

The Silver Guard® Simplified Issue – Senior Life Using INSpeed® with LIVE Underwriting Call Center Process

The Baltimore Life Companies

- Insuring America since 1882
- Over \$1 Billion in assets
- Manufacture and distribute Life and Annuity products in 49 states and D.C.
- Niche Middle Market Customers
- Mutual Insurance Holding Co.
- Retain Independent Nature of Company
- "High Touch" Agent Services
 - Personalized service from Agent Services: (877) 533-2468
 - Robust agent website
 - On-demand and webinar training
- More information on Baltimore Life at: baltlife.com

The Final Expense Market "The Graying of America"



Current Senior Market

- 44.7 million Americans age 65 and older
- 6 million Americans age 85 and older
- 67,347 Americans age 100 and older

Growth Projections

- The 65+ population is projected to reach 98 million in 2060
- The 85+ population is projected to reach 14.6 million in 2040



The Exploding Senior Market The Baltimore Life What do we know?

- Many seniors have limited assets and little or no permanent life insurance - 59% of seniors age 65+ do not own individual life insurance, and 42% do not own individual or group coverage
- Many have consumer and credit card debt
- Many are taking out mortgages / home equity loans
- Many are concerned about the escalating cost of funerals
- Many are raising grandchildren 6,200,000 grandparents live in a home with their grandchildren, and 2,500,000 of these grandparents are the primary caregivers to their grandchildren

Additional Expenses Left Behind For Their Family



- Drug bills
- Nursing home or home health care expenses
- Utility bills
- Probate cost and other legal expenses
- Reduction in Social Security income or pension income for your spouse





Simplified Issue-Senior Life

Featuring:

- Silver Guard® I Level Death Benefit
- Silver Guard[®] II Graded Death Benefit (Tables 5-8)
- Silver Guard[®] III Graded Death Benefit (Tables 9-12)

Silver Guard® I (Level Death Benefit)



- Whole Life policy Non-participating
- Full and immediate death benefit Day 1
- Guaranteed premiums & death benefits (Standard – Table 4)
- Issue ages 50 80/age last birthday
- Face amounts: \$2,500 minimum and \$20 per month
 - \$25,000 maximum ages 50 75
 - \$15,000 maximum ages 76 80

Silver Guard[®] I (Level Death Benefit)



- Life Pay and 10 Pay options
- Accidental Death Benefit option available for life pay option only, where available
- Simplified Underwriting
 - NO exams, NO blood or HOS, NO APS
 - MIB & RxCheck
 - Applicant must truthfully answer "NO" to all health questions in Part I and II of the application, and be within the Silver Guard[®] I build limits to be eligible for Silver Guard[®]I

Silver Guard[®] II (Graded Benefit Life-Tables 5-8)

- Whole Life policy Non-participating
- Graded Death Benefit
 - 25% in first policy year
 - 50% in second policy year
 - 100% thereafter
 - Full death benefit in the event of an accident starting at issue
- Guaranteed level premiums (Tables 5-8)
- Issue ages 50 80/age last birthday
- Face amounts: \$2,500 minimum
 - \$15,000 maximum

Silver Guard® II (Graded Benefit Life-Tables 5-8)

- Life Pay option only
- Simplified Underwriting
 - NO exams, NO blood or HOS, NO APS
 - MIB & RxCheck
 - Applicant must truthfully answer "NO" to all health questions in Part I, with no more than one (1) "YES" in Part II of the application, and be within the Silver Guard[®] I build limits to be eligible for Silver Guard[®] II

Silver Guard® II (Graded Benefit Life-Tables 5-8)

- Underwriting eligibility when applicant exceeds Silver Guard[®] I weight limits:
 - If weight is within Silver Guard® II & III limits, applicant must truthfully answer NO to all questions in Part 1 and 2 of the application, to be eligible for Silver Guard® II
 - See the underwriting section of the Silver Guard®
 Agent Guide for more details, including the Silver
 Guard® Rx List

Silver Guard® III (Graded Benefit Life-Tables 9-12)

- Whole Life policy Non-participating
- Graded Death Benefit
 - 25% in first policy year
 - 50% in second policy year
 - 100% thereafter
 - Full death benefit in the event of an accident starting at issue
- Guaranteed level premiums (Tables 9-12)
- Issue ages 50 80/age last birthday

Silver Guard® III (Graded Benefit Life-Tables 9-12)

- Face amounts: \$2,500 minimum
 - \$10,000 maximum
- Life Pay option
- Simplified Underwriting/Jet Issue
 - NO exams, NO blood or HOS, NO APS
 - MIB & RxCheck
 - Applicant must truthfully answer "NO" to all health questions in Part I, with no more than two (2) "YES" in Part II of the application, and within the SG I build limits, to be eligible for Silver Guard® III

Silver Guard® III (Graded Benefit Life-Tables 9-12)

- Underwriting eligibility when applicant exceeds Silver Guard® I weight limits:
 - If weight is within Silver Guard® II & III limits, the applicant must truthfully be able to answer NO to all questions in Part 1 and no more than one (1)YES response in Part 2 of the application, to be eligible for Silver Guard® III.
 - See the underwriting section of the Silver Guard[®]
 Agent Guide for more details, including the Silver Guard Rx List

