

GWE Newsletter

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WE NEVER GET TIRED OF TALKING ABOUT M

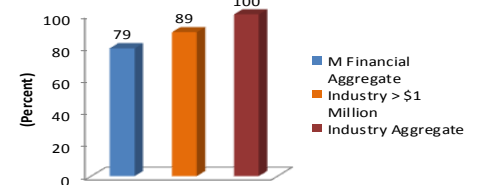
M Financial was founded on the principle that “off-the-shelf” products simply do not meet the needs of the ultra-affluent and corporate clients. There are a number of factors which provide a solid foundation for M Financial’s success in the proprietary product arena. These include:

- ◆ Member Firms maintain a strong relationship with clients and M Financial has deep relationships with a select group of carriers. These relationships facilitate an effective product development process and long-term superior product performance.
- ◆ M Financial has a highly credible mortality and persistency experience database of over 30 years focused exclusively on the high-net worth market. This superior experience is passed on to Member Firm clients through lower product charges.
- ◆ M Financial’s commitment to Inforce management, the ongoing monitoring of experience, and passing improved experience margins to Member Firm’s clients through reduced product charges, is unparalleled in the industry.

M Member Firms have access to a diverse selection of more than 20 proprietary life and disability income product offerings from six carriers. M Financial’s Inforce block of proprietary products represents more than \$34 billion in policy cash value.

The following charts on the right further explain the M Advantage.

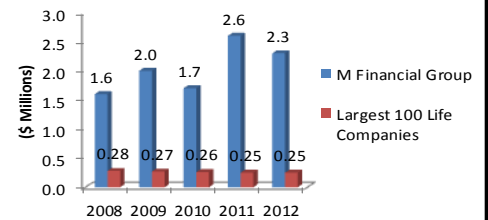
Mortality Experience Percent



Source: Society of Actuaries Individual Life Experience Report (2010) and M Financial Group

M mortality experience, actual death claims, is 11% less than the industry high net worth segment (face amounts greater than \$1 million), which lowers cost of insurance charges for M proprietary life products.

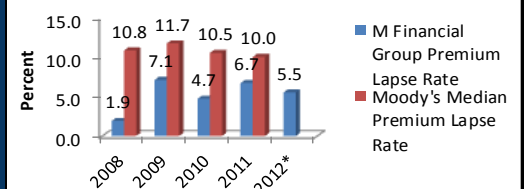
Average Policy Size



Source: A.M. Best Company Best’s Statement File (2013) and M Financial Group

M average face amount is nearly seven times that of the industry, providing economies of scale which lower policy charges for M proprietary life products.

Lapse Rates



Source: Moody’s Statistical Handbook for Life & Health (2012) and M Financial Group
*2012 Industry data for Premium Lapse Rate is not yet available

Over the past five years, and in the wake of the financial crisis, M Financial’s lapse experience—policies that lapse or surrender—has averaged nearly 60% lower than the industry. This provides a longer time horizon for Partner Carriers to recoup initial expenses, which drives lower ongoing policy charges for M proprietary life products.



CONGRATULATIONS Marissa Manzo for passing your Series 7!



WELCOME TO GWE, JILL!
Jill Trone joined GWE in April 2014 as Controller. She is responsible for all finance and accounting activities.

GWE’S VOLUNTEER DAY



On May 22, the entire staff at GWE went to DC Central Kitchen in the morning to help prep food for meals they feed to the homeless. We chopped, peeled, diced, and sliced enough food to make 5,000 meals.

GWE STAFF APPRECIATION



On June 12, the entire staff went to DC to play tourist for a day with the help of Tiber Creek Tours. We visited the White House and a few memorials before we grabbed lunch at Old Ebbitt Grill. We finished the day by talking a tour of the US Capitol.

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