

THE STORY OF TRANSAMERICA

For more than 100 years, the Transamerica companies have been one of the leaders in the financial services industry with innovative insurance products and services that help meet the diverse needs of families. Our longstanding commitment to exemplary service and market leadership and our affiliation with World Financial Group has helped us create a comprehensive offering to the marketplace.



Transamerica Corporation acquires Occidental Life Insurance Company. It brings affordable term insurance to the masses. Occidental agents are so prolific they are called "termites".

Transamerica reaches \$1 billion of life insurance coverage in force.

Transamerica becomes first company west of the Mississippi to pass the \$10 billion mark for life insurance coverage in force.

Transamerica was among the earliest companies to break new ground with the introduction of Index Universal Life Insurance.

World Financial Group becomes a member of the Aegon/Transamerica family.

Western Reserve Life Assurance Co. of Ohio becomes Transamerica Premier Life Insurance Company.

1930

1944

1977

1997

2001

2015

1906

1933

1972

1981

1999

2014

After widespread devastation in San Francisco, A.P. Giannini sets about making banking and financial services available to everyone—not just the wealthy.

Transamerica offers equal underwriting for Asian Americans.

Iconic Transamerica Pyramid opens for business in San Francisco.

Transamerica is one of the first companies to introduce Universal Life Insurance to the market.

Aegon acquires the Transamerica companies.

WRL Financial Foundation IULSM named #1 selling IUL product for 4 consecutive quarters. WFG writes over \$21 billion in life insurance coverage with Transamerica life insurance companies.

Transamerica Premier Life Insurance Company, Cedar Rapids, IA,
Transamerica Life Insurance Company, Cedar Rapids, IA
Transamerica Financial Life Insurance Company, Harrison, NY.

