National Life Group®

Business Highlights

National Life celebrated its 170th year with record sales allowing us to continue to live our values of Do good, Be good, and Make good.

A.M. Best
Financial strength rating[1]

A (Excellent)

Third highest of 16

Standard & Poor's
Financial strength rating[1]

A+ (Strong)

Fifth highest of 21

Moody's
Financial strength rating[1]

A2 (Good)

Sixth highest of 21

Ranked

#1

for Fixed Indexed Annuities in Employer Sponsored Plans[2]

Ranked

#2

for Indexed Universal Life Insurance Sales[3]

Ranked

#12

for individual life insurance sales out of almost 1,000 U.S. life insurance companies[4]

$31 BILLION

in total assets[5]

$28 BILLION

in total liabilities[5]

$2.5 BILLION

in promises kept[6]

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.

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$309 MILLION

in life insurance weighted net asset premium, up 28% over 2017[7]

$247 MILLION

in annuity weighted net asset premium, up 2% over 2017[8]

$823 MILLION

in Single Premium Deferred Annuities, up 11% over 2017[9]

Ward's 50 Safety • Consistency • Performance ®

FORTUNE 1000 2018

America's Magnificent EIGHT Exceptional Businesses 2018

Moody's Investors Service moved National Life's ratings outlook to positive, citing our "growing market position in life insurance and annuities, strong financial flexibility and good consistent operating profitability."

AFP Association of Fundraising Professionals recognized National Life as an outstanding corporation

National Coalition For Safe Schools

Helped convene the first National School Safety Summit to end school violence

National Life Group Life Changer OF THE YEAR

Honored 830 LifeChanger nominees from all 50 states & DC

National Life Group DO good FEST PRESENTED BY The point Independent Radio

Raised more than $135,000 for cancer patients over five years

1 Financial strength ratings for National Life Insurance Company and Life Insurance Company of the Southwest as of February 15, 2019. Ratings are subject to change. Rank data as reported to LIMRA.
2 LIMRA US Individual Annuity Industry Sales Report, 4Q2018
3 Wink's Sales & Market Report, 4Q2018
4 LIMRA Sales Rankings, 4Q2018
5 Based on consolidated results of all National Life Group (NLG) companies, and stated on a GAAP accounting basis excluding bond unrealized gains and losses. Statutory basis financial figures: NLG consolidated: Assets $28.1B, Liabilities $25.9B, Reserves $24.3B, Surplus to policyholders $2.2B, National Life Insurance Company only: Assets $9.5B, Liabilities $7.4B, Reserves $3.3B, Surplus to policyholders $2.1B.
Disclosures 6, 7, and 8 are based on the consolidated results of National Life Insurance Company (NLIC) and Life Insurance Company of the Southwest for (LSW) 2018.
6 Life insurance and annuities benefits paid. For NLIC only: $714M.
7 Life Insurance Weighted Net Annual Premium (WNAP). For NLIC only: $55M.
8 Annuity Weighted Net Annual Premium (WNAP). For NLIC only: $5M.
9 Based on consolidated results of NLIC and LSW as of December 31, 2018. Total assets in Single Premium Deferred Annuities. For NLIC only: $1M.
Equity Services, Inc., Member FINRA/SIPC, is a Broker/Dealer and Registered Investment Adviser affiliate of NLIC.