

TruStage[®]

INSURANCE PROGRAM

When it comes to insurance, TruStage is the right choice.



Members are at the center of every decision.

Through our relationships with nearly **4,000 credit unions** around the country, TruStage helps protect over **21 million members** — that's one new policy every 18 seconds.¹

Your members depend on your credit union.

Through the TruStage Insurance Program, you can help your members be better prepared for the future and make confident and well-informed financial decisions for their families.

Your credit union can depend on TruStage.

Combining a comprehensive product portfolio with our deep understanding of what members expect, we can deliver faster, simpler and more convenient insurance options — creating an exceptional experience for your members.

The right choice.



Products

Insurance coverage designed to help meet members' unique needs at every life stage and on every budget.



Medium

Reach more members with offers — through both traditional and emerging marketing channels — when they're likely to benefit most.



Message

Resonates with members, empowering them to protect their families, their aspirations and their achievements.



Experience

Strategic investments in digital to help make the right insurance options accessible to all.

Protecting More Members While Growing Your Business

A full suite of insurance products helps meet members' protection needs at every life stage.



Life



AD&D



Auto



Home



Health

Empower your members.

You don't see your members as a crowd of millions. Nor do we.

It's about serving each member personally, with what they need for where they are in their lives. It's about empowering them to protect their families, their aspirations, their achievements.

Deepen your member relationships.

Help give them the security they want, through insurance products that are easier to understand, access, and use. This deepens the relationships between members and the financial institution they trust — you.

By offering TruStage's straightforward insurance solutions that put the evolving needs of your members first, you drive long-term growth.

Find out more about how the TruStage Insurance Program can help deepen your member relationships at cunamutual.com/TruStage or contact your CUNA Mutual Group sales executive at **800.356.2644**.

Our **99% retention rate** speaks volumes about our customers' satisfaction.²



TruStage®

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¹TruStage internal data, December 2020, ²TruStage internal data, December 2019

TruStage® Insurance products and programs are made available through TruStage Insurance Agency, LLC. Life insurance and AD&D insurance are issued by CMFG Life Insurance Company. Auto and Home Insurance Programs are issued by leading insurance companies. The insurance offered is not a deposit and is not federally insured, sold, or guaranteed by your credit union. CUNA Mutual Group is the marketing name for CUNA Mutual Holding Company, a mutual insurance holding company, its subsidiaries and affiliates. Corporate headquarters are located at 5910 Mineral Point Road, Madison WI 53705.

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