



WELCOME TO MHBT

If you are a friend, new associate, family member or potential customer, it is important that you understand our company and what we are about. MHBT is not for everyone, but we think it is a very special place, and here's why:

FIRST OF ALL, AND PERHAPS MOST IMPORTANTLY, THESE ARE THE THINGS WE VALUE:

- Integrity
- Total Customer Focus
- Respect For Our Customers, Our Markets, And Our Peers
- Professionalism
- Creativity
- A "Sense Of Urgency"
- Fun

Our business is hard enough without undue internal pressures and bureaucracy! We really believe that our business is a very simple business as far as "business models" go. We also believe that the most effective business model for our business has not changed in 100 years. Our business model is very simple – hire the very best people, make sure they have great integrity, give them the tools they need to be successful, create a fun atmosphere among people that you would not mind "hunting & fishing with or having over for dinner," give them some direction & incentive, and then get out of the way!

Many of our competitors are trying to "institutionalize" our business or do a "Wal-Mart" business model. By that I mean less focus on the personal relationship side of our industry and centralizing functions such as marketing, insurance company relationships, etc. This may decrease their cost of doing business, but we think our business is still done with the customer, the insurance company, and the broker forming personal relationships that last over time!

MHBT has invested millions of dollars over the past 6 years in putting together the very best

insurance professionals (an all star team for our industry) in all disciplines, i.e., claims, loss control, risk management, "captive" management, marketing, etc. It is our desire to offer our customers the same or greater services as the public brokers, with the very best people, and to be able to do it locally. We also want to make sure that our customers, and not our bottom line or our shareholders, are our main focus!!!! The rest will take care of itself.

If you work here or if your spouse does, you can be sure that we place great value on the individual and that they will be treated with great respect and consideration. You can also be sure that they are working with very ethical and fun people, and they are joining the top pros in our industry! We truly believe that there is much more to business and life than simply money or stockholder value! We believe that you can still have fun and lots of it, but still out work your competition! We are not only a fun place to work, with great attitudes, but we are a fun place for customers to do business!

In the past 15 years, we have only had three major employees leave MHBT, and two of them rejoined MHBT this year. One left to pursue her own personal business in advertising (very successfully I might add) and the other to join a sister company. Both were very



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friendly, and both rejoined MHBT in 2002 in senior management roles. We attract great people and we keep them!!!!

We see lots of storm clouds in our industry over the next 5 to 10 years. Many insurance companies are still fighting years of under-reserving and under pricing their products, and this, along with 9/11 and several other recent disasters are causing major problems in our industry. In addition, many smaller agencies are having problems because of lack of insurance company markets and the tremendous cost of keeping up with new technology. Many of our larger competitors have adapted business models that are not particularly "customer friendly" or "employee friendly" for that matter.

MHBT sees the next 5 or 10 years as tremendous opportunities for agents and brokers, like us, that have continued to invest in quality personnel, developed their "back room staff" to provide the services demanded by larger customers, worked hard at market access and developing insurance company relationships, and created a "magnet" for both customers and relationship managers. We have tried very hard to offer our people the best back up available, access to virtually any market (direct writers included), incentive based compensation, and a place to work that has a great reputation for integrity, professionalism, and fun!!!!

MHBT values the "culture" we have created, and the senior management on down makes sure we continue to be very selective in the

personnel we bring into MHBT! We start out making sure a new person is a "fit" and then we make sure that we instill into them the values of MHBT so that it continues to have that "small company, family feel" even though we are now over 160 people strong and growing by over 30% per year! We have committed ourselves to keeping what we value over time no matter how large we get or what the future holds.

MHBT still values the "experienced professionals" or the "grey beards" as we affectionately call them. Being 55 years old myself, I see many friends around our industry that have been "early retired" or "rified" as they say. We believe at MHBT that there is great value in the experience brought to the table by people that have "seen some tight markets and have some relationships with insurance companies"! We started our Tarrant County office with a gentleman that is mid-70's. Incidentally, he is one of our top producers now and becoming a partner in January!

The young people also bring a lot to the table in the way of energy, enthusiasm, questioning old ways, and new, bright ideas. They also are our future at MHBT. We have several 20-somethings, and we have several partners in their 30's! This is very healthy for our industry and for the perpetuation of MHBT well into the future!

Well, obviously I am prejudiced, but I have a passion for this business and for our people!!!! As Chairman and C.E.O. of this company, I have long since quit working for the monetary reasons and my focus is on the customer, the employee, and their families, and building something of which we can jointly be proud – "something to tie to" if you will! MHBT is about character, class, respect, taking care of "bidness" and having fun doing it! With all my heart, I can tell you that this is not hype and not myth – this is the "real deal"!!!! If you want to hitch your star to a company that really cares about people, really values doing business on a very personal level, and that you will never, ever have to be ashamed of, it is quite possible MHBT is the place! And ... It's fun!!!!

Most respectfully submitted,

Bill Henry