

Which Way for Rates? It's Impossible to Know

But it is possible to lock in a versatile interest strategy with a creative concept called “**laddering**.”

Laddering Locks in Guarantees and Preserves Ongoing Flexibility

Laddering spreads money over the choice of rates and durations for enhanced control:

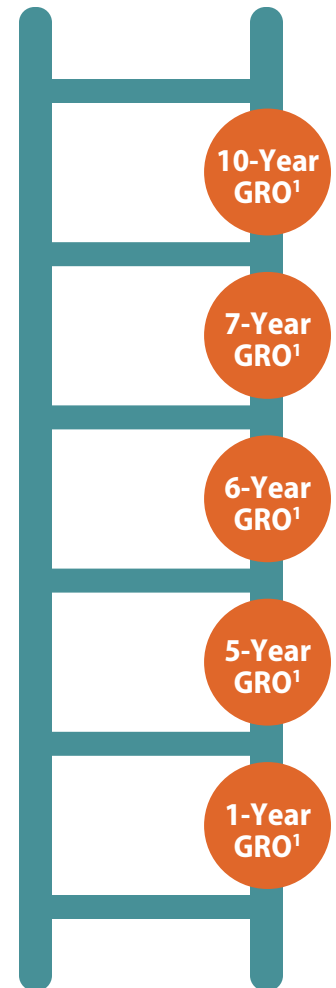
- › If rates go up, you can direct your assets into shorter-term durations.
- › If rates go down, your long-term interest rate guarantees are secure.

That's why laddering is a flexible financial tool. It helps enhance the ability to review short-term rates as they mature and maintain long-term guarantees as well.

New Momentum Offers Five ‘Rungs’

New Momentum flexible premium deferred annuity² is a great way to ladder funds. It offers different “rungs,” or Guaranteed Rate Options (GROs), plus a Quarterly Interest Option (QIO) guaranteed for one year.

At the end of a GRO period, you may continue to ladder by transferring to existing GROs at then-current interest rates, with no withdrawal charge or transfer fee. Note that the account value may be allocated to one GRO period only. GROs may change or may not be available for renewal. Also, if you change rungs before the end of a GRO period, early transfers (as well as withdrawals and annuitizations) may result in a market value adjustment (MVA). An MVA reflects the change in the interest rates offered between when the GRO was selected and the time the MVA is applied. Generally, if interest rates have increased, the MVA reduces your contract value. Otherwise, if interest rates have decreased, the MVA increases your contract value.



*Ready to learn more about using a ladder as a financial tool?
Visit [WSFinancialPartners.com](https://www.WSFinancialPartners.com) or contact your financial professional.*

¹ 10-year GRO not available in Oregon.

² Single premium deferred annuity in Oregon.

A market value adjustment (MVA) will be applied to early transfers, withdrawals and, if applicable, annuitizations.

Issued by Integrity Life Insurance Company, Cincinnati, OH, or National Integrity Life Insurance Company, White Plains, NY. Integrity Life operates in DC and all states except NY, where National Integrity Life operates. W&S Financial Group Distributors, Inc. (doing business in CA as W&S Financial Insurance Services) is an affiliated life insurance agency of the issuer. Issuer has sole financial responsibility for its products. All companies are members of Western & Southern Financial Group.

Payment of benefits under the annuity contract is the obligation of, and is guaranteed by, the insurance company issuing the annuity. Guarantees are based on the claims-paying ability of the insurer. Products are backed by the full financial strength of the issuer. Earnings and pre-tax payments are subject to income tax at withdrawal. Withdrawals prior to age 59½ are generally subject to a 10% IRS penalty tax. Withdrawals may be subject to charges. **Neither Western & Southern member companies, nor their agents, offer legal or tax advice.** For specific tax information, consult your attorney or tax advisor. Interest rates are declared by the insurance company at annual effective rates, taking into account daily compounding of interest. Product and feature availability, as well as benefit provisions, vary by state. See your financial professional for product details and limitations. For use with Flexible Premium Deferred Fixed Annuity contract series: INT96 Rev., NIL 04-04-3 and NIL 04-04-3 NY Rev.

No bank guarantee • Not a deposit • May lose value • Not FDIC/NCUA insured • Not insured by any federal government agency

© 2009-2024 Western & Southern Financial Group. All rights reserved.