



Simplicity's Digital Life Platform Provides an Efficient Way for Agents to Sell Life Insurance Products and Protect Clients



Consumer-Friendly Digital Platform



Streamlined Client Communications



38%* Lift in Client Conversion



Access to Market-Leading Products

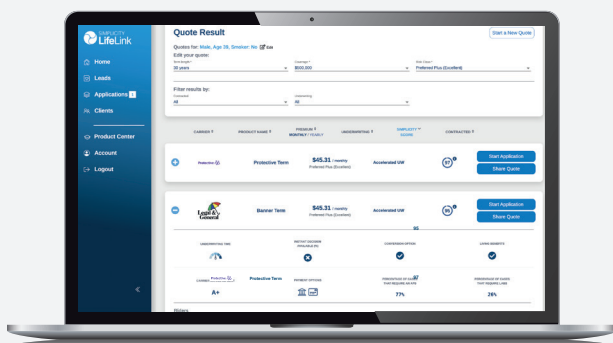


Proprietary Product Scoring System



Efficient Sales Process

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



Simplicity LifeLink™ allows agents 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. Additionally, agents can access MYGA products to start cross-selling.

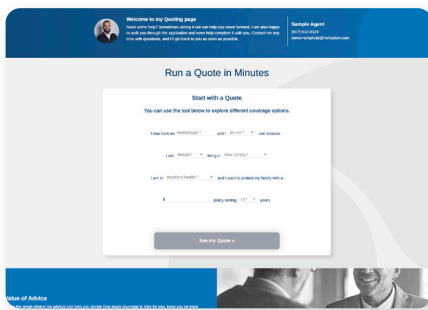
*Source: Plum Life Study 2023

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

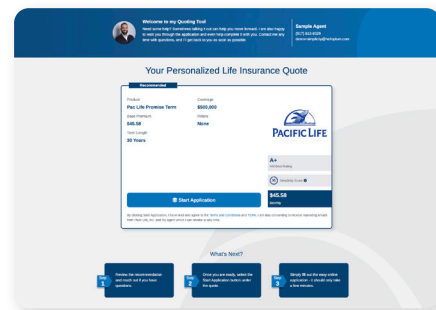


- ✓ Save time and effort in placing business
- ✓ Impress clients with the ease and convenience of working in today's digital world
- ✓ Research and get product details all in one convenient spot

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



Contact Your Simplicity Office to Get Started
or Visit lifelink.simplicitygroup.com

