LIMRA
European
Annual
Meeting

Changing Faces

19–21 September 2010
Sheraton Park Lane Hotel • London, UK

Changing Faces

We know what we are, but know not what we may be.
— Shakespeare, *Hamlet*, Act 4, Scene 5

The stage is set. The curtain opens on the new decade with a business setting characterized by global economic instability, financial reform and regulations, and changing consumer behavior and sentiment. While the drama of these current realities unfolds, we know not what the future may hold. How do we successfully interpret the changing faces of this new business setting to secure profitable growth?

With insightful sessions based on the latest industry research and speakers who offer expert perspectives on the changing economic landscape, the European Annual Meeting will help you set effective marketing, sales, distribution, and product development strategies to face today's challenges. This year's speakers will address topics such as behavioral economics, social media strategy, consumer needs and expectations, and climate change.

Workshops will delve into the operational impact of, and how to prepare for, the impending Solvency II regulations; breakthrough insights for the particular marketing and multicultural challenges that the industry in Europe faces; as well as the future of distribution and client servicing.

Join us 19–21 September in London and together we will interpret today's *Changing Faces* and identify opportunities.

Date: 19–21 September 2010
Price: £975.00

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Web site: www.limra.com/EuroAnnualMeeting

Venue: The Sheraton Park Lane Hotel
Piccadilly, London, W1J7BX, United Kingdom
Phone: +44 207 499 6321

Workshops

1. Solvency II — Changing the Face of Risk and Regulation

Sponsored by SunGard

Compliance with the impending Solvency II directive promises an unprecedented impact on insurance and reinsurance companies operating within the European Union. Solvency II extends beyond previous reporting and audit rules, traditionally the responsibility of accountants and actuaries. The rules, scheduled to go into effect in 2012, require enterprise-wide governance of risk modeling, management, and reporting and may involve significant data, IT, and infrastructure innovations. The timing as well as the potential risk it imposes on business — including the high costs associated with noncompliance — cause concern for insurers. This workshop focuses on the three pillars of the Solvency II program to which insurers must pay attention: risk measurement, risk management, and risk reporting.

Petra Wildemann, *Global Director, Actuarial and Solvency II Consulting Services,* SunGard

2. The Future of Distribution and Client Servicing

Sponsored by 1st The Exchange

This session will give you the insight you need to interpret the changing face of distribution and client service. Paul Yates from 1st The Exchange will explore how the new models for distribution and servicing will impact your business. You will learn how other firms attract partners and clients in the online world, and how they maximize on conversion. You will also gain a better understanding of ways to cost effectively engage, retain, and develop profitable customer relationships.

Paul Yates, *Strategy and Business Development Director,* 1st The Exchange

3. Ground-Truth Segmentation™

Sponsored by Geoscape

There will be a brief demonstration and discussion of the unique capabilities of the Geoscape Intelligence System for the life insurance industry. Geoscape is collaborating with LIMRA to develop benchmark databases that will allow insurers to analyse their performance, market share, distribution network, and profitability at micro-geographic levels in major European markets. LIMRA members will be offered an exclusive opportunity to participate and receive free online access to the system.

Ron Cohen, *Director of Products and Services,* Geoscape

SUNDAY, 19 SEPTEMBER

06.00 – 08.00 Welcome Reception

MONDAY, 20 SEPTEMBER

08.00 Coffee

08.00 – 09.00 Registration — LIMRA Desk

08.45 Welcome Remarks and Introduction of Morning Sessions

Philip H. Green, *Chief Executive Officer,* LIMRA Europe, Africa, and Middle East

09.00 The Aftermath of the Crisis — Changing the Face of Opportunity

Robert Kerzner will provide a look at the current opportunities for growth as well as the potential negative disruptions. Gain insight into how the changing faces of risk and regulation will impact opportunity. Will the focus of this new decade be prudent growth? Join us as we explore how to be prepared for the future.

Robert A. Kerzner, CLU, ChFC, *President and CEO*, LIMRA, LOMA, and LL Global Inc.

09.30 Nudges: Lessons From an Empirical Test

Taking inspiration from the important and much-publicized book by Thaler and Sunstein (2008) entitled, *Nudge: Improving Decisions About Health, Wealth, and Happiness,* Barbara Fasolo will describe what N.U.D.G.E.S. are, their behavioural research basis, and how they can help people choose better health and financial plans. She will then offer a quick tour of her own research comparing different nudges in the context of choosing a higher-quality hospital (a context she will describe as different in content but utterly similar in cognitive structure to choosing a financial plan these days), and conclude with "lessons learned".

