

Introducing



Simplicity's Digital Life Platform Provides an Efficient Way for Advisors to Sell IUL and Term Policies That Protect Their Clients



**Consumer-Friendly
Digital Platform**



**Streamlined Client
Communications**



**38%* Lift in Client
Conversion**



**Access to Market-
Leading Products**

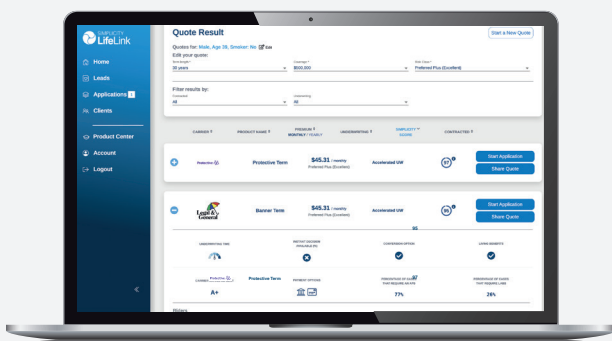


**Proprietary Product
Scoring System**



Efficient Sales Process

Efficient End-to-End Process Quote, Compare, and Submit in Minutes



Simplicity LifeLink™ allows advisors to run and compare quotes from a number of different providers in minutes. The robust Product Center provides research that helps agents confidently recommend solutions with the backing of our Simplicity Score, and our intuitive online portal captures all phases of the sales process in one easy-to-access location.

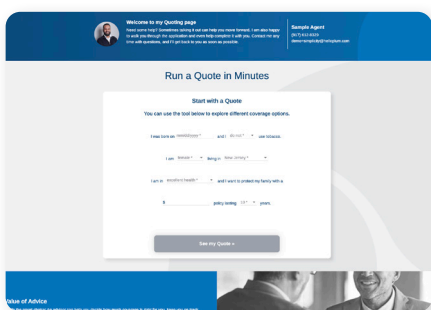
*Source: Plum Life Study 2023

Simplicity LifeLink™ Transforms The Way Life Insurance Is Sold, From Quoting to Application to Issue

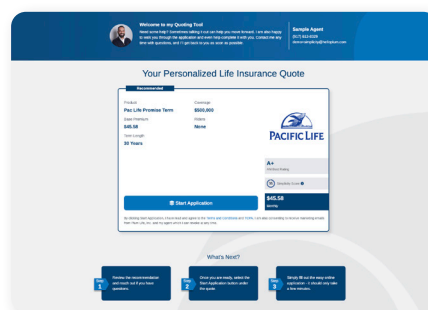


- ✓ Save time and effort in placing Term and IUL cases
- ✓ Impress clients with the ease and convenience of working in today's digital world
- ✓ Research and get product details all in one convenient spot

Create Personalized Digital Experiences That Meet Clients Where They Are



Get your own dedicated client quoting page



Share personalized quotes with your clients

Simplicity LifeLink™ Supports

- ✓ Independent Agents and Advisors
- ✓ Financial Institutions
- ✓ Health Insurance Agencies
- ✓ Auto & Home Insurance Agencies
- ✓ Community Banks and Credit Unions
- ✓ BGAs & IMOS
- ✓ Insurance Call Centers