Common Features and Benefits: Silver Guard® I, II & III

- Gender Based Non-Tobacco/Tobacco Rates
- Full Commission on \$60 Policy Fee
- Same level contracted first year commission for all three products
- Premium Modes:
 - INSpeed® premium modes; EFT; monthly, semiannual, annual
 - Paper app premium modes; monthly bank draft, quarterly, semi-annual and annual
- \$1,000 cash draft feature



Underwriting

- Use application form 7430-0508 (or state specific variation)
- Reference the underwriting section of the Silver Guard[®] Agent Guide
 - Underwriting guidelines
 - Application rules
 - Build tables/height & weight limits
- Call Agent Services at (877) 533-2468 with any questions



Sales and Marketing Support

- Agent Guide, Form 8420
- Client Brochure, Form 7809
- MobileLink: mobile.baltlife.com
- Mailer, and Pre-Approach Letter
- One Page Flyers
- Phone Scripts & Answering Common Objections
- Memorial Planning Guide
- Secure Solutions Presenter Software
- Application and Forms Package
- Go to agent website and the "Simplified Issue-Senior Life Marketing Toolkit"

Final Expense Made Simple



INSpeed® with LIVE Underwriting allows you to secure client approvals at the point-of-sale with One call and no paperwork!

Forget the old-fashion way of completing paper applications for final expense sales!

INSpeed® offers:

- Silver Guard application competed over the phone
- Rapid commission payments
- Underwrite case immediately
- Speed to Decision
- Policy mailed within 48 hours
- No paperwork!
- Voice Signatures!

INSpeed® with LIVE Underwriting Process



Agent and client work with a call center agent to complete the application in 20 minutes on average

- Prepare by using the application and forms package
 - Instructions to complete app using INSpeed including call center phone number and hours of operation
 - Application (Form 7430 or state specific version)
 - Notification and Disclosure Statement (form 7640 or state specific version):
 Provide or read to the client prior to the call
 - If a replacement is involved as define by state, NAIC Replacement
 Disclosure (Form 7296) will be completed via INSpeed. Agent must provide
 or read disclosure statements to the client before calling call center
 - If there is a replacement in the states of PA, FL, or AR, a paper copy of the appropriate state replacement for must be completed and faxed to new business
 - For all PA apps, a paper copy of Form 1589 must be completed and presented to the client prior to the call; a paper copy of Form 7060 must be completed on all ME apps

INSpeed® with LIVE Underwriting Process



- Additional Advantages:
- No Illustration is required for Silver Guard (Simplified Issue)
- No incomplete applications
- Call is recorded with a voice recognition signature(s)
- Live underwriting decision on over 90% of applications
 - All applications on applicant with inforce Baltimore Life simplified issue policy will be referred to underwriting



INSpeed Process



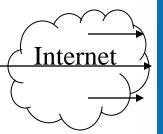




Call Center – (888) 368-9678



Face to Face Sales



INSpeed®

e-Application & e-Underwriter **Voice Signature** Capture/Call Recorded

MIB Database & **RxCheck** (Tele-Interviewer Re-ask questions as needed)



Policy Administration **Agent Validation Policy number Existing Policy Search**

POS Decision or Refer to Home Office for Review

Print Application & Policy Pages Mail policy to agent or client for delivery



Call Center Details

- INSpeed® with LIVE Underwriting Call Center: (888) 368-9678
 - Monday Thursday Hours: 9:00 AM 10:30 PM Eastern Times
 - Friday Hours: 9:00 AM 6:00 PM Eastern Times
- Complete sales process and medical pre-qualification in advance of calling the call center
- Agent will be asked for their full agent ID#
- Agent will need to provide the call center rep with face amount, DOB, gender, mode of premium, method of initial premium payment, client data, beneficiary info, payor/owner data (if applicable) and agent statement Information on 1st page of application
- The call center representative will ask the client the questions in Part 1-3, Replacement section, APL and bank information
- Make sure the client has ready payment information for their checking account

