



# The NFP Story

Consistency in how we talk about who we are, what we do and how we do it is essential for elevating awareness of NFP and recognition across the marketplace.

## Standard

NFP, an Aon company, is an integrated organization of consultative advisors and problem solvers. We provide expertise to help companies and individuals address their most significant risk, workforce, wealth management and retirement challenges.

The value we deliver is driven by the proactive collaboration, diverse perspectives and grounded ambition of more than 7,700 colleagues in the US, Puerto Rico, Canada, UK and Ireland.

We serve a diversity of clients, industries and communities through our global capabilities and solutions. Together, we put people first, prioritize partnerships, solve problems and continuously advance a culture we're proud of.

## Brief

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## Extended

NFP, an Aon company, is an integrated organization of consultative advisors and problem solvers. We are dedicated to helping companies and individuals address their most significant risk, workforce, wealth management and retirement challenges.

Since its founding in 1999, NFP has grown from an insurance consulting/brokerage startup to a sophisticated financial services firm specializing in insurance, risk management, wealth management and retirement plan advisory. We continue this evolution with a consistent focus on expanding our capabilities and impact.

Today, as a company with more than \$2.5 billion in annual revenue and more than 7,700 colleagues in the US, Puerto Rico, Canada, UK and Ireland, we are among the world's largest insurance brokers, benefits consultants, wealth managers and retirement plan advisors. Our agility, ever-growing resources, specialized expertise and deep relationships drive the global capabilities and solutions that benefit clients.

People are at the heart of our success. We bring focused insights, diverse perspectives and grounded ambition to our team and are always encouraged to be our authentic best. We invest in the well-being of our colleagues to amplify the value we deliver to each other, our clients and our communities.

We prioritize partnerships, listening first to get to know each client and understand their biggest challenges. Then we get the right people in the room – at the right time – to provide the expertise, advice and uniquely tailored solutions clients need to remove obstacles in the way of their goals. We can't be all things to all people, but we are always determined to be reliable partners who work hard to find answers that enhance outcomes.

Above all, we've built a company we're proud of with a commitment to continuous improvement. Conducting business ethically, treating our colleagues, clients and communities with respect, investing in sustainability, and fostering an authentic sense of belonging — this is how we measure true success.

## NFP At-a-Glance

- An integrated team of consultative advisors and problem solvers who prioritize partnerships
- Global capabilities and expertise to address a diversity of risk, workforce, wealth management and retirement challenges
- 7,700+ colleagues in the US, Puerto Rico, Canada, UK and Ireland
- An Aon company with more than \$2.5 billion in annual revenue
- A people-first culture that advances well-being, belonging and impact

*Find this one pager and other resources related to the NFP story on Brand Central.*

## NFP Core Tenets

**Put People First:** Investing in the well-being of our 7,700+ colleagues enhances our collective ability to empower clients to be more successful. Truly valuing our people means allowing them to show up as their authentic selves and trusting that they will show up authentically for our clients. In encouraging and empowering our people to be their best and be who they are, we foster a community greater than the sum of its parts.

**Size and Scale Matter:** We're big and we're growing. We have more than \$2.5B in annual revenue, are among the world's biggest insurance brokers, and are backed by the diverse resources and capabilities of Aon. Our global reach and significant size are complemented by a continued local focus. We pride ourselves on maintaining the agility, resources, specialized expertise and deep relationships that help clients remove barriers in the way of achieving their goals.

**Prioritize Partnerships:** Partnerships are about collaboration, accountability and continuous improvement. We build long-term connections, delivering thoughtful insights and strategies, supported by a commitment to exceptional service, to move forward together. We strive to be our partners' first call when they need something, regardless of whether it generates revenue, and we're committed to building the goodwill that's critical to deep, lasting bonds.

**Solve Problems with Expertise:** Clients want to work with consultative advisors, not salespeople. They need expertise to help navigate tough situations, see things others don't, mitigate risks and achieve goals. To us, building trust and credibility means proving our expertise. We actively listen to understand unique issues and then get the right people in the room – at the right time – to solve problems. We can't be all things to all people, but through our integrated capabilities, the breadth of our network and the diversity of our expertise, we find the answers that enhance outcomes for our clients.

**Build Culture with Integrity:** We want to be proud of the company we're part of, so no matter how fast paced our environment is, doing things the right way is essential. That means conducting business ethically, treating our colleagues, clients and communities with respect, investing in sustainability, and ensuring everyone feels like they belong. We're all part of the same dynamic team, winning, learning and making an impact together, while appreciating the opportunities to collaborate on shared objectives.