

## APPENDIX

On December 18, 2024, New Era Enterprises, Inc., which includes New Era Life Insurance Company, New Era Life Insurance Company of the Midwest, and Life of America Insurance Company, (“NEEI,” collectively) identified suspicious activity in its IT network. NEEI immediately initiated its incident response protocols, which included isolating certain systems and beginning an investigation with assistance from a third-party cybersecurity firm. The investigation determined that an unauthorized person accessed NEEI’s IT network between December 9, 2024, and December 18, 2024, and, during that time, copied certain files from its systems. NEEI analyzed the data that may have been involved, which recently concluded on January 31, 2025.

Through this analysis, NEEI identified files containing data of certain Maine residents who are policyholders or their beneficiaries, independent agents, and NEEI employees. The data that may have been involved varied based on the individual and, for policyholders or beneficiaries, could have included their name and one or more of the following: address, date of birth, health insurance policy number, Medicare identification number, and/or data related to medical treatment or diagnosis. For certain policyholders and beneficiaries, the files involved also may have contained their Social Security number. For the independent agents and NEEI employees, the files that may have been involved contained their name and Social Security number. Certain independent agents’ financial account numbers were also contained in the files.

On February 11, 2025, NEEI commenced mailing notifications to Maine residents via U.S. First-Class mail, and is notifying 16 Maine residents in accordance with Me. Rev. Stat. Tit. 10, §1348.<sup>1</sup> NEEI has established a dedicated, toll-free call center for individuals to call with questions. NEEI is offering credit monitoring through Experian to the Maine residents whose Social Security number may have been involved. An example notification is enclosed.

To help prevent something like this from happening again, NEEI has implemented, and will continue to adopt, additional safeguards and technical security measures to further protect and monitor its systems.

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<sup>1</sup> This report does not waive any objection that New Era Enterprises, Inc., New Era Life Insurance Company, New Era Life Insurance Company of the Midwest, Life of America Insurance Company, or any of their subsidiaries or affiliates may have that Maine lacks regulatory authority over them related to any claims that may arise from this incident.