

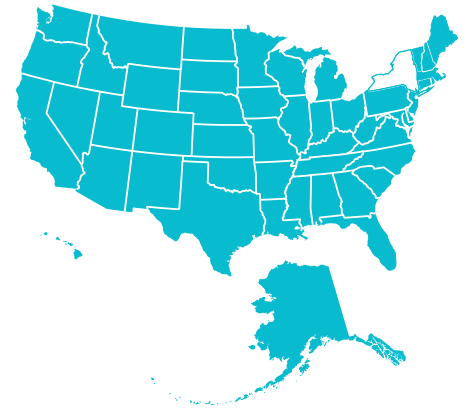
Get to know LifeSecure

LifeSecure keeps things simple to create a better insurance experience for you and your employees.

Who we are

We're a financially strong, fast-growing, sustainable insurance company with a constant focus on innovation and new technology solutions designed to simplify the buying and selling process. We are industry leaders offering unique perspectives and a broad range of expertise and insight. We are also a growing workforce dedicated to exceptional service, personal development, and community advocacy.

- Founded in 2006
- Licensed in 49 States and the District of Columbia
- Offering voluntary health insurance products and long term care insurance



A fresh voice in a traditional industry

We want you to see insurance differently. We believe insurance should be easy to understand, effortless to buy, and simple to use.

These guiding principles have been a focal point of our approach to insurance from the beginning. We challenged the old way of doing business with fresh ideas that streamline buying insurance and inspire change.

How are we different?

- Our products are comprehensive, yet easy to understand. With very few decision points, we make it easy for policyholders to match coverage needs with personal budgets.
- Technology makes it easy to do business with us and helps our customers manage their business efficiently and effectively.
- Our personal support is second to none - when you call, we'll pick up the phone.

This approach has spurred our tremendous growth and allows us to be nimble and flexible in a changing environment.

Our mission is to deliver an exceptional insurance experience, while our values drive us to be a different kind of insurance company. These attributes touch every part of our business as we help create a better future for each of our customers.

Our Products

Accident Insurance helps policyholders pay for unexpected needs resulting from an accidental injury.

Critical Illness Insurance provides a lump-sum payment upon the diagnosis of a serious disease to help policyholders ease the strain on their finances and focus on recovery.

Hospital Recovery Insurance assists policyholders in recovery stages following a hospital stay.

Long Term Care Insurance (Worksite) reimburses LTC services and support for policyholders who need personal care due to a chronic illness or degenerative condition.

What drives us

We're a team of innovators, optimists, great listeners and problem solvers all dedicated to making a difference in the lives of our customers. These values are what make us different.

Trust	Making a Difference	Optimism	Accessibility	Innovation
Being someone co-workers and customers can rely upon.	Providing value in others' lives.	Being confident, enthusiastic and cheerful.	Being easy to talk to and easy to understand.	Seeking new ways of doing things.
Acting ethically and responsibly on behalf of our customers.	Leaving things better than how we found them.	Having a positive outlook and seeking a positive outcome even in the face of a challenge.	Offering a human touch: answering the phone and providing real help.	Being visionaries in our industry.
Sharing our knowledge to help others succeed.	Inspiring others to be their best.	Saying, "why not?" while others say, "why?"	Keeping it simple: eliminating confusion and minimizing fine print.	Thinking differently.

We give back

An important part of our core values is a commitment to the communities where we work and live. Through volunteer efforts and sponsorship, we support many issues affecting our neighbors. We give back in a number of ways and we empower our employees to do the same. Here are a few of the ways our team works to connect with causes and charities:

- Advocacy and raising community awareness for causes such Alzheimer's, Parkinson's, Meals on Wheels, American Heart Association, Habitat for Humanity, and Big Brothers Big Sisters.
- Food and personal care supply drives with groups like the United Way, the Humane Society, and local Community Food Banks.
- Support and sponsorship of human services agencies, senior citizen centers, and other community groups.

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