National Life Group®

Experience Life®



Financially Independent for Tomorrow

FIT Income Plus

FIXED INDEXED ANNUITY

Products issued by

Life Insurance Company of the Southwest®

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Cat No 103381(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!

Learn — to save more

Only a few more dollars per month can add up to big retirement savings over time.

Visualize — a secure retirement

An indexed annuity can help you build, grow and protect your retirement savings.

Instill — good habits

You insure everything that's significant in your life; why not protect yourself with life insurance.

Enjoy — living well

Turn your retirement plan into a guaranteed[1] income for life!



FIT Income Plus Can Help

Build your retirement savings with a Fixed Indexed Annuity that offers the potential for a higher guaranteed lifetime income than a traditional fixed annuity to help realize a Financially Independent Tomorrow.

Choice – Choose from two Guaranteed Lifetime Income Riders (GLIRs)[3] to help turn your retirement savings into guaranteed income for life!

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[4] – Premiums paid and interest credited are not subject to market risk.

Average life expectancy for someone[5]...



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[6] or the Russell 2000[7], without actual participation in the stock market.

Fixed Indexed Annuities Can Provide:

- Tax Deferral
- Guaranteed Accumulation Value
- Guaranteed safety of principal
- Potential for higher interest crediting than traditional fixed annuities
- Lifetime Income through the Guaranteed Lifetime Income Rider (GLIR).
- 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.[8]





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 is protected and interest credited can never be less than zero percent.

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.

Crediting methods available to you in your FIT Income Plus 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 each policy year.

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 end of the policy year.

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 Income Plus 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; for some health becomes an area of greatest concern.[9] The Nursing Care and Terminal Illness riders give you peace of mind knowing that in case of a qualifying event, you can access your money at any time and after 10 years there are no surrender charges.

FIT Income Plus Product Specs:

Maximum Issue Age:	35-75
Initial Premium:	Minimum: $10,000 Maximum: Ages 35-70 - $1,000,000 Ages 71-75 - $750,000

GLIR is required and a choice between Stacking GLIR and Leveraged GLIR must be elected at issue. Cost: 0.9% of the Accumulation Value, deducted from the Accumulation Value annually.

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.

Retirement Savings on your Own Terms with a Guaranteed Lifetime Income Rider

A FIT Income Plus Fixed Indexed Annuity can help you turn your savings into retirement income that you can never outlive.

How the Guaranteed Lifetime Income Rider (GLIR) works

GLIR is calculated off of your Benefit Calculation Base (BCB) and determines how much future lifetime income can be paid. This value is not your accumulation value and can't be withdrawn as it is solely a figure used to calculate income.

When activated, you're guaranteed a stream of income for the rest of your life!

Guaranteed Lifetime Income Options

FIT Income Plus offers two unique GLIRs with crediting strategies that let you take advantage of upside interest potential while minimizing your downside risk from market volatility.[4]

When you purchase your FIT Income Plus annuity, you will have the option to choose the GLIR option that will meet your specific needs.





You have a choice between two unique GLIRs that build the benefit calculation base either by leveraging the index crediting on your policy or stacks the index crediting on your policy on top of a fixed roll up rate.[9]

GLIR Leveraging

Each year, credits the Benefit Calculation Base (BCB) by 225% of the indexed interest[10] credit to the accumulation value.[10] Consider choosing GLIR Leveraging if you:

