



JONES LOWRY

OVERVIEW

1. BUSINESS MODEL

Jones Lowry is a 30-year-old, independently-owned life insurance planning firm specializing in the design, implementation and servicing of large-block life insurance portfolios for business owners, corporate executives, private investors and dynastic families as a tax-efficient means for transferring and preserving multi-generational wealth.

Our business model is set up to service clients and trusts with sophisticated planning needs and high net worths. Due to the complex nature of our clients' planning needs, we work closely with clients' legal, accounting and investment advisors during each step of the planning process.

2. SERVING THE NEEDS OF HIGH NET WORTH CLIENTS

As a Member Firm and Owner of M Financial Group, one of the nation's premier insurance buying cooperatives, Jones Lowry has preferred access to the highest-rated insurance companies in the marketplace, and *exclusive* access to insurance products that are specially designed for high net worth clients.

The reason it's important to consider these specially-designed products is because they are favorably priced based on behavioral patterns of the affluent. For example, wealthy people live longer than the average American. As a result, mortality charges for that segment are lower. These clients tend to keep their policies longer, and, as a result, are more profitable for the insurance companies. Also, affluent clients purchase policies that are 12 to 15 times the industry average. Companies such as Pacific Life, Nationwide, Prudential, TIAA-CREF, and others create products specially designed for this marketplace and distribute those policies through M Financial Group.

3. POLICY MANAGEMENT FOR THIS GENERATION AND THE NEXT

In our experience, ongoing policy service is the most critical factor in an insurance plan's long term success, which can extend into future generations. Shifts in the economy and the life insurance industry can affect a policy's performance over the years, creating a gap between the policyholder's expectations of policy benefits and the actual results. Additionally, the policyholder's needs and objectives can change after the policy is initially designed.

To ensure our clients' expectations and financial needs are always being met, we use state-of-the-art technology, a rigorous review process, and a dedicated team of experts to provide ongoing monitoring and management of our clients' in-force life insurance policies.

To augment our internal team of analysts, we are supported by M Financial's professional staff of more than 200 actuaries, accountants and product experts. These experts are dedicated to serving M's 125 Member Firms who collectively have more than \$123 billion of face value in force and manage client assets of over \$34 billion.