National Life Group®

Experience Life®

FIT Foundation

FIXED INDEXED ANNUITY

Financially Independent for Tomorrow



Products issued by

Life Insurance Company of the Southwest®

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Cat No 103379(0318)



liveFIT

Live Financially Fit for Life

A key concern across all generations is having a retirement savings that will allow them to retire comfortably. This becomes even more important as we live longer!

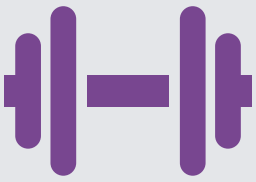
Are you financially fit?

Action is needed now to ensure YOU are financially fit for the future. Just like physical fitness relies on eating a good diet and exercising, financial fitness relies on you doing a few important things:



Workout Routine 1

Work out what you'll need



Workout Routine 2

Forecast what you'll have



Workout Routine 3

Maximize savings and earning interest



FIT Foundation Can Help

Greater potential for interest crediting - by crediting interest based in part on the change in a major market index, you have the potential for higher interest crediting than traditional fixed annuities or other fixed interest products.[1]

Flexibility – You have control of your money. Choose how to allocate your values between multiple crediting options.

Never Lose a Penny Due to a Market Downturn[2] – Premiums paid and interest credited are not subject to market risk.

Average life expectancy for someone[3]**...**



Born in 1900 = 49 years



Born in 1950 = 72 years



Born in 2000 = 80 years

What is a Fixed Indexed Annuity (FIA)?

A fixed indexed annuity uses a formula to calculate interest that considers performance of an underlying index like the S&P 500[4] or the Russell 2000[5], without actual participation in the stock market.

Fixed Indexed Annuities Can Provide:

- Tax Deferral
- Guaranteed Accumulation Value
- Guaranteed[6] safety of principal
- Potential for higher interest crediting than traditional fixed annuities
- Death Benefit Protection

The Power of Tax Deferral

Annuities receive a tax benefit in the form of tax deferral on earnings. This means that the money you invest today won't be taxed until you decide to start taking income in retirement and can help further build your retirement savings.[7]

How Does Interest Crediting Work?

If the index goes up, you get the benefit of upside interest potential, but if the index goes down your principal and interest earned is protected from loss.

Indexed interest accounts calculate interest by formula on an annual basis that uses a Participation Rate and/or Cap that is declared annually in advance at the beginning of each policy year.

The Participation Rate is the percentage of the change of the index used in calculating interest – for example, 50% of the S&P 500. The Cap is the maximum interest that would be credited.

In all methods you can never earn less than zero percent interest. Increases in your interest accounts are locked in every year and you can never lose interest previously credited.

The Benefits of Triple Compounding

1. Earn interest on your contribution
2. Earn interest on your interest
3. Earn interest on the money you would have paid in taxes.

FIT Foundation kick-starts your retirement savings through an immediate 3% bonus interest credit.


3%
Immediate Bonus
to Jump Start Your
Savings


If the index goes up, you get the benefit of upside interest potential.
If the index goes down, your principal is protected and interest can never earn less than zero percent.

Crediting methods available to you in your FIT Foundation annuity include:

Declared Fixed Account

The Declared Interest Account is an interest account for which interest is credited daily at a declared effective annual interest rate. We set the rate in advance of each Policy Anniversary.

Annual Point-to-Point S&P 500® and Russell 2000®

Accounts are interest accounts for which interest is credited based in part on the Annual Index Change in the S&P 500® or Russell 2000® from the Index Value at the beginning of the policy year to the Index Value at the Policy Anniversary.

Annual Point-to-Daily Average S&P 500®

Interest accounts for which interest is credited based in part on the Annual Index Change in the S&P 500 from the Index Value at the beginning of the policy year to the daily average of the Index Values during the policy year.

Annual Monthly Sum Cap S&P 500®

Monthly Sum Index Accounts are Interest Accounts for which interest is credited according to a formula which is based in part on the Monthly Index Change in the S&P 500 (up to a predetermined cap). Monthly Sum is determined at the end by totaling the 12 monthly changes (both positive and negative).

Your FIT Foundation Annuity provides many additional benefits at no additional cost, such as:

- Nursing Care and Terminal Illness Riders (in states where approved) at no additional cost.
- 10% Free Withdrawals in Policy Year 2+

People worry most about outliving money early in retirement but after 10 or more years, health becomes the area of greatest concern[8]. The Nursing Care and Terminal Illness riders give you peace of mind knowing that in case of a qualifying medical emergency, you can access your money at any time and without paying a surrender charge.

FIT Foundation Product Specs:

Maximum Issue Age:	85
Initial Premium:	Minimum: $10,000 Maximum: Ages 0-70 - $1,000,000 Ages 71-75 - $750,000 Ages 76-80 - $500,000 Ages 81-85 - $250,000

Bonus: 3% immediate interest credit

Surrender Charge Schedule:

Policy Year	Rate
1	8%
2	8%
3	7%
4	6%
5	5%
6	4%
7	3%
8	2%
9	1%

Withdrawals in excess of the 10% free withdrawal amount are subject to a market value adjustment (MVA) during the 10 year MVA period. (There is no market value adjustment in California.) Depending on interest rates at the time, the amount withdrawn may be increased or decreased after the surrender charge is applied.



Live the full, purposeful and active life you want.

Plan for a financially independent tomorrow with

FIT Foundation

LiveFIT

with National Life Group.

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FIT Foundation indexed annuity, form series 20370(0317)/ICC17-20370(0317), Nursing Care Rider form series 7648 and Terminal Illness Rider form series 7649 are issued by Life Insurance Company of the Southwest. This advertising material is used by multiple states, some with varying form number requirements; therefore, all required variations are provided. 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, OK, OR, WY.

1. Unlike traditional fixed annuities, the policy owner of FIT Foundation may receive zero interest for a single period on a specific premium payment if the index performs poorly. However, the 0% floor of the contract protects the accumulation value and premiums, and there is a guaranteed minimum interest applied in the event of surrender or death.
2. Assuming no withdrawals during the surrender period, or any applicable rider charges.
3. 1994 - 2017 ElderWeb.com; 1900 - 2000: Changes in life expectancy in the United States.
4. "S&P®", "S&P 500®", "Standard & Poor's 500", and "500" are trademarks of Standard and Poor's, Inc. and have been licensed for use by LSW. The product is not sponsored, endorsed, sold or promoted by Standard & Poor's and Standard & Poor's makes no representation regarding the advisability of purchasing the product.
5. The Russell 2000 Index is a trademark of Russell Investment Group and has been licensed for use by Life Insurance Company of the Southwest. The Products are not sponsored, endorsed, sold or promoted by Russell Investment Group and Russell Investment Group makes no representation regarding the advisability of purchasing the Products.
6. Guarantees are dependent upon the claims-paying ability of the issuing company.
7. All withdrawals made from annuities with pre-tax contributions are taxed as ordinary income. All withdrawals from an annuity purchased with non-qualified monies are taxable as ordinary income only to the extent there is a gain in the policy. In addition, withdrawals prior to age 59 ½ may be subject to a 10% Federal Tax Penalty.
8. Source, AICPA PFP Trends Survey 2016

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

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