



M Financial Group™
Member Firm



PRINCIPLES FOR M PROPRIETARY PRODUCT

M Financial Group was founded on the principle that “off-the-shelf” products often do not meet the needs of ultra-affluent and corporate clients. Since 1978, M Financial has worked closely with leading insurance carriers and investment firms to develop innovative products with unique features and flexible options that complement the needs and objectives of Member Firm clients.

Through the vision and leadership of our Product Development Group, we have established principles that guide our approach to developing propriety products. In a world where so much is beyond anyone’s control (interest rates, market volatility, economic challenges), we believe it is important to take hold of what we can control—our principles—and leave no doubt in the minds of those who place their trust in us that when you purchase an M proprietary product, this is what you can expect:

- **Exclusive access**—M proprietary products are available only to clients of M Member Firms.
- **Pricing that reflects M experience**—the superior experience of Member Firm clients (mortality, persistency, lower expenses) warrants better pricing.
- **Active in-force management**—perhaps the most differentiating characteristic, pricing enhancements are applied to in-force business as well as new buyers. For a product to have the M proprietary brand, existing M proprietary product policyholders must be treated at least as well as future policyholders. Reinsuring Member Firm business through M Financial Re allows us to monitor and enforce this principle and have a seat at the table with Carriers as they manage in-force business. We believe in the quality of the business we place, we put our own money behind it, and we remain uniquely positioned as the only independent distribution system to reinsure and manage the products sold by its Firms.
- **Top-tier competitive positioning**—M proprietary products are consistently competitive at the highest levels across a wide array of scenarios.
- **Significant differential over retail**—our belief that sustainable performance matters—beyond the initial illustration—is demonstrated in the design of M proprietary products.

M Financial’s discipline in adhering to these principles is more critical than ever. While there are instances where we must adapt to our environment, we remain steadfast in advocating for full recognition of our clients’ differentiated advantages.

Therefore, products without all of these characteristics will not be branded M proprietary. Lowering our standards to accept something less and call it proprietary does a disservice to our clients and hurts the brand we have worked so diligently to cultivate and protect.