



Western & Southern
Financial Group

2016 MEDIA KIT

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COMPANY PROFILE

Western & Southern Financial Group is a diversified, customer-oriented family of companies and a nationally recognized leader in consumer and business financial services. We are a *Fortune* 500 company that provides millions of individuals, businesses and institutions with life and health insurance, annuities, mutual funds, retirement planning and a variety of other real estate and investment management products and services through our member companies.

We employ approximately 3,600 associates nationwide who are united by a commitment to help provide financial solutions that may protect and grow our clients' assets to help them achieve lifetime financial security.

Our customer base represents a wide range of American families and businesses, including middle- and upper-income families; affluent individuals and families; independent advisors, financial planners and consultants; broker-dealers; corporations; financial institutions; pension plans; small- and mid-size businesses; real estate investors; and foundations, endowments and universities.

At any point, our customers may be served by one or more member companies under the Western & Southern umbrella. Our family of companies includes The Western and Southern Life Insurance Company; Western-Southern Life Assurance Company; Columbus Life Insurance Company; Eagle Realty Group, LLC; Fort Washington Investment Advisors, Inc.;¹ IFS Financial Services, Inc.; Peppertree Partners LLC;¹ Integrity Life Insurance Company; National Integrity Life Insurance Company; The Lafayette Life Insurance Company; Touchstone Advisors, Inc.;¹ Touchstone Securities, Inc.;² W&S Brokerage Services, Inc.;² and W&S Financial Group Distributors, Inc.

For more information, visit westernsouthern.com. Western & Southern is the title sponsor of the Western & Southern Open, a premier event in the U.S. Open Series played each August by the world's top-ranked professional male and female tennis players.

¹ A registered investment advisor.

² A registered broker-dealer and member FINRA/SIPC.



FAMILY OF COMPANIES

Western & Southern
Mutual Holding Company

Western & Southern Financial Group, Inc.

The Western and Southern
Life Insurance Company

Western-Southern Life
Assurance Company
—
W&S Agency Group
—
W&S Brokerage
Services, Inc.

Columbus Life
Insurance Company

The Lafayette Life
Insurance Company

IFS Financial
Services, Inc.

Touchstone Advisors, Inc.
—
Touchstone Securities, Inc.
—
W&S Financial Group
Distributors, Inc.
—
Insurance Profillment
Solutions, LLC

Fort Washington
Investment Advisors, Inc.

Eagle Realty
Group, LLC

Integrity Life
Insurance Company

National Integrity Life
Insurance Company



SENIOR MANAGEMENT

Western & Southern Financial Group

John F. Barrett, Chairman, President & Chief Executive Officer

Senior Vice Presidents

Karen A. Chamberlain, Chief Information Officer

Kim R. Chiodi, Human Resources

Daniel W. Harris, Chief Actuary

Noreen J. Hayes, Chief Culture Officer

D. Todd Henderson, Chief Risk Officer

Bradley J. Hunkler, Chief Financial Officer

Roger M. Lanham, Co-Chief Investment Officer

Jill T. McGruder, Chief Marketing Officer

Jonathan D. Niemeyer, Chief Administrative Officer & General Counsel

Nicholas P. Sargen, Chief Economist & Senior Investment Advisor

James J. Vance, Treasurer

Brendan M. White, Co-Chief Investment Officer

Vice Presidents

Edward J. Babbitt, Government Relations

Keith T. Clark, M.D., Medical Director

Lisa B. Fangman, Insurance Operations

Wade M. Fugate, Controller

Kevin L. Howard, Deputy General Counsel

Phillip E. King, Auditor

Michael J. Laatsch, Public Relations

Daniel R. Larsen, Chief Tax Officer

Bruce W. Maisel, Chief Compliance Officer

Columbus Life Insurance Company

J. J. Miller, President & Chief Executive Officer

Steven J. Sanders, Chief Marketing Officer

Eagle Realty Group, LLC

Mario San Marco, President

Fort Washington Investment Advisors, Inc.

