



INNOVATE WITH PURPOSE

2024 LIMRA ANNUAL CONFERENCE

Innovating Employee Benefits for Sustainable Growth: An Integrated Approach





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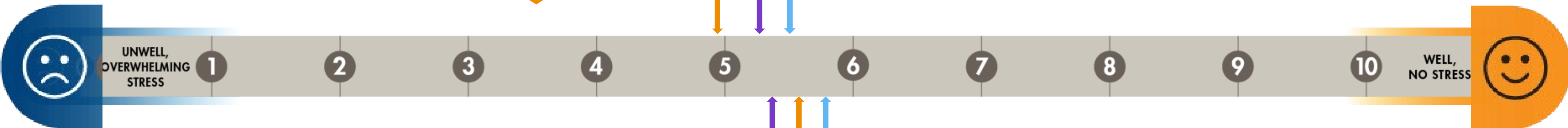
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LIMRA and LOMA

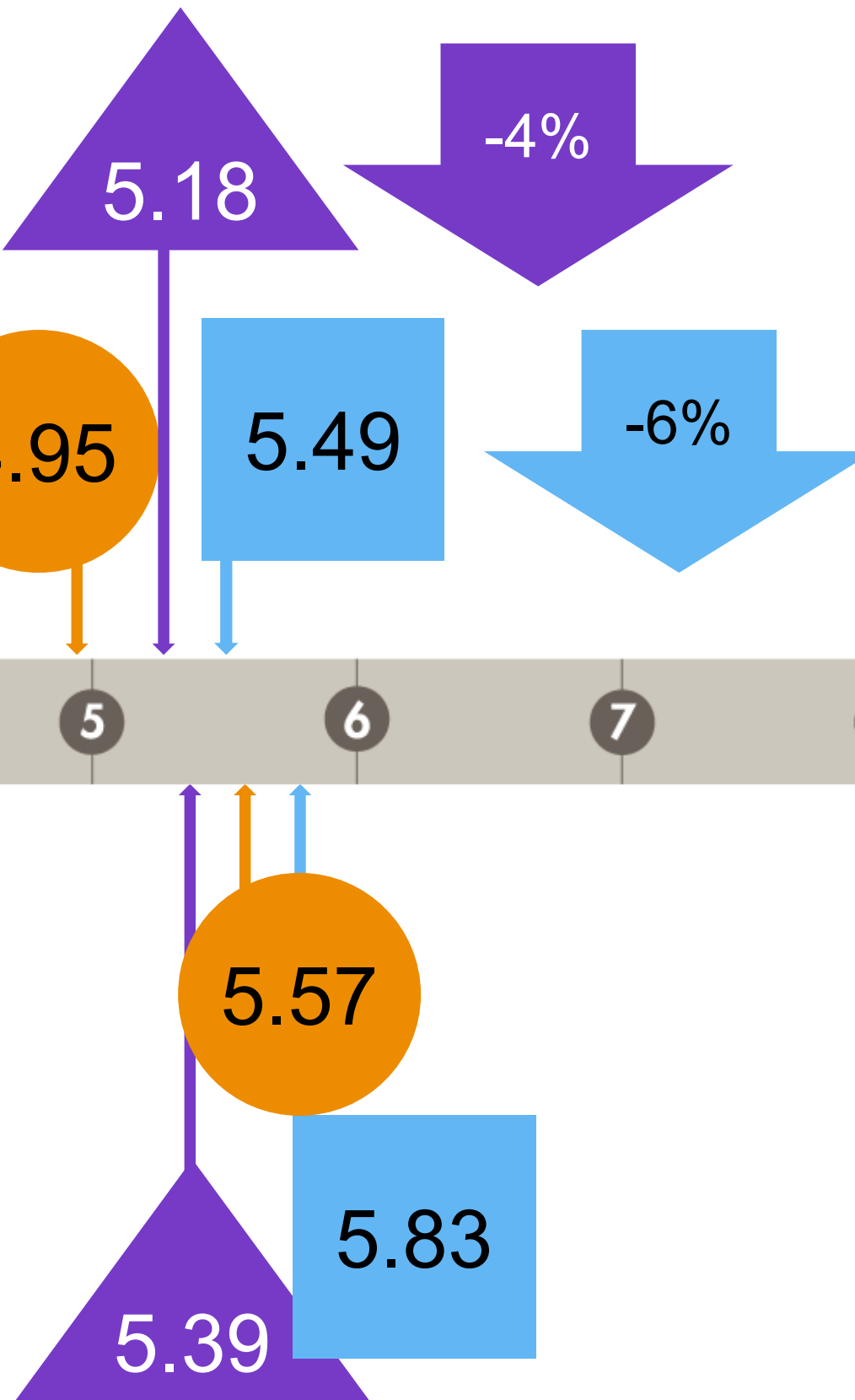
“Wellness” Is Decreasing; “Stress” Is Increasing

● Financial ▲ Emotional ■ Physical

2024



2022



LIMRA Financial Wellness Index®, 2024, based on sample of 2,744 full- and part-time workers, age 18-75. Will be published in October, 2024. © LL Global, Inc.

