



National Life
Group®

Offering What Matters Most

Products issued by
Life Insurance Company of the Southwest®

National Life Group® is a trade name of National Life Insurance Company (NLIC), Montpelier, VT, Life Insurance Company of the Southwest (LSW), Addison, TX, and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York.

Centralized Mailing Address: One National Life Drive, Montpelier, VT 05604 | www.NationalLife.com

No bank or credit union guarantee | Not a deposit | Not FDIC/NCUA insured | May lose value | Not insured by any federal or state government agency

Guarantees are dependent upon the claims-paying ability of the issuing company.

Committed to Delivering on our Promises Today & Tomorrow!



Our Vision

To Bring Peace of Mind to Everyone We Touch.



Our Mission

Keeping Our Promises.



Our Values

Do good. Be good. Make good.

At National Life Group, our story is simple: for more than 175 years we've worked hard to deliver on our promises to millions of people with our vision of providing peace of mind in times of need. The Group includes National Life Insurance Company®, founded in Montpelier, Vermont in 1848 and Life Insurance Company of the Southwest® chartered in Dallas, TX in 1955. Together, we've been delivering on our promises for over 175 years and we intend to do so for years to come.

What matters most is a company's ability to deliver on its promises.

Standing out from the Competition

National Life Group continues to be a leading provider of savings, protection and retirement income solutions for 403(b) and 457(b) plans (retirement plans available to schools, government agencies, and non-profit corporations).

In a Changing World, Guarantees are What Matter Most.

Not one of our indexed annuity policy owners have ever lost a penny³ of their contributions or interest earned due to downturns in the stock market!

Bring Balance to Your Retirement Portfolio

Fixed indexed annuities can be a key component of a balanced retirement plan. By saving in indexed annuities, you can:

- Protect your premiums paid and interest earned and enjoy upside interest rate potential through a formula that credits interest based in part on changes in a market index.
- Defer taxes, allowing you to earn interest on the money you would have paid in taxes.
- Rest assured that you have the option to choose a guaranteed income for life.⁴
- Take advantage of no additional cost riders that can waive surrender fees for terminal illness or nursing care.⁵

We are the
longest standing issuer

of indexed annuities in the marketplace¹

#1 provider
of indexed annuities in the employer plan category including 403(b)/457(b) plans²

Simplicity in Design and Application Process

We at National Life Group believe simplicity is important to our customers. Our products are straightforward, uncomplicated, and our disclosures are simple, easy to read and understand. Our application process is quick and simple. It's easier with National Life Group.

Annuities

We offer flexible premium indexed annuities⁶ that allow for ongoing contributions and are ideal for 403(b) and 457(b) retirement plans as well as other qualified plan types. These products are credited interest based in part on the performance of an underlying index, like the S&P 500[®]. All flexible premium indexed annuities can be opened with ongoing monthly salary reduction/deduction, making it easier to begin saving now.

Additionally, we offer single premium indexed annuities as well as traditional fixed annuities that are excellent vehicles for retirement accumulation and income.

Guaranteed Income for Life!

Our innovative Guaranteed Lifetime Income Rider (GLIR) adds valuable benefits to your policy. By adding GLIR to your policy, you can receive guaranteed lifetime income,⁴ have access to your accumulation value if your policy needs to change, and leave any remaining amount to your beneficiaries when you pass.

Support You Can Count on From a Company With Plan Success & Increased Participation in Mind

Designing and offering great products aren't the only things we do right. We have an excellent 403(b)/457(b) management team with extensive knowledge and legal expertise. We offer specialized 403(b)/457(b) operations, systems and services.

Our Retirement Services Team will serve your specific needs as an employer, understand the 403(b)/457(b) regulations and provide administrative support necessary in this market.

Retirement Services Team

Our Relationship Management Team is your key contact with us. These highly trained professionals can provide administrative support, answer questions and serve as liaisons with Third Party Administrators (TPAs).

This team is focused on beginning new relationships and maintaining existing relationships with employers throughout the country that do business with us. We want to ensure complete customer satisfaction, and working with employer plans is our primary focus.