Barbara Fasolo, Ph.D., *Lecturer in Decision Sciences,* London School of Economics

10.00 In B2C or B2B, Financial Institutions Can't Risk Avoiding Social Media Interactions Any More — Guidelines and Insights From the Visible Banking Tracker

In business, connections mean capital, and social media is undeniably today's hottest platform for connecting with prospects. Learn how to leverage social media and make it work for your business. Topics will include:

- Innovation and social media: Key trends and initiatives in insurance
- Levels of social media risk and ways to minimize it
- The impact of online listening and engaging on client acquisition and retention
- Senior executives who use Twitter or a blog to increase brand employee advocacy

Christophe Langlois, *Founder and CEO*, Visible-Banking.com

10.30 Panel Discussion

11.00 Coffee Break

11.30 Workshop Session 1 (see page 2 for descriptions)

- Solvency II — Changing the Face of Risk and Regulation
- The Future of Distribution and Client Servicing
- Ground-Truth Segmentation™

12.30 Lunch

13.30 Workshop Session 2

- Solvency II — Changing the Face of Risk and Regulation
- The Future of Distribution and Client Servicing
- Ground-Truth Segmentation™

14.30 Coffee Break

14.45 Welcome Back and Introduction of Afternoon Sessions

Philip H. Green, *Chief Executive Officer,* LIMRA Europe, Africa, and Middle East

15.00 Instant Insights Into Marketing and Multicultural Challenges Across the Greater European Community

Enhance your business strategy through a deeper understanding of multicultural challenges and how to address them. César Melgoza will discuss trends in European markets. He will also provide insights into the elements of an effective strategy to build business and develop opportunities among multicultural segments.

César M. Melgoza, *CEO*, Geoscape USA and Europe

15.30 The Swedish Consumer Experience After the Financial Crisis

At this session you will gain insight into how the average Swedish consumer reacted during and after the financial crisis, and explore if people really reduce risk at the wrong time. During a short period of time, the Swedish occupational pension market — and to some extent the state pension system — have gone from defined benefit to defined contribution. The investment risks have been transferred to the consumer. Are consumers ready for this change? Is the Swedish pension industry ready for this change? Jan Stjernström will talk about the changes the industry in Sweden will have to consider to meet consumer needs and expectations.

Jan Stjernström, *CEO*, SEB Trygg Liv Sverige, Stockholm, Sweden

16.00 Customer Needs and Expectations for Life and Investment Solutions — Polish Insurance Market Development Trends

This presentation will cover the demographic and economic changes in Polish society. Ewa Dąbrowska will examine the need for pension programs, solutions for help, and the impact that changes in consumer behavior have had on the life business. The presentation will be based on market research that illustrates the customers' experiences within the insurance sales process and the role of the insurance agent.

Ewa Dąbrowska, *Director, AXA Bancassurance and Partnership Programs Division,* AXA Life Insurance Company

16.30 Climate Change — Threat or Opportunity?

Gain a better understanding of how climate change is changing the face of the financial services industry. At this session, you will learn about what climate change means for our business and how customer expectations are evolving. The session will address questions such as:

- How is climate change affecting financial services today?
- What is the cost of doing nothing?
- What opportunities are there for brand building and product development?
- What will our world look like in 5 years?

Martin Fox, *Director,* Stradbrooke Consultancy

17.00 Close

18.30 Social Evening at the Oak Room, Le Meridian, Piccadilly

TUESDAY, 21 SEPTEMBER

08.00 Coffee/LIMRA Desk Opens

08.45 Welcome Remarks and Introduction to Morning Sessions

Philip H. Green, *Chief Executive Officer,* LIMRA Europe, Africa, and Middle East

09.00 A Changed Face or Just a Mask?

In his presentation, Bob Baranoff will examine recently observed changes in consumer behavior, product trends, and distribution, and discuss whether the changes show the "new face" of business in the future, or just a temporary mask that will come off when things get back to "normal." While a good deal of his material will be drawn from U.S. research, the issues involved have significance on a much broader global scene. Using interactive devices, the audience will have the opportunity to share their opinions as well, which can foster a much more robust discussion.

Robert M. Baranoff, FLMI, LLIF, *Senior Vice President, Member Benefits,* LIMRA; *Corporate Secretary,* LL Global, Inc.

