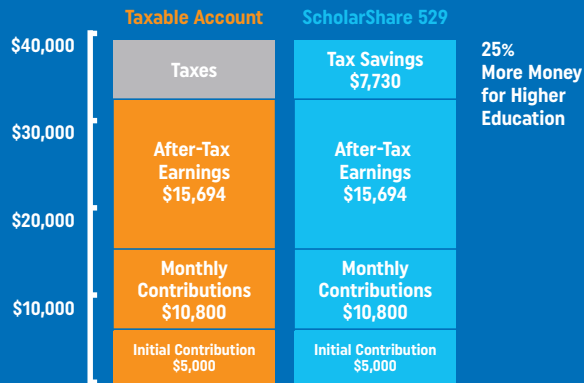


Let me show you the magic and wonder of 100% TAX-FREE GROWTH.

TAX-FREE GROWTH CAN MEAN UP TO 25% MORE FOR YOUR HIGHER EDUCATION EXPENSES.



This example assumes a \$5,000 initial deposit, \$50 per month subsequent deposit for 18 years and 7% annual ROI. Tax calculations assume the maximum federal tax capital gains tax rate of 20% and the maximum CA marginal tax rate of 13%.

At the end of the accumulation period, the taxable account would be worth \$31,494. The ScholarShare 529 account would be worth 25% more than that amount, or \$39,224.

This hypothetical example is for illustrative purposes only and does not reflect past performance or guarantee future performance of the ScholarShare 529 College Savings Plan or investment portfolios offered through the ScholarShare 529 College Savings Plan. These illustrative results also do not reflect any reduction for expenses.

IT'S A BEAUTIFUL DAY TO START SAVING FOR COLLEGE.

The sooner you start, the more your ScholarShare 529 College Savings Plan can grow and grow.

NEXT STEPS:

- Open your ScholarShare 529 account online at ScholarShare529.com.
- Establish ACP automatic contributions from your bank account or direct deposit contributions through your employer.

ScholarShare529 
800.544.5248 | ScholarShare529.com

TIAA To learn more about the California 529 College Savings Plan, its investment objectives, tax benefits, risks, and costs, please see the Disclosure Booklet at ScholarShare529.com. Read it carefully. Check with your home state to learn if it offers tax or other benefits such as financial aid, scholarship funds or protection from creditors for investing in its own 529 plan. Taxpayers should seek advice from an independent tax advisor based on their own particular circumstances. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. If the funds aren't used for qualified higher education expenses, a 10% penalty tax on earnings (as well as federal and state income taxes) may apply. Non-qualified withdrawals may also be subject to an additional 2.5% California tax on earnings. TIAA-CREF Individual & Institutional Services, LLC, Member FINRA and SIPC, distributor and underwriter for the California 529 College Savings Plan. 483259 A13096: 5/18

I'll put my SCHOLARSHARE 529 up against a piggy bank any day.



ScholarShare529 

Higher education gives your child

the chance to gain the experiences and skills for a bright future and a fulfilling life—and to make the most of their personal and professional potential. Paying for that education can be daunting but, fortunately, the ScholarShare 529 College Savings Plan can maximize your ability to save.

Watch your
**COLLEGE SAVINGS
GROW FASTER**
than my
baking soda
volcano.



WHAT IS A 529 PLAN?

A 529 is one of the best tax-advantaged ways to save for higher education. And ScholarShare 529 is a perfect 529 option due to a number of great benefits, including:

- 100% tax-free growth
- Accumulate up to 25% more money for higher education compared to saving in a taxable account
- Tax-free withdrawals for qualified higher education expenses, like tuition, food, books, computers, and more
- Eligible for use at most schools nationwide and many abroad—undergraduate and graduate programs, community colleges and trade schools
- Low minimum contribution of just \$25

Get
**25% MORE
MONEY**
for higher
education.

ScholarShare 529 Investment Portfolio options

When you open a ScholarShare 529 account, you have the option of investing in any one or a combination of ScholarShare 529's 19 different investment portfolios. Looking for the most growth potential possible? Want a more conservative option? Our portfolios offer a wide variety of investment strategies and degrees of risk to fit your needs. Refer to the Disclosure Booklet for detailed descriptions of each investment portfolio.

The ScholarShare 529 College Savings Plan offers a variety of professionally managed investment portfolios to fit your life situation, risk tolerance and college savings goals.

AGE-BASED PORTFOLIO OPTIONS

Age-Based investment portfolios seek to match the investment objective and level of risk to the investment time horizon by taking into account the beneficiary's current age and the number of years before the beneficiary turns 18 or is expected to start college. The risk level automatically shifts from aggressive to conservative as the beneficiary ages. This option may be good for people who want a simple, all-in-one option.

GUARANTEED PORTFOLIO OPTION

This investment portfolio seeks to preserve capital and provide a stable return. These options may be good for shorter timeframes to save and for individuals who have lower risk tolerance.

MULTI-FUND PORTFOLIO OPTIONS

These investment portfolios seek to provide investment portfolios for participants who prefer to select an investment portfolio for its specific asset allocation. Each multi-fund investment portfolio is allocated to multiple underlying funds and/or a funding agreement and has a different investment objective and investment strategy. The allocations in the multi-fund investment portfolios do not change automatically as the beneficiary ages as they do in the age-based investment portfolios.

SINGLE-FUND PORTFOLIO OPTIONS

These investment portfolios are each invested solely in either shares of a single underlying fund or a funding agreement. For those investment portfolios invested in an underlying fund, their performance is entirely reliant on the performance of that Underlying Fund and may be more volatile than the age-based investment portfolios or the multi-fund investment portfolios. You should be aware that participants do not own shares of the underlying funds directly. This option may be good for people who are interested in specific single funds such as equity index, money market or social fund options.

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