WITH THE SUPPORT OF STRONG FAMILY, THE SKY IS THE LIMIT.

FAMILY MATTERS NO MATTER WHAT.

AND STRONGER.

OUR STRONG BRAND FOCUS AND OUR COMMITMENT TO OUR POLICYHOLDERS AND PRODUCERS MEANS YET ANOTHER YEAR OF STRONG GROWTH FOR BOSTON MUTUAL.

BOSTON MUTUAL LIFE INSURANCE COMPANY 1891

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IN 2014, OUR FAMILY GOT CLOSER.

OUR WORKSITE MARKETING AND GROUP DIVISIONS BECAME WORKPLACE SOLUTIONS, MAKING BOSTON MUTUAL A MORE RESPONSIVE COMPANY.

Read a statement from Charles R. Mabry, VP – Workplace Solutions, on the reverse.

FAMILY MATTERS NO MATTER WHAT.

OUR NEW BRAND INITIATIVE, GIVING US ONE VOICE AND ONE PURPOSE. EMPLOYEES, PRODUCERS, AND POLICYHOLDERS KNOW WHAT WE STAND FOR AND WHY WE’RE DIFFERENT.

Read a statement from David C. Mitchell, CLU, VP – Strategic Planning & Communications, on the reverse.

FOR SOME, ANNUAL REPORTS ARE ALL ABOUT THE NUMBERS AND ADDING UP THE TOTALS OF THOSE TO TELL A STORY.

BUT FOR US, IT’S ABOUT WHAT REALLY MATTERS.

KEEPING FAMILIES STRONG.

Read a statement from Paul A. Quaranto, Jr., MBA, LLIF, President & CEO, on the reverse.

COMPANIES GROW. FAMILY TREES THRIVE.

2014 ANNUAL REPORT

ROLL UP FROM THE BACK AND WATCH OUR FAMILY TREE GROW.
It embodies our long-held belief that trust, loyalty, security, and strong relationships are the reasons behind our track record of financial success. It is more than a tag line. It speaks to our core values. It is what makes us different and creates a unique bond between you, our producers and our employees.

Our new tagline – "Family Matters. No Matter What." – captures those values. It speaks to the mutual support that is shared among family members and I thank them for that commitment. As a mutual life insurance company we are owned by and operated for the benefit of you, our policyholders. Together we’re building a legacy of care that will endure for many years to come. Our success is also measured by how much and how well we care for each other.

I’m very pleased to report that 2014 was another strong year for Boston Mutual and not just for financial reasons. It’s because I believe we do well, taking care of each other.

PLANTING THE SEEDS FOR THE FUTURE

Speaking of doing well, we’re not doing it the same old way. We’re not just improving the way we do things. We’re creating better lives for everyone we deal with, from you, to our producers and employees. Even though we’ve been around since 1891, we’re not doing it the same old way. We’re not just making things better for us. We’re making them better for you.

Our new Facebook page is a great place to find useful and fun information to help keep your family strong. It also includes links to many of the charities we support. I take special pride in our employees and the countless hours they spend helping others in our community. Our new tagline embodies our long-held belief that trust, loyalty, security, and strong relationships are the reasons behind our track record of financial success. It is more than a tag line. It speaks to our core values. It is what makes us different and creates a unique bond between you, our producers and our employees.

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