won't need to start taking income for at least 10 years

and

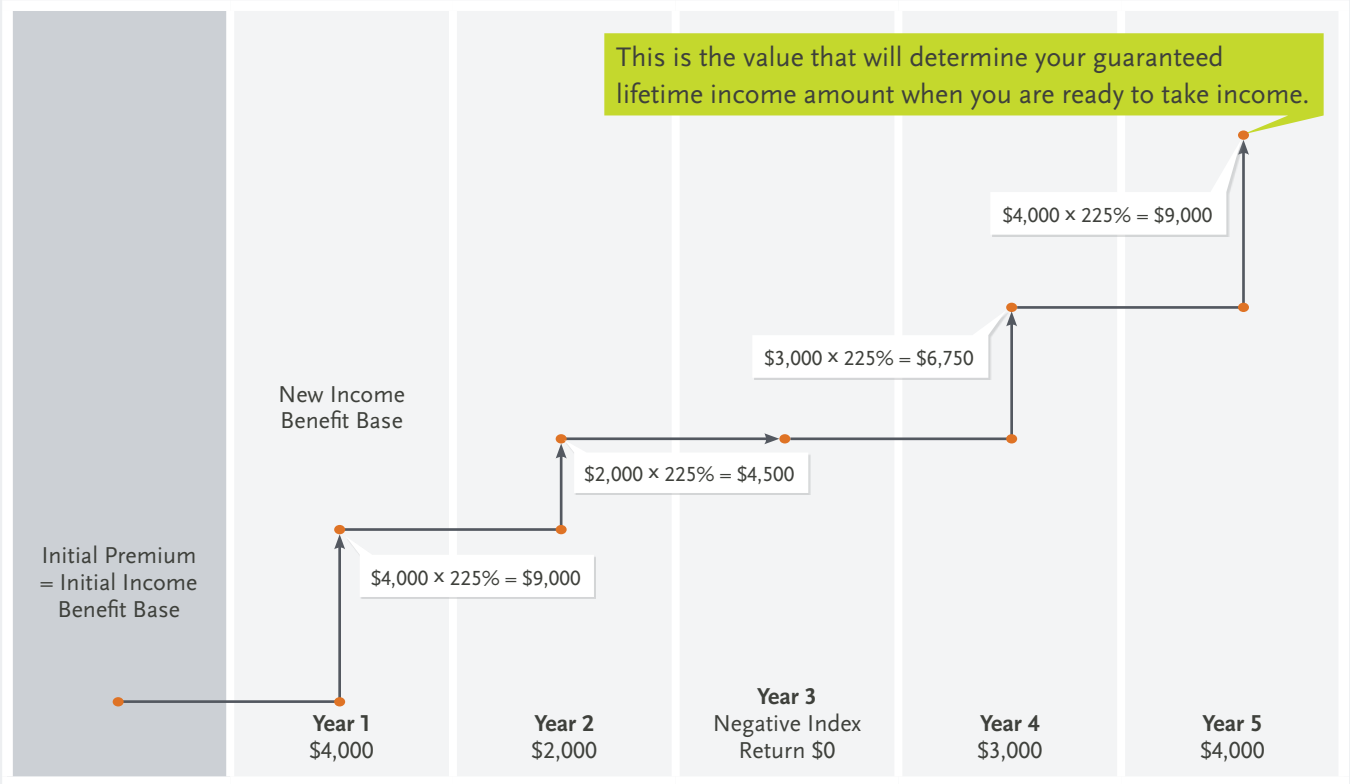
anticipate strong interest crediting to the accumulation value

and

are comfortable with the risk that BCB won't grow in years where interest crediting is 0%.



How it works: Calculating your BCB using GLIR Leveraging.



This example is purely hypothetical and for illustrative purposes only. The example shown above does not represent the actual results of this rider, and your results will likely differ.

GLIR Stacking

Each year, grows the Benefit Calculation Base (BCB) by 2.5% compounded, plus we add 100% of the indexed interest[10] credit to the accumulation value.[10] Consider choosing GLIR Stacking if:

