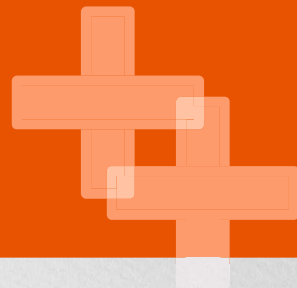




# Exhibit 7

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# Alliant**CHOICE** plus

Voluntary Benefits Made Easy

One stop.  
One bill.  
Countless benefits.



# Welcome to AlliantCHOICE Plus

Voluntary Benefits don't have to mean administrative nightmares, productivity drains, or poor quality. AlliantCHOICE Plus offers a single-destination, multi-carrier benefits platform that supports an end-to-end, comprehensive voluntary benefits program. It's designed to keep your confidence high, administration low, and your people satisfied.

The benefit challenges that employers face — meeting diverse employee needs, compliance complexities, and rising costs — all increase the need for a strong voluntary benefits strategy harnessed to technology.

## Voluntary Benefits Platform + Human Expertise

AlliantCHOICE Plus unites them, so you don't have to.



**Our platform  
makes it simple.**

When you choose AlliantCHOICE Plus, you get **one eligibility file, one bill**, one payroll slot, simplified end-to-end administration, and a wide variety of high-quality benefit offerings (through leading national providers). AlliantCHOICE Plus will also look and sound like your company — your logo, colors, and custom introductory messages.

Your employees will thank you for offering **quality, name brand benefits** through a simple, online shopping experience. They just click on the products they want, and those selections go into the cart (so they can track their costs). Then, they click 'OK' to confirm their selections. Payments are then **automatically deducted** from employees' paychecks.

Employees receive ongoing communications educating them about their voluntary benefits. If they have questions, they can call our knowledgeable customer service team who can assist with any of their available plans.

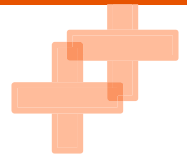


**Our people  
make it effective.**

An implementation team gets your voluntary benefits program up and running. They also do all the platform administration, and provide marketplace knowledge, reporting, and analytics.

### **Before the technology, we'll talk strategy.**

Our goal with Voluntary Benefits is to make them a self-sufficient offering that is highly valued by both your company and your employees. It will also take into account the different generational and other demographic expectations within your workforce. Recommendations for specific products will be set in the context of your benefits strategy to maximize services received, carrier commitments, and price stability.



# Voluntary is the new normal

Alliant's approach brings more gain, less pain as you ease in.

The role of Voluntary Benefits is coming to the forefront as a solution to rounding-out the employee benefits package. A well-conceived offering provides employees with advantaged pricing and design with ease-of-use on the services and goods they need and use each day. And since many benefits can be accessed year-round — unlike most core benefits — it increases employee awareness and appeal.

AlliantCHOICE Plus is the perfect conduit for beginning or refining this important benefits program. The following is a more detailed overview of what this approach brings to your company and employees.

## Program Consulting and Recommendations

- Recommendations on products and benefit strategy integration
- Carrier and vendor relationships
- Legal and compliance support

## Security and Compliance

- SSAE 16 and SOC 1 Type I and II
- EU Safe Harbor compliant (3rd party tested)
- Documented and tested business continuity and disaster recovery plan
- Fully secure and industry best encryption technologies for all file and data transfers
- Stringent security and encryption requirements
- Documented information security and data privacy requirements

## Personalized Shopping Experience

- Consumer-friendly interface
- High-quality programs offering benefits that employees want/need
- Well-recognized and reputable benefit providers
- Easy to understand payroll deductions

## Employee Communications, Education, and Engagement

- Custom mailings and email communications
- Dedicated 800# for call center support
- Professional, licensed, customer support staff

## Streamlined Enrollment, Administration, and Payroll

- Consolidated eligibility management
- Single payroll deduction slot
- Billing reconciliation and carrier payment
- Highly secure and compliant data facility and processes

## Ongoing Program Management

- Single point of contact for all voluntary benefits
- Carrier and vendor management
- Escalation and triage
- Renewal analysis and negotiations



## Voluntary benefits we offer on AlliantCHOICE Plus

- Accident
- Auto and Home
- Critical Illness
- Discount Program
- Hospital Indemnity Insurance
- Identity Theft Protection
- Legal Services
- Pet Insurance
- Purchase Program
- Vision

### Average % of employees who purchased voluntary benefits when offered:

- 75%** Vision
- 41%** Accident
- 28%** Critical Illness
- 36%** Legal
- 39%** Auto Insurance
- 29%** Pet Insurance

Source: 2015 EBRI survey



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