



NATIONAL LIFE
GROUP

National Life Group

Investor Update¹

June 5, 2025

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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POWERED BY PURPOSE



National Life
Group®

Serving Main Street Drives Our Success as a Top 10 Individual Life Insurance Provider²

Targeting Middle America

(customers with household income of between \$75k and \$150k)

Customer-focused products

For protection, retirement and investment

Leader in the K-12 individual 403(b) educator marketplace

Complete set of solutions for small business owners

Mission

Keeping Our Promises

Vision

Bring Peace of Mind
to Everyone We Touch

Values

Do good.
Be good.
Make good.

Our Experienced Management Team Executes on Our Mission



Mehran Assadi
Chairman, CEO & President
22 years at NLG | 43 years in industry



Dawn Minter
Executive Assistant to the
Chairman, CEO & President
16 years at NLG | 16 years in industry



Robert Cotton
EVP & COO
32 years at NLG | 32 years in industry



Achim Schwetlick
EVP, Customer Innovation Group
9 years at NLG | 17 years in industry



Jason Doiron
EVP & Chief Investment Officer
17 years at NLG | 26 years in industry



Matt Frazee
EVP & Chief Marketing Officer
13 years at NLG | 18 years in industry



Eric Sandberg
EVP, CFO & Chief Risk Officer
12 years at NLG | 30 years in industry



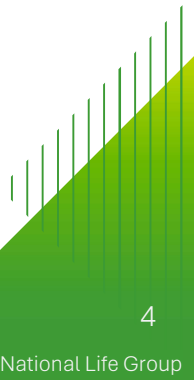
Michael Veilleux
SVP & Chief People Officer
16 years at NLG | 16 years in industry



Nimesh Mehta
EVP & Chief Information Officer
18 years at NLG | 29 years in industry



