



## **Who is AMBA?**

Association Member Benefits Advisors (AMBA) is based in Austin, Texas, and is a national affinity benefit partner for associations across the US. They serve associations by providing high-quality insurance products, marketing, technology, billing and membership recruitment services to their partners. In business since 1984, AMBA is the largest provider of services to affinity groups representing public employees and retired public employees across the country and enjoys relationships that span months to over 30 years. AMBA is one of the fastest growing benefit organizations in the country through robust organic growth and some key strategic acquisitions over the past few years.

AMBA is a portfolio company of Genstar, whose relationship began in 2016 and was recommitted through a recapitalization in the summer 2021.

## **Are our member benefits changing?**

No. There will be no changes to your member benefits or your Associations business services.

## **When did the acquisition take place?**

The agreement was announced in January 2022 and was finalized on April 1<sup>st</sup> 2022.

## **What does this change from Mercer to AMBA mean?**

Association Member Benefits Advisors, known as AMBA, has acquired Mercer's Associations business. This includes operational support in the form of delivery, call center, billing and technology teams and platforms that support the delivery of services to clients.

While Mercer's Associations business has been a part of Marsh McLennan's offerings since 1954, we believe that this business will benefit from ownership by a company who specializes in providing a full range of benefit offerings for associations that represent important groups such as retired teachers, educators, credit unions and public employees across the United States. We have chosen AMBA to extend the long history of this business and to continue providing high-quality service for clients and growth opportunities for colleagues.

### **Is there anything I need to do now?**

There is nothing you need to do. AMBA has developed a thoughtful and deliberate transition plan that is being implemented. Over the next few months, you will begin to see the AMBA name and logo appear in your regular correspondence with our team.

Soon you will be receiving a “rebranding kit” that includes helpful informational resources that you can use to communicate this exciting change to your members. AMBA will also be reaching out to your members directly with information on the transition.

### **When will the change take place?**

Rebranding all of our documents, websites and other print and on-line assets will take several months. You will see these change happen over time. We expect to completely re-branded by the end of 2022.