

Vericity, Inc. Logo

## Fidelity Life and eFinancial Tap Michael Guglielmo as First Chief Business Development Officer to Grow Strategic and Affinity Partnerships

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CHICAGO, Illinois. Jan. 11, 2022 – Industry leaders and innovators in direct-to-consumer life insurance, Fidelity Life and eFinancial have hired industry expert Michael Guglielmo as their first Chief Business Development Officer to acquire new strategic and affinity partnerships. Building upon the companies' success with blue chip partners like Progressive Insurance, Guglielmo will focus on establishing partnerships with companies, associations, affinity groups, and third-party life insurance distributors whose customers and members would benefit from simple, fast, and affordable life insurance.

Guglielmo has more than thirty years of life insurance industry experience. Most recently he held executive positions with Mercer Health and Benefits including Segment Leader and Life Insurance Carrier Leader, Senior Vice President of Sales, and Senior Relationship Manager. In these roles, Guglielmo had oversight for more than 150 partnerships and affinity relationships. Prior to Mercer, Guglielmo held leadership roles in account management, marketing, and business development with AGIA Affinity, a full-service broker and administrator for over 100 affinity groups.

"Michael's distinguished track record forging strategic partnerships throughout his career, coupled with his strong customer focus, made him an ideal fit to lead the expansion of our strategic and affinity partner business," said James Hohmann, CEO of Vericity, the parent company of Fidelity Life and eFinancial. "We're delighted to have Michael on board as we expand our footprint through new B2B2C relationships and help more everyday consumers protect their families."

Guglielmo's hire comes at a time of significant opportunity to continue the firm's record growth through strategic and affinity relationships.

"As the industry's first full-stack InsurTech, I was attracted to the company's history of innovation in making it easier and more affordable for everyday people to get life insurance coverage," said Guglielmo. "The firm's broad range of life insurance products, online sales and service capabilities, and one of the largest call centers in the life insurance industry, uniquely enable it to offer tailored and turnkey solutions to businesses and organizations so they can better address their customers' and members' life insurance needs."

Fidelity Life and eFinancial are revolutionizing the life insurance industry. Together, the companies have delivered consistent double-digit growth and provided more than \$150 billion in life insurance coverage.

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### About Vericity

Vericity, Inc. (Nasdaq: VERY), through its subsidiaries, Fidelity Life Association and eFinancial, LLC, is a leader in direct-to-consumer life insurance solutions. As an innovator in product design and distribution, the company makes life insurance affordable and accessible for middle market consumers. With national call centers, digital and digitally enabled sales and underwriting processes, quick policy issuance, and an emphasis on products not medically underwritten at the time of sale, it is easier for customers to get the coverage they need at a price they can afford. For more information, visit [www.verity.com](http://www.verity.com).

### About Fidelity Life

Founded in 1896, Fidelity Life has a long history of helping everyday families achieve greater financial security. With a legacy of innovative products and state-of-the-art technologies, Fidelity Life offers personalized life insurance solutions for customers at every stage of life including term life, permanent life, and final expense plans. Its patented products include **RAPID**Decision® Life and LifeTime Benefit Term; and recently the company introduced **RAPID**Decision Life One™ in collaboration with Progressive Insurance, a new one-year term life insurance product designed for first-time life insurance buyers and those looking for life insurance coverage without the long-term commitment. To learn more, visit [www.FidelityLife.com](http://www.FidelityLife.com)

### About eFinancial

eFinancial is a leading direct-to-consumer life insurance agency with offices in Bellevue, WA, Chicago, IL, and Tempe, AZ. Its omnichannel experience, providing life insurance on the phone with a licensed agent or all online, enables customers to enjoy a simpler and easier process than with traditional face-to-face or online options.

eFinancial offers a variety of life insurance carriers and plans including term life, permanent life, and final expense insurance. With exceptional customer support and resources, eFinancial provides products and step-by-step guidance to meet individual needs and budgets. To learn more, visit [www.efinancial.com](http://www.efinancial.com)