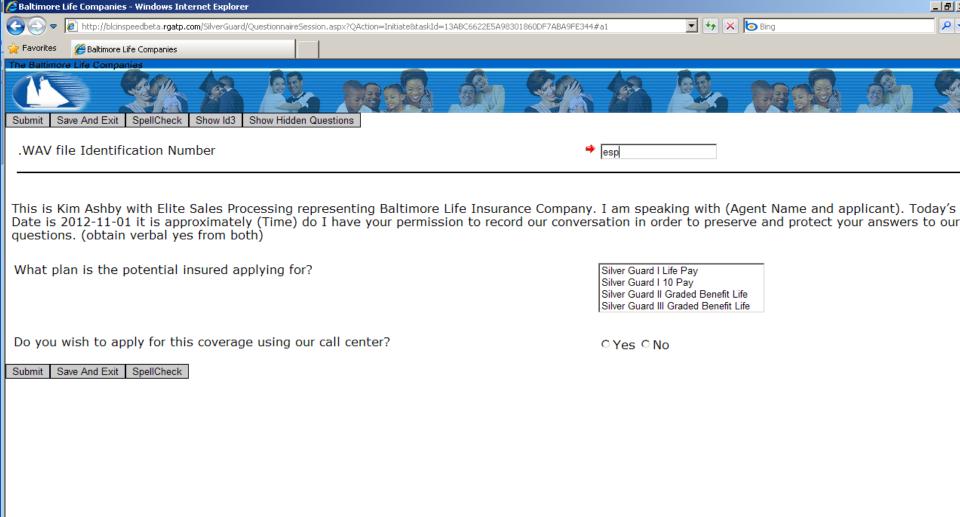


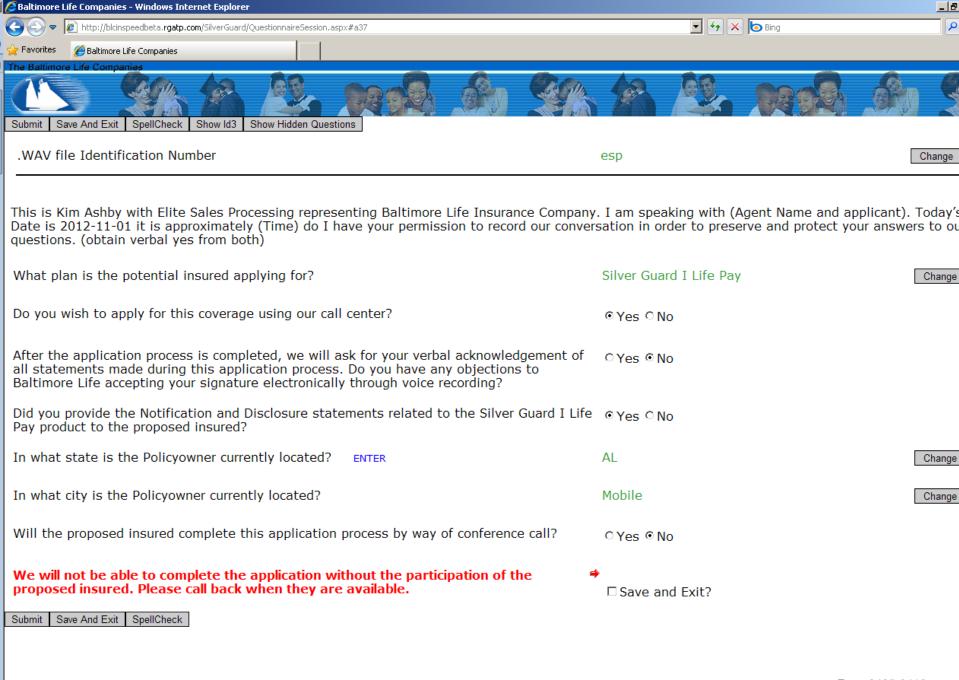
Call Center Details

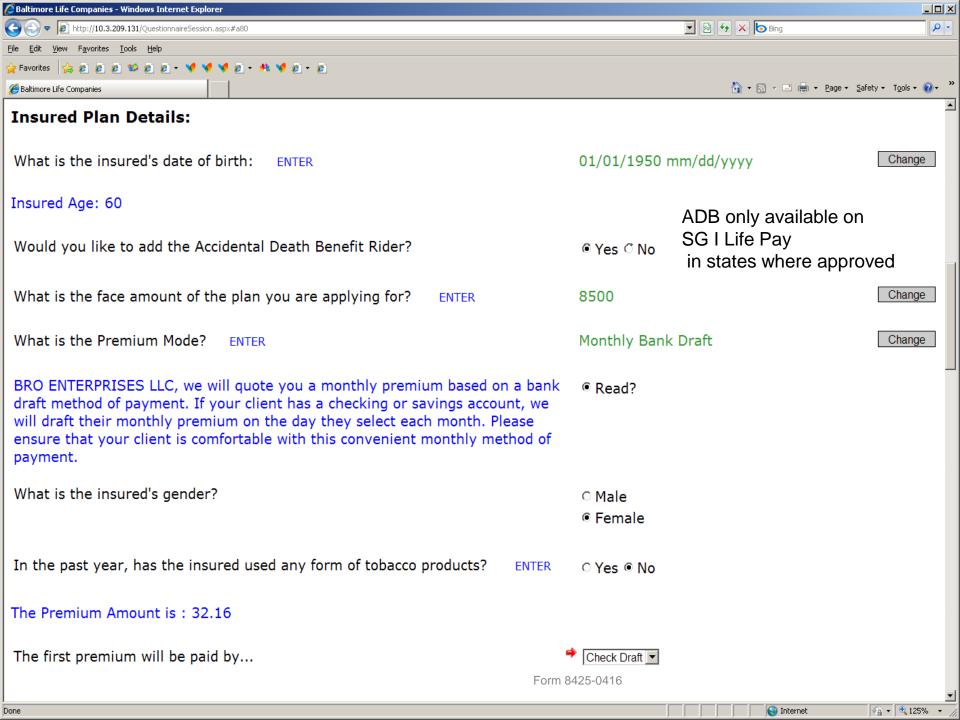
- NO coaching of the applicant during the enrollment process should occur by the agent, the applicants friends or family members
- Do not use a speaker phone during the interview process
- No pivot to other Silver Guard® products at POS at this time
- If there is an owner or payor other than the insured, they will be required to participate on the call for signature

