

# Life Insurance for Family, Community & Planet



# Premiums with Purpose®

*How we empower our customers*

Customers feel good about choosing Bluestone because our revenue supports causes they care about.

Customers want their premiums to be invested in positive social and environmental projects.

Customers support nonprofits that protect their community and our planet through our complimentary Impact Rider benefit.

*\*For example, you purchase \$1M of coverage for your family, and Bluestone gives you an additional \$10,000 of coverage (1% of the death benefit.)*

**Cash given to nonprofits today:**  
1% of company revenue.

**Insurance premiums invested for good:**  
clean energy, affordable housing, community development.

**Cash to nonprofits tomorrow:**  
\$10,000\* paid to a nonprofit as beneficiary.

**PREMIUMS  
WITH  
PURPOSE®**

# Premiums with Purpose®

*How we empower our customers*

**Cash given to nonprofits today:**  
we support nonprofits with our revenue.

**Your insurance premiums invested for good in:**  
clean energy, affordable housing, community development.

**A legacy for causes that you care about:** We give you an additional death benefit that is paid to your nonprofits.

**PREMIUMS  
WITH  
PURPOSE®**

# Premiums with Purpose®

*How we empower our customers*

**Today:** Donating to and supporting nonprofits.

**Tomorrow:** Leave a legacy to causes you care about.

**Always:** Investing in clean energy, affordable housing, community development.

**PREMIUMS  
WITH  
PURPOSE®**

# Sample Messaging Map

Tagline/Slogan/Unifying Idea	Positioning Statement/Value Prop
<p>Practical Simplicity Choose Simplicity. Protect the Future.</p> <p>The Future has a Request from us: Keep it Simple.</p> <p><i>How to tie the power of simplicity to the future in a compelling way.</i></p>	<p>Simplifying your life results in a healthier world for family, community and planet. When you simplify, you have more time for what matters to you, you have more money because you're buying less and you're decreasing your impact on the planet.</p>

Key Message	Key Message	Key Message
<p><b>Healthy family:</b> more time with people that we love; consuming less paves the way for Financial Independence</p>	<p><b>Healthy community:</b> participating in local food systems and supply chains that strengthen communities.</p>	<p><b>Healthy planet:</b> buying less decreases our impact on the planet</p>
Proof Point(s)	Proof Point(s)	Proof Point(s)
<p>How to tie to life insurance? Seems like leap.</p>		

## Basic Benefits □

# Benefits

## Where you work

Many employers offer comprehensive benefits packages which are available to you when you are employed there.



- Healthcare plan
- Group life insurance, long term disability, short term disability
- 401K or retirement planning account

## Family, community *and* planet □

# Bluestone

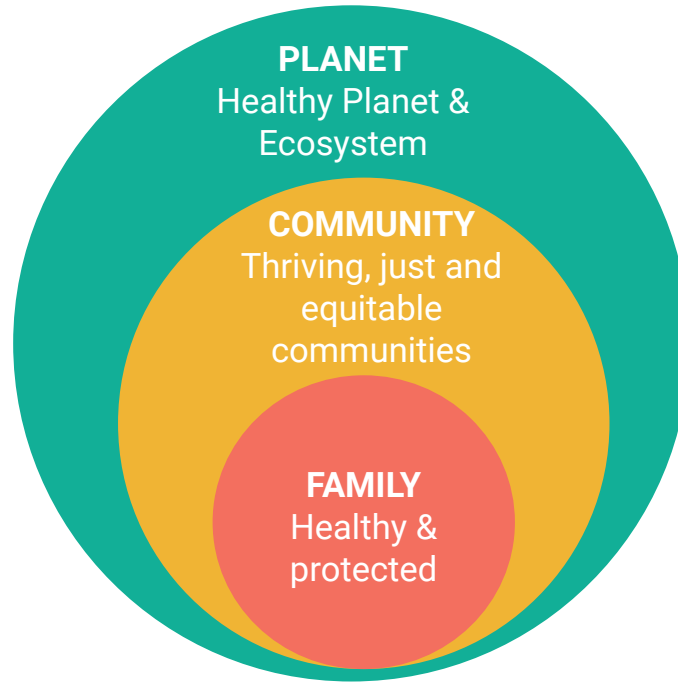
**Portable life insurance coverage that goes where you go *and* protects family, community and planet.**

Your Bluestone life insurance policy is owned by you and goes wherever your journey takes you from a new home, growing family or a career move.



- Protects family, community and planet
- Closes any gap between what your company offers and what you may need
- Simple and seamless life insurance that is affordable *and* sustainable

# The Rings of Wealth



FAMILY  
COMMUNITY  
PLANET

YOU CAN'T  
PROTECT ONE  
WITHOUT THE  
OTHER TWO.

Take three actions this month.

**bluestone**  
bluestone®



FAMILY  
COMMUNITY  
PLANET

ACT AS IF LIFE  
DEPENDS ON IT

BECAUSE IT DOES

Take three actions this month

**bluestone**<sup>®</sup>

# IMPACT REVOLUTION

THERE'S ONE SIMPLE ACTION

YOU CAN TAKE

FOR FAMILY, COMMUNITY  
AND PLANET.

GUESS WHAT IT IS?

FAMILY  
COMMUNITY  
PLANET

You can't have one  
without the others.

**bluestone**

INSURE  
JUSTICE

We'll take you there.

**bluestone**<sup>®</sup>

FAMILY  
COMMUNITY  
PLANET

THIS IS NOT A  
SOLO FLIGHT.

**bluestone.**

FAMILY  
COMMUNITY  
PLANET

REMOVE ONE

*AND*

WE

ALL

FALL

DOWN.

FAMILY  
COMMUNITY  
PLANET

DIE OR THRIVE?  
YOU DECIDE.

FAMILY

COMMUNITY

PLANET

ALONE WE DIE.

TOGETHER WE THRIVE.



FAMILY  
COMMUNITY  
PLANET

WHAT  
ELSE  
MATTERS?

FAMILY  
COMMUNITY  
PLANET

UNITE & THRIVE.

DIVIDE & FAIL.

FAMILY  
COMMUNITY  
PLANET

ALL TOGETHER NOW.

THE FUTURE DEPENDS ON IT.

FAMILY  
COMMUNITY  
PLANET

The most unlikely place you'd expect to find a simple, powerful solution?

Life Insurance.