tax on early withdrawals.

401(k) SAVINGS

Hallmark encourages your personal retirement savings with a company 401(k) match.

You are eligible to save between 1% and 60% of your eligible earnings.

First 3% of pay—Matched dollar for dollar (100%)
Next 2% of pay—Matched at 50%

If your contribution equals 5%, you'll receive Hallmark's maximum contribution match, equal to 4% of pay. Company match is immediately vested at 100%.

Maximum annual deferral limit: \$19,500.

401(k) savings options include

- Pre-tax
- Roth 401(k) after-tax
- Regular after tax up to 10% of pay (not match eligible)

At empower-retirement.com/hallmark you can:

- monitor your retirement savings
- learn more about plan features and available financial services
- change investment elections
- adjust your contribution*

**Should you choose to change it from the 5% pre-tax auto-enrollment level.*



Auto-escalation makes it easier for you to save

If you are currently saving between 1% and 10%, your contribution rate will automatically increase by 1% each year (on May 1). To opt out of auto-escalation, contact Empower.

financial planning

Hallmark offers resources to help you determine the investing and savings strategy that's right for you.

Get help with your financial planning needs through Advised Assets Group:

Advised Asset Group Online Advisor is available at no additional cost. Your online adviser forecasts your chance of reaching your retirement goal and advises you on specific fund recommendations.

For investment management support, Advised Assets Group Professional Management Program is available for an additional fee. The program includes personalized investment advice and access to professionals who monitor your account on your behalf, along with telephone access to investment adviser representatives and printed progress reports.

investment options

Seventeen funds are available to you, including three lifestyle funds, equity, bond and stable income funds.



Learn more about your financial planning and investment options at empower-retirement.com/hallmark.



your life

continuing education and development

Hallmark's education reimbursement program pays for courses at accredited schools leading to any college degree or certificate of occupational proficiency.

When you successfully complete approved educational courses, you can be reimbursed for tuition and books (at 50% of cost of textbooks) up to the \$3,500 maximum annual benefit. You must be an active employee at the start date of the classes and at the date of reimbursement to be eligible.

To learn more, review the Educational Assistance page on the intranet.

shopping and discounts

As a Hallmarker, you benefit from generous discounts for a variety of products, services and events.

Here are some highlights:



20% discount at Halls and varying discounts for many of the other Crown Center shops and restaurants.



50/50 Performing Arts Discount

Hallmark will pay half the cost of your ticket at certain performing arts venues.



50% off Hallmark, DaySpring and Crayola product and **20% off** non-Hallmark product sold in the employee card shops.



Additionally, up to **75% off** the product available in our surplus store (the "Double D").



time away from work

2019	HOLIDAY
December 24, 25	Christmas Holiday
December 26, 27, 30, 31	Holiday Shutdown*
2020	HOLIDAY
January 1	New Year's Day
January 20	Martin Luther King, Jr.'s Birthday
May 25	Memorial Day
July 3	Independence Day
September 7	Labor Day
November 26, 27	Thanksgiving Holiday
December 24, 25	Christmas Holiday
December 28, 29, 30	Holiday Shutdown*
December 31	2020 Floating Holiday

*Requires use of personal PTO. Most Hallmark facilities close between Christmas and New Year's, requiring the use of some accrued paid time off in addition to paid holidays.

Paid Time Off (PTO)

In addition to paid holidays, Hallmark's paid time off program combines vacation, illness and other absences into one bank of time that you can draw from for most time-off needs (illness covered by short- and long-term disability excluded).

LENGTH OF EMPLOYMENT	TIME ACCRUED MONTHLY (hours)	TIME ACCRUED ANNUALLY (hours)
31st day	10	120
1 year	12	144
5 years	14	168
10 years	16	192
15 years	18	216
25 years	20	240
30 years	22	264

Additional details:

Earn PTO hours each month; accrual occurs on the last calendar day of each month.

Carry over PTO month-to-month and year-to-year up to your bank maximum.

This table is based on a 40-hour work week schedule and must be prorated for other work schedules.

flexible work options

Hallmark wants to provide you the flexibility you need to fulfill both work and personal obligations. To the extent that it's feasible for Hallmark business, there are several flexible work options available.

Adjusted regular work schedule

Adjusted regular work schedules provide you the flexibility to alter your arrival and departure times on an ongoing basis.

Temporarily-adjusted work schedules

(flex time)

You may occasionally request an adjusted work schedule, modifying your regularly-scheduled work hours within a workweek.

Part-time schedules

A part-time schedule enables you to work a reduced number of hours each week.