Chris Zimmerman
SVP & General Counsel
12 years at NLG | 22 years in industry





Climbing to Record Highs in 2024

\$57B Total Assets³
Up \$10B over 2023, 11% 5-Year CAGR

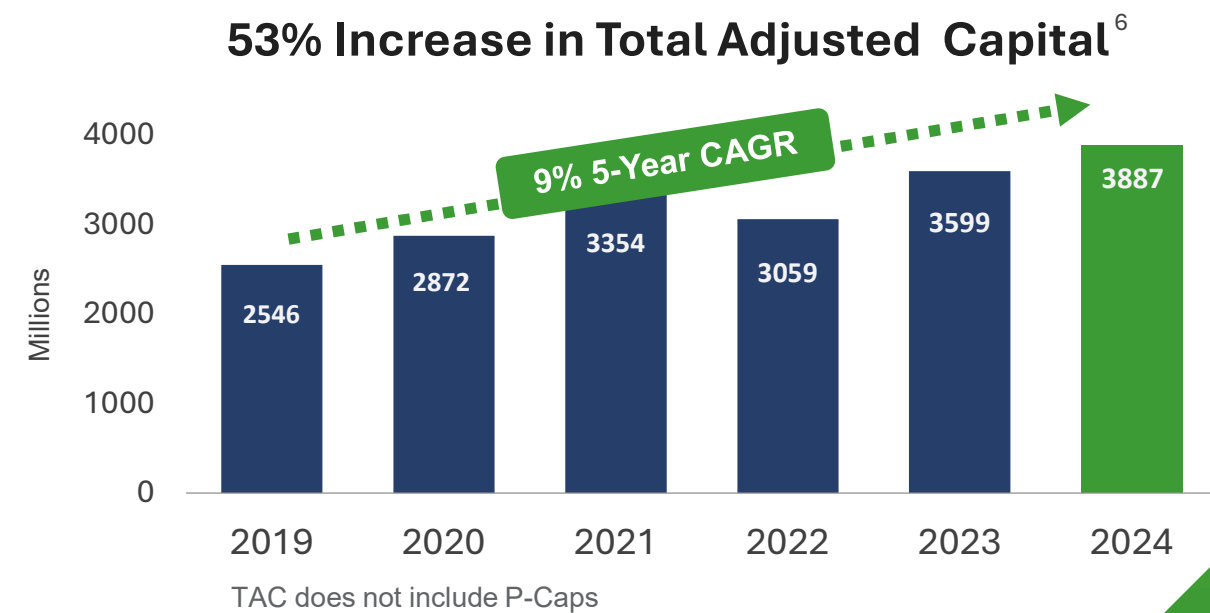
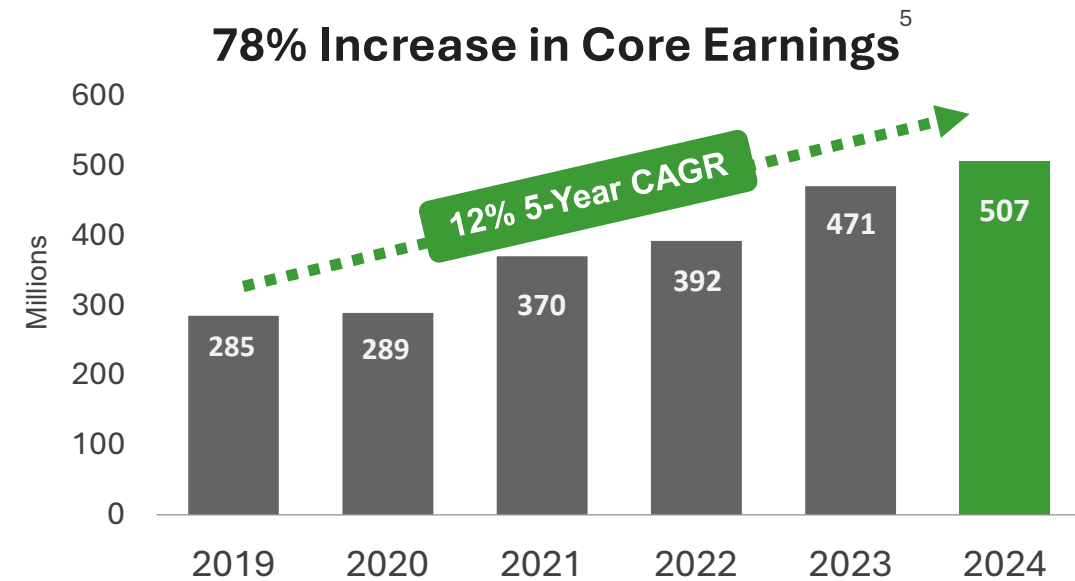
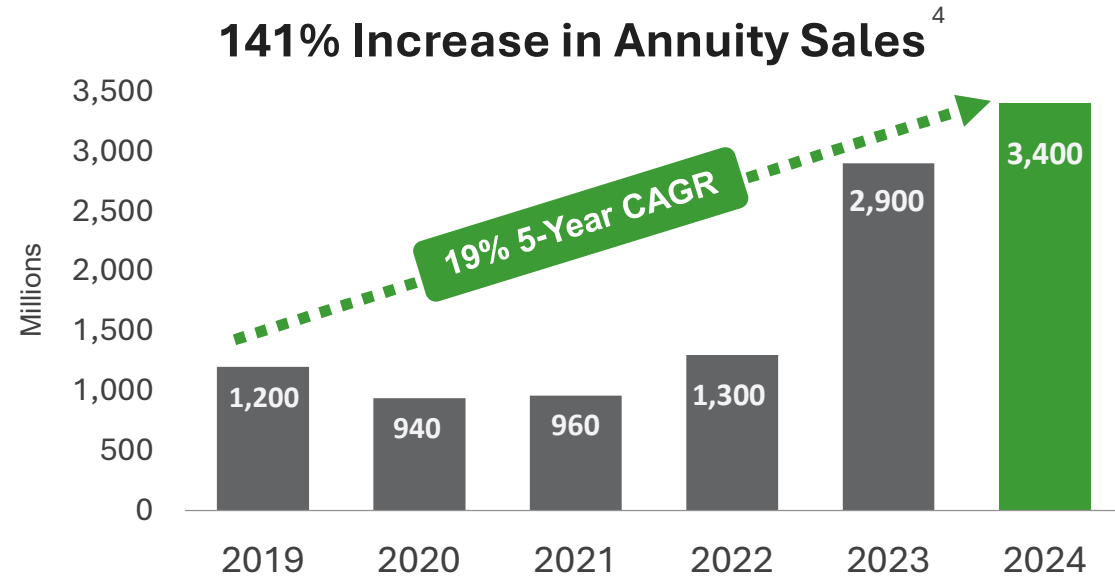
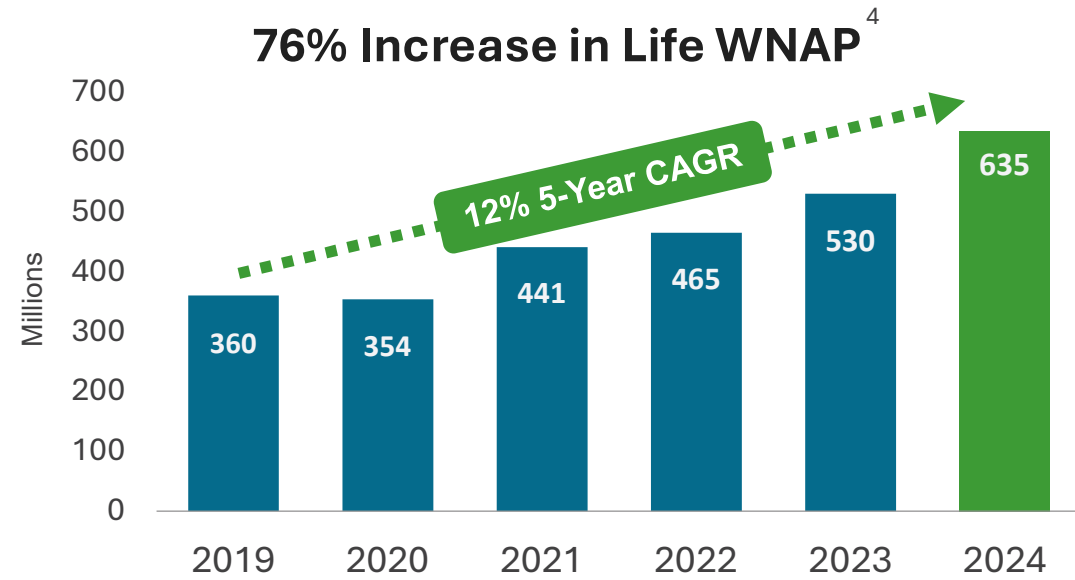
\$1.3B Total WNAP Sales⁴
WNAP up 16% YoY driven by record Life Sales of \$635M and SPDA Deposits of \$3.2B; 14% 5-Year CAGR

\$507M Core Earnings⁵
\$36M above our record from 2023, 12% 5-Year CAGR

\$3.9B Total Adjusted Capital⁶
9% 5-Year CAGR, excludes undrawn \$750M notional value of P-Caps

WNAP – Total Weighted New Annualized Premiums

Our 5-Year Financial Performance is Strong



We Have Achieved Market Prominence

#1

for Fixed Indexed
Annuities in
Employer
Sponsored Plans⁷

#1 for over 10 years

#2

for Indexed
Universal Life
Insurance Sales²

Up from #5 in 2014

#8

for individual life
insurance sales out
of all reporting U.S.
life insurance
companies²