Workers Believe Employers Should Help...

Employers should offer programs to help employees address/reduce (TYPE OF) stress...

○
△ Change, 2022 - 2024
□

Agree

5

68%
Agree/Strongly agree

68%
Agree/Strongly agree

69%
Agree/Strongly agree

4

3.84

3.82

3.86

3

↑5%

↑4%

↑5%

2

Disagree

1

Financial

Emotional

Physical/Health

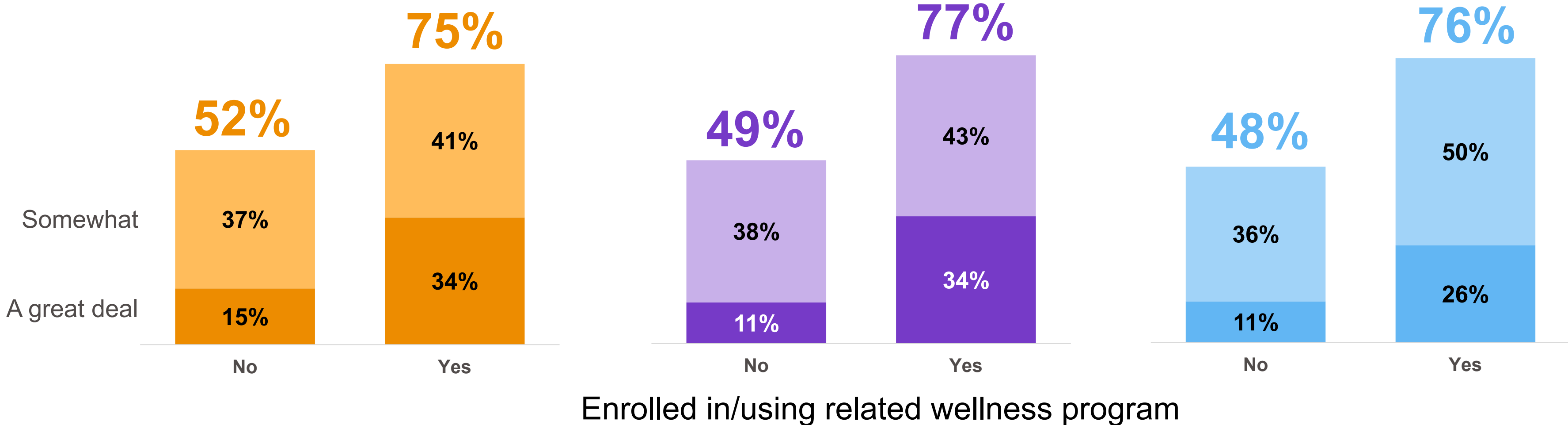
Wellness Programs Increase Efficacy of Benefits

To what degree has using the benefits offered by your employer reduced your:

