

# TruStage<sup>®</sup> Program News: January 2023



## Latest News

### Your Non-Interest Income Summary for [Your Credit Union]

#### Fourth Quarter 2022 Results



- Active Policies/Certificates: **XXX**
- Your Q4 2022 Payment: **\$XXX.XX**
- Change from same quarter last year: **XX%**

[Sign on to CU Navigator<sup>1</sup>](#) for more of your program results.

Questions? Please contact your TruStage account team for more information.

[See Q4 2022 Results](#)

## What's 'in' for 2023? TruStage



Later this year, we'll reintroduce ourselves as TruStage — bringing our full array of products and services under the TruStage brand and providing a simplified, more cohesive experience for you and your members. TruStage reflects [our purpose](#). A combination of “trust” and “stage” underscores that our relationships are built on trust – for every financial stage of someone’s life.

The companies behind CUNA Mutual Group have stood by you and your members for more than 85 years. And, the TruStage brand has represented our commitment to members for over a decade. Today, approximately 22 million people are covered by our TruStage products. That commitment continues as we expand the brand to reflect all that we do:

- **Insurance:** Business Protection, Lending, Life, AD&D, Property & Casualty, Final Arrangements
- **Investments:** Investment Advisory, Annuities, Workplace Solutions
- **Technology:** Compliance, Ecommerce

We'll continue to share more about this transformation in upcoming TruStage Program News issues.

Official Rebrand Press Release

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## Program Announcements

### 2022 Annual Report



We're excited to announce that your 2022 TruStage Insurance Program Annual Report is in the works and will be arriving to your email inbox by mid-February 2023. A secure link to your customized digital report will be provided in that email. Your report is a summary of how your TruStage Insurance Program performed in 2022, including members covered, non-interest income earned, and claims paid. Based on credit union feedback within the survey, the 2022 report will now display three years of program results.

If you have any questions, please contact your TruStage Program Specialist, or the [TruStage Program Team](#) at [800.428.3932](tel:800.428.3932) (option 2).

## Reminder: Digital Marketing Has Expanded With Addition of Accidental Death & Dismemberment (AD&D)



This is a reminder of the announcement included in TruStage Program News on December 15, 2022. AD&D will soon be added to our digital marketing program. Your members may begin receiving emailed offers for AD&D coverage starting in February 2023.

Our intent is to later market other products within the TruStage Insurance Program, including Term Life and Whole Life. We will notify you via our monthly TruStage Program News prior to adding Life products to our co-branded digital marketing program.

If you have any questions, please contact your TruStage Program Specialist, or the [TruStage Program Team](#) at [800.428.3932](tel:800.428.3932) (option 2).

[Learn More](#)

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## Industry Insights

### 7 Car Insurance Myths Your Members Should Know

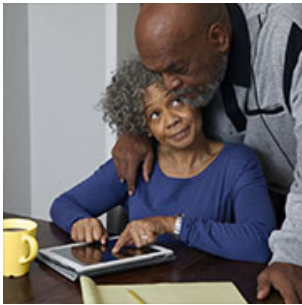


Is misinformation preventing your members from getting the best car insurance for their needs? Help them to understand the truths around car insurance by sharing this [recent TruStage article](#) that clarifies common car insurance misconceptions. Get your members in a better position to make decisions about auto insurance that can help protect their loved ones.

Find educational content like this, and more, on [www.trustage.com](http://www.trustage.com).

[Learn More](#)

## 2023 U.S. Economic Outlook and Credit Union Impact



The latest economic and market data show a road to recovery, with slow growth in Quarter 1 through Quarter 2 of 2023. The U.S. economy is poised for a comeback, albeit rather slowly.

Continue reading as **Steve Rick**, Chief Economist, CUNA Mutual Group, shares a 2023 U.S. economic outlook and how credit unions may be impacted by these changes, or a lack thereof.

[Read Article](#)

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### TruStage Resource Center<sup>1</sup>

- [View Member Mailing Samples](#)
- [Get Multimedia Marketing Materials](#)
- [Run Your Program Results](#)

### Previous Editions

- [December](#)
- [November](#)
- [October](#)

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<sup>1</sup>Access required. Click [Edit Services and Roles](#) to request access to CU Navigator, the TruStage Media Center, and the TruStage Program Resource Center. Your request will be forwarded to your credit union security administrator for review and approval.

Thank you for your continued support of the TruStage Insurance Program. If you have any questions, please call [800.428.3932](tel:800.428.3932). TruStage<sup>®</sup> Insurance products and programs are made available through TruStage Insurance Agency, LLC and issued by CMFG Life Insurance Company, MEMBERS Life Insurance Company, and other leading insurance companies. The insurance offered is not a deposit, and is not federally insured, sold, or

guaranteed by any financial institution. Product and features may vary and not be available in all states. All guarantees are based on the claims-paying ability of the insurer.

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