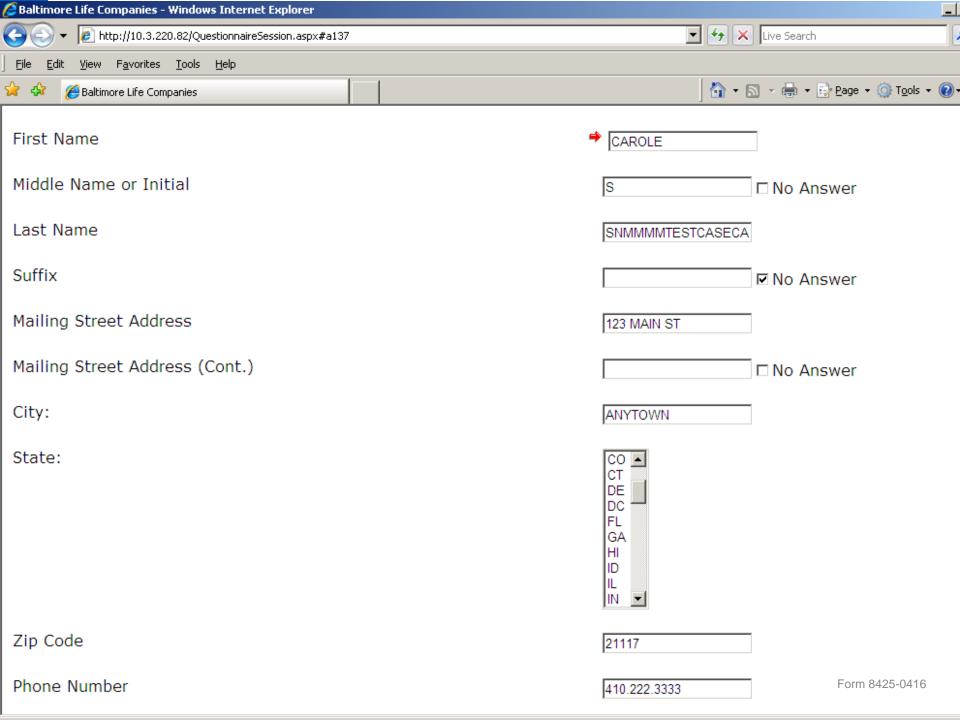


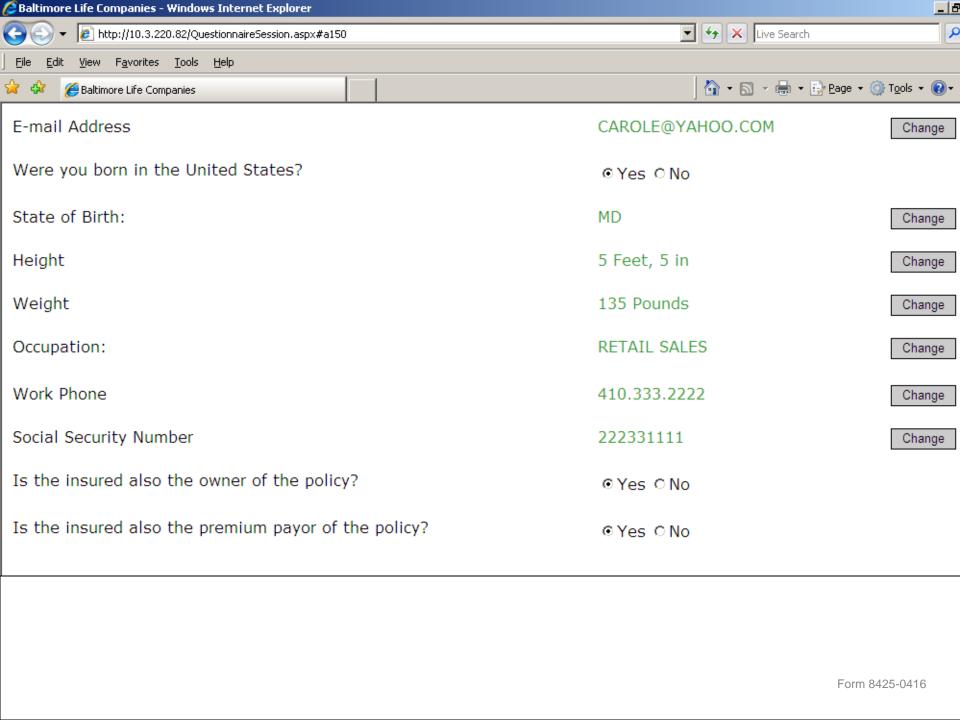
INSpeed® Enrollment Interview

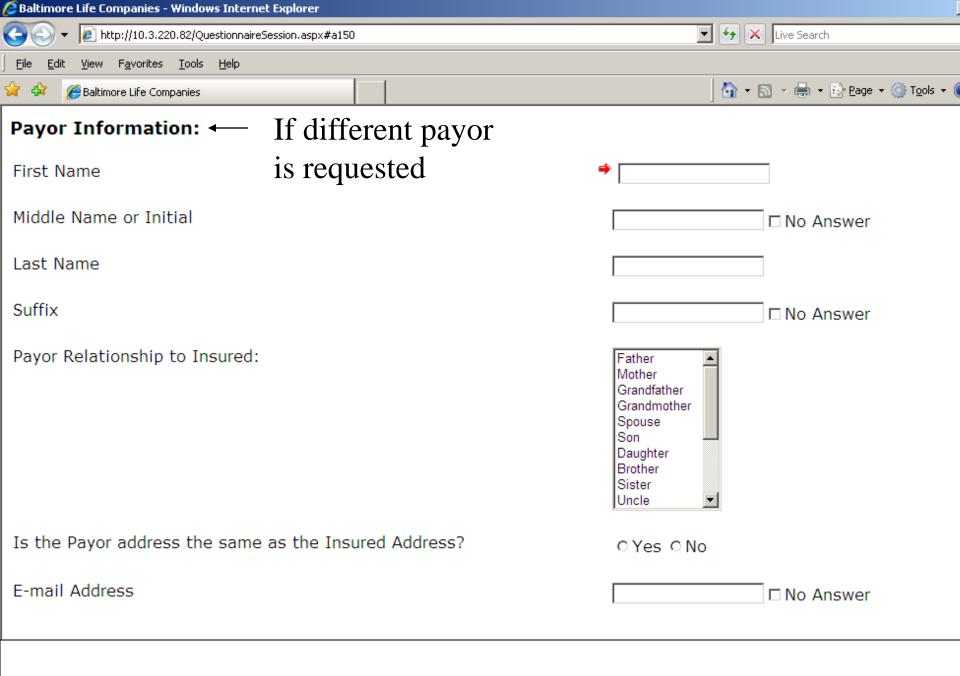








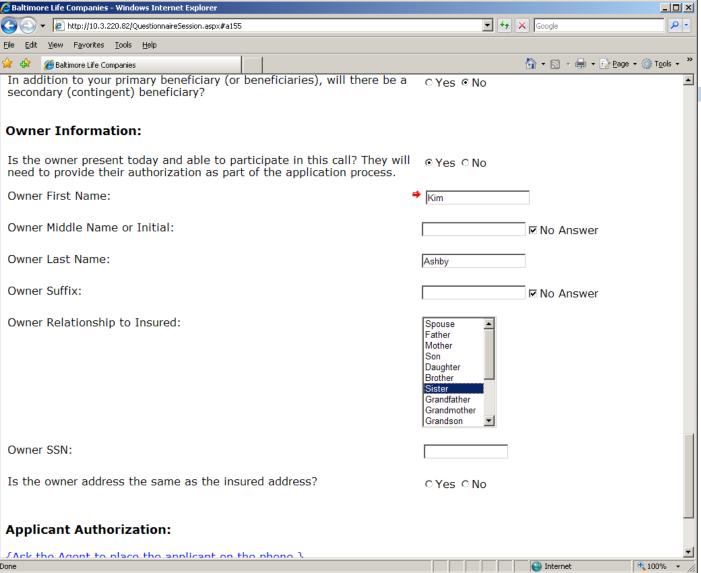


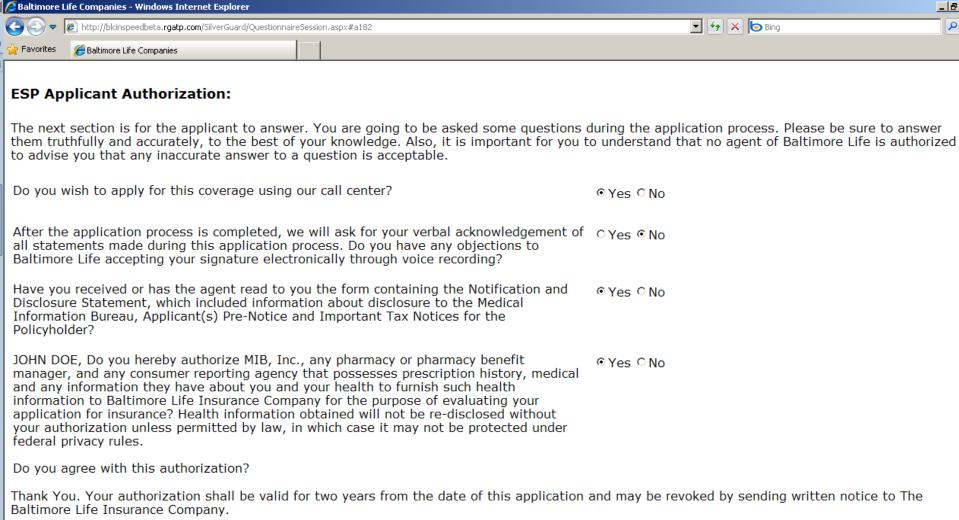












Do you authorize Elite Sales Processing, Inc. to release and discuss your prescription drug

data base information and medical history with you in the presence of the agent? ENTER

Thank you. Let's proceed. On the policy you have applied for you can add the Automatic Premium Loan option for no additional premium charge. Once a cash value has accumulated, the automatic premium

Yes ○ No

could prevent the policy from lapsing. Do you want to add the Automatic Premium Loan option? Form 8425-0416

loan option would allow Baltimore Life to take a loan from your policy's cash value, on your behalf, to pay premium that is due should you fail to make a premium payment, this



Client Summary:

