

LIMRA, LOMA and LL GLOBAL, Inc. Frequently Asked Questions

Since LIMRA and LOMA came together under LL Global management January 1, members have been asking questions, sometimes seeking clarity about some of the details of the new arrangement. Here are some common questions that have come up. LIMRA and LOMA will continue to provide information about our merger and the progress we are making to realize the many benefits it can bring to our members.

As time goes by, we'll be getting out more information. Please check on our website for updates as we post them. But if you have any questions at any time, get in touch with your LOMA representative, LIMRA client manager or other contacts you may have. We'll do our best to give you the latest information.

Q – Why did LIMRA and LOMA decide to come together?

The answer is simple – it was good for both organizations and good for the industry. It just makes sense.

Q – What does the merger mean for members of LIMRA and LOMA?

Bringing LIMRA and LOMA together creates a strong, well-capitalized organization with limitless possibilities to serve the industry in new and exciting ways for many years to come. We have identified numerous synergies and ways to operate more efficiently that will bring greater value to members while reducing costs.

Q – What is LL Global, Inc. and why does it exist?

LL Global is a management organization set up to create a single management structure for LIMRA and LOMA. Think of it as a holding company with two subsidiaries, each with its own staff, brand, membership, products and services, as well as its own dues scale.

Q – Do LIMRA and LOMA still exist as organizations?

Absolutely. LIMRA and LOMA each has its own staff, its own campus, its own members and its own dues scale. They continue to provide unique services – research for LIMRA and education for LOMA. The integration process will combine some operations to increase value to members. But each organization has its own strong brand and value to maintain.

Q – If a company is a member of LOMA but not LIMRA (or vice versa), is that company now a member of both?

No. If a company is a member of one organization and wants to access member services or benefit from member pricing of the other organization it must join both.

Q – Is LL Global being branded like LIMRA and LOMA?

No. LL Global is a management organization designed to allow LIMRA and LOMA to deliver on the many synergies and benefits that members can expect from the merger. We will continue to project the LIMRA and LOMA brands as the heart of the organization. Working together under a single management, they will be able to do more than ever to meet members' needs both now and in the future.

Q – Will LIMRA and LOMA share a website?

No. But both LIMRA and LOMA are in the process of upgrading and improving their own websites to continually increase the value we can deliver to members.

Q – Will the merger result in lower dues for members?

Membership dues are set annually based on the Membership Committee's recommendation to the Board of Directors. A discount will be applied to the dues that are set for 2009. Companies that are members of both LIMRA and LOMA will receive a 4% LIMRA dues discount and 8% LOMA dues discount.

Q – How will the specific benefits of the merger be identified and delivered to our members?

Both LIMRA and LOMA are working very hard on the integration process, which began in late 2007. At this time, the Integration Steering Committee of senior management from both organizations is leading the integration process, and a number of integration task forces are looking at specific areas.

Q – Can members of only one organization get member discounts for services of the other organization?

Management is looking carefully at this issue, which has important financial implications for both organizations and their members. At this time, we are offering discounts for companies that are members of only one of the organizations to attend a conference of the other organization (See following question for details). For other services, the existing fee structures apply. As a rule, that means companies that belong to only one organization (LIMRA or LOMA) will be charged non-member rates for the services of the other organization. Please be sure to ask in specific cases what rate will apply. We will, of course, announce changes when they are made.

Q – How does the conference discount work?

Some member companies have asked about member versus non-member rates to attend LIMRA and LOMA conferences if a company belongs to only one organization. We have decided to "split the difference." A company that is a member of only one organization – LIMRA or LOMA – will get a 50% discount off the difference between member and non-member rates to attend the other organization's conference. For example, if a LOMA conference is \$1,000 for members and \$1800 for non-members, a

LIMRA only member will pay \$1,400 (50% off of the \$800 difference between member and non-member rates) to attend.

Q – Can members of only one organization access restricted information on the other organization’s Web site, such as online research?

No. Users can only access the information of the organization they belong to.

Q – Can members of one organization use the services of the other organization’s Information Center?

At this time, Information Center services remain an exclusive benefit to the members of each organization. The integration task forces are looking at all member benefits and will make recommendations on how members of only one or the other organization may be able to receive benefits of the other.