Job sharing

Job sharing is a work arrangement where two part-time regular employees share the responsibility for what is normally one full-time position.

Compressed work weeks

An employee with a compressed work week works a full schedule but works longer hours each day and fewer days each week.

Teleworking

Teleworking (also known as telecommuting) provides you the opportunity to work a pre-approved time each week outside the office, either from home or another alternate location for part or all of normally-scheduled hours.

Manager approval is always required. Job aids for managers and employees to facilitate a discussion about flexible work arrangements are provided on the Hallmark intranet.



For more information, check out the **Flexible Work Options policy 102** on the Hallmark intranet.

personal and family support

Work and life blend and there are resources to support you as you navigate births, adoptions, marriage, domestic partnerships, divorce, gender transition, loss of a loved one and whatever else life may bring.



Adoption Assistance

Up to \$5,000 per child offered to help with agency, placement and legal fees, travel and birth expenses and temporary foster care charges.



Maternity Leave

Hallmark has several leave options available for birth of a new baby and recovery time for new mothers.



Mom's Room

Available to moms who wish to continue breast-feeding upon return to work. There, moms have access to hospital grade pumps, storage, private pumping suites, flexible scheduling and connection to other moms.



Child Development and Behavior Support

Hallmark-provided Rethink memberships for parents raising children with learning or behavior challenges, or developmental disabilities.



Travel Assistance Program

Free medical and personal assistance when travelling anywhere in the world, for any reason. Offered by AXA.



Catering

Take-away meals and bakery orders prepared by Hallmark's on-site food services staff.



Support and Learning Groups

ADHD Parent group, Love and Logic training, Parenting & Social Media, Books and Literacy with your child, parenting support group (multi-ages).



Employee Assistance Program

The employee assistance program offers you 24/7 access to information, resources and support to assist you in addressing everyday work or life issues. Whether you're in need of resources or referrals for items on your personal to-do list or you want to speak with a trained clinician about relationship or psychological concerns, ComPsych can help.

social impact

The spirit of caring is more than our brand message. It's a commitment Hallmark lives every day. Here are a few of the ways Hallmark supports your commitment to caring and corporate citizenship.

Employee Resource Groups

Hallmark formally supports seven ERGs giving employees a chance to unite around common interests, meet people from other walks of life and represent their community in Hallmark business efforts.



As a Hallmarker, you can engage in environmental sustainability through our zero-waste-to-landfill and lights out efforts, and by joining the company's Eco Team.

Volunteering

Packing meals for Harvesters, Saturday at the Zoo and mentoring local youth are some of the larger Hallmark volunteer efforts.

Support of the United Way

Hallmark has a long partnership with the United Way. Together we have impacted thousands of lives through the gifts provided by our annual United Way pledge drives.



For more on Hallmark's community impact, visit the Hallmark intranet or check out the annual Social Responsibility Report on corporate.hallmark.com.

quick guide to benefits resources



Medical Coverage Provided by UnitedHealthcare (UHC). Choose your medical plan and enroll at hallmark.benefitsnow.com

Contact UHC directly for questions regarding claims, coverage and provider networks.

833-209-6469 • myuhc.com

Dental Coverage Provided by Cigna; contact them directly for questions regarding claims, coverage and provider participation.

1-800-995-3396 • mycigna.com

Vision Coverage Provided by Surency; contact them directly for questions regarding claims, coverage and provider participation.

1-866-818-8805 • Surency.com/hallmark

Hallmark Health Rewards For those enrolled in a Hallmark medical plan as the primary cardholder, the Hallmark Health Rewards Program offers up to \$400 for taking steps to improve your health. This can include completing a health assessment, achieving healthy results or participating in health education events.

Contact ComPsych, Hallmark's health rewards partner, for questions about earning rewards or using the portal.

ComPsych: 1-844-357-2008
guidanceresources.com

Employee Assistance Program (EAP)

Hallmark's Employee Assistance Program connects employees to support resources relative to work, life, family care, mental health, finances and more. You or your family members may speak with trained clinicians for work-life solutions, referrals and life planning resources. Resources related to child care, home repair and more are also available.

ComPsych: 1-844-357-2008 •

guidanceresources.com WebID: HALLMARKEAP

Profit Sharing and 401(k) Savings

Contact Empower for plan enrollment, to change contribution rates, learn about investment choices, get retirement income estimates, investment advice and more.

1-866-233-6886 •

empower-retirement.com/hallmark

Cash Balance Retirement Services provided by the Hallmark Pension Center. Call to update beneficiaries, initiate payments and more. Visit the "Your Pension Resources" (YPR) website for detailed pension information or to create payment estimates.

