

News

For Immediate Release

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Allianz and Kinder Institute of Life Planning sign agreement

*Intermediaries receive training to become Registered
Life Planners[®]; learn a new way of thinking*

[Nieuwegein, Netherlands and Boston, Massachusetts], May 7, 2008 - Allianz Nederland Levensverzekering will partner with the American-based Kinder Institute of Life Planning to train its financial intermediaries to become Registered Life Planners[®] (RLP[®]), a protected title. Registered Life Planners[®] are trained to converse with their clients in more meaningful and holistic ways. Their customer service philosophy puts the client's total well-being ahead of the organization's sales objectives. Not only do they consult with clients about the financial aspects of their lives, they advise the client on all aspects of their lives. This whole-life, client-centered approach is a new and growing concept in the industry. The deal with Allianz is the first of its kind in the world for the Kinder Institute.

Paul Versteeg, director of Allianz Leven, says: "I am immensely proud that Allianz is the first insurance company in the world to start an official cooperation with George Kinder, the American founder of the world's fastest growing movement of life-centered financial planners."

About 18 months ago, Allianz started to offer the concept of Allianz Pure Life to its intermediaries. Allianz Pure Life is a successful methodology to develop a better understanding of the customer and is based on learning to listen to the deeper needs of the customer. "Advisers are being trained intensively to unveil consumers' underlying wishes by asking specific questions," Versteeg says. "They then tune the customer's financial plan to help them to make their wishes come true. Life planning goes deep into the relationship between a person's finances and their desire to reach fulfilment in life; it's the emotion behind the numbers that makes the difference. We believe that George Kinder's methodology is extremely well-suited to help us approach our customers in this way", Versteeg says.

Traditionally, the Netherlands is a country that is open for innovative concepts. This is also true in the industry of intermediaries. Versteeg: "Nowhere does the number of financial Life Planners grow as fast as here in the Netherlands. As an insurance company we find it important to transfer this new insight to our intermediaries and to support them in realising the fulfilment of their customers' most cherished life goals."

George Kinder, CFP[®], founder of the Kinder Institute of Life Planning, says: "I've long admired the Allianz organization, their people and their mission. In the world of possibilities, I couldn't be happier to choose Allianz as our first partner – and particularly to be working with its director, Paul Versteeg, who has demonstrated not only a comprehensive understanding of where the financial industry currently stands, but also where it must go. It is an added benefit that this work will be done in the Netherlands, a country known world wide for its dedication to freedom – now working to deliver a new layer of financial freedom into the lives of its consumers."

The agreement between Allianz and the Kinder Institute states that Allianz is licensed to offer the institute's Registered Life Planner[®] courses, using experienced and inspiring Dutch trainers Ivo Valkenburg and Gerard van der Made. Course participants are supported by the first financial Life Planner in the Netherlands, Marcel van Leeuwen. Van Leeuwen is director of EBC Nederland, specialised in personal finance for employers and employees.

About Allianz Nederland

Allianz Nederland is part of global Allianz Group, one of the largest financial institutions in the world. Allianz is an insurer specialised in four segments: life, damage, income insurance and asset management. In the property and liability market, Allianz Nederland is the most important player with strong positions in corporate insurance and vehicle insurance. In the life market, Allianz Nederland offers solutions for capital accumulation and risk protection. In the area of asset management, Allianz Nederland has, for years, been successful in offering various investment funds that have shown successful performance across the board. Visit www.allianz.nl to learn more.

About The Kinder Institute of Life Planning

The Kinder Institute of Life Planning is a training organization offering workshops and intensive residential trainings to both the public and financial professionals. For the public, and as the first step for financial planners, the institute offers two-day workshops called The Seven Stages of Money Maturity[®]. For financial professionals, the institute extends the Life Planning experience through a five-day Life Planning Training where participants learn Kinder's EVOKE[™] methodology and are actually "life planned" by their fellow participants in the program. The five-day course is followed by a six-month Mentorship, leading to the designation "Registered Life Planner[®] or RLP[®]". Registered Life Planners[®] may also pursue a rigorous course of public speaker's training through the institute's six-day intensive called "Life Planning Presentation Training." There is also an ongoing advanced training, Life Planning Mastery, with quarterly meetings throughout the year. In 2007, the institute hosted its third annual Life Planning Conference in the US and its first annual Life Planning Conference in Europe.

Founder George D. Kinder, CFP[®], has been a leader in the financial planning industry for many years. He is the author of three books, most notably [The Seven Stages of Money Maturity: Understanding the Spirit and Value of Money in your Life](#) and [Lighting the Torch: The Kinder Method of Life Planning](#). The recipient of numerous awards, Kinder has been a media magnet of nearly two decades.

The Kinder Institute lists over 800 Life Planners from across the globe on its Web site, www.KinderInstitute.com.