Insured Information

Primary Insured Name: Carole Snmmmmtestcaseaa

DOB: 11/11/1950

Age: 60

Tobacco Status: No

Height: 5 Feet, 6 in

Weight: 140 lb

Tax ID: 123121234

Owner Name: Same as Insured

Payor Name: Same as Insured

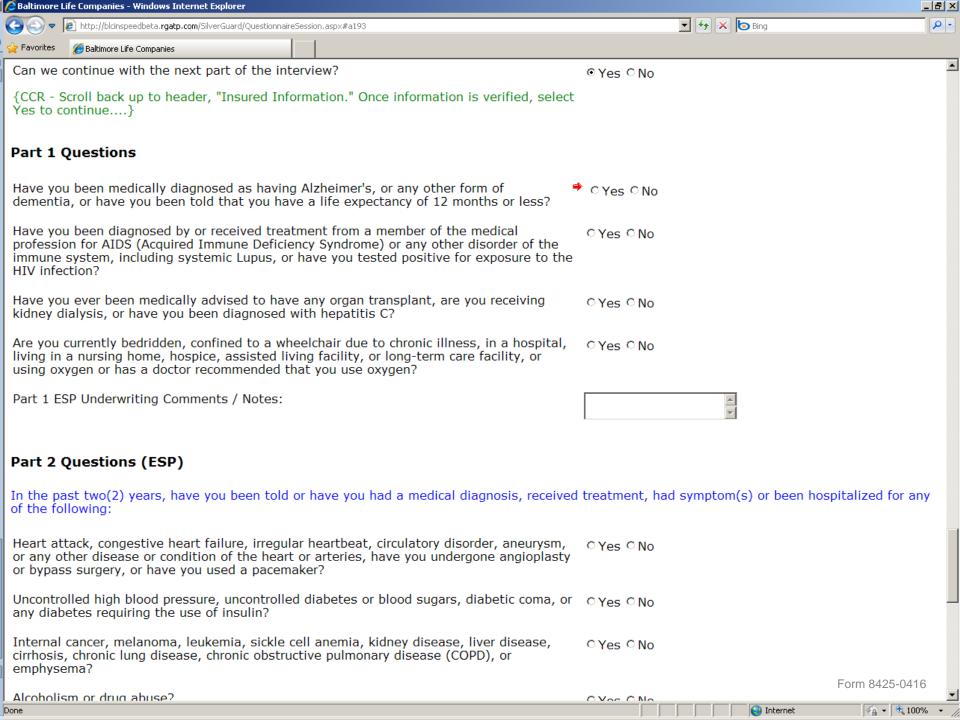
Primary Beneficiary Information:

