

National Life Group entered its 170th year with record sales furthering our vision to bring peace of mind to more people than ever.

**A.M. Best**

Financial strength rating<sup>1</sup>

**A (Excellent)**

Third highest of 16

**Standard & Poor's**

Financial strength rating<sup>1</sup>

**A+ (Strong)**

Fifth highest of 21

**Moody's**

Financial strength rating<sup>1</sup>

**A2 (Good)**

Sixth highest of 21

Ranked

**#1**

for Fixed Indexed Annuities in Employer Sponsored Plans<sup>2</sup>

Ranked

**#3**

for Indexed Universal Life Insurance Sales<sup>3</sup>

Ranked

**#17**

for individual life insurance sales out of almost 1,000 U.S. life insurance companies<sup>4</sup>

**\$30.2 BILLION**

in total assets under management

**\$2.1 BILLION**

in benefits paid to policyowners in 2017

OUR VISION

To bring peace of mind to everyone we touch.

OUR MISSION

Keeping our promises.

OUR VALUES

Do good. Be good. Make good.

Products issued by:

**National Life Insurance Company | Life Insurance Company of the Southwest**

National Life Group® is a trade name of National Life Insurance Company, founded in Montpelier, VT 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.

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

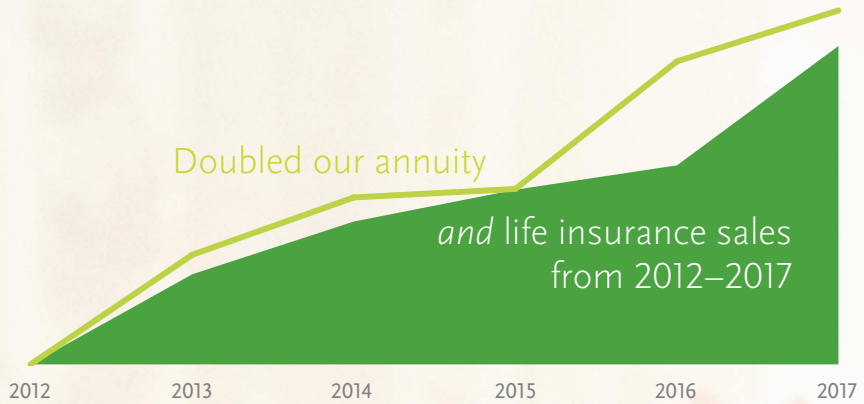
Chosen as one of

★ AMERICA'S ★

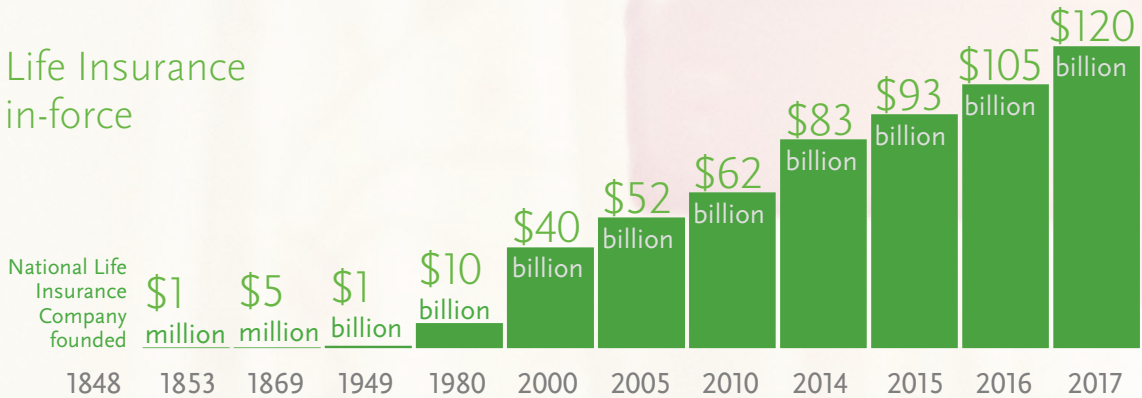
Magnificent  
EIGHT

Exceptional Businesses

by The CEO Forum



Life Insurance  
in-force



Serving

792,806

Customers



Almost \$100,000  
raised for cancer  
patients over the past  
four years

National Life  
Group

Life  
Changer  
OF THE YEAR

825 LifeChanger  
nominees from all  
50 states

National Life Charitable Foundation  
doubled its budget  
and will focus on two additional causes:  
supporting downtowns and ending  
childhood hunger in our home state, Vermont

<sup>1</sup> Financial strength ratings for National Life Insurance Company and Life Insurance Company of the Southwest as of April 4, 2018. Ratings are subject to change. Rank data as reported to LIMRA. | <sup>2</sup> LIMRA US Individual Annuity Industry Sales Report, 2Q2017 | <sup>3</sup> Wink's Sales & Market Report, 2Q2017 | <sup>4</sup> LIMRA Sales Rankings, 2Q2017 | Financial data as of December 31, 2017 based on the consolidated results of National Life Insurance Company (NLIC) and its subsidiary, Life Insurance Company of the Southwest, as well as Equity Services, Inc., Member FINRA/SIPC, a Broker/Dealer and Registered Investment Adviser affiliate of NLIC.