

CONFIDENCE IS CONTAGIOUS.

Pass it on.

Confidence is easy to spot. It's common among people who are secure in their view of what lies ahead — enjoying life with peace of mind and knowing everything is in place.

We've been instilling a culture of confidence among our clients for over 150 years. It's in the way we care for the individuals, families, business owners, and employees who rely on us to help them trade their everyday concerns about life, wealth, retirement, and well-being for a greater sense of security about the future.

**LIFE INSURANCE BRAND OF THE YEAR
& MOST TRUSTED INSURANCE BRAND**

2017 Harris Poll EquiTrend® Study



Visit us at guardianlife.com

Guardian Life Insurance received the highest numerical Equity Score and the highest numerical score relating to Trust and Love among Life Insurance brands included in the 2017 Harris Poll EquiTrend® Study. Please go to guardianlife.com for further details.



GUARDIAN®

Securing the Future In Ways Both Big and Small

With its individual and group lines of business, **Guardian** takes the long view when it comes to helping its customers.

“**AT GUARDIAN, EVERY CHALLENGE** is an opportunity,” says Deanna Mulligan, President and CEO of Guardian. That was never more evident than when Hurricane Sandy walloped the Northeast in 2012. Four feet of water in the lobby at the company's lower Manhattan headquarters forced many employees to work from home, Starbucks, or wherever they could to keep the company going.

“Talk about necessity being the mother of invention,” says Beth Wood, the company's Chief Marketing Officer, Individual Markets. “Our CEO had the foresight to say, ‘We learned something from this experience. We ought to continue using technology to allow all of our employees to work anywhere, because good work can be done anywhere.’” Guardian on the Go, which allows employees to work virtually, was born from this experience.

“It's a testament to the culture of the company,” explains Mulligan. “Guardian is always there to help secure the future, not only for our 8,800 employees, but for our 26 million customers as well.”

Everything Guardian does comes back to the company's three core values: People Count, We Do the Right Thing, and We Hold Ourselves to Very High Standards. “We build those values into our decision-making,” says Dave Mahder, Chief Marketing Officer, Group and Worksite Markets. “As a mutual company



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DEANNA MULLIGAN
President and CEO
Guardian

paying dividends every year to participating policyholders instead of shareholders, the company's interests are aligned with our customers. That's a really important thing. I've worked in a number of for-profit companies that manage on a quarter-to-quarter basis, but Guardian definitely takes the long view in the interest of its customers.”

This has been true since German immigrants founded the company in 1860 at Delmonico's restaurant—just a block from Guardian's current headquarters. They realized that their community needed life insurance and financial protection, so they came together to provide those services.

Guardian has expanded a great deal from its life insurance beginnings. Its two lines of business—individual and group—include dental and vision insurance, life and disability insurance, annuities, wealth management, and supplemental health products. “Our clients count on us to be here 20, 30, 40 years from now and to help their heirs and beneficiaries,” says Wood. “Not only are we helping you this month to make sure you're getting the proper dental care, but we're also thinking about caring for your family and the legacy you want to leave.”

“We want to make sure our clients are not only protecting their todays but looking forward to their tomorrows with confidence,” concludes Mulligan. ●

Life Insurance Brand of the Year & Most Trusted Life Insurance Brand - 2017 Harris Poll EquiTrend® Study

Guardian Life Insurance received the highest numerical score relating to Trust and Love among Life Insurance brands included in the 2017 Harris Poll EquiTrend® Study, which is based on opinions of 102,617 U.S. consumers ages 15 and over surveyed online between December 30, 2016 and February 21, 2017. Your opinion may differ. “Highest Ranked” was determined by a pure ranking of a sample of Life Insurance brands.