

# Safeguarding Generations of Wealth

## Transamerica Life Bermuda at a glance

Transamerica Life (Bermuda) Ltd. (TLB) is a leading High Net Worth (HNW) life insurance provider with extensive experience in managing large sums assured and complex cases to support legacy and business planning for HNW individuals and families. Our purpose is to help our customers achieve financial security and safeguard their wealth for future generations.

Serving HNW customers across the globe backed by a heritage of 120 years, TLB is incorporated in Bermuda with branches in Hong Kong and Singapore which serve as our Asian HNW Hubs. TLB is part of the Aegon Group, an international financial services group that unites a diverse range of businesses that, together, help millions of people around the world live their best lives by offering a broad mix of investment, protection, and retirement solutions.

Proud of our past, we think for tomorrow. We are constantly pioneering new and innovative ways to help our customers grow and protect their wealth, to assure their legacies well into the future.



S&P Rating  
**A+\***



Over  
**USD7.38 billion\*\***  
in total assets\*\*\*



**120 years** of  
heritage



Over  
**USD72 million**  
claims paid  
in 2023



Trusted by over  
**21,000 HNW**  
customers  
worldwide\*\*\*\*



Over **40 years** of  
experience in  
managing universal  
life insurance  
portfolios

## Key historic milestones

The Transamerica story **begins** in the U.S. as Bank of Italy founded by A.P. Giannini

**1904**

Transamerica establishes its **first sales office in Shanghai**

**1933**

Transamerica Occidental Life is **acquired by the Aegon Group**

**1999**

TLB rebrands its Hong Kong office and opens a **full service branch in Singapore**

**2006**

TLB launches annually updated editions of the **"Guide to HNW Life Insurance"** for Financial Advisors

**2020 - 2022**

TLB launches revamped **Genesis II and Genesis+ Indexed Universal Life** with broad index account options

**2024**

**1928**

Transamerica Corporation is formed as Giannini puts the bank into a **holding company**

**1993**

Transamerica starts **operations in Hong Kong**

**2005**

Transamerica Life Bermuda (TLB) is **established and incorporated in Hamilton, Bermuda**

**2018 & 2019**

TLB releases studies on **"Succession Planning: Perceptions and Opportunities for HNWs"**

**2021**

TLB launches Genesis **Indexed Universal Life, Universal Life Alpha Pro & Universal Life Alpha Pro Century and Trendsetter Ultra Term Life**

### Note:

\* As of February 2024.

\*\* As of December 31, 2023 and based on International Financial Reporting Standards.

\*\*\* General account assets are primarily managed by Aegon Asset Management.

\*\*\*\* As of March 31, 2024, the total number of insurance policies issued by TLB.

## Globally aligned, locally relevant

TLB operates through a three-hub strategic approach in Hong Kong, Singapore and Bermuda to achieve the agility to work with, support a diverse network of partners, and serve customers across different jurisdictions.



## Strengths

### Underwriting expertise

We work closely with our partners with prompt and professional assistance to support them on clients servicing.

Our new business underwriting performance in 2023:

**100%** of cases set-up within 1 business day of receipt

**100%** of underwriting acceptance letters issued within 1 business day of underwriting decision

### Claims payments

Our priority is to pay all valid claims to our customers promptly and smoothly.

Our claims payment performance in 2023:

**100%** of claims set-up and response to beneficiary / business partner within 3 business days of receipt

**98%** of claims paid within 10 business days of receipt of complete documentation

**USD 371** over USD371 million claims paid since 2019

## Product & service excellence

With over 40 years of pioneering experience in managing universal life (UL) insurance portfolios, TLB is a recognized provider of HNW UL, indexed UL (IUL) and term life (TL) insurance solutions.



**Universal Life Alpha Pro (ULA Pro) and Universal Life Alpha Pro Century (ULA Pro Century)** provide life protection with competitive pricing, high flexibility and long-term cash value growth potential.



**Genesis II (Singapore) and Genesis+ (Bermuda) Indexed Universal Life** combine lifetime protection with wealth growth opportunities for wealth maximization through a combination of Fixed Account and distinctive Index Account that comes with a wide array of index account options, offering attractive growth potential, whilst being shielded from market volatility.



**Trendsetter Ultra Term Life** provides pure HNW life protection for a wide range of guaranteed protection periods for HNW family protection and business continuity.

## Awards



**International Life Insurer of the Year (Hong Kong)** 2016, 2017, 2018, and 2019  
- Asian Banking & Finance's Insurance Asia Awards



**Outstanding Achiever** in the category for "High Net Worth Client Servicing"  
- 2019 Benchmark Wealth Management Awards



**"Outstanding Responsible Insurer"** award and **"Best-in-Class - Universal Life Product"** award for ULA Pro & ULA Pro Century UL insurance plans  
- 2021 Benchmark Wealth Management Awards

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