

TERN FINANCIAL GROUP PRESS RELEASE



PRESS RELEASE

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TERN FINANCIAL LAUNCHES 'PRÊT-A-PORTER' FURNISHED ACCOMMODATION PROTECTION PROGRAM

Launches Groundbreaking Risk Solution for Serviced Apartment and Corporate Housing Providers

Montreal, CANADA (Tuesday, November 11, 2014) - TERN Financial Group Inc., an international niche financial services provider focused on the global talent mobility market today announced the launch of TERNKEY™, a holistic and pioneering Furnished Accommodation Protection program designed to address the unique array of risks faced the industry *vis-a-vis* occupants.

"Our intention from the outset was to introduce a differentiated value proposition to providers without complicating established workflows," said Paul Coleman, president and CEO of TERN Financial Group. "In the end, the program may constitute a material reduction in administration while providing alternative revenue stream for providers under pressure in a competitive marketplace."

The groundbreaking TERNKEY™ Furnished Accommodation Protection policy is the first of its kind. Developed in an environment of close interactions with frontline industry players, the program integrates their critical input and feedback and assembles a number of crucial coverage elements under a single, easy-to-implement policy.

"International niche sectors such as the burgeoning furnished accommodation and serviced apartment sector deserve close attention and patient collaboration during the development phase," said Paul Coleman, president and CEO of TERN Financial. "TERN Financial Group is committed to bringing a highly focused approach to the international mobility market, and TERNKEY is a case in point."

The program provides four coverages within an innovative program structure such that each occupant is eligible to benefit from the program without having to complete any paperwork, while providers enjoy optimal terms, pricing and budget certainty.

TERNKEY covers unintentional damages and dilapidations to landlord's property and furnishings. The policy also provides worldwide, 'All Risks' protection against loss or damage to the personal property, belongings and effects of occupants, and liability protection should the occupant be required to pay damages for bodily injury or property damage; including legal defense, settlement, and supplementary payments. Finally, the policy affords bedbug insurance, covering costs including *Loss of Rental Income* incurred in eradicating an infestation.

"No less critical is the preservation of good relations with clients, and, in the volatile era of social media awareness, brand management and reputation," said Coleman. "The TERNKEY product is a means by which awkward, uncomfortable and potentially damaging conversations can be avoided outright, and also a vehicle through which Corporate Housing and Service Apartment providers can shine. TERNKEY is a complete property and liability solution supported by established professionals that converts misfortunes into winning customer service."

TERN Financial Group Inc.'s TERNKEY™ Furnished Accommodation Protection policy is supported by Lloyd's of London. Lloyd's is the world's leading specialist insurance market with an 'A' claims-paying rating from AM Best and an 'A+' rating from Standard & Poor's.

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About TERN Financial Group Inc.

TERN Financial Group works in close partnership with relocation industry stakeholders to define and deliver novel risk and insurance solutions, innovative products and improved processes. TERN Financial was established for the express purpose of deftly applying accumulated expertise, profound insights and enlightened perspectives against the risks inherent to global talent mobility dynamics. TERN Financial's exclusive focus is on delivering economies, efficiencies and revenue to the international relocation sector's risk management challenges. The company is located in Montreal, Canada. To learn more, visit www.terngrp.com.