Our Positioning

We are the financial specialist that is **dedicated** to the education community.





Our Value Proposition

We **empower you** to make smart financial decisions.

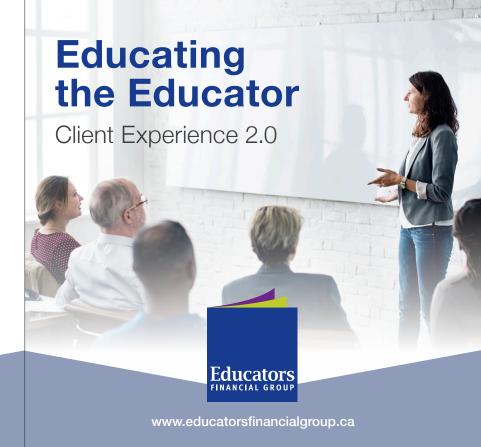
Elevator Speech

Our differentiating value in a nutshell

You have enough stress in your day-to-day job; we're here to take your financial stress away. We speak your language and we understand your world because we focus exclusively on the education community. In a nutshell, we empower you to make smart financial decisions by giving you the information and financial education you need. We were actually created (by OSSTF/to only serve the education community) in 1975 — we exist as a union member benefit, and can also help your family members.

Our range of investment and lending products are designed to fit your needs. You'll discover that **we're both the higher value** and the **lower cost choice**. 18,000 educators already trust us to protect them against educator-specific financial pitfalls such as cash flow concerns or potential pension income shortfalls. **We will partner with you** on financial matters so you can **achieve your financial goals**.

- **y** EducatorsFG
- f EducatorsFinancialGroup





Proof

- ✓ We speak your language
- ✓ We understand the education community's unique financial needs better than anyone else because we focus exclusively on it
- ✓ We enhance your financial literacy in a way that's most convenient for you
- ✓ We protect you against educator-specific financial pitfalls
- ✓ Insert appropriate segment benefit here... (such as potential pension income gaps, unnecessary gratuity taxes and cash flow concerns)

Empowerment Principles