Maribeth S. Rahe, President & Chief Executive Officer

Roger M. Lanham, Co-Chief Investment Officer

Brendan M. White, Co-Chief Investment Officer

IFS Financial Services, Inc.

Jill T. McGruder, President & Chief Executive Officer

Insurance Profillment Solutions, LLC

Robert J. DalSanto, President

Touchstone Investments

Steven M. Graziano, President

W&S Financial Group Distributors, Inc.

Mark E. Caner, President

Integrity Life Insurance Company

National Integrity Life Insurance Company

Jill T. McGruder, President & Chief Executive Officer

The Lafayette Life Insurance Company

Bryan C. Dunn, President & Chief Executive Officer

Lawrence R. Silverstein, Chief Marketing Officer

W&S Agency Group

Troy D. Brodie, President

W&S Brokerage Services, Inc.

Troy D. Brodie, President



BOARD OF DIRECTORS

John F. Barrett

Chairman of the Board, President and Chief Executive Officer, Western & Southern Financial Group (Cincinnati)

Donald A. Bliss

Former Vice President, U.S. West Communications; Former Chief Executive Officer, Northwestern Bell (Phoenix)

Herbert R. Brown

Former Senior Vice President, Western & Southern Financial Group (Cincinnati)

James N. Clark

Former Executive Vice President, Chief Financial Officer and Secretary, Western & Southern Financial Group (Cincinnati)

The Honorable Jo Ann Davidson

Former Speaker, Ohio House of Representatives (Columbus, Ohio)

James K. Risk, III

Chairman and Chief Executive Officer, Kirby Risk Corporation (Lafayette, Ind.)

Elizabeth A. Smith, Esq.

Executive Director, Indianapolis Motor Speedway Foundation, Inc.; Former Partner, Ice Miller LLP (Indianapolis)

The Honorable George H. Walker, III

Former U.S. Ambassador to Hungary; Former Chairman, President and Chief Executive Officer, Stifel Financial Corp. and Stifel Nicolaus and Co., Inc. (St. Louis)

Thomas L. Williams, Esq.

President, North American Properties, Inc. (Cincinnati)

John P. Zanotti, Esq.

Chairman, Integrated Media Technologies, Inc. (Los Angeles)

Donald J. Wuebbli serves as Secretary and Counsel. All board members serve on one or more of the boards of Western & Southern Mutual Holding Company, Western & Southern Financial Group, Inc., and The Western and Southern Life Insurance Company.

FINANCIAL HIGHLIGHTS

Western & Southern Financial Group achieved excellent financial results in 2015, setting records for several key financial measures, including GAAP operating income, total revenue and operating earnings per full-time employee.

In addition to these records, the company had its second best year for GAAP net income, earning \$400.2 million.

Western & Southern's long-term focus has enabled it to achieve top-notch financial results year after year. Unfavorable financial markets and the company's decision to sell the money market fund business caused assets owned and managed to decline by \$3.8 billion to end the year at \$66.3 billion.

Setting Record Pace

GAAP operating income was \$418.4 million compared to \$367.8 million in 2014, a 14 percent increase and a new record. This was driven by record total revenue of \$3.3 billion along with favorable mortality and solid investment performance. The company's core insurance businesses found their stride in 2015, collectively earning more GAAP operating income than ever before.

Combined life and health premiums and annuity sales experienced a third year-over-year increase to exceed \$3 billion. Annuity sales increased 30 percent over 2014 to \$1.9 billion. Hitting a sweet spot with consumers, two product categories — fixed

indexed annuities and immediate annuities — saw record sales in 2015.