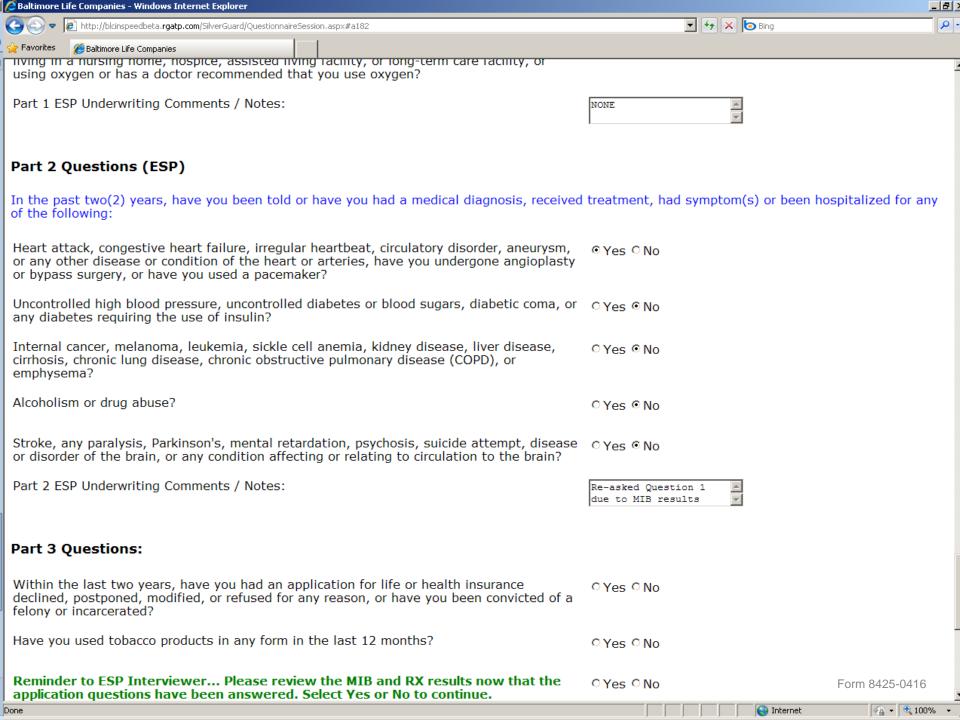
Full Name: Bob Snmmmmtestcaseaa

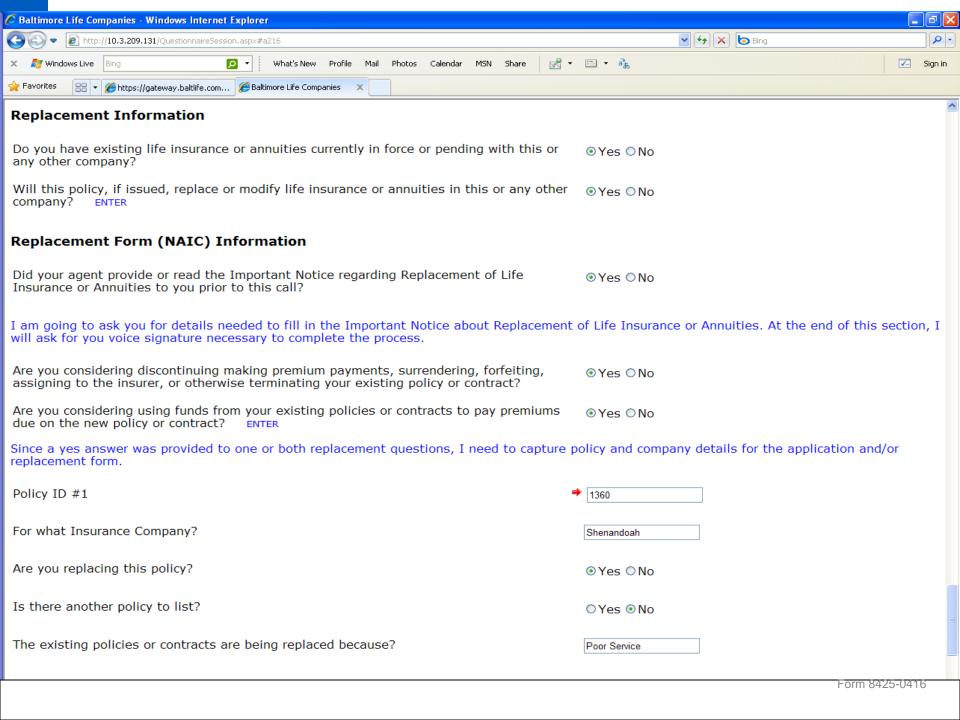
Relationship: Father

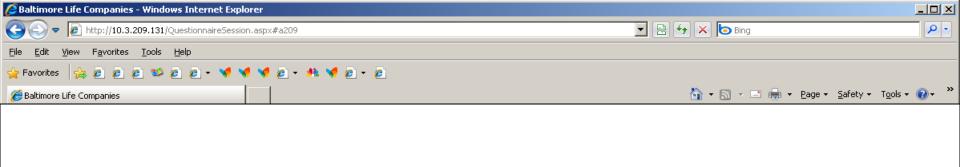
Percent Distribution: 100.0









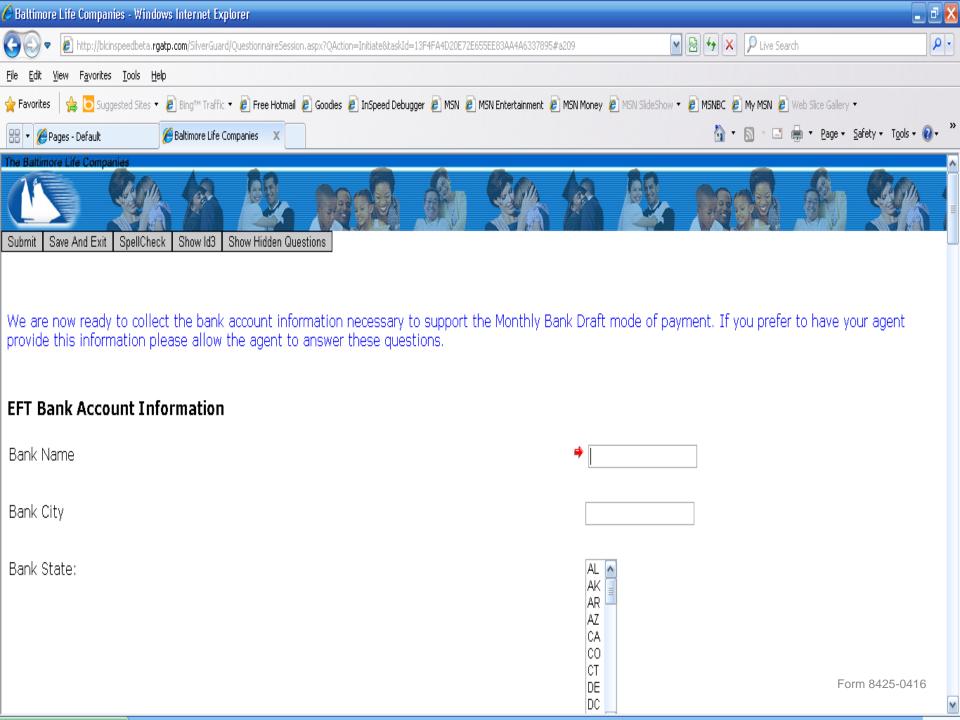


Reminder: The agent must read or provide to the applicant disclosure statements contained on for 7296 prior to contacting the call center.

NAIC Replacement Notice Authorization

Do you certify the responses provided to complete the Important OYes ONo Notice regarding Replacement of Life Insurance or Annuities are accurate to the best or your knowledge? ENTER

By stating "Yes" to this statement, you are signing the Replacement Notice electronically.





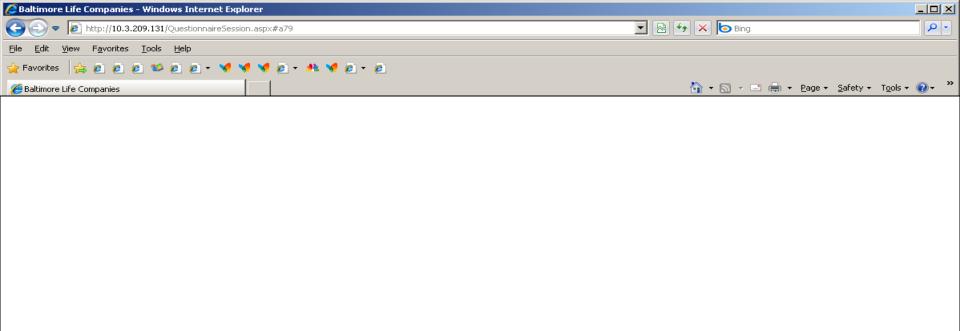


EFT Draft Options

Would you like to select a future day to draft your premium?

