

FOR IMMEDIATE RELEASE
Leaders Life Insurance Company

July 16, 2025

Subject: Use of Pre-Approved Marketing Materials

To: All Affiliated Brokers

Bulletin: MKTG-2025-07-16

This bulletin serves as a formal notification regarding an important reminder of our existing marketing policies. All brokers and their affiliated agents are required to exclusively use pre-approved marketing and advertising materials provided by Leaders Life Insurance Company.

This policy ensures brand consistency, maintains compliance with all applicable regulations, and provides a unified and professional representation of our services in the marketplace. The use of unapproved materials can lead to brand dilution, legal and compliance risks, and a fragmented message to our clients.

We further remind you that all pre-approved marketing materials can be accessed through the Leaders Life Broker Portal, <https://backoffice.leaderslife.com/Default.aspx>, under "Company Forms". This includes, but is not limited to:

- Digital and print advertisements
- Brochures and flyers

Any marketing or advertising materials not provided in the designated portal are considered unapproved and are strictly prohibited from use. This includes any materials created by third-party vendors or personally customized by brokers or agents.

Failure to adhere to this policy will result in a review of your affiliation with Leaders Life Insurance Company and may lead to disciplinary action, up to and including the termination of your broker agreement.

We appreciate your attention to this matter and your cooperation in maintaining the integrity of the Leaders Life brand.

Should you have any questions regarding this bulletin or the use of our pre-approved marketing materials, please do not hesitate to contact the Marketing Department at marketing@leaderslife.com or 918-254-0200.

Sincerely,

Leaders Life Insurance Company