



Michael Fugler and ELSA Respond to FSA Warning on Suitability of SLS for UK Retail Investors

London, England / PRBuzz.com / November 30, 2011 - - Michael Fugler, a recognized global expert in Longevity and Life Settlements and Deputy Chairman of the European Life Settlement Association (ELSA), responded to the FSA's warning on suitability of Life Settlements for UK retail investors.

ELSA believes that the FSA has correctly warned that Life Settlements present significant risks to unsophisticated retail investors.

ELSA published in September 2010 a Code of Practice to highlight the risks and rewards of Life Settlements as investments both for institutional and retail investors.

The FSA's detailed analysis of the potential risks of retail investments in Life Settlements are timely and to be welcomed as are its announcement of a consultation process to be concluded in January 2012. ELSA intends to participate in the ongoing discussions with the FSA in the EU and continue its role to educate the marketplace, including the media, institutions and retail investors about the full extent of the risks that should be understood and work with regulators to find appropriate guidance.

Anna M Bailey, Chair of ELSA, said, "ELSA has been in regular contact with the FSA since February 2010 in regards to the FSA's concerns about retail investors. ELSA consulted with the FSA before publishing its Code of Practice in September 2010. The Code highlights in significant detail the risks as well as the rewards of Life Settlements. ELSA will collaborate fully in the consultation process announced today by the FSA and will continue its role of keeping European regulators fully briefed on its ongoing efforts for industry self regulation and investor education."

Michael Fugler, Deputy Chair of ELSA, stated, "I strongly agree with the FSA that historically many product structures sold to retail unsophisticated investors have been complex and opaque and a number of the past products were toxic and should have required a significantly heightened degree of warning and clarity before investment considerations were made, but one must remember that in the early stages of this industry there were few laws or regulations which tended to initially attract some unscrupulous people, so, unfortunately the Life Settlement industry like other industries before it, got off to a difficult start. There have been many unregulated industries in our past such as Oil & Gas, Gold & Silver Mining, even Wall Street and the crash of 1929,

that initially were unregulated and they too attracted unscrupulous people but any market that demonstrates a solution to a large market need and some consistency for profitability will mature, settle down, develop industry standards and become regulated which is what has happened to the Life Settlement market. I applaud the FSA for engaging discussions in Europe around the MiFID review, AIFM Directive and with other European supervisors to find a solution and to provide greater consumer education and guidance about this industry sector and its future and I encourage them to give a balanced and fair review of what the future could hold for Life Settlements in the proper context. I believe that this asset class could be a stable alternative, non-correlated investment in the market as we move forward into 2012, but the market needs to be reasonable in valuation, realistic for returns, deal with advisors and service providers that are knowledgeable and trustworthy and as the FSA position correctly stated, conduct extensive research and be able to provide robust justification that a particular investment might be suitable for a particular retail investor. Maybe there are or will be structures and sponsors who can develop product in the future worthy of consideration, let's keep an open mind and have a healthy dialogue."

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Mr. Fugler currently serves as Head of Global Capital Markets for Welcome Life Financial Group where he manages 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 Longevity and Life Settlements.

Mr. Fugler has been a licensed Attorney for 38 years developing an expertise in international law and finance, international investment and merchant banking. He has also been an Investment Banker for the past 16 of those years being FINRA (www.finra.org) registered with Series 7, 24, 63, 79 and 99 licenses and establishing offices and providing extensive consulting and guidance to institutional investors throughout Europe and the USA.

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 and Longevity 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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