

Why select Coventry.

*One simple fact explains why
top advisors and organizations
consistently turn to Coventry to
help them tap into the enormous
opportunities of the secondary
market for life insurance.*

There's only one market leader.

We know the market. Past, present and future.

- Coventry created the market and the vehicles to access it.
- Our leadership continues to shape the industry's future.

Coventry's expertise has defined the secondary market from the beginning. We were the first to see the market's potential and we pioneered its major transactions. Our efforts have established models for the industry's capitalization, regulation and distribution. This uniquely global perspective fuels ongoing innovation as we continually expand the power, reach and value of life insurance.

We create unprecedented options for clients. Everyday.

- Coventry offers more opportunities to access the market value of life insurance.
- We have delivered more than \$2 billion over cash surrender value to consumers.

Coventry pioneered the life settlement industry, coining the term "life settlement" and giving consumers a compelling alternative to surrendering their policies or letting them lapse. With groundbreaking financial tools like SWAPP® and Premium Finance Plus®, we have continued to create powerful new strategies for clients to more effectively manage their assets.

Our understanding of life insurance is second to none.

- Coventry has been a leader in the sophisticated high net worth and corporate insurance markets for more than 25 years.

Coventry is the only life settlement provider with origins in the life insurance industry. With seven actuaries on staff, we are well versed in the complexities, nuances and technicalities of life insurance, especially when policies with large face amounts are involved. We have developed, marketed and administered policies with aggregate face amounts totaling more than \$30 billion. Our understanding is deep. Our experience unmatched.

We set the standards for the industry.

- We are fierce advocates for consumer rights and we were the first to promote rigorous industry regulations.
- Our due diligence standards exceed industry requirements.

As the market leader, we feel that we have an extra responsibility to do things right. We were the first secondary market firm to actively support rigorous industry regulation and we are the only firm licensed to conduct secondary market transactions in every state. We maintain exacting due diligence requirements and our internal compliance team ensures that every transaction is executed to the highest standard.

We do more for advisors. Much more.

- Coventry offers 20 regional in-house support teams to deliver the highest quality support to your business.
- Our continuing education seminars have helped thousands of advisors master the secondary market.

Nobody has helped more advisors close more cases than Coventry. Our dedicated case managers ensure transactions close successfully. Most important, we know your market and understand your business. Everything we do is tailored to your individual needs and goals.

The experts agree.

- Standard & Poor's has given us their highest servicer ranking and we are the first secondary market firm ever to be ranked (2004, reaffirmed 2006).
- Best Companies ranked us one of the best companies to work for in Pennsylvania.
- We were ranked #1 in the insurance category of the Inc. 500 listing of the fastest growing privately held companies in America.

Coventry is widely regarded as the premier firm in the secondary market. We have received top rankings from the leading ratings agencies in the U.S. and Europe, and we are ranked among the most dynamic companies in the U.S.

The role of market leader is one we take seriously. With a bold vision and impeccable standards, we are continually opening new opportunities for advisors and their clients. Making life insurance more powerful, more flexible and more valuable. And changing the way people think about life insurance. It's how we are redefining insurance.



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