

STRATEGIC OVERSIGHT AND MARKETING COMMITTEE CHARTER

Thrivent Financial for Lutherans

<p><u>Purpose</u></p>	<p>Pursuant to Section 22 of the Bylaws, the Board of Directors designated a Strategic Oversight and Marketing Committee with the authority and responsibility for the oversight of current and future corporate strategies related to product development, marketing, distribution, (not past performance or compliance issues) and its alignment with the oversight of the corporate strategies. Additionally, it will oversee the Society's delivery of value to members through its products, services and distribution models. In support of its stated purpose, the Committee shall perform the duties listed below, in addition to others as deemed necessary by the Committee.</p>
	<p>A. <u>The Committee is authorized and responsible for the oversight of the drive to increase value and reduce the net cost to members. To fulfill its responsibilities, the Committee will:</u></p>
<p><u>Products</u></p>	<p>1. Oversee product development, risk, performance and alignment with Thrivent's brand and value proposition.</p> <ul style="list-style-type: none"> • Monitor performance, competitiveness and value of the product pipeline • Oversee efforts to improve/modify the product portfolio and other offerings available from the Society to meet the needs of current and future members.
<p><u>Distribution</u></p>	<p>2. Oversee Distribution Strategies</p> <ul style="list-style-type: none"> • Oversee the ongoing functioning of the traditional distribution system. • Oversee the development of new/alternate distribution systems and business models • Oversee and monitor Retail Sales Practices.
	<p>B. <u>The Committee is authorized and responsible for the oversight of the Member experience. To fulfill its responsibilities, the Committee will:</u></p>
<p><u>Member Experience</u></p>	<p>1. Review the Society's member experience strategy and plans for growth by reaching out to its common bond.</p> <ul style="list-style-type: none"> • Oversee membership service and growth strategies • Oversee Affinity & Marketing Risk and the mitigation strategies (affinity risk is also under the purview of the Governance Committee). • Oversee the development of value proposition for Chapter, member benefits and marketing efforts.
	<p>C. <u>Committee is authorized and responsible for the oversight of other activities as they relate to the Society's marketing, distribution and member value and experience strategies. To fulfill its responsibilities, the Committee will:</u></p>

<u>Process & Technology</u>	<ol style="list-style-type: none"> 1. Review and comment on the long-term strategic information technology infrastructure and architecture plan to support Thrivent’s current and anticipated business needs and goals and monitor the technological environment. <ul style="list-style-type: none"> • Oversee and monitor the technology platforms to support distribution, products and member experience. • Oversee and monitor the corporate administration infrastructure.
	D. <u>Other.</u> To fulfill its responsibilities, the Committee will:
<u>Other</u>	<ol style="list-style-type: none"> 1. Conduct or authorize investigations into any matter within the Committee’s scope of responsibilities. Engage independent counsel and other advisers as necessary to carry out its duties. 2. Set an annualized calendar of actions and responsibilities and review and track performance of those tasks throughout the year. 3. Oversee other ad-hoc activities as deemed appropriate by the Board.
<u>Membership:</u>	<p>The Governance Committee, in consultation with the Chair, will recommend assignment of Board members to committees, including the Chair of each such committee, to the Board for final approval.</p> <p>The Chief Executive Officer shall name a management representative and a secretary to coordinate committee activities.</p>
<u>Meeting Frequency:</u>	At least in conjunction with the regularly scheduled in-person Board of Directors meetings, and additionally as determined by the Committee Chair.

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