Rebranding Update from Lincoln Financial

As previously communicated, the Lincoln National Life Insurance Company, a Lincoln Financial Group company, acquired Liberty Life Assurance Company of Boston as of May 1, 2019. We are working to integrate our businesses as quickly and deliberately as possible to build a unified company that leverages the best of both legacy businesses and delivers something even better for you and your employees.

Today, we’d like to share an update on work to change the logo and company name (rebranding) to Lincoln Financial Group on correspondence, websites, systems, etc.

First and foremost, we want you and your employees to know that rebranding efforts will not cause any immediate changes to benefits or claims processing. Our guiding principle through this work is to minimize customer disruption.

In late June, we let you know that rebranding efforts would occur over 12 months. As part of our promise to keep you informed and aligned the way we will want to share our progress so far and what it may mean for you and your employees.

What progress have we made so far?

Here’s a summary of our rebranding efforts to date and how they impact you:

- More than 200 materials have been rebranded which entails simply replacing Liberty brand references with the Lincoln name and logo. Please note that it is not our intention to automatically reuse previously supplied marketing materials/collateral to you. Rebranded materials will be provided upon request and used going forward.

- We added a message about combining our businesses to the MyLibertyConnection portal and to the Life Beneficiary site. We did this to help employees understand why they are seeing the Lincoln name.

- Messaging has been added to most claims and billing materials to remind you and your employees we are in the process of changing our brand. We did this to encourage you and your employees to open, read and respond to all information received from Liberty Mutual, Liberty Life Assurance Company of Boston, or Lincoln Financial Group.

What rebranding changes are happening next?

In the coming weeks, you and your employees may notice:

- The replacement of Liberty Mutual logos and MyLibertyConnection references on the portal. We’re updating the portal and documents to reflect the Lincoln Financial Group brand. The MyLibertyConnection.com URL currently remains unchanged. Soon we will introduce a RUC that will NOT impact how you and your employees access the portal. While you and your employees will see the new URL on materials that we produce, the current URL “MyLibertyConnection.com” will also work just as it does today.

- Lincoln branding on claim correspondence, as we’re starting our efforts with leave services. This also includes other claims-related materials, such as emails from our disability claims unit, claimant satisfaction surveys, some reports, most claims checks, and explanation of benefits documentation. Since these changes are happening one document at a time, it is likely you and your employees will see references to both brands through mid-2019.

We’re here to support you

We appreciate your partnership in using the Lincoln brand where possible.

- In our last correspondence, we supplied you with the Lincoln Financial log as well as language that can be used in your internal communications to help minimize employee confusion about the rebranding. Where you may have previously provided the Liberty logo in employee communications, please use our Lincoln logo moving forward.

You can expect to hear from our marketing team soon with another update. In the meantime, if you have more questions related to our rebranding efforts, please reach out to me.

Thank you the opportunity to serve you and your employees.

---

Insurance products are issued by The Lincoln National Life Insurance Company (Fort Wayne, IN), which does not solicit business in New York, nor is it licensed to do so. In New York, insurance products are issued by Lincoln Life & Annuity Company of New York (Syracuse, NY). Both are Lincoln Financial Group® companies. Product availability and/or features may vary by state. Limitations and exclusions apply. Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates. Affiliates are separately responsible for their own financial and contractual obligations. Lincoln National Corporation is the marketing name for Lincoln National Corporation and its affiliates. Affiliates are separately responsible for their own financial and contractual obligations.

LON-2201109-345019 ©2019 Lincoln National Corporation
LincolnFinancial.com

Lincoln Financial Group
150 N. Radnor-Chester Road
Radnor, PA 19087
877-ASK-LINCOLN
877-275-5462

You're In Good Hands®