

Press Kit

Integrity Marketing Group Acquires CSG Actuarial

The logo for CSG Actuarial, featuring the text "CSG Actuarial" in a bold, teal-colored sans-serif font.The logo for Integrity Marketing Group, featuring a stylized gold "I" followed by the word "INTEGRITY" in blue and "MARKETING GROUP" in gold below it.

Integrity and CSG Actuarial Unite in Transformational Partnership to Provide Data and Software Solutions to Agents, Agencies, Carriers and Consumers

Integrity further innovates insurance with latest acquisition of one of the fastest-growing tech companies in the senior insurance market

DALLAS – January 26, 2021 – Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, today announced it has acquired CSG Actuarial (“CSG”), the industry’s foremost quoting technology platform and data solution for the senior health and life insurance marketplace. This industry-transforming partnership unites two leading innovators under a shared vision to provide a better experience for the healthcare industry. As part of the acquisition, CSG Principals Bryan Neary and Doug Feekin will become Managing Partners in Integrity. Financial terms of the transaction were not disclosed.

Through the partnership, CSG’s industry-leading technology and data aggregation tools will enhance Integrity’s proprietary technology platform and provide our industry even more transparency on product data, market research and consumer trends at all stages of the insurance enrollment process. This insight offers agents, agencies, carriers and consumers the ability to make data-driven decisions when considering their insurance needs. In addition, CSG will continue to develop and enhance new and existing software as a service (SaaS) solutions that simplify and streamline quoting, enrollment and other fundamental processes.

“At Integrity, we are committed to innovating insurance in every way possible, which makes this investment in cutting-edge technology crucial to our mission,” said Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. “No one creates better quoting and enrollment tools and provides more relevant industry insight than CSG. We believe the right

technology and data solutions can improve the entire health insurance process for agents, agencies, carriers and consumers. With the brilliant and dedicated team at CSG now part of the Integrity family, we’ll continue to develop innovative solutions together that will fundamentally improve insurance for the better.”

Founded in 2007, CSG began as an actuarial consulting firm focusing on product development services. The founders soon recognized the immense value of the data it accumulated, including premium rates and agent support insights. CSG has leveraged that vast data trove in the development of its comprehensive data and SaaS suite, which contains a real-time quote activity tracker, e-application enrollment software and a comprehensive document library.

“We have proprietary information that helps consumers select the healthcare coverage they need. The data we provide drives impactful decisions for agents, agencies, carriers and consumers, and offers powerful insight into market demand and trends,” explained Bryan Neary, Co-Founder & Principal of CSG. “By combining Integrity’s knowledge, expertise, relationships and distribution network with our groundbreaking technology, we are creating a dramatic change in the way insurance is sold today. We envision solutions that give consumers better access to information and help them make more-informed healthcare decisions for their families. We’ve only scratched the surface of what we can accomplish together.”

With a fine-tuned understanding of the insurance marketplace and a knack for building highly relevant and timely products, the CSG team transformed the insurance technology space. CSG's easy-to-use, online quoting and enrollment tool has revolutionized the industry. The company offers best-in-class digital solutions for Medicare Supplement, Medicare Advantage, Final Expense Life, Senior Dental and Hospital Indemnity products.

"Years ago, we recognized the need to create software as a service (SaaS) tools that made agents' lives easier and we've been innovating to meet that need ever since," shared Doug Feekin, Co-Founder & Principal of CSG. "Technology is changing the process of selecting the right insurance coverage and agents need the most updated solutions for their customers. This partnership with Integrity allows us access to immense resources and data to increase that innovation and scale the adoption and utilization of our products. It has the power to shape the future of healthcare and we're eager to get started."

"The Integrity and CSG partnership will transform the insurance experience in ways that we previously could only dream of," acknowledged Steve Young, Chairman of the Board at Integrity. "CSG offers the most impactful all-in-one suite of support tools available to insurance agents, agencies, carriers and consumers in the senior market. Together, we are perfectly positioned to completely advance the insurance game — the industry will look back and remember this pivotal partnership."

Following this partnership, CSG will continue to serve their current clients with the same level of expertise they have grown to expect. These clients will benefit from the increase of support enabled by CSG's utilization of shared services available to all Integrity platform partners, which include accounting, IT, human resources, legal counsel, third-party administration and access to an Integrity owned full-service advertising and marketing agency.

Additionally, CSG employees will receive meaningful company ownership under the [Integrity Employee Ownership Plan](#).

"Our employees are the reason we're here every day and we're thrilled to offer them the opportunity to share in this success through Integrity's Employee Ownership Plan," shared Neary. "We value their contributions, dedication and expertise; in Integrity, we've found a partner who feels the same."

For additional information about CSG's partnership with Integrity, view a video and more at <http://www.integritymarketing.com/CSG>.

About Integrity Marketing Group

Integrity Marketing Group, headquartered in Dallas, Texas, is the leading independent distributor of life and health insurance products focused on meeting Americans wherever they are — in person, over the phone and online. Integrity is innovating insurance by developing cutting-edge technology designed to simplify and streamline the healthcare experience for everyone. In addition, Integrity develops exclusive products with insurance carrier partners and markets these products through its distribution network that includes other large insurance agencies throughout the country. Integrity's almost 5,000 employees work with over 325,000 independent agents who service more than seven million clients annually. In 2021, Integrity expects to help insurance carriers place over \$3.5 billion in new premium. For more information, visit www.integritymarketing.com.

About CSG Actuarial

CSG Actuarial, headquartered in Omaha, Nebraska, is one of the fastest-growing insurance tech companies in the country, helping insurance agents, agencies and carriers keep up with the ever-changing senior insurance marketplace. CSG has developed innovative quoting, enrollment and market research software solutions used by top producing insurance agent, agencies and insurance companies throughout the country. In 2020, CSG processed almost 25 million insurance quotes and thousands of enrollments through its robust suite of software as a service (SaaS) products. For more information, visit www.csgactuarial.com.

Media Contact:

Rachel Aird, Public Relations Director

ThomasARTS

press@thomasarts.com

801-706-7005

Partnership Inquiries:

Eric Pederson, Vice President of Business Development

Integrity Marketing Group

eric.pederson@integritymarketing.com

866-650-1857

Bryan W. Adams

Co-Founder & CEO



Bryan is the Co-Founder and Chief Executive Officer for Integrity Marketing Group and leads the day-to-day operations of the company. Bryan also serves on the Board of Directors of Integrity.

Bryan is the founder of Legacy Safeguard, LLC a company dedicated with helping members leave a lasting legacy and being remembered long after they're gone. Bryan is considered one of the nation's leading experts in the Senior Market and speaks frequently across the country about the importance of helping families on one of the most difficult days of their lives. He consults with leading insurance companies to help them offer the best products to this market.

Prior to founding Integrity, Bryan was Vice President of Business Development at Directors Investment Group, Inc., a financial services company that operates several life insurance companies, a registered investment advisory firm, bank holding company and a mutual fund family. Advancing through a series of leadership roles in sales, marketing and product development, Bryan became the youngest Vice President in the company's history, where he oversaw all expansion efforts throughout the United States.

Bryan has a degree in Business Administration from Texas Tech University. Bryan and his family live in Highland Village, Texas.

Bryan Neary

Managing Partner



Bryan Neary is Principal and Co-Founder of CSG Actuarial and a Managing Partner at Integrity.

Bryan has more than 24 years of experience in the life and health insurance industry, primarily focused on the development and pricing of individual insurance products and building innovative software solutions.

After graduating from the University of Nebraska in 1996 with a degree in Actuarial Science, he began his actuarial career as an actuarial student with Mutual of Omaha in the individual health division. He then held various management roles with several other insurance companies, including Vice President and Chief Actuary of Medico Insurance Group.

In 2007, Bryan founded CSG Actuarial in Omaha, Nebraska, which has grown to become a nationally recognized actuarial consulting and insurance technology company. He is a member of the American Academy of Actuaries and Fellow of the Society of Actuaries.

Doug Feekin

Managing Partner



Doug Feekin is Principal and Co-Founder of CSG Actuarial and a Managing Partner at Integrity.

Doug has more than 30 years of experience in senior medical markets, primarily focused on strategic planning, product development and technology solutions.

Doug began his career with Mutual of Omaha in the individual health division and advanced within the company — holding various actuarial leadership positions over time. His last position at Mutual of Omaha was Vice President, Medicare Supplement Product Performance with overall responsibility for the Medicare Supplement product line.

In 2011, Doug joined CSG Actuarial and co-founded the technology solutions segment of the company. His primary responsibility is supporting clients in the Medicare marketplace.

He is a member of the American Academy of Actuaries and Associate of the Society of Actuaries and holds a degree in Mathematics from Northwestern College.