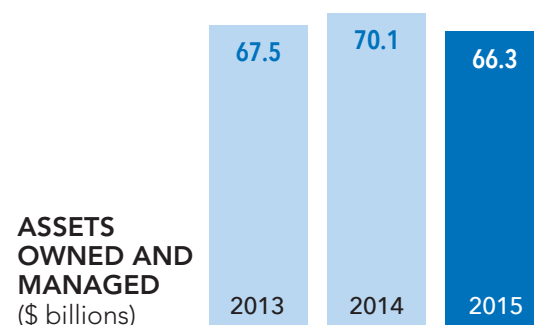
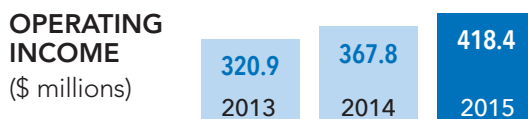
With nearly \$1.1 billion in life and health premiums written during 2015, the company experienced its fourth consecutive year of life and health premiums exceeding \$1 billion.

Back-Office Efficiency

Western & Southern continually looks for ways to improve processes and procedures and streamline operations. A measure of success in these efforts is operating income per full-time employee, which grew by 13 percent in 2015 to \$193,000, a new record.

Western & Southern ended the year with total equity of \$7.4 billion, down slightly from the prior year due to the impact of higher interest rates. However, its GAAP capital-to-asset ratio, an industrywide measure of financial strength, was 17.4 percent and more than double the average GAAP capital-to-asset ratio of the 15 largest publicly traded U.S. life companies.

By continually achieving top-notch financial performance, Western & Southern has generated the capital strength necessary to create real value for its stakeholders now and over the long-term.



KEY FACTS

- A nationally recognized leader in consumer and business financial services, providing life and health insurance, annuities, mutual funds and investment management services through our member companies.
- One of the strongest life insurance groups in the world.
- Consistently recognized with high ratings for financial strength and sound management from A.M. Best, Standard & Poor's, Fitch and Moody's.
- A *Fortune* 500 company with a 128-year heritage.
- A diversified family of financial services companies with assets owned (more than \$43 billion) and managed (almost \$23 billion) in excess of \$66 billion as of March 31, 2016.
- Committed to helping individuals invest for, live in and manage risk during their retirement with our portfolio of innovative financial services offered by W&S Financial Group Distributors, Inc.
- Western & Southern reached a GAAP net worth of \$7.4 billion in 2015.

FORTUNE 500 RANKING

In 2016, Western & Southern Financial Group was ranked 479 on the *Fortune* 500 list of largest U.S. companies.

EMPLOYEES

Our original office of agents in Cincinnati has evolved into a family of companies that operates in all 50 states with approximately 3,600 employees, including a career agent field sales force, plus about 49,000 independent financial advisors who are contracted to sell Western & Southern's products and services.

INDUSTRY RATINGS

Industry ratings from the four major rating agencies – A.M. Best, Standard & Poor’s, Fitch and Moody’s – are solid indicators of a company’s financial strength and stability. Following are the ratings for Western & Southern life insurance subsidiaries.

A.M. Best

Superior ability to meet ongoing insurance obligations (second highest of 16 ratings; rating held since June 2009)

A+
SUPERIOR

Standard & Poor’s

Very strong financial security characteristics (third highest of 21 ratings; rating held since July 2013)

AA
VERY STRONG

Fitch

Very strong capacity to meet policyholder and contract obligations on a timely basis (third highest of 21 ratings; rating held since June 2009)

AA
VERY STRONG

Moody’s

Excellent financial security (fourth highest of 21 ratings; rating held since February 2009)*

Aa3
EXCELLENT

Comdex Ranking

The Comdex Ranking is a composite of all the ratings a company has received from the major rating agencies. It ranks insurers on a scale of 1 to 100 (where 1 is the lowest) in an effort to reduce confusion over ratings because each rating agency uses a different scale.*

96
OUT OF
100

The ratings are correct as of May 1, 2016, and are subject to change. Ratings refer to the claims-paying ability of the insurance company and do not reflect the performance or safety of any investment product. The rating agencies listed above are independent of each other and use proprietary evaluation criteria and rating scales.

* The Lafayette Life Insurance Company is not rated by Moody’s and has a Comdex Ranking of 97.

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