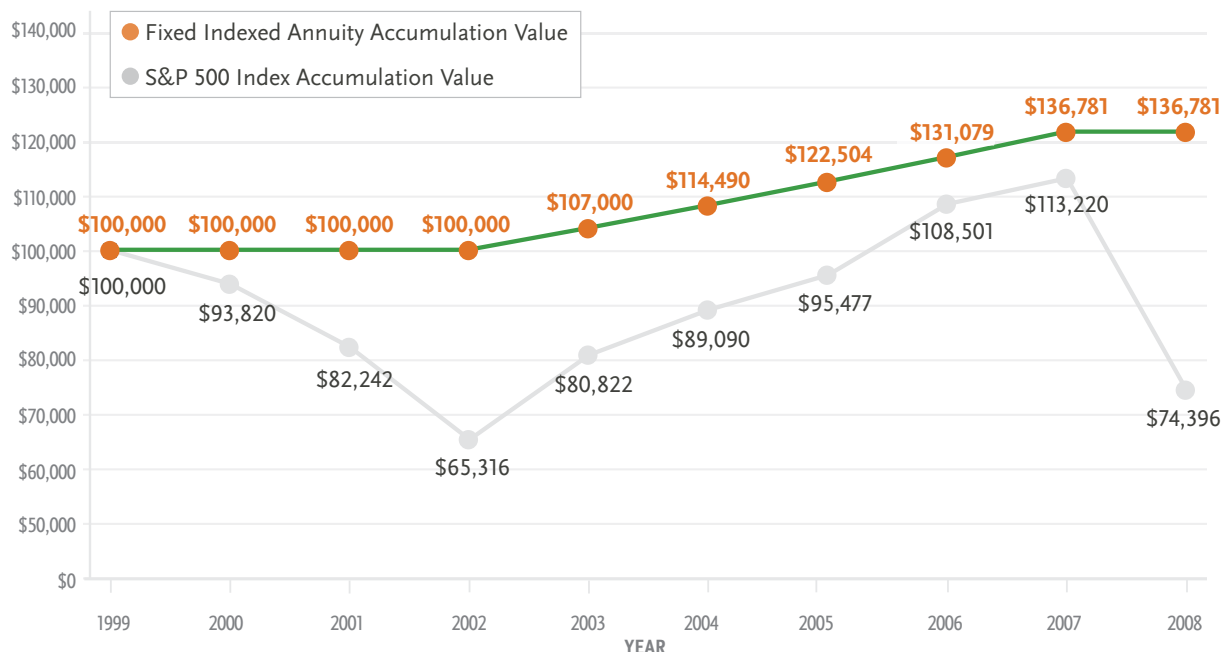
Certified Training

We understand the demand for financial and retirement education for public service employees, which is one reason we developed a Certified Training program for our financial representatives. This required education and marketing program is designed to help our financial representatives better understand the 403(b)/457(b) market and the importance of educating employees on how to save for retirement.

LifeChanger of the Year

Giving back to schools is a large priority for us at National Life Group. In 2011, we incorporated a new program that recognizes those educators who strive to make a positive difference in the lives of our students and those who motivate and encourage students to do their best. You can see more information on our LifeChanger of the Year program at <https://natl.life/lcoy>.

A Smooth Ride to Retirement



Note: Chart is a hypothetical back cast of a Zenith Growth product first available June of 2023. This hypothetical example includes one of the most significant market declines in recent history to illustrate the benefits of the annuity “floor.” The 0% “floor” provided by an indexed annuity ensures that during crediting periods where the index is negative, that no less than 0% interest is credited to the index strategy. However, the contract’s “cap” also imposes a limit on the highest amount of interest that can be credited based in-part on an increase in the underlying index. This means that when the index experiences large gains the index crediting will never be greater than the cap even if the index itself experiences a higher return.

Retire on your terms – not when the Market dictates

- Accumulation value can go up, but never go down due to market declines.³
- Long-term savers can experience growth over time.
- Downturns in the market will never reduce your value.

Hypothetical chart and graph assume \$100,000 purchase payment allocated 100% to the S&P 500 Index Point-to-Point indexed account with no prior withdrawals, point-to-point interest crediting method, 9-year surrender charge schedule, and allocation date of January 3 starting in 2000. To simplify the example, this chart also assumes a consistent indexed interest cap rate for the 9-year period: 7%. Actual cap rates are subject to change and could be lower than the cap rate assumed on this hypothetical example, but will never be less than the minimum cap shown in your contract. For comparative purposes, the S&P 500 Index accumulation value shows the value of \$100,000 starting on January 3, 2000 and ending on each annual allocation date that corresponds to the allocation date of the Horizon Growth contract values shown above, assuming the historical performance of the S&P 500 Index (without dividends) for each period shown. It is not intended to project or predict the future performance of any specific financial product. You cannot invest in an index.

FIT Horizon Growth indexed annuity, form series 20710(0320), or state variation thereof and all associated riders are issued by Life Insurance Company of the Southwest (LSW). LSW is not an authorized insurer in New York and does not conduct insurance business in New York. Not all policies or riders are available in all states – please check with your agent regarding availability in your state. This advertising is not approved for use in DE, ID, OK, OR, WY.

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1 Insurance News Net, FIAs at Age 20, 2015.

2 LIMRA US Individual Annuity Industry Sales Report, 1Q2025.

3 Assuming no withdrawals during the withdrawal charge period. Rider charges continue to be deducted regardless of whether interest is credited. Products offered through Life Insurance Company of the Southwest.

4 The Guaranteed Lifetime Income Rider (GLIR), form series 20934(0124)GLWB/ICC14-20934(0124)GLWB, is a rider added automatically to the Flex Select Income 10 annuity policy issued by Life Insurance Company of the Southwest. This rider may incur an additional cost and rider charges continue to be deducted regardless of whether interest is credited. GLIR is not available on all products or in all states. Guaranteed Withdrawal Payments reduce the policy’s accumulated value, but you will continue to receive these payments during your lifetime even if your accumulation value declines to zero.

5 Riders are optional, may be available at additional cost, and may not be available in all states.

6 Indexed annuities are underwritten by Life Insurance Company of the Southwest.

7 Growth rates are annual effective rates. Guarantees are dependent upon the claims-paying ability of the issuing company. Indexed annuities have surrender charges that are assessed during the early years of the contract if the annuity is surrendered. Indexed annuities do not directly participate in any stock or equity investments. This is not a solicitation of any specific annuity contract.

This advertising not approved for use in NY.