



CASE STUDY Our relationship with Empyrean brings new offerings to their current client



After acquiring Empyrean Benefit Solutions® in 2019, we had an opportunity to introduce our core product, group term life insurance, to an American manufacturer, who was a current Empyrean client with a strong relationship.

Client snapshot*

Fortune 500 U.S. manufacturer

- Industrial tools/household hardware
- <u>55,</u>000 employees
- 60+ countries

*As of January 2021



Reason #1: Empyrean collaboration

Through our strategic partnership with Empyrean, we can offer:



- and integrations
- Claims automation through 🔊 🗛 data sharing (streamlined beneficiary experience)
 - Real-time health question data sharing for notification/decisions

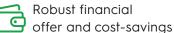


Access to multiple decisionsupport tools (Pilot, Pilot+ and Benefit Scout®)

How did we win the business – and set a repeatable process for the future?



Strong relationship with <u>(...)</u> group benefit consultant and real-time data



Marketing campaign i)

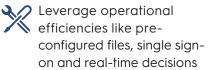
segmented by age/ auarantee issue amount





extended guarantees

Street Experience efficient ズズ implementation and technical integrations



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