Financial Stress

Emotional Stress

Physical/Health-Related Stress

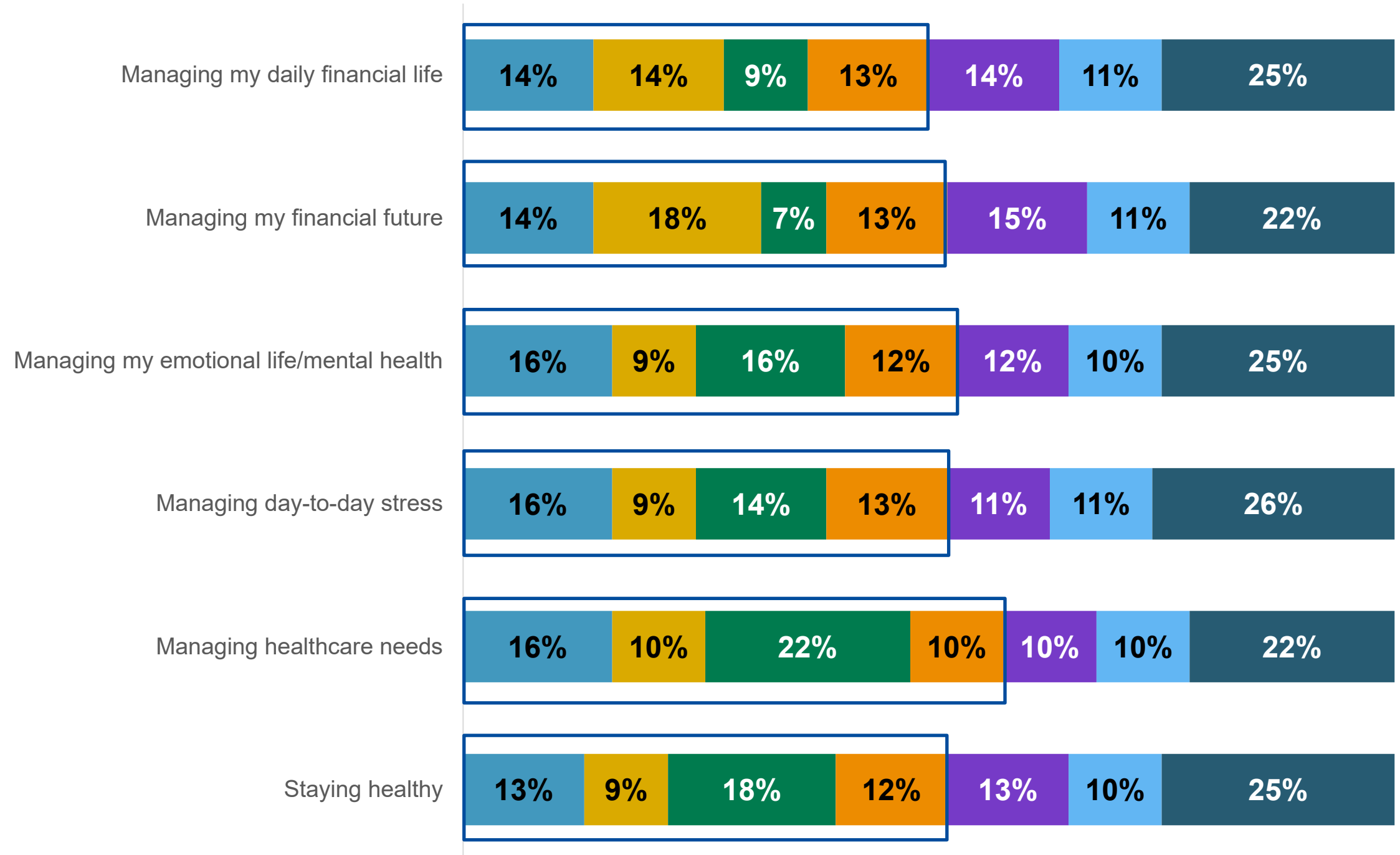


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Clear Role for Benefits Providers... Preferred Education Source

- My employer
- Employer Retirement Plan Company
- Employer Health Plan Company
- Another Employer-endorsed Source
- Personal expert I hire
- ANY expert
- Don't need this



**Employer/Employer Endorsed Source
(i.e., benefits provider)**

51%

52%

53%

52%

58%

52%

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Symbiosis

One partner for
all your benefits

The perfect
combination
for a complete,
streamlined
group experience.



Symbiosis: Distinctive Advantages



Elite service



Streamlined administration



Effective tools



Financial benefits

Joint Client: 3 Situations

1

New client

We are asked to quote on both GI and GSR
(with a gap of several months, but in the same year)

2

Already a GSR client

We are asked to quote on GI

3

Already a GI client

We are asked to quote on GSR



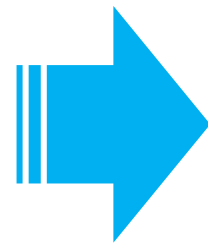
Why Symbiosis?



A Market Need!



**More organizations
want to combine
their group benefits**



Close to a
quarter of
proposals
YTD in 2024
are joint
quotes

“

36% of the group retirement-focused intermediaries expect the usage of the same insurer for Group Benefits and Retirement to increase in the next 12 months.