YPR: 1-844-266-6313 • ypr.aon.com/hallmark

Hallmark Resources

Hallmark's HR Service Center is a front line resource for employees' HR questions. They are available to discuss eligibility for Hallmark's medical, retirement or other benefits plans, to direct you when making a change in coverage when you experience a life event or to connect you to one of our outside partners for further support.

816-545-6200 or 1-888-545-6200

HRservicecenter@hallmark.com

medicare notice

Please read this notice carefully and keep it where you can find it.

This notice has information about your current prescription drug coverage with Hallmark Cards, Inc. and about your options under Medicare's prescription drug coverage.

This information can help you decide whether or not you want to join a Medicare drug plan.

If you are considering joining, you should compare your current coverage, including which drugs are covered at what cost, with the coverage and costs of the plans offering Medicare prescription drug coverage in your area. Information about where you can get help to make decisions about your prescription drug coverage is at the end of this notice.

medicare + prescription drug coverage

1. Medicare prescription drug coverage became available in 2006 to everyone with Medicare. You can get this coverage if you join a Medicare Prescription Drug Plan or join a Medicare Advantage Plan (like an HMO or PPO) that offers prescription drug coverage. All Medicare drug plans provide at least a standard level of coverage set by Medicare. Some plans may also offer more coverage for a higher monthly premium.
2. Hallmark Cards, Inc. has determined that the prescription drug coverage offered by Hallmark Cards, Inc. is, on average for all plan participants, expected to pay out as much as standard Medicare prescription drug coverage pays and is therefore considered Creditable Coverage. Because your existing coverage is Creditable Coverage, you can keep this coverage and not pay a higher premium (a penalty) if you later decide to join a Medicare drug plan.

when can you join a medicare drug plan?

You can join a Medicare drug plan when you first become eligible

for Medicare and each year from Oct. 15th to Dec. 7th. However, if you lose your current creditable prescription drug coverage through no fault of your own, you will also be eligible for a two (2) month Special Enrollment Period (SEP) to join a Medicare drug plan.

what happens to your current coverage if you decide to join a medicare drug plan?

If you decide to join a Medicare drug plan, your current Hallmark Cards, Inc. coverage will not be affected unless you notify Hallmark that you would like to drop your coverage for you and all covered dependents. If you do decide to join a Medicare drug plan and drop your current Hallmark Cards, Inc. coverage, be aware that you and your dependents will not be able to get this coverage back until annual open enrollment next year.

when will you pay a higher premium (penalty) to join a medicare drug plan?

You should also know that if you drop or lose your current coverage with Hallmark Cards, Inc. and don't join a Medicare drug plan within 63 continuous days after your current coverage ends, you may pay a higher premium (a penalty) to join a Medicare drug plan later. If you go 63 continuous days or longer without creditable prescription drug coverage, your monthly premium may go up by at least 1% of the Medicare base beneficiary premium per month for every month that you did not have that coverage. For example, if you go nineteen months without creditable coverage, your premium may consistently be at least 19% higher than the Medicare base beneficiary premium. You may have to pay this higher premium (a penalty) as long as you have Medicare prescription drug coverage. In addition, you may have to wait until the following October to join.

for more information about this notice or your current prescription drug coverage:

Contact Hallmark HR Service Center at **816-545-6200** or **1-888-545-6200**. NOTE: You'll get this notice each year. You will also get it before the next period you can join a Medicare drug plan and if this coverage through Hallmark Cards, Inc. changes. You also may request a copy of this notice at any time.

for more information about your options under medicare prescription drug coverage:

More detailed information about Medicare plans that offer prescription drug coverage is in the "Medicare & You" handbook. You'll get a copy of the handbook in the mail every year from Medicare. You may also be contacted directly by Medicare drug plans. For more information about Medicare prescription drug coverage, visit www.medicare.gov. Call your State Health Insurance Assistance Program (see the inside back cover of your copy of the "Medicare & You" handbook for their telephone number) for personalized help. Call **1-800-MEDICARE (1-800-633-4227)**. TTY users should call **1-877-486-2048**. If you have limited income and resources, extra help paying for Medicare prescription drug coverage is available. For information about this extra help, visit Social Security on the web at www.socialsecurity.gov or call them at **1-800-772-1213** (TTY 1-800-325-0778).

remember: keep this creditable coverage notice.

If you decide to join one of the Medicare drug plans, you may be required to provide a copy of this notice when you join to show whether or not you have maintained Creditable Coverage and, therefore, whether or not you are required to pay a higher premium (a penalty).

