

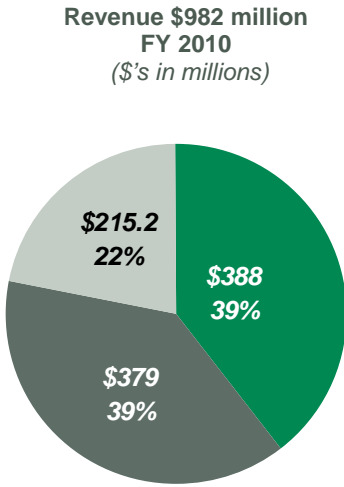
CORPORATE PROFILE

National Financial Partners Corp. (NYSE: NFP) is a leading provider of benefits, insurance and wealth management services. We provide diversified advisory and brokerage services to companies and high net worth individuals, partnering with them to preserve their assets and prosper over the long term. NFP advisors provide innovative and comprehensive solutions, backed by NFP's national scale and resources.

NFP Corporate Client Group (CCG)
 Provides corporate and executive benefits, retirement plans and property and casualty insurance.

NFP Individual Client Group (ICG)
 Includes retail and wholesale life insurance brokerage and wealth management services.

NFP Advisor Services Group (ASG)
 Serves independent financial advisors by offering broker-dealer and asset management products and services.



NFP's Core Principles

We Are Client-Centric. Our experienced client-focused advisors provide access to a wide choice of products and services from leading institutions to bring clients solutions designed to meet their needs. We provide our clients with the ever-changing financial knowledge and insight that will help them make informed decisions — with comfort and confidence.

We Have an Entrepreneurial Focus. NFP provides entrepreneurs and business leaders with the advantage of one coordinated and comprehensive resource across benefits, insurance and wealth management.

We Hold Ourselves to a High Standard. As a national, publicly held company, we've made substantial investments in compliance across our businesses, and we hold ourselves to high standards of financial transparency and integrity.

We Deliver Innovative Solutions. NFP advisors have access to the knowledge and intellectual capital found within the company, as well as across our leading membership organizations. This expertise, supported by the strength of our technology and tools, helps bring clients innovative solutions and sophisticated, effective planning ideas.

We Are Market Leaders. NFP is a leader in delivering benefits solutions and we are the number one independent life insurance distributor with many top-tier carriers. We provide high net worth individuals with sophisticated wealth management solutions and serve advisors with one of the country's leading independent broker-dealers. This leadership brings with it broad market access.

BUILDING SCALE	INTERNAL INTEGRATION	FOCUS ON LONG-TERM GROWTH	Market Leadership	
<div style="background-color: #008000; color: white; padding: 5px; margin-bottom: 5px;"> Life Insurance </div> <div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;"> 1998 - 2003 </div> <p>Initial funding by Apollo</p> <p>IPO</p> <ul style="list-style-type: none"> ✓ Acquired successful life insurance entrepreneurs ✓ Structured economic alignment with producers 	<div style="background-color: #008000; color: white; padding: 5px; margin-bottom: 5px;"> Recurring Revenue </div> <div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;"> 2004 - 2008 </div> <ul style="list-style-type: none"> ✓ Enhanced earnings quality: approximately 70% of acquisitions were benefits, platform firms & wealth management ✓ Increased scale and diversity ✓ Centralized financial and compliance functions 	<div style="background-color: #ccc; padding: 5px; margin-bottom: 5px; text-align: center;"> 2009 </div> <ul style="list-style-type: none"> ✓ De-levered ✓ Implemented expense controls and efficiencies ✓ Reorganized: <ul style="list-style-type: none"> ▪ 3 client-centric businesses ▪ Regionalization ▪ Diversification 	<div style="background-color: #ccc; padding: 5px; margin-bottom: 5px; text-align: center;"> 2010 - 2011 </div> <ul style="list-style-type: none"> ✓ Reinvesting for long-term growth ✓ Returning to acquisitions/recruiting ✓ Exploring margin opportunities ✓ Pursuing branding initiatives/One NFP 	<p>Market Leadership</p> <ul style="list-style-type: none"> #8 Top Insurance Broker Globally (<i>Best's Review</i>) #1 Independent Distributor for top-tier carriers (<i>carrier data</i>) #4 Executive Benefits Provider of Nonqualified Deferred Compensation Plans administered for Recordkeeping clients (<i>PlanSponsor</i>) Top 10 Independent Broker Dealer (by both <i>Financial Planning</i> and <i>Financial Advisor</i>) Top 100 Independent Financial Advisors – three NFP advisors ranked (<i>Barron's</i>)

Partner. Preserve. Prosper.™

Partner. As we partner with our clients to understand their specific goals and needs, we also call on our NFP partnerships to offer our clients truly holistic planning and preferred access to the best products and services in the industry.

Preserve. To help ensure that our clients can protect what's important, we leverage the national resources of NFP, when needed, to help individuals preserve assets and manage risk, and to help companies manage their human capital along with their financial capital.

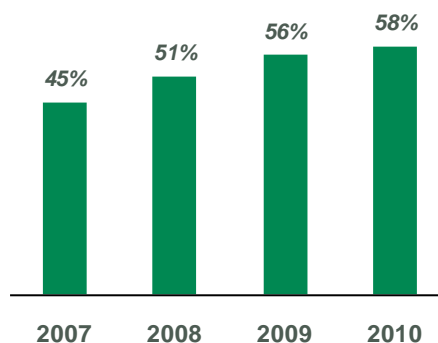
Prosper. We bring our individual and corporate clients balanced strategies to help them grow and prosper over the long term. A big part of that is providing clients with expert advisory services, as well as market-leading brokerage capabilities, to help them achieve their goals.

Key Financial Highlights ¹

Organic Revenue Growth FY 2010

Corporate Client Group	+5.8%
Individual Client Group	+1.8%
Advisor Services Group	+17.7%
Consolidated	+6.9%

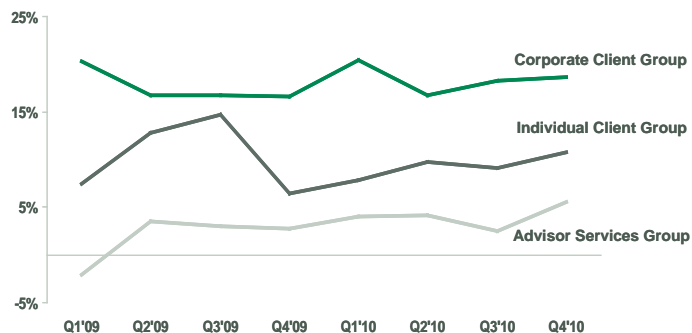
Recurring Revenue



Operating Cash Flow (\$'s in millions)



Adjusted EBITDA Margin %



1. NFP's quarterly financial supplement, available at www.nfp.com, includes a description of how the Company calculates Organic Revenue and a reconciliation of Adjusted EBITDA to net income. Adjusted EBITDA is a non-GAAP measure, defined as net income excluding income tax expense, interest income, interest expense, gain on early extinguishment of debt, other, net, amortization of intangibles, depreciation, impairment of goodwill and intangible assets, (gain) loss on sale of businesses, the pre-tax impact of the accelerated vesting of certain RSUs and any change in estimated contingent consideration amounts recorded in accordance with purchase accounting that have been subsequently adjusted and recorded in the consolidated statement of operations. Adjusted EBITDA should not be viewed as a substitute for net income. Recurring revenue refers to revenue that is generally recurring in nature and includes revenue from corporate and executive benefits, investment advisory and asset based fees and trails.

2. Includes \$14.4 mm paid in connection with an acquisition which was treated as prepaid management fees.