*2023 NMG Canadian Group
Retirement Study*

”

Value Searked By Clients

For Bundling Services



**Simplified experience
for plan members**



**Increased financial education
and better engagement**



Financial benefit



Consistent communications



**More synergy between GI and
GSR for simplified administration**



CONSIDERATIONS

Group insurance weighs more heavily
in the decision

Not always the same advisor on both sides

Keep the program simple

Transversal project



SUCCESSSES

More internal synergies (processes)

Additional value for our clients

Structured offer

Great market reception



Q&A



WELLNESS



ORGANIZATIONAL BUY-IN





ONLINE EXPERIENCE

SINGLE POINT OF CONTACT





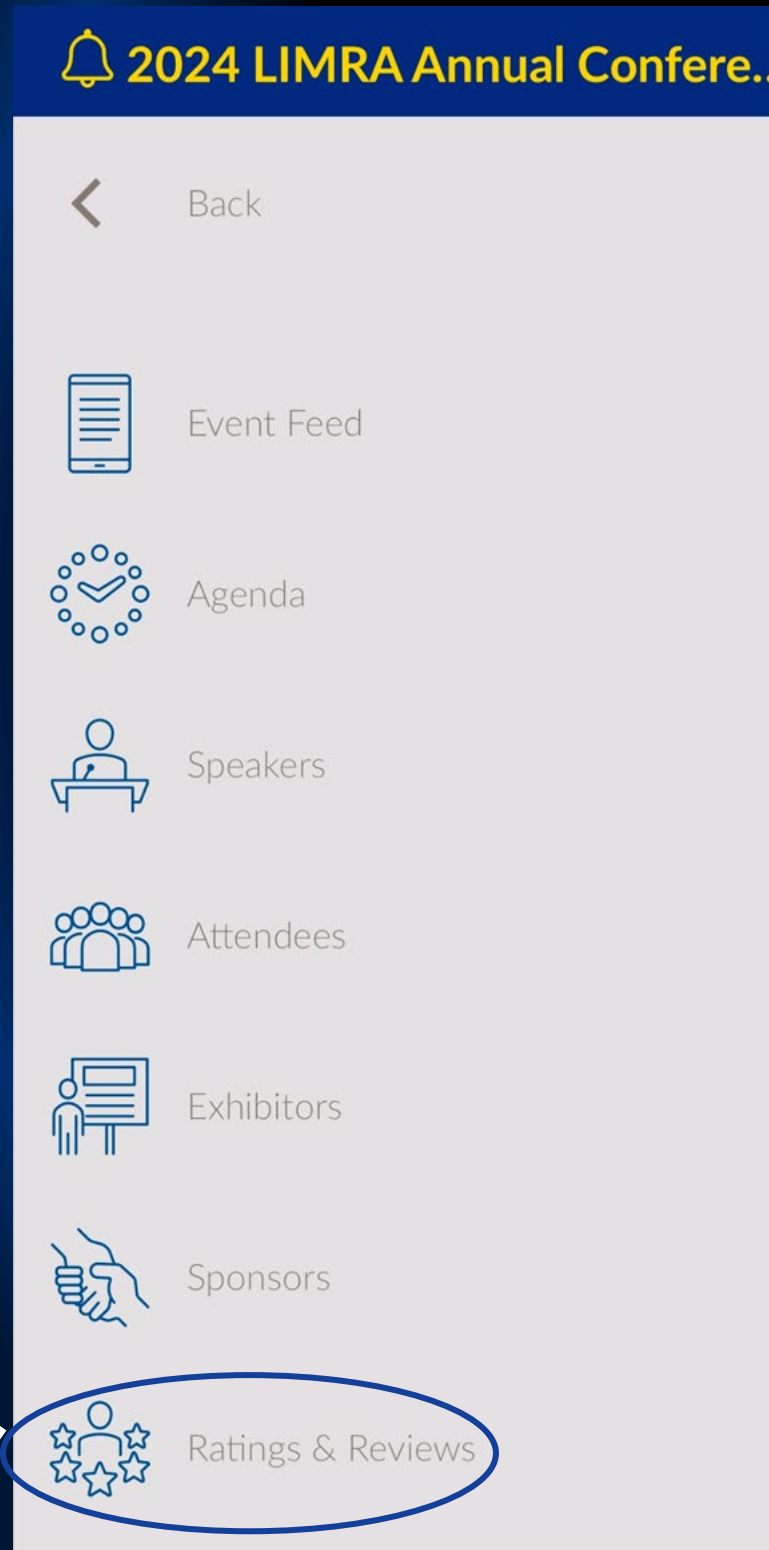
SUSTAINABLE GROWTH

FUTURE EVOLUTION

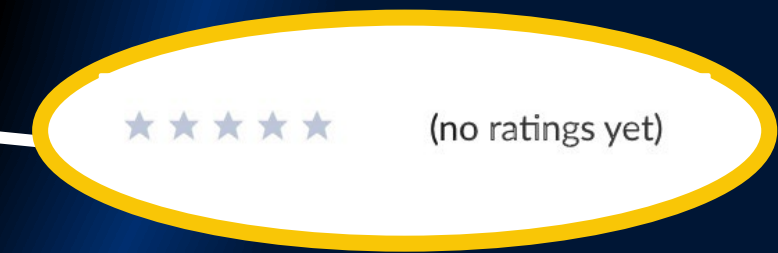
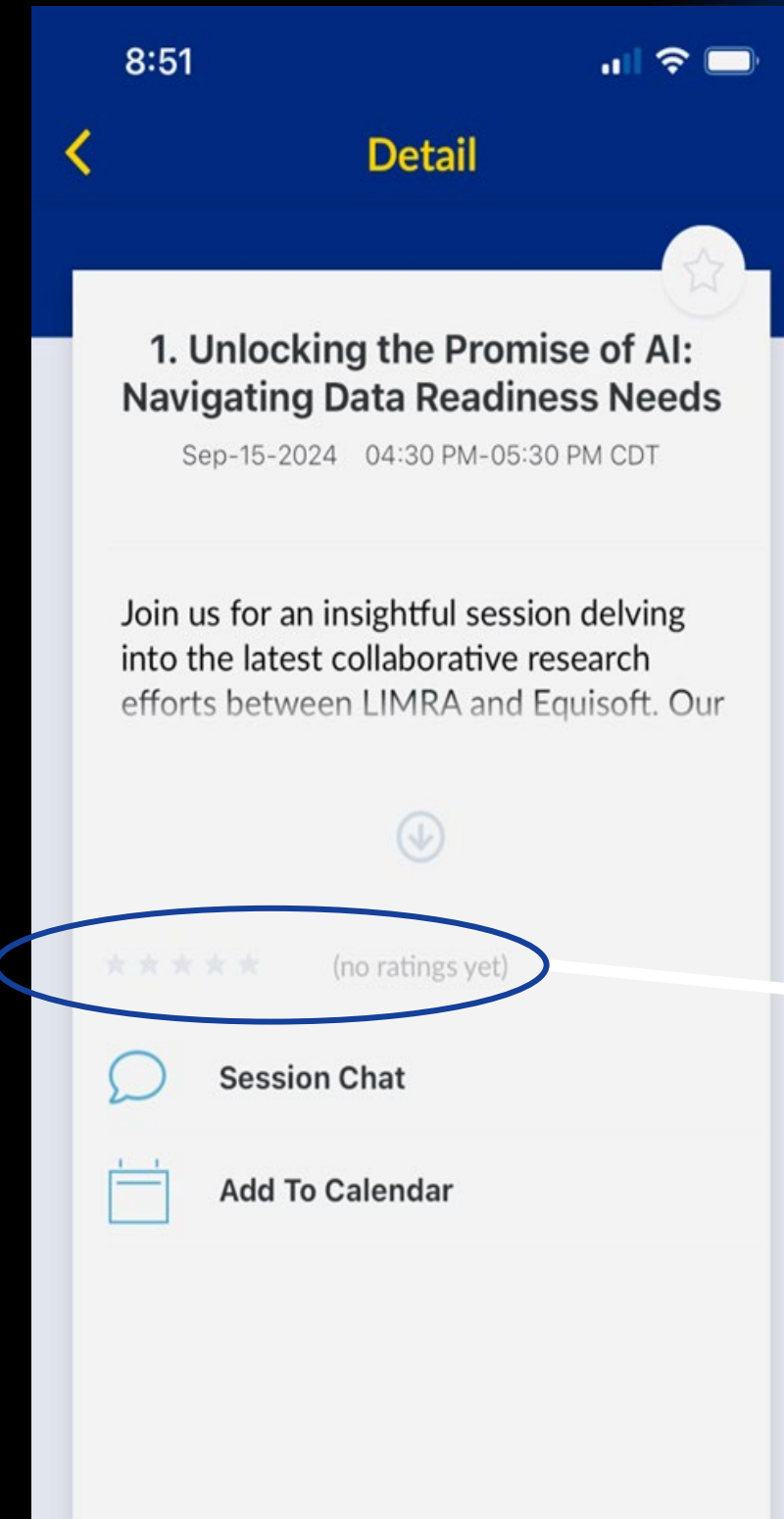


Please Provide Your Feedback on the Conference App

OPTION 1



OPTION 2



Thank You

