



Michael Fugler of Welcome Life Financial Group Presents at 4th Life Settlements and Longevity Summit

Boca Raton, Florida ([PRBuzz](#)) October 5, 2010 -- Michael Fugler, Head of Global Capital Markets, Welcome Life Financial Group and Secretary, European Life Settlement Association (ELSA), a recognized expert in Life Settlements, was a featured speaker at the International Quality & Productivity Center's (IQPC) 4th Life Settlements & Longevity Summit, September 27-29, Millennium Broadway, New York, New York. Mr. Fugler spoke on:

September 29, 2010

International Developments on Life Settlements and Implications for US Investors.

Mr. Fugler explained the formation of ELSA, founded in 2009 to set standards for the European Life Settlement Industry. ELSA represents European funding sources, service providers and intermediaries in the life settlement market looking to promote transparency by providing accurate, authoritative information to retail and institutional investors, regulatory bodies and the media.

ELSA focuses on four main pillars:

Encouraging best practice

Educating regulators and the media

Developing new and innovative longevity based research

Leading the promotion of life settlements amongst European investors

ELSA is preparing to launch a Code of Practice within the next week designed to increase protection for investors in the expanding asset class of life settlements. ELSA aims to provide a robust self-regulatory framework where members must either comply with the Code or face suspension and ultimately expulsion from the Association. Applicants for membership must demonstrate compliance with the Code in order to be accepted.

Mr. Fugler emphasized the new ELSA Education Committee of which he is Chairman, explaining that the Committee is working on a new website with educational and resource materials for life settlement industry participants, regulators and the media and also has been instrumental working with fellow ELSA members to help steer ELSA's impending Code of Practice.

Mr. Fugler outlined the issues concerning the new Alternative Investment Fund Managers Directive soon to be voted on by the EU which covers all funds not regulated under UCITS E2 Trillion, including hedge funds, private equity, real estate funds, commodity funds, infrastructure funds and other institutional funds. Mr. Fugler pointed out that you should be interested in this Directive covering the entire EU if:

1. You source EU investments, or
2. You are domiciled in the EU,
3. You are a Third Party Service Provider working in the EU

Mr. Fugler discussed the use of new technology by investors to enter into this new dynamic asset class pointing out that he had been asked to deal with the reality of bringing into the International Life Settlement marketplace new fund managers and investors, such as pension funds, private equity funds and endowments, and giving direction on how they might comfortably invest and manage this asset class, through technology, which he believed could, if handled properly, recapture recession market losses and retain them with planned future growth.

Mr. Fugler demonstrated that life settlements were not directly impacted by changes in interest rates, downturns in the economy, foreign currency fluctuations or volatility in global markets and that the assets were issued by generally highly-rated insurers, with long histories of financial stability.

"It was a privilege to be invited to speak at the 4th Life Settlement Conference and be afforded an opportunity to represent the International Community and deliver the message from the European Life Settlement Association that our future in the Life Settlement Marketplace is to focus on putting the consumers' interest first with the best execution and delivering fair market value which is why we developed the first Code of Practice in the world for Life Settlements which will be published this month" said Mr. Fugler.

Mr. Fugler went on to say, "This asset class is one of the finest investments in the market today, we just need to be reasonable in the valuation, realistic for its returns, deal with advisors and service providers that are trust worthy, use technology that allows us to protect the participants and provide for efficiency in the market for better returns."

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Secretary, European Life Settlement Association (ELSA) 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. Mr. 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, 63 and 79 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

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.

European Life Settlement Association 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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