



For immediate release

European Life Settlement Market Comes of Age Trade Association Launched to Represent Eur9.5bn Asset Class

Europe's life settlement industry officially comes of age today with the launch of its new trade body, the European Life Settlement Association (ELSA). The association has been established to promote highest standards, and to educate and inform retail and institutional investors seeking assets that are uncorrelated with equities and unaffected by volatility in global markets. The launch of ELSA follows a survey of industry stakeholders in the US and Europe, revealing a wide measure of support for a European trade body to represent the Eur9.5bn asset class.

Life settlement products are still unfamiliar to many investors, though demand is expected to grow following the credit crunch and associated uncertainty in global markets. The life settlement market originated in the US, where life insurance policyholders are able to sell their policies to third parties for more than the surrender value but less than the maturity value, under strictly regulated conditions. A thriving secondary market has now evolved trading these policies as an alternative asset class. Life settlements are typically used in products designed for sophisticated investors, and characterised by the use of actuarial skill to produce returns.

Patrick McAdams, ELSA co-deputy chairman said: "ELSA has received widespread support from industry leaders and our steering group includes major institutions and stakeholders in the Life Settlement market. Our first priority will be to establish standards for the industry, based on consultation with our members. It will therefore be in the interest of all reputable stakeholders – including capital providers, service providers and intermediaries – to join ELSA and take part in establishing the industry benchmarks to be used throughout Europe in the future."

Richard Morris, ELSA co-deputy chairman said: "An important part of ELSA's role in overseeing the European life settlement market will be to educate and inform investors in both the retail and institutional markets. Currently, too much time is spent sourcing information on life settlements and checking its accuracy. ELSA will aim to produce regular and accurate information on products and markets in an independent manner, so that we promote fairness and transparency for the life settlement market across Europe."

Doug Head, executive director of the Life Insurance Settlement Association (LISA) said: "I welcome the launch of ELSA, and stand ready to provide any support or knowledge I can to the development of investor awareness and understanding in Europe. In the US, consumers have had a legally protected right to sell their life policies for over a century, though few took advantage of this opportunity. For more than a decade, LISA has worked diligently with US policy makers and regulators to develop legislation and regulation for this evolving sector. Today, life settlements put

choice in the hands of a growing number of American consumers who recognise their life policies not only provide death benefit protection, but are continuing assets which can be managed as part of a financial portfolio.”

Members of ELSA’s steering committee are:

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| Patrick McAdams | Investment Director | Surrenda-link Investment Management |
| Richard Morris | Actuary | Commerzbank |
| Andrew Wilkins | Executive Director | Catalyst Investment Group |
| Anna Bailey | Representative | The Peninsula Group |
| Peter Jaederberg | Managing Partner | ArensJaederberg |
| Doug Head | Executive Director | Life Insurance Settlement Association (LISA) |
| Mark Todd | Vice President | Maple Life Financial, Capital Markets |
| Peter Bradley | Partner | Stephenson Harwood |
| Paul Winner | Convener | ELSA |

ELSA has received support from members of several international trade bodies including the Life Insurance Settlement Association (LISA) in the US; the Bundesverband Vermögenanlagen im Zweitmarkt Lebensversicherungen e. V. (BVZL) in Germany and the Institutional Life Markets Association (ILMA).

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NOTES TO EDITORS

ABOUT ELSA

ELSA, the European Life Settlement Association, was established in May 2009. ELSA sets standards for the European life settlement industry and promotes transparency by providing accurate, authoritative information to retail and institutional investors. Membership is open to capital providers, service providers and intermediaries in the life settlement market. ELSA’s mission is to promote the development, integrity and reputation of the European life settlement industry and to encourage fair competition within the European market.

www.elsa-sls.org