you plan to start taking guaranteed lifetime income in the next 5 to 7 years

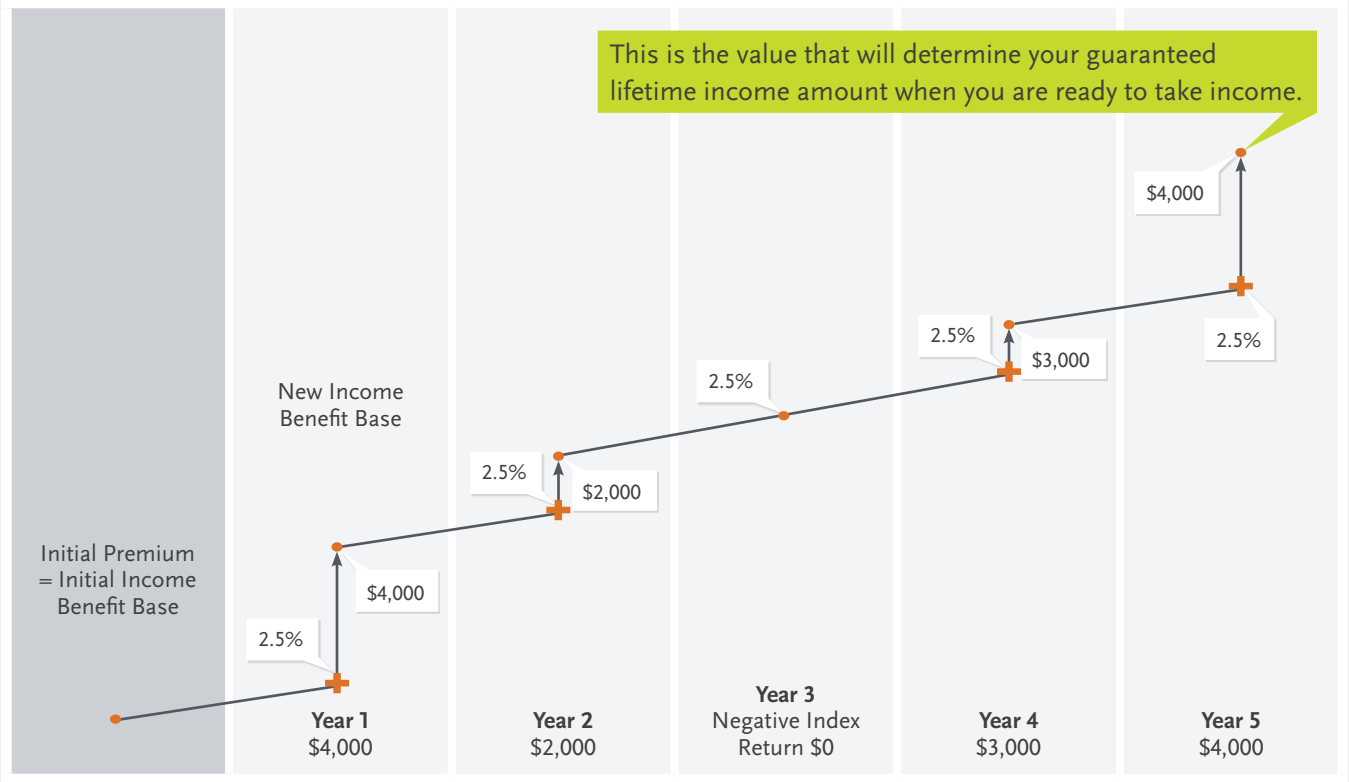
and

want the additional protection of 2.5% guaranteed annual compounding growth.

Retiring in 5-7 years? GLIR Stacking may be right for you.

Retiring in 10+ years? GLIR Leveraging may be right for you.

How it works: Calculating your BCB using GLIR Stacking



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Live the full, purposeful and active life you want.

Plan for a financially independent tomorrow with
FIT Income Plus.

LiveFIT
with National Life Group.



National Life Group® is a trade name representing various affiliates, which offer a variety of financial service products. Life Insurance Company of the Southwest, Addison, TX, is a member of National Life Group.

FIT Income Plus indexed annuity,form series 20370(0317)/ICC17-20370(0317), Guaranteed Lifetime Income Rider form series 20365(0916)/ICC16-20365(0916), 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 Guarantees are dependent upon the claims-paying ability of the issuing company.

2 Indexed Annuity Leadership Council, Retirement Fears Survey, 2016

3 Electing this rider incurs an additional cost. Guaranteed Withdrawal Payments are taxed as ordinary income, and 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.

4 Assuming no withdrawals during the surrender period, or any applicable rider charges.

5 1994 - 2017 ElderWeb.com; 1900 - 2000: Changes in life expectancy in the United States.

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7 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.

8 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.

9 AICPA, PFP Trends Survey, 2016

10 Interest earned on the Fixed Interest account is not included in this calculation.

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.