

TruStage™ INSURANCE PROGRAM



GOOD FOR YOUR MEMBERS AND GOOD FOR YOU.

Competition for your members has never been fiercer—so how do you continue to build member loyalty? The TruStage Insurance Program helps by offering proven insurance protection designed especially for credit union families. Plus, you benefit from a dependable source of non-interest income.



63%

OF CONSUMERS

say their credit union does
what's best for them.¹



18,000,000+

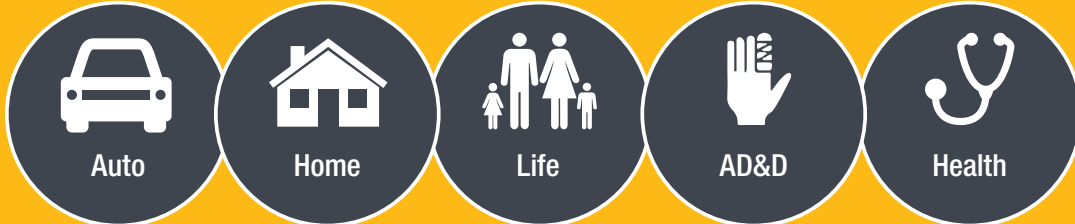
CREDIT UNION MEMBERS

are protected with
TruStage Insurance.²

You have the power to help your members achieve the insurance protection they deserve with the TruStage Insurance program.

At **TruStage**, we continually invest in creating a positive member experience that aligns well with your credit union values.

Full range of protection



Member-centric approach



Today, participating credit unions see over 11% year-over-year non-interest income growth.³ Continue to build deeper member relationships by helping your members achieve the insurance protection they want and deserve.

Learn more at www.cunamutual.com/TruStage or contact your CUNA Mutual Group Sales Executive at 800.356.2644

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¹ CUs tops in Forrester Customer Advocacy 2014 Study, NAFCU News, Dec 15, 2014.

² Analysis of TruStage Insurance Policyholder Analysis, 2017.

³ TruStage Insurance Program internal analysis of 2015 non-interest income medium growth rates for credit unions with > \$18 in assets.

TruStage® Insurance products and programs are made available through TruStage Insurance Agency, LLC and issued by CMFG Life Insurance Company and other leading insurance companies. CUNA Mutual Group is the marketing name for CUNA Mutual Holding Company, a mutual insurance holding company, its subsidiaries and affiliates.

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