09.30 Pragmatism and Transparency

Effective sales strategies come from a deep insight into both the customer's and the consultant's experiences and behaviors during the sales process. This session will examine:

- Customer pragmatism when choosing a life insurance offer and consultant
- Consultant pragmatism during the sales process
- Manager pragmatism when choosing new recruits
- Transparency of added value — perceived vs. real

Theodor Alexandrescu, *General Manager,* Alico Asigurari Romania S.A.

10.00 TBA

10.30 Panel Discussion

11.00 Coffee Break

11.25 Making the Most of Your Retirement

Learn about Age UK's model for selling services tailored for the elderly that include insurance, funeral plans, and energy services. As government faces the need to introduce austerity measures, retirement income will become increasingly urgent for consumers. Find out about the success of Age UK's business model and how they plan to expand by offering other financial services.

Gordon Morris, *Managing Director,* Age Concern Enterprises Ltd.

12.00 The New World of Bancassurance

Robert Lang will offer his perspective on HSBC's global success and vision for the future as one of the world's leading bancassurers. He will also provide a detailed insight into the emerging new role of insurance at the forefront of a bank's wealth management strategy.

Robert Lang, *Managing Director, Insurance Businesses, Hong Kong,* HSBC

12.30 Q&A Session

12.45 Closing Remarks

Philip H. Green, *Chief Executive Officer,* LIMRA Europe, Africa, and Middle East

13.00 Meeting Adjourns

The Social Evening

Monday, 20 September

"….the social evening, every year, is something different but always very elegant."

— Ethniki Hellenic General Insurance Company SA, Greece

Connect and celebrate knowledge with your peers in style at this year's Social Evening. In addition to cocktails and dinner, the evening offers entertainment and the annual LIMRA Olympian Award.

This year's Social Evening will be held at The Oak Room at the Meridien Hotel in Piccadilly, London. Considered one of the most fashionable locales in London, Piccadilly offers an atmosphere in keeping with the Social Evening's reputation for supreme networking and elegance.

Featured Presenters

Theodor Alexandrescu
General Manager
Alico Asigurari Romania S.A.

Theodor Alexandrescu became General Manager of Alico Asigurari Romania in June 2005 (then called AIG Life Asigurari Romania). His main responsibilities include: managing over 140 employees and the entire distribution network, and preparing and implementing company strategy. In 2007 he founded the pensions company Alico Pensions (Alico Societate de Adminstrare a unui Fond de Pensii Admistrat Privat S.A.) whose majority shareholder is Alico Asigurari Romania. Prior to his current position, Alexandrescu was Deputy General Manager and in this role he managed the company's marketing and distribution strategy.

Robert M. Baranoff, FLMI, LLIF
Senior Vice President, Member Benefits, LIMRA
Corporate Secretary, LL Global, Inc.

Bob Baranoff is responsible for LIMRA's global research program, including monitoring industry results and tracking strategic issues. He also oversees the association's research communication initiatives and is responsible for relations with the Board of Directors of LL Global whose operating units include LIMRA and LOMA. Through consultations with companies and as the staff representative to LIMRA's Strategic Marketing Issues Committee, Baranoff is constantly in touch with the changes within the industry and their potential effects on companies with differing competitive strategies. He is a frequent speaker at industry forums and is the author of many articles and papers.

Ron Cohen
Director of Products and Services, Europe
Geoscape

In his current position, Ron Cohen is responsible for the development of new information products and services as well as the adaptation of Geoscape U.S. technology for use in the European marketplace. He also manages the consultancy unit at Geoscape Europe that develops custom solutions for multinational customers. Cohen has over 20 years of experience working with geo-demographics, market segmentation, and GIS. Prior to joining Geoscape, he was a product development director for VNU Marketing Information Europe, creating micromarketing and CRM solutions. He also worked for Claritas for 10 years, designing and developing marketing information products and services for the retail, financial services, telecommunications, media, automotive, pharmaceutical, and consumer packaged goods industries.

Featured Presenters (cont.)

Ewa Dąbrowska
Director, AXA Bancassurance and Partnership Programs Division
AXA Life Insurance Company

Since 1995, Ewa Dąbrowska has worked for many large insurance companies in Poland including: Warta S.A., Warta Vita S.A., Zurich Towarzystwo Ubezpieczeñ nazycie S.A., and Amplico AIG Life S.A. She spent the past 8 years of her career in Amplico AIG as the Financial Institutions Division Director, and was responsible for cooperation with banks and financial institutions for bancassurance programs and product development. In 2008 she joined AXA Life Insurance Company as a member of the Board, responsible for product offer management and development.