- 1. Day of the Month
- Day/Week of the Month
- 3. No Draft Day Selected

Note: For Draft Options 1 and 2, the applicant can select an immediate or deferred first premium draft. Future drafts up to 30 days in advance. Can not choose 29th 30th or 31st.



Monthly Automatic Check Authorization:

As a convenience to you, do you hereby request and authorize us to issue and charge to your account checks drawn on your account by and payable to the order of The Baltimore Life Insurance Company? Do you agree that our treatment of each check and your rights thereunder shall be the same as if the check were personally signed by you? If any check is dishonored for any reason, do you release us from any liabillity resulting from the Form 8425-0416 dishonor of the check, even if the dishonor results in cancellation



Applicant Electronic Signature

Do you understand that if you provide any false or incomplete answers, and/or your health $\circ_{Yes} \circ_{No}$ changes before the policy effective date and you do not notify the Baltimore Life Insurance Company of such change, then the benefits may be denied or the policy may be rescinded? You also understand that no agent is authorized to advise you that an inaccurate answer is acceptable.

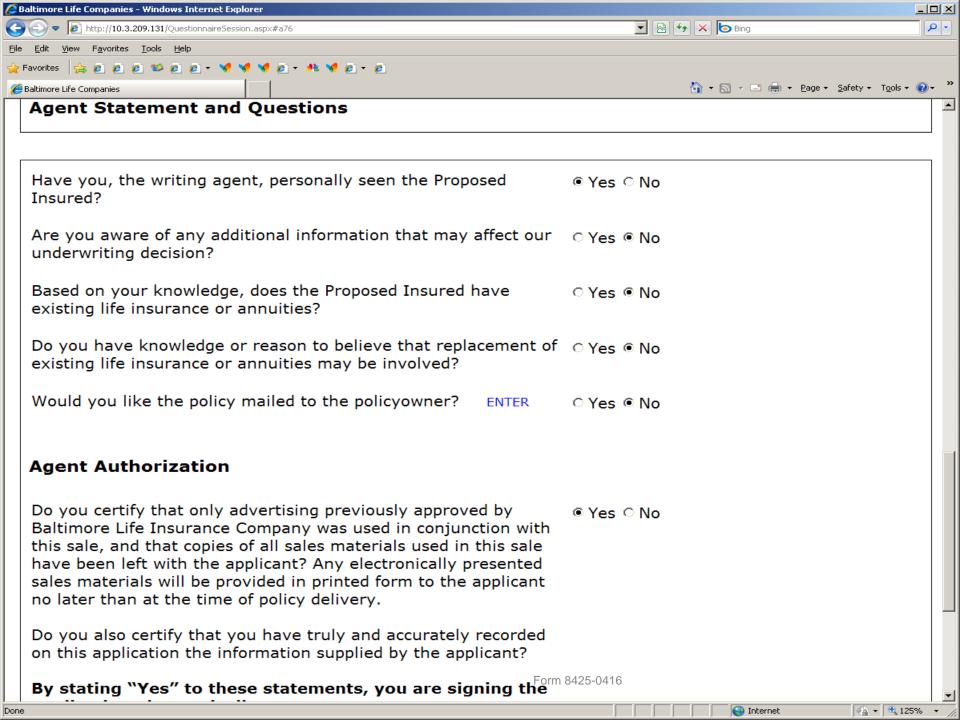
You understand your policy will not take effect unless the first premium is paid in full and the application is approved by the Company. You understand you have the right to rescind your authorization for medical information at anytime, by writing the Company.

By stating "Yes" to these statements, you are signing the application electronically.

Owner Authorization

As the owner, do you certify that you are not subject to a backup withholding order under Section 3406(a) (1) (c) of the Internal Revenue Code, that you are a US. person and that the Taxpayer Identification Number you provided is true, correct and complete?

⊙Yes ○No





Underwriting Decisions

- Approved
- Declined
- Incomplete
- Refer to Underwriting



Paper Application Process Silver Guard®

Reasons Paper Application Should Be Completed



- If applicant or agent does not want to enroll using the INSpeed® process through our call center
- If the applicant wants to back-date the policy issue to conserve age
- The applicant can not speak or hear independently
 - The client must provide a current doctors report along with the application
- The applicant wants to pay premium on a direct bill mode or use a credit card for the first premium

Faxed/E Mail Application Program



- All life and annuity applications can be faxed and we do not need the original app or void check if the premium is EFT
 - newbusiness@baltlife.com OR (866) 892-6428
- High quality fax is required to assure legibility of information and form numbers
- Fax all forms required including replacement notice, state specific disclosures, and HIPAA authorization (Form 7699-0811)
- The applicant's pre-notice and conditional receipt should not be faxed since it must be given to the client
- If the premium mode is quarterly, semi-annual or annual, the check must be mailed to New Business



For More Information:

Agent Services (877) 533-2468