



## Michael Fugler to Attend LISA's 16th Annual Spring Life Settlement Conference



Boca Raton, FL (MMD Newswire) April 19, 2010 -- Michael Fugler will attend the Life Insurance Settlement Association's (LISA) 16th Annual Spring Life Settlement Conference in Washington, DC to discuss his appearance at The European Life Settlement Association (ELSA) European Trade Mission in Zurich, Switzerland where he was a speaker and successfully addressed the Trade Mission audience on "Using Technology in Life Settlements" sharing his views on the importance of transparency in the life settlement industry and how technology can help achieve that. "The life settlement industry can grow from its current \$10 billion market to its forecasted \$140-\$160 billion by 2016 but only if it is standardized and has the proper technology" said Mr. Fugler. He further stated, "In Zurich we demonstrated to the European Institutional Life Settlement Industry the need for a comprehensive, web-based platform which successfully streamlines and simplifies technology, resources and processes into a single source and explained that there is such a system that is customizable, cost effective and flexible for business management and communication and will enable this industry to recognize efficiencies never previously offered nor experienced by the market."

The Gap into Knowledge - Using Technology in Life Settlements  
Zurich, Switzerland

Investors in life settlements need to manage information as well as people. Best practices, not to mention the volume of information involved in transactions, require that security, privacy and data integrity be addressed as integral to any investment business. For many institutions not completely familiar with the Longevity Marketplace there is a need for independent objective advice. These speakers examine how technology can help investors with their needs for compliance, risk management, pricing, trading and infrastructure while addressing the tools available to assist investors in bridging the knowledge gap. Michael Fugler of Welcome Life Financial Group discusses the issues surrounding privacy and transparency and explores some of the technology available to assist investors with trading, risk management and portfolio analysis.

Michael Fugler [www.michaelfugler.com](http://www.michaelfugler.com)

Head of Global Capital Markets, Welcome Life Financial Group [www.welcomelife.com](http://www.welcomelife.com)

Secretary, European Life Settlement Association (ELSA) [www.elsa-sls.org](http://www.elsa-sls.org)

Mr. Fugler currently serves as Head of Global Capital Markets for Welcome Life Financial Group. His responsibilities include managing the strategic vision and direction for building Welcome Life Financial Group as the global expert in longevity markets, offering institutional clients with trading, product development, capital raising and independent objective advice. Fugler was a key member of the team that led its subsidiary, Welcome Life Securities to become the first Broker Dealer to operate exclusively in life settlements.

Mr. Fugler has been a licensed Attorney for 37 years developing an expertise in international law and finance, international investment and merchant banking. He has also been an Investment Banker for the past 15 of those years being FINRA registered with Series 7, 24 and 63 licenses and establishing offices and providing extensive consulting and guidance to institutional investors throughout Europe and the USA.

Mr. Fugler was elected Secretary of ELSA at its first organizational meeting February 22, 2010 in London.

Welcome Life Financial Group LLC [www.welcomelife.com](http://www.welcomelife.com)

Welcome Life Financial Group, LLC is an international company dedicated to the secondary market for life insurance. Welcome Life's family of companies provides market-leading solutions to all industry participants involved in the life settlement lifecycle, including Producers, Brokers, Providers and Financing entities. Its affiliates include:

Welcome Funds Inc. - recently celebrated its 10th anniversary as one of the industry's oldest and largest Life Settlement brokers.

PolicyTrac® - a leading provider of technology solutions to the longevity market. Clients include leading Life Settlement Brokers, Providers and financing entities in the industry.

Welcome Life Securities, LLC - the first US Broker-Dealer exclusively operating in the Life Settlement marketplace providing institutional clients access to a state-of-the-art Life Settlement trading platform as well as independent, objective, longevity related consulting services.

The European Life Settlement Association [www.elsa-sls.org](http://www.elsa-sls.org)

The European Life Settlement Association (ELSA) was established 20th May 2009.

ELSA sets standards for the European life settlement industry and promotes



transparency by providing accurate, authoritative information to retail and institutional investors. Membership is open to capital providers, service providers and intermediaries in the life settlement market. ELSA's mission is to promote the development, integrity and reputation of the European life settlement industry and to encourage fair competition within the European market.

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