



RGAx and Everplans Partner to Bring Life and Legacy Planning Platform to Insurers

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Kansas City Life Insurance Company and Western & Southern Financial Group become first to extend platform to insurance consumers

ST. LOUIS--(BUSINESS WIRE)--Oct. 3, 2017-- RGAx, the digital innovation subsidiary of Reinsurance Group of America, Incorporated (NYSE: RGA), and Everplans, the industry-leading provider of digital tools that help people organize, store, and securely share their families' most important details and information, today announced a strategic partnership to extend the distribution of Everplans' life and legacy planning platform. As part of this partnership, RGAx will become the primary distributor of the Everplans platform to all U.S. life insurance carriers and will deploy a team dedicated to building out commercial partnerships in the insurance industry.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171003005266/en/>

"RGAx and Everplans share a common goal with our insurance carrier and distribution partners to deliver products that help ease our customers' financial and emotional stress during their most difficult time," said Tim Rozar, senior vice president of RGAx. "Based on a unique combination of platform maturity, customer experience, guided content, as well as the incredible passion of the founders, we view Everplans as the gold standard for holistic life and legacy planning."

Today, the companies also announced that Kansas City Life Insurance Company (OTCQX: KCLI) and Western & Southern Financial Group, Inc. of Cincinnati, Ohio, have become the first insurance groups to offer Everplans as a value added service to their insurance consumers. Effective September 1, 2017, Kansas City Life Group Benefits began offering Everplans as part of its group insurance product portfolio, enabling employers to add a one-of-a-kind service into their employees' packages. Effective September 29, 2017, Western & Southern kicked off a mass media and employee campaign including the Everplans platform to drive brand awareness and ultimately, create deeper customer engagement.

"At Everplans, we feel we have created an experience that can deliver value to the insurance industry that goes well beyond traditional insurance offerings," said Everplans co-Founder and co-CEO Abby Schneiderman. "Everplans is on a mission to improve people's lives and protect their families' futures, and together with RGAx, along with our first insurance carrier partners, we are on a path to making this a reality."

ABOUT EVERPLANS

Everplans is the leading digital tool that helps people organize, store and securely share all the important plans and information their family will need in the future. Through a combination of original content, a personalized guidance engine, an intuitively organized digital vault, and an enterprise platform for professionals, Everplans helps people organize all the important details about their life and legacy in one secure, accessible place. The company was founded by Adam Seifer and Abby Schneiderman, entrepreneurs with a passion for helping people and a proven track record of creating successful online communities. For more information, please visit www.everplans.com.

ABOUT RGAx

RGAx is the innovation accelerator within Reinsurance Group of America, Incorporated (NYSE: RGA). A Fortune 500 company, RGA is among the leading global providers of life reinsurance and financial solutions, with approximately \$3.2 trillion of life reinsurance in force and assets of \$58.1 billion as of June 30, 2017. Founded in 1973, RGA today is recognized for its deep technical expertise in risk and capital management, innovative solutions, and commitment to serving its clients. With headquarters in St. Louis, Missouri and operations in 26 countries, RGA delivers expert solutions in individual life reinsurance, individual living benefits reinsurance, group reinsurance, health reinsurance, facultative underwriting, product development, and financial solutions. To learn more about RGA please visit www.rgare.com and for more information about RGAx visit www.rgax.com.

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