



Reliable. Experienced. Unique.

A strategic partner offering expertise
and streamlined processes to your clients.





The insurance sector is undergoing significant change, operating in a post-pandemic landscape where organisations are increasingly focused on cost control, where employees are expecting more from their workplace, and where your clients are seeking greater value from the products and offerings they invest in.

The need for brokers to offer evolving client-centric experiences and services – while meeting regulatory and compliance requirements – is more crucial than ever.

In a competitive industry with many opportunities, you'll want access to compelling propositions that can address your clients' escalating expectations and deepen relationships.

And to remain ahead of your rivals, you'll need to be able to deliver a complete experience, by helping to enhance your clients' employee benefits while developing your own market knowledge and receiving the support to streamline your day-to-day processes.

This requires a reliable, strategic partner to support you with an in-depth service that can enable greater operational excellence and grow your reputation.

Providing enhanced levels of service, expertise, and industry understanding



As a strategic partner, MetLife brings a complete broker experience, with access to Group Life, Group Income Protection, and value-added services, along with expert consultants to configure cover and dedicated training to support the growth and development of client relationships.

We bring unique and new offerings such as our funeral concierge service, available to all Group Life policyholders and their employees, which includes will preparation, digital storage vault, online funeral planning tools and a 24/7 funeral concierge.

Our Client Relationship Managers are your clients' single point of contact, managing the onboarding process and working to embed the cover with your clients. You also have continual access to technical underwriting managers for expert advice.

We have made switching to MetLife from other providers simple, fast, and secure with immediate cover available and a truly seamless onboarding process.

As a business, we provide trusted thought leadership to support strategic direction and help you to empower client-side decision-makers while enabling you to identify opportunities faster.

Through both in-person and digital learning Academies, we deliver training for you to underpin your knowledge sharing. This, combined with our sales enablement materials, ensures you are well equipped to deliver the best possible level of service to your clients based around deep product knowledge and value to clients.

Plus, as one of the co-founders of MAXIS GBN – our Global Benefits Network– we can help your multinational clients take care of their people and achieve their strategic goals.

As your trusted strategic partner, we can support you and your clients to improve employee retention, through the expansion of the health and wellbeing propositions available to them,

With an Employee Assistance Programme (EAP), our GP24 digital health service, bereavement and probate support, access to counsellors, early intervention and more, we can help employees feel in control of their health.

A focus on growth and delivering high-value client experiences

At MetLife we understand the value of seamless client experiences and we make these a priority – so you can build long term loyalty. As your trusted strategic partner, we will:

Help elevate your client conversations

With added-value services like funeral concierge and GP24 that extends to the employee's loved ones, we can help you change the conversation to open up the everyday challenges that employees and employers alike will relate to.

Help you focus on building client relationships while driving sustainable growth

By reducing your workload thanks to our hands-on approach to client-management, you gain more time to invest in your clients. We also reduce the amount of form-filling you have to do and give you a single point of contact for a more personal service.

Enable hassle-free, high value client experiences that demonstrate true value

We'll do this through proactive servicing, managing and processing of claims, as well as on-site and virtual broker training. Supported by our New Business Administration, Sales Support, and Client Relationship Management teams we make switching to MetLife simple and provide immediate cover, while fast 2.7 day¹ turnaround times for claims payments help build trust and long-term loyalty.

And with products built to improve health and wellbeing, we'll help ensure your clients have full, in-depth support and services that they can share with employees and their families.

Personal support when navigating life's challenges

We'll help employees plan and respond to life's biggest changes with access to funeral concierge, GP24 our employee assistance programme, early intervention and bereavement and probate support

Help to demonstrate return of investment for clients

With deeper, actionable intelligence on EAP take-up and usage. Our annual proactive data reports are available for Group Income Protection policies with over 100 employees and can be used to help identify absence management and wellbeing trends by highlighting claims experience and Wellbeing Hub usage.

Actively support multinational clients through our MAXIS Global Benefits Network

MAXIS is a leading international employee benefits network provider, with global service capabilities delivering world-class employee benefits perspectives and reinsurance solutions to multinational businesses.

¹ MetLife Internal Data, January 2023

What makes MetLife the right partner for brokers?

We know employees perform better when they are engaged, are well and feel valued. A good employee benefits package helps to achieve this.

Our propositions put people first and we're proud to be able to deliver a service that truly makes a difference. They recognise the emotional needs and challenges of modern working lives and find ways to help build resilience, connect people and drive better health and performance.

With an international presence in over 40 countries, MetLife Inc. brings 150 years of experience across insurance and employee benefit programmes.



We'll help put your people first with a unique approach

Our market leading proposition brings support to your client's employees and their families to help overcome challenges during their most difficult times.



We're reliable, trusted and secure with an A+ Standard & Poor's rating²

MetLife d.a.c is part of MetLife Inc., a multinational company trusted to support brokers and clients worldwide. Our delivery is backed by a track record of success aligned to global reach.



We're a market leader with a human approach to business

We paid £170m Group Life claims and £18m Group Income Protection claims in 2021.³ Our depth of expertise and experience means we understand the insurance sector, the needs of brokers, and the importance of putting our end customers first, treating them with care and respect.

² https://www.standardandpoors.com/en_EU/web/guest/home
³ MetLife portfolio data. January 2022.

We're trusted thought leaders, delivering market intelligence for brokers and employers

Our in-depth research into how society has responded to the biggest challenges of the past few years is designed to provide insight into what employees are looking for in a changing world.

We can help your clients align with changing values while staying on top of emerging industry trends. And our research helps identify how companies can adapt to employees' evolving needs to become better places to work that attract, motivate and retain talent.

A snapshot of some of our latest findings:

95%

of employees say being in good health is most important in life.⁴

82%

of employees say individual purpose is important even in times of crisis.⁴

95%

of employees prioritise work /life balance.⁴

Supporting a sense of purpose at work can help companies nurture a more motivated and committed workforce.⁴

83%

of employees say benefits play a strong role in choosing a place to work.⁴

⁴ MetLife thought leadership, Navigating purpose at times of uncertainty, understanding the role of purpose in working lives


A complete client and broker experience

At MetLife, supporting your success is our priority. As a trusted strategic partner, we bring experience, expertise and fine-grain industry insights to support you and your clients to deliver a more authentic, human and complete experience.

We can enable you to carve out the time and space to focus on building relationships while driving sustainable growth and will support greater alignment across your business to underpin more cohesive, seamless, and connected service delivery.

We take pride in doing things differently and we always put people first. We're here to deliver the expertise and efficiency you need to drive greater client experiences.





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