

WFG invites you to take a new look at the business opportunity we offer. We've improved the company over the past 13 years, which is why so many of our former associates apply to reinstate with WFG each month.

We've grown and changed. We've added new products and new services for our clients. We've polished the WFG business platform, making it one of the most dynamic in the financial services industry. We've amped up the strength of the company's messaging, streamlined our processes, and, as a result of these changes, we've experienced record growth.

By the end of 2014, WFG had a record-breaking 16 straight months for points and 21 straight months for recruiting, with more than 120,000 new associates joining the company in 2014. That's a 25 percent increase over 2013. 2014 also saw the highest commission payouts to the field in the company's history.

All of this is to say, we're not your father's WFG; we've become a movement in the financial service industry. We've adapted to changes in business and technology and we've continued to develop the WFG business system.

One thing, however, that has not changed – and never will change – is our keen focus on our core value: helping families. Our associates are helping more families, throughout North America, have secure futures and prepare for the unexpected then ever before.

If you are reconsidering WFG, take a look and see how we've become a renewed, more contemporary company. See how we assist associates in building better financial services businesses that bring valuable solutions to record numbers of families.

Catch on to the energy and excitement, but first, take a new look at WFG.



WFG consists of:

U.S.:

World Financial Group, Inc. is a financial services marketing company whose affiliates offer a broad array of financial products and services. Insurance products offered through World Financial Group Insurance Agency, Inc., World Financial Group Insurance Agency of Hawaii, Inc., World Financial Group Insurance Agency of Massachusetts, Inc., World Financial Group Insurance Agency of Wyoming, Inc., World Financial Insurance Agency, Inc. and/or WFG Insurance Agency of Puerto Rico, Inc. Securities and Investment Advisory Services offered through Transamerica Financial Advisors, Inc. (TFA), Transamerica Financial Group Division - Member FINRA, SIPC, and Registered Investment Advisor. Non-Securities products and services are not offered through TFA.

World Financial Group, WFGIA and TFA are affiliated companies.

WFG and WFGIA Headquarters:  
11315 Johns Creek Parkway,  
Johns Creek, GA 30097-1517.  
Phone: 770.453.9300

TFA Headquarters: 570 Carillon  
Parkway, St. Petersburg, FL 33716.  
Phone: 800.322.7161

Canada:

World Financial Group Insurance  
Agency of Canada Inc. offers  
life insurance and SEG funds.  
Headquarters: 5000 Yonge Street,  
Suite 800, Toronto, ON M2N 7E9.  
Phone: 416.225.2121

In the United States, the WFG logo  
is a registered trademark of World  
Financial Group, Inc.

©2015 World Financial Group, Inc.  
2769A/6.15

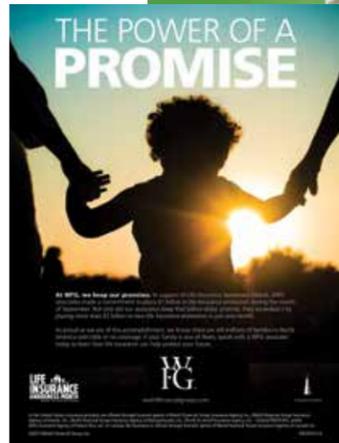
*Reconnect.  
Reconsider.  
Rediscover.*



Take a New Look at WFG

## A New Brand

We help families. That's still the cornerstone of everything we do, so it's fitting that this core value echoes throughout our new brand messaging. We've introduced our brand to a broader public through updated, compelling and relatable imagery and messaging that is easier for consumers to connect to and engage with.



We put a new “face” on all media channels, including two new, redesigned high-impact websites for the U.S. and Canadian markets, and we continue to increase our social media presence on Facebook, Pinterest, Twitter and other relevant social media sites. We have also revamped our

most popular marketing pieces and created new materials that showcase our brand as purposeful and revitalized.

High impact ads have been placed in Time magazine as well as in several other local and national publications. These ads tell our story: our commitment to families. In the Sept. 1, 2014 Time magazine ad, we celebrated Life Insurance Awareness Month by committing to place \$1 billion in new life insurance protection for the month — and we exceeded that commitment by placing more than \$3 billion in 30 days.

## New Tools

We've updated our associate website, MyWFG.com by making it a friendlier and more accessible one-stop spot to help our associates build their business. Some of the changes include:

**The WFG Presentation Builder:** Create customized presentations that you can save to your smartphone or tablet.

**Reports:** Knowledge is key to building a successful business, so you can now find reports on a variety of information for your organization including commission information, team status reports, cash flow reports and more.

**WFG Talks:** This section of the site includes audio and video selections from some of our top field leaders and from major company events that will help motivate, inspire and educate you on various aspects of the business.

**Back Office Support System (BOSS):** The system allows you to complete several administrative forms online, for faster, more efficient processing.

**WFG Drive:** This mobile application allows you to perform a Financial Needs Analysis, run illustrations and complete sales no matter where you are. You can also sign up new recruits through access to the electronic AMA.

**Online Reinstatement:** We're also building a new platform for online reinstatement that will allow former associates to become a WFG associate more quickly and conveniently.

## New Products

As a licensed associate, you have access to a multitude of products through WFG's affiliated companies. We're constantly growing our product and services catalog to meet the demands of the families our associates serve. Our affiliated companies have developed strong relationships with well-known industry providers that empower our licensed associates to offer individuals and families more options than ever before. This greater power of choice for families helps them create a strategy specific to their needs and financial situation.

## New Support Systems

We provide a robust opportunity for people who wish to become successful business owners through WFG.

You will have access to the **WFG Sales Desk**, a team of fully licensed specialists who are knowledgeable about the products and services offered by our providers. They are ready to offer you expert level information to make you confident in discussing products with clients.

**The WFG Business System** is a powerful resource that will be familiar to returning associates. This system, developed by the company's experienced field leadership, is a step-by-step guide for associates as they build and grow their business.

**The Home Office Support Team (HOST)** is a revamped service center that can help you with any questions you have about coding, commissions, licensing or any other concerns.

## New Energy at WFG

With all these improvements and services, you will find that we are a stronger WFG than the one you knew. That's why we're successfully transforming more associates' and families' lives than ever before.

Take a new look at WFG. We aren't your past. We're here to help you own your future.

