

BUSINESS HIGHLIGHTS*

At National Life, our story is simple: for more than 168 years we've worked hard to deliver on our promises to millions of people with our vision of delivering peace of mind in times of need. It's our cause, stemming from a deep passion to live our values to do good, be good and make good, every day.

Financial Strength Ratings

for National Life Insurance Company and Life Insurance Company of the Southwest as of March 2017.

A.M. Best

A (Excellent)
Third highest of 16 rankings

Standard & Poor's

A+ (Strong)
Fifth highest of 21 rankings

Moody's

A2 (Good)
Sixth highest of 21 rankings

\$2 billion

paid to policyowners
in benefits.



#1



in Fixed
Indexed Annuities
in Employer
Sponsored Plans

18TH

in individual
life insurance
sales in the
United States

3rd
IN

Indexed
Universal
Life sales

\$33 billion

in Assets
Under
Management

SEE MORE FACTS ON THE REVERSE SIDE >

* As of December 31, 2016.

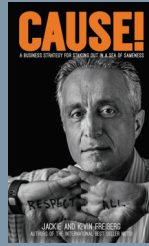
National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, founded in 1848, Life Insurance Company of the Southwest, Addison, TX, chartered in 1955, and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York. Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer and Registered Investment Adviser. Sentinel Investments® is the unifying brand name for Sentinel Financial Services Company, Sentinel Asset Management, Inc., and Sentinel Administrative Services, Inc. All companies, unless otherwise noted, are affiliated and are located in Montpelier, VT. Financial figures are based on consolidated results of all National Life Group companies.

Rank and growth data source: LIMRA. Ranked #18 nationally for individual life insurance sales 4Q2016. Fastest growing life insurance company in the past 10 years among all life insurance companies with individual life sales of at least \$50 million in 2006.

Upgraded by
Standard & Poor's to

A+

S&P praised National Life's focus on the fundamentals. "The upgrade reflects our view that NL Group has improved its capital strength, resulting in stronger credit quality," S&P said.



Featured in the 2016 book **CAUSE!** by Jackie and Kevin Freiberg resulting in nationwide press and recognition

From *The Washington Post* to *Forbes*, the company was in the media for its mission-driven culture

Reached **\$100 billion** in the face value of our life insurance

This is a historic milestone for the company.

Achieved record sales

Life insurance sales: **\$194 million**

Annuity sales: **\$132 million**



Doing Good.



In 2016, we processed over **93,000** life insurance applications and more than **54,000** annuity applications.



Nominated as a finalist for **Invest in Others Corporate Philanthropy Award**

National Life Group and its affiliate Sentinel Investments were honored for the good they do through volunteerism, charitable giving, sponsorships, and environmental sustainability.

Received **629 LifeChanger of the Year** nominees from all fifty states



School employees throughout the country were **celebrated for doing good**. The grand prize winner will be announced in May 2017.

Increased our Foundation's budget to **\$1 million** for 2017



Now we can donate more to nonprofit organizations who **do good** in our communities.

For additional details on the good we do financially and otherwise, please visit 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.