

TruStage™ INSURANCE PROGRAM



YOUR ONE-STOP SHOP FOR A BETTER MEMBER EXPERIENCE

Consumer behavior is changing rapidly across all demographics. Faster, simpler and more convenient services are in high demand, and consumer attention is increasingly hard to get. So how do you keep up? TruStage® helps by offering a full suite of innovative insurance products that's integrated with your core business, creating a better experience for your members.

U.S. adults now spend
an average of

 **12**
HOURS PER DAY

consuming media across
multiple devices.¹

The average
consumer attention span
is only



8 SECONDS,

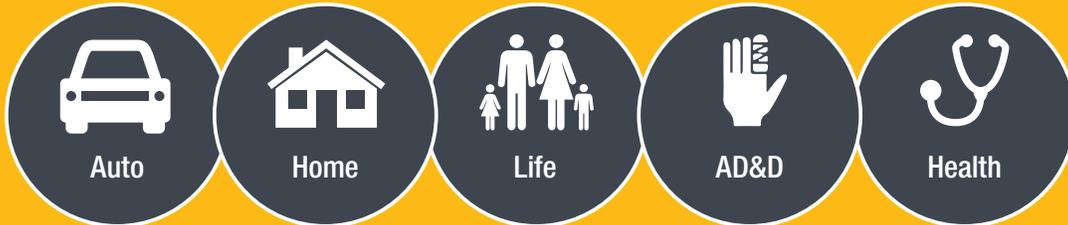
and they're exposed to

10,000
BRANDS EACH DAY.²

FinTech start-ups and nontraditional financial providers are vying heavily for consumer attention. But with the right program, your credit union will not only stand out—you'll grow your business as well.

At **TruStage**, we continually invest in innovative solutions designed to make the insurance buying process fast, simple and convenient. The result? A consistently positive experience for your members.

Comprehensive protection



Responding to consumer demands



With the TruStage Insurance Program, your members get the protection they need and the financial stability they deserve. **Today, over 20 million consumers rely on TruStage Insurance to protect their loved ones.³**

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

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¹ eMarketer, "US Time Spent with Media: eMarketer's Updated Estimates and Forecast for 2014-2019," April 2017.

² Joshua Saxon, "Why Your Customers' Attention is the Scarcest Resource in 2017," American Marketing Association, 2018.

³ TruStage Policyholder Analysis, October 2018.

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.

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