Barbara Fasolo, Ph.D.
Lecturer in Decision Sciences
London School of Economics

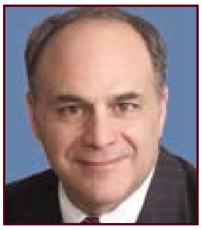
Dr. Barbara Fasolo is an economist and psychologist by training (BSc Economics Universita' Bocconi, Italy; MSc Decision Sciences, London School of Economics; Ph.D., Psychology, University of Colorado, USA). Her area of expertise is "behavioural decision making," the empirical study of how people form preferences, make judgments and choices, on their own as well as with decision support. In past research she has explored choice behaviour with conflicting and too much information as well as ways to present information online for improving consumer and patient choice.

Martin Fox
Director
Stradbrooke Consultancy

Martin Fox has a background of senior marketing positions in financial services followed by vast marketing consultancy experience across many business sectors. He can help you identify the challenges you face and bring all his marketing experience to bear when meeting those challenges.

Philip H. Green
Chief Executive Officer
LIMRA Europe, Africa, and Middle East

Philip Green is responsible for LIMRA's overall operations and growth in Europe. He is currently chairman of 825 International; a professional development firm that specializes in helping financial services organizations grow their business. Prior to launching 825 International in 2005, Green served as Executive Vice President and Chief Agency Officer for American International Assurance and was responsible for the agency distribution channel in Southeast Asia totaling 100,000 agents.



Robert A. Kerzner, CLU, ChFC
President and CEO
LIMRA, LOMA, and LL Global, Inc.

As president and CEO of LIMRA, LOMA and their parent organization, LL Global, Inc., Bob Kerzner leads the world's largest association of life insurance and financial services companies. The combined organizations have over 1,200 members in more than 70 countries, including most of the world's largest life insurance companies. Before joining LIMRA in 2004, Kerzner was executive vice president and head of the individual life division of Hartford Life, Inc. Kerzner's career with The Hartford spanned 30 years from 1974 to 2004. In his first 20 years, he established performance records in field sales and management, before moving to senior management.

Robert Lang
Managing Director, Insurance Businesses, Hong Kong
HSBC

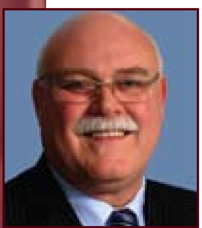
Robert Lang is responsible for developing and growing HSBC's life, retirement benefits, general, and medical insurance operations in Hong Kong. Lang also serves as a member of HSBC's Hong Kong Executive Committee. Lang joined HSBC as CEO for HSBC Life (UK) in 2006. In 2009 he assumed responsibility for HSBC's European insurance businesses operating in the UK, France, Turkey, Malta, Central Europe, Ireland, and Switzerland before his appointment to HSBC's UK Executive Committee as Head of Insurance. Before joining HSBC, he held sales management and business development roles in Europe and Australia, following his initial career as an officer in the Australian Army. Lang is a current member of LIMRA's International Advisory Committee.

Christophe Langlois
Founder and CEO
Visible-Banking.com

Christophe Langlois is an active blogger, an experienced presenter, an advocate for Web 2.0, and a regularly requested chairperson and speaker at conferences. Back in 2007 he launched Visible-Banking.com which quickly became the leading independent blog 100% focused on social media in banking, financial services, and insurance. Now VB tracks over 2,000 initiatives (Twitter, Facebook, YouTube, blogs) in 60 countries. In 2008, Langlois left his senior innovation role at Llyods TSB to set up Visible Media Ltd and to focus on helping financial institutions worldwide to better understand and leverage social media.

César M. Melgoza
Chief Executive Officer
Geoscape USA and Europe

César Melgoza is a leading innovator and thought-leader in business strategy, cultural insights, and the development of marketing systems and analytics. Having worked at two Silicon Valley firms — Apple and Strategic Mapping — Melgoza founded Geoscape to deepen insights and analytics in an increasingly diverse American and international marketplace. He also is co-owner of Geoscape/Latin Force Group LLC, Chairman of Geoscape Europe BV based in Amsterdam, an investing Board member of EcoNET Ventures/Latinum Networks, a Board member of Florida State University's Center for Hispanic Market Communication and a member of the prestigious New America Alliance.



