



Dear Hallmark Retiree,

As a Hallmark retiree (or spouse of a Hallmark retiree) who participates in the Hallmark Retiree Medical Plan, we are writing to inform you about an important update regarding your retiree medical benefits.

Over the past few years, we have observed a notable decline in enrollment of our Retiree Medical Plan, as well as a significant increase in monthly premiums. Due to both this decline and considering the availability of more cost-effective and suitable insurance options in the healthcare marketplace, the Retiree Medical Plan will terminate effective December 31, 2025. This means that after this date, Hallmark will no longer provide medical, prescription drug, dental, or vision coverage for retirees.

It also means that for the remainder of 2024 and through 2025 access to the program will still be available, giving eligible populations plenty of time to explore and identify alternatives.

#### **WHAT THIS MEANS FOR YOU**

You will be able to utilize the Hallmark Retiree Medical Plan for your medical, prescription drug, dental, and/or vision coverage until December 31, 2025; as of January 1, 2026, the plan will be discontinued. In the meantime, we're here to help. Additional information and guidance to assist you in this transition will be provided in the coming months, so please watch for future communication with important details regarding these changes.

*Hallmark will continue to evaluate benefits on a regular basis and may make changes at any time for various reasons including, but not limited to, changed circumstances, increased costs, and changes in the marketplace or to regulatory requirements. Accordingly, Hallmark reserves the right to further amend, modify, or terminate its benefit plans.*

*Complete details about all of Hallmark's benefits can be reviewed in the Summary Plan Descriptions (SPDs) and the insurance certificates available at [hallmarkretireebenefit.com](http://hallmarkretireebenefit.com). For printed copies, contact the HR Service Center at 816-545-6200 or 1-888-545-6200 or email [hr\\_support@hallmark.com](mailto:hr_support@hallmark.com). Representatives are available weekdays, 7:30am to 5:00 pm (CST).*