

Putting Members First

At Catholic Financial Life, we value building personal relationships with our members—for life.

The personalized touch, provided by our advisors and our home office associates, is a key service differentiator and a hallmark of Catholic Financial Life. With every contact we demonstrate how much we value our members—whether that interaction is in person, on the phone or online. Most importantly we support our members at critical times, providing financial security to members' families when loved ones die.

Being a membership organization, Catholic Financial Life places the interests of our members first.

"We're here to take care of those on Main Street, not Wall Street. Our member satisfaction scores reflect the way that our advisors take the time to understand their members' needs and design plans that provide for their long-term financial security."

—President and CEO Bill O'Toole

What Our Members Have to Say

"We have a great relationship with our advisor. He is personable, sincere, and professional, which are three qualities that can be difficult to find in today's insurance industry."

"Everyone I spoke to was wonderful! and caring!... Incredible! Your service was so helpful. This is the ease with which a death claim should be handled. I would recommend you to everyone!"



About Catholic Financial Life

Catholics have trusted Catholic Financial Life to safeguard their financial security for more than 140 years. With \$4.9 billion of insurance in force, and assets of \$1.2 billion, Catholic Financial Life is the second largest Catholic not-for-profit financial services organization in the United States.

Being a membership organization, we put your interests first. You'll see it in the personal conversations we'll have as we help you protect your dreams. You'll feel it, knowing you're an important part of our family. You'll be proud to be a part of an organization that puts Catholic values into action by enriching your life, while serving God by serving others.



**Catholic
Financial Life®**

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catholicfinanciallife.org



**Member
Satisfaction**



**Catholic
Financial Life**

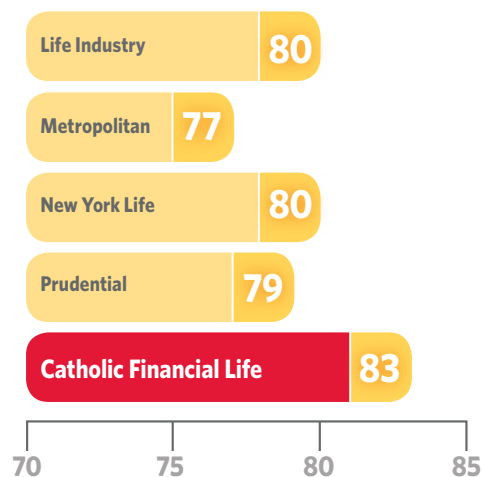
Measuring Satisfaction

In 2011, Catholic Financial Life engaged the American Customer Satisfaction Index (ACSI) to provide an independent assessment of our members' satisfaction. The ACSI is the only standardized measure of customer satisfaction in the U.S. economy.

ACSI research is based on customers' perception of their experience by gathering data about expectation, quality, value, satisfaction, and loyalty. This research is then compared to industry peers and competitors to provide an objective benchmark of satisfaction.

ACSI research shows Catholic Financial Life's overall member satisfaction score is significantly higher than the top commercial insurers based upon the 2011 American Customer Satisfaction Index (ACSI).

Overall Customer Satisfaction*

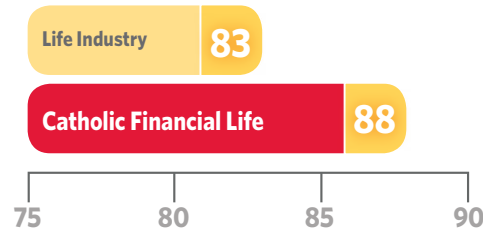


Delivering Quality and Value

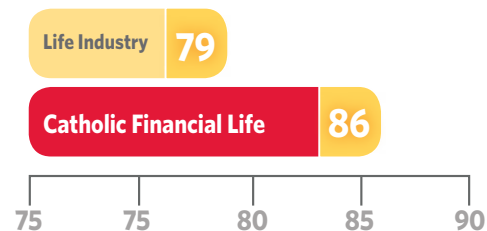
Our members evaluated the quality of their experience—how well Catholic Financial Life met their personal requirements and the reliability of the experience. Further, members rated the quality of their life insurance relative to the price.

Catholic Financial Life scored higher than the life industry on overall quality and value, which in turn, helped to produce an exceptional loyalty score.

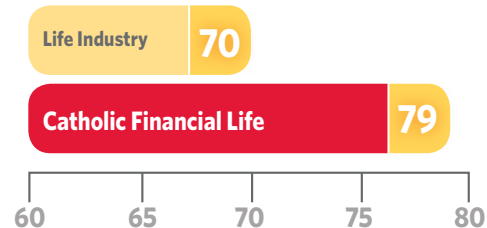
Overall Quality



Overall Value



Loyalty Score



Fulfilling our Brand Promise

Putting Catholic values in action is Catholic Financial Life's brand promise. Our members take comfort in doing business with a faith-based, not-for-profit membership organization that shares their values.

Brand Effectiveness Scores



"Anytime a service organization scores in the mid to upper 80's they are doing an exceptional job. Scores of 90 are virtually unheard of, so the fact that Catholic Financial Life scored an 89 as a Catholic faith-based organization, and had an overall brand loyalty score of 87 is very impressive."

—Terry Felker, ACSI

Scores are reported on a scale of 0 to 100 and are not percentages.

*A difference of three points is considered statistically significant.