Gordon Morris
Managing Director
Age Concern Enterprises Ltd.

Gordon Morris joined Age Concern Enterprises in 1999 from PPP Healthcare where he was a Director. He initially held the role of Sales Director, but soon took responsibility for marketing and product development as well. Morris has been Managing Director since 2006. Well known throughout Age Concern, the federation in England, and among colleagues in Age Concerns in Scotland, Wales, and Northern Ireland, he has made a significant personal contribution to the development of the Trading Alliance and to Age Concern Enterprises, achieving FSA accreditation, as well as developing strong professional relationships with suppliers.

Jan Stjernström
Chief Executive Officer
SEB Trygg Liv Sverige
Stockholm, Sweden

Jan Stjernström heads Sweden's leading unit-linked insurance company with around 600 employees. He is also a member of the management team for SEB's Global Life Division. Prior to his current role, he was the merchant banking and country head of Finland, SEB, Helsinki, Finland. He also held the role of European Industry Head for Chemicals, Paper & Packaging and Metals & Mining client franchises of the corporate banking division of Citigroup, London. He holds an MBA from the University of Stockholm and achieved a doctoral seminar in strategic management from the Stockholm School of Economics.

Petra Wildemann
Global Director, Actuarial and Solvency II Consulting Services
SunGard

Petra Wildemann has 23 years of experience in the insurance industry, consultancy, and IT implementations. Since 1986 she has worked in the insurance industry and in 1991 began working in the consulting business for financial service operating models as the linkage between business and IT requirements worldwide. She held the position of manager and associate partner at Accenture where she built and managed executive stakeholder relationships. Prior to joining SunGard, she spent 6 years at HP as the worldwide director for the insurance business.

Paul Yates
Strategy and Business Development Director
1st The Exchange

Paul Yates has over 20 years of experience designing and delivering innovative technology solutions for the distribution of financial services. His proven strategy and business development experience has seen him help build and manage a range of technology and financial services businesses. Yates joined The Exchange in 2004 from Misys PLC where he held the position of Sales Technology Director of Sesame. Prior to joining Misys, he was Associate Director at CMG. He was recruited to develop and execute The Exchange's business strategy, leading to the acquisition of 1st in 2006.

Thank you to our sponsors!

1st The Exchange is a leading provider of technology solutions to the financial services market. The company provides an integrated suite of technology solutions, software, and consultancy to the financial services industry, to help support the key stages of a distributor's business process. Based on Microsoft SQL Server and .net Technology, 1st The Exchange's solutions link with over 60 partners, including product providers, portals and fund supermarkets to aggregate client data and avoid any data re-keying. 1st The Exchange is a Microsoft Gold Certified Partner and also a member of the Origo working party for contract enquiry, and is committed to delivering industry standards.

Geoscape Europe provides market intelligence through information products, software, and consulting services. Geoscape clients represent many of the most successful companies in various segments. A wide variety of marketing, media, and research companies recognize that Geoscape is peerless with respect to the variety of data, technology, and methods developed to ensure its clients' success within multicultural, multinational, and multi-segment consumer and business marketing.

ScanBizCards scans business cards accurately and within seconds right on your iPhone, then effortlessly adds the new contact to your address book. It's the ONLY iPhone 3GS scanner where "scanning is only the beginning:" ScanBizCards lets you quickly send an intro email to a new contact, forward the information to a colleague, connect on LinkedIn, set a calendar reminder, export selected cards to Excel, and much more — all without ever leaving the application. ScanBizCards combines a mobile scanner with a mini-CRM application in the palm of your hand.

SunGard iWORKS is a business-driven IT product family for the insurance industry in each of the following business lines: life, health, annuities, pensions, property and casualty, and reinsurance. iWORKS offers a range of products and services including front-office tools, policy administration, reinsurance, actuarial calculations, financial and investment accounting, and reporting. SunGard routinely partners with its customers to help deliver products and services that align with changing business and regulatory needs and is heavily involved with companies across the European Union that must comply with Solvency II regulations.

As one of the UK's financially strongest mutuals, **Wesleyan Assurance Society** has developed a highly successful business model, providing tailored financial advice, products, and services to clients in the medical, dental, legal, and teaching professions. Wesleyan won the prestigious Life Insurer of the Year award at the 2008 British Insurance Awards and is the only life office to have received a 10/10 rating for five consecutive years in the survey of with-profit offices by respected industry analyst Ned Cazalet.

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