



FOR IMMEDIATE RELEASE

BALTIMORE – October 11, 2016

**Transamerica Offers Employers New Option to Enroll
Employees in Voluntary Benefits with Maxwell Health Marketplace**

Transamerica is expanding enrollment options for key employee benefits through a new relationship with Maxwell Health (Maxwell), a leading HR and benefits technology platform and marketplace that simplifies HR for small- to mid-size employers across the country.

Maxwell's platform includes benefits administration, onboarding and compliance tools that automate benefits and HR, an online enrollment system and benefits marketplace that makes choosing benefits intuitive for employees, and a mobile app that makes using benefits easy.

This partnership with Maxwell enables Transamerica to further assist employers in streamlining enrollment, administration, reporting, communication, and engagement processes, while allowing benefit advisors to easily browse, compare and quote benefits in an intuitive way. Maxwell also helps employees identify and understand the value of their benefits beyond the price of the premium.

"Transamerica's relationship and integration with Maxwell Health provides benefit brokers and consultants with access to enrollment, communication and benefit recommendation tools that empower employers and employees to better manage the benefits selection process – which features Transamerica's industry-leading supplemental health products," said John Stanley, chief marketing officer, Transamerica Employee Benefits.

"Transamerica provides an extensive portfolio of best-in-class products along with a stellar national reputation and well established broker partnerships," said Mike Zarrillo, vice president of strategic partnerships and marketplace at Maxwell Health. "Our organizations are aligned in our joint commitment to providing brokers and employers the relevant options they need to successfully navigate the fast-changing environment of employee benefits and to helping employees think about benefits decisions through a broader lens."

The Maxwell Marketplace is a curated library of products that help individuals and families get coverage and access to services that meet their unique needs. Employees can enroll in all their benefits, including medical, voluntary and ancillary insurance products, as well as financial and lifestyle benefits like a healthcare concierge, telemedicine, or health savings, flexible spending and health reimbursement accounts. Maxwell's approach is based on fully integrated carrier and vendor partnerships supporting complex benefit strategies and integrates with leading payroll solutions for streamlined HR processes. The blue-ribbon suite of products underwritten by Transamerica – such as hospital indemnity, accident and critical illness insurance – help provide financial protection to employees.

Employers can direct questions and requests for further information to their Transamerica regional vice president or call 866-872-6726 for assistance.

###



About Transamerica

With a history that dates back more than 100 years, the Transamerica companies are recognized as leading providers of life insurance, savings, retirement and investment solutions, serving millions of customers throughout the United States. Transamerica works to Transform Tomorrow® for those who entrust its dedicated professionals with their financial needs, helping them take the necessary steps to achieve their long-term goals and aspirations. Transamerica's 10,000 employees serve nearly every customer segment, providing a broad range of quality life insurance and savings products, individual and group pension plans, as well as asset management services. In 2015, Transamerica fulfilled its promises to customers, paying more than \$6.9 billion in insurance and annuity benefits, including return of annuity premiums paid by the customer. Transamerica's corporate headquarters is located in Baltimore, Maryland, with other major operations in Cedar Rapids, Iowa. Transamerica is part of the Aegon group of companies. Aegon is one of the world's largest providers of life insurance, pension solutions and asset management products, operating in more than 20 markets worldwide. For the full year of 2015, Aegon managed \$768 billion in revenue generating investments. For more information, please visit www.transamerica.com.

About Maxwell Health

Maxwell Health simplifies benefits and HR for small- to mid-size employers. The platform includes a marketplace that makes buying benefits intuitive for employees, tools that streamline HR processes including benefits administration and payroll, and a mobile app that makes using benefits easy. Our purpose is to help American families achieve health and financial well-being by modernizing how employees experience insurance, financial, and wellness benefits. The platform is provided by benefits advisors as well as insurance and retirement companies that license our technology. To learn more about Maxwell Health, please visit www.maxwellhealth.com.

Media inquiries:

Jim Van Someren
720-529-6886
jim.vansomeren@transamerica.com

Julie Quinlan
213-742-5134
julie.quinlan@transamerica.com

Meg Murphy
860-716-9475
press@maxwellhealth.com

Maxwell-PR (10/16)