

Transamerica Retirement Services

Award-Winning Excellence in
Client Service and Employee Education



Not FDIC Insured	May Lose Value
No Bank Guarantee	

Together, we are transforming tomorrow.

What can we make with you?



Focused on Retirement Plan Success



Here are some of the responses from clients:

"Transamerica provides excellent and impeccable service to our organization!"

"Sponsor services are excellent. Sponsor services team is always helpful, responsive, well-trained, and knowledgeable in their respective areas."

"Communication is key, and our provider is excellent at communications."

"Transamerica has a great range of services and information available to the participants to manage their retirement accounts."

"Employees can manage their accounts via website or telephone 24/7. The website is full of useful information and the tools available make it easy to monitor and manage investment performance."

— Anonymous quotes from
PLANSPONSOR'S 2011
Defined Contribution Survey³

Our singular focus at Transamerica Retirement Services¹ ("Transamerica") is the success of our clients' retirement plans. Our dedication to this goal results in consistent superior service ratings from our clients. It also has yielded a rich offering of award-winning² educational materials. In recognition of our efforts, Transamerica has won more than 100 awards for excellence in a variety of service and employee education categories since 2004.

While we are honored by the recognition we have received from industry-related and creative organizations, we are never content with the status quo. We continually strive to exceed the expectations of our clients and provide retirement plan products and services that contribute to their plan's ongoing success.

We look forward to providing the services and resources that will contribute to the success of retirement plans for years to come.

Industry Recognition

Transamerica is consistently recognized in well-respected industry surveys for excellent service to plan sponsors and plan participants.

PLANSPONSOR®

2011

Defined Contribution Survey³

38 “Best In Class” Cups



CHATHAM PARTNERS

2011

Client Satisfaction Analysis⁴

93 “Best in Class” Ratings



BOSTON RESEARCH GROUP

2011

Defined Contribution Plan Retirement Plan Sponsor Satisfaction & Loyalty Study:⁵

Transamerica received an “Overall Satisfaction with Recordkeeper” rating – exceeding the industry norm

Transamerica ranked as a leading provider in “Value for Cost”

Transamerica ranked as a leading provider for “Overall Satisfaction with Plan Sponsor Website”



Plan Participant Education & Plan Sponsor Communications

DALBAR COMMUNICATIONS SEAL

2011

Seal of Excellence

Transamerica Plan Participant Website

Transamerica Plan Sponsor Website



AVA Awards

2011

Platinum Awards

Video Production/Marketing (Product): Retirement Savings e-Tips

Web Video/Marketing (Product): Retirement Savings e-Tips

Gold Awards

Web Video/Marketing (Product): Transamerica Institute for Retirement Readiness

Web Video/Marketing (Product): Education Planner

Web Video/Marketing (Service): Multimedia Studios Capabilities Video



AWARDS FOR PUBLICATIONS EXCELLENCE (“APEX”) AWARD

2011

Award of Excellence Grand Award

Campaigns, Programs & Plans: Total Plan Management

Award of Excellence

Marketing & Public Relations Electronic Media
& Video Productions: Multimedia Studios Capabilities Video



COMMUNICATOR AWARDS

2011

Silver Award of Distinction

Marketing Effectiveness – Integrated Campaign:	2010 401(k) Day Campaign Where Will Your Retirement Take You?
Interactive Multimedia – Special Interest:	2010 401(k) Day Multimedia Videos
Online Advertising & Marketing – Video/Films/Movies:	2010 401(k) Day Multimedia Videos
Online Advertising & Marketing – Video/Films/Movies:	Retirement Savings e-Tips
Film/Video – Direct Marketing:	Retirement Savings e-Tips



HERMES CREATIVE AWARDS

2011

Platinum Awards

Integrated Marketing Campaign: Transamerica's Total Plan Management

Gold Awards

Integrated Marketing Campaign:	2010 401(k) Day Campaign Where Will Your Retirement Take You?
CD Based Multimedia:	Retirement Savings e-Tips



Honorable Mention Awards

Publications/Brochures:	PASS Brochure
Video/Marketing (Service):	PASS Video
Video/Marketing (Service):	Multimedia Studios Capabilities Video

Insurance and Financial Communicators Association

2011

Honorable Mention Awards

Internally Developed Communications – Electronic:	Multimedia Studios Capabilities Video
Customer Promotion – Electronic:	Retirement Savings e-Tips



League of American Communications Professionals (“LACP”): Magellan Awards

2011

Platinum Award

Client/Member Communications: Transamerica’s Total Plan Management

Top 50 Communications Campaign of 2011

Client/Member Communications: Transamerica’s Total Plan Management (Ranked #11)



MARCOM AWARDS

2011

Platinum Awards

Video/Film/Marketing Product or Service:

Retirement Savings e-Tips

Web-Based Multimedia:

Retirement Savings e-Tips

Gold Awards

Marketing/Promotion Campaign/

2011 401(k) Day Campaign

Promotion Materials:

Don't Get Left Behind

Honorable Mention Awards

Web-Based Multimedia:

Education Planner

Web-Based Multimedia:

Transamerica Institute for Retirement Readiness



MUTUAL FUND EDUCATION ALLIANCE (“MFEA”)

2011

STAR Awards

Participant Plan Communications

Best Retirement Communication:

Retirement Savings e-Tips

Award of Excellence

Best Wild Card:

Transamerica’s Total Plan Management



TELLY AWARDS

2011

Awards

Non-Broadcast Production Multimedia:

Retirement Savings e-Tips



The Industry Recognition and Award Sponsors

AVA Awards

The AVA Awards is an international competition that recognizes outstanding work by creative professionals involved in the concept, direction, design, and production of media that is part of the evolution of digital communication. Work ranges from audio and video production—to developing websites that present interactive components such as video, animation, blogs, and podcasts—to interactive social media sites—to other forms of user-generated communication.

Awards for Publications Excellence (“APEX”) Award

This is an annual competition sponsored by Communications Concepts, Inc. for writers, editors, publications staff, and business and nonprofit communicators. Awards are given based on excellence in graphic design, editorial content, and the success of the entry—in the opinion of the judges—in achieving overall communications effectiveness and excellence.

Boston Research Group Defined Contribution Retirement Plan Study*

Boston Research Group (“BRG”) is a full-service marketing research firm that provides a wide variety of data gathering and client survey services to the business community. Customer satisfaction is a primary focus of BRG’s custom research services. BRG provides customer satisfaction research services designed specifically to provide its clients with insight into the issues that are most important to clients and that most directly tie to customer satisfaction.

Chatham Partners Client Satisfaction Analysis*

Chatham Partners provides strategic business intelligence to the world’s leading business service providers. Their customized research provides a deep understanding of the entire customer lifecycle, focusing on the elements that contribute to ongoing client satisfaction.

Communicator Awards

The Communicator Awards are judged and overseen by the International Academy of the Visual Arts (“IAVA”). Founded by communication professionals over a decade ago, the Communicator Awards is an annual competition honoring the best in advertising, corporate communications, public relations, and identity work for print, video, interactive, and audio. IAVA is the leading international creative awards program honoring creative excellence for communication professionals.

DALBAR

DALBAR is a leading developer of standards for excellence, and provides research, ratings, and rankings of intangible factors to the financial services industry. They include investor behavior, customer satisfaction, service quality, communications, Internet services, and financial-professional ratings.

Hermes Creative Awards

This is an annual international competition for creative professionals involved in the concept, writing, and design of traditional and emerging media. Established in 2007 by the Association of Marketing and Communication Professionals, the Hermes Creative Awards recognize outstanding work in the industry, while promoting the philanthropic nature of marketing and communication professionals.

Insurance and Financial Communicators Award (“IFCA”)

The Insurance and Financial Communicator Association is an international organization dedicated to the ongoing professional development of its members in life insurance and related financial services communications.

*See footnotes for additional survey information.

League of Communications Professionals, LLC (“LACP”)

The LACP was established in 2001 in order to create a forum within the public relations industry that facilitates discussion of best in class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities.

The 2011 Magellan Awards recognizes the outstanding communications campaigns during the past twelve months. Companies large and small compete against peers of similar size, staff, and means to earn recognition for their organization’s achievements.

MarCom Awards

The MarCom Awards is an annual international awards competition established by the Association of Marketing and Communication Professionals and recognizes outstanding achievement by marketing and communication professionals. The MarCom Award is given to companies and individuals that exceed a high standard of excellence and whose work serves as a benchmark for the industry.

Mutual Fund Education Alliance (“MFEA”)

The STAR Awards are presented annually by the MFEA, a national mutual fund industry trade association and have become a prestigious recognition of companies in the mutual fund industry who excel in marketing, education, and communications for shareholders, advisors, and the investing public. The MFEA examines the best educational materials, both in print and electronic, in the mutual fund industry and then asks industry judges to select from the best. Top awards for outstanding overall communications are presented, as well as awards for achievement in specific categories, based on a company’s assets under management.

PLANSPONSOR® Defined Contribution Survey*

For more than a decade, *PLANSPONSOR* Magazine’s Annual Defined Contribution Survey has been an important industry benchmark, measuring and evaluating 401(k) and other defined contribution providers according to feedback from their own clients. Dozens of categories are rated in service to the employer as well as participant service.

Telly Awards

The Telly Awards honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web.

*See footnotes for additional survey information.

1. Transamerica or Transamerica Retirement Services refers to Transamerica Retirement Services Corporation, which is headquartered in Los Angeles, CA.

2. Transamerica Retirement Services' communication materials have received awards from various organizations, including the Awards for Publications Excellence ("APEX") in 2011; AVA Awards in 2011; Communicator Awards 2011; DALBAR, Inc. in 2011; Hermes Creative Award in 2011; Insurance and Financial Communicators Association 2011; LACP Magellan Awards in 2011; MarCom Awards in 2011; Mutual Fund Education Alliance ("MFEA") STAR Awards in 2011; and Telly Award in 2011. For more information please refer to the website www.TA-Retirement.com.

3. Transamerica Retirement Services received 38 "Best in Class" cups for sponsor and participant services in *PLANSPONSOR*[®] Magazine's Annual Defined Contribution Survey of retirement plans. The 38 "Best in Class" designations—19 in the micro (<\$5 million) and 19 in the small (\$5 million to \$50 million) markets—rank Transamerica Retirement Services among the top cup recipients of the 43 providers evaluated in the micro- and small-plan markets. The survey polled 6,885 clients of 47 defined contribution plan providers. "Best in Class" cups are awarded to plan providers who score in the top quartile of a specific category. The results of the Defined Contribution Survey were announced in the November 2011 issue of *PLANSPONSOR*[®] Magazine. Client lists and testimonials are selective samples and do not imply any endorsement of any particular product or service. Results may vary based on the employer's particular situation and other factors.

4. Chatham Partners' independent third-party research helps isolate Transamerica's key strengths, weaknesses, and gaps in delivery of client services, and benchmarks Transamerica's standing relative to other small-market defined contribution providers. By identifying the most important drivers of client satisfaction, Transamerica uses these findings to help provide the best possible retirement planning solutions for its clients. Questions were rated on a 7-point scale with "6" and "7" representing the highest levels of satisfaction. A best in class rating was received when 85 percent of the respondents selected a "6" or "7" for a specific area. The Chatham Partners' 2011 Client Satisfaction Analysis Survey report is based on 754 client responses. The Chatham Partners' proprietary small market DC benchmark (<\$25mm in assets) is comprised of survey results of nine 401(k) providers. Transamerica Retirement Services is not affiliated with Chatham Partners, LLC.

5. The Boston Research Group "Defined Contribution Plan 2011 Plan Sponsor Satisfaction and Loyalty Study" is a nationwide study of 1,222 401(k) plan sponsors with under \$5 million in plan assets. Sponsors were asked to identify their plan's recordkeeper, rate the recordkeeper on a wide range of issues, and determine their needs for 401(k) products and services. The sample was drawn from recordkeepers in the market with assets under \$5 million. Industry norms are defined as the average score of all providers taken collectively.