



Facts About LIMRA

LIMRA, a subsidiary of LL Global, is an association of life insurance and financial services companies with approximately 850 members in more than 73 countries around the world. LIMRA was founded in 1916 to perform research and other activities to help member companies worldwide improve their marketing and distribution effectiveness.

The members of LIMRA include companies that market life, health, disability, and long-term care insurance; annuities; mutual funds; and retirement savings products. LIMRA provides a wide range of benefits and services to its members:

- **RESEARCH** LIMRA offers a wide variety of research — from membership-sponsored industry performance, consumer and strategic research to fee-based in-depth consortium studies and customized proprietary research. We access past and present data to report on trends and deliver insights that bring the marketplace clearly into focus.
- **ASSESSMENT AND DEVELOPMENT** LIMRA has been a leader in helping companies recruit and develop sales, managerial and executive talent. LIMRA's selection tools have set an industry standard for effectiveness. LIMRA's training and development programs build knowledge and proficiency and offer designations and recognition.
- **CONSULTING** The experts in LIMRA's consulting area partner with companies to help them improve distribution every step of the way, from defining marketing and distribution strategy to creating the tactical "blueprint" companies will need to execute it.
- **COMPLIANCE** LIMRA offers a full range of services to support companies in their strategic compliance efforts, ranging from help in developing a corporate compliance philosophy and a compliance business plan, to specific tools for use in contracting, training, and sales practice monitoring.

On Jan. 1, 2009, LIMRA and LOMA (www.loma.org) came together under a single management structure, LL Global. The goal of the merger was to create a strong, well-capitalized organization to serve the industry every-changing needs and bring greater value to members while reducing costs.

LIMRA's main office is located in Windsor, Conn., with a staff of more than 200. The staff includes insurance marketing professionals, psychologists, economists, IT specialists, educators, editors, analysts, consultants, meeting planners, library and information specialists, and other skilled individuals. LIMRA's organizational culture is part academic institution and part business enterprise.

LIMRA Europe, a subsidiary of LIMRA, is located in the London suburb of Watford, providing research and services to members in the UK, Europe, the Middle East, and Africa. LIMRA also has offices in Toronto and Shanghai, and representatives serving the Caribbean, Latin America, and the Asia Pacific/Oceania region. LIMRA representatives travel the globe to meet and consult with members, conduct research, deliver training, and provide services.

In 2006, LIMRA acquired Kenneth Kehrer Associates to form Kehrer-LIMRA (www.kehrerlimra.com). This organization provides research and consulting services focused on bank sales of life insurance, annuities, investments, and wealth management services.

LIMRA distributes its research and researched-based products through annual conferences in the United States and throughout the world, *LIMRA's MarketFacts Quarterly* magazine, electronic bulletins, periodical newsletters, and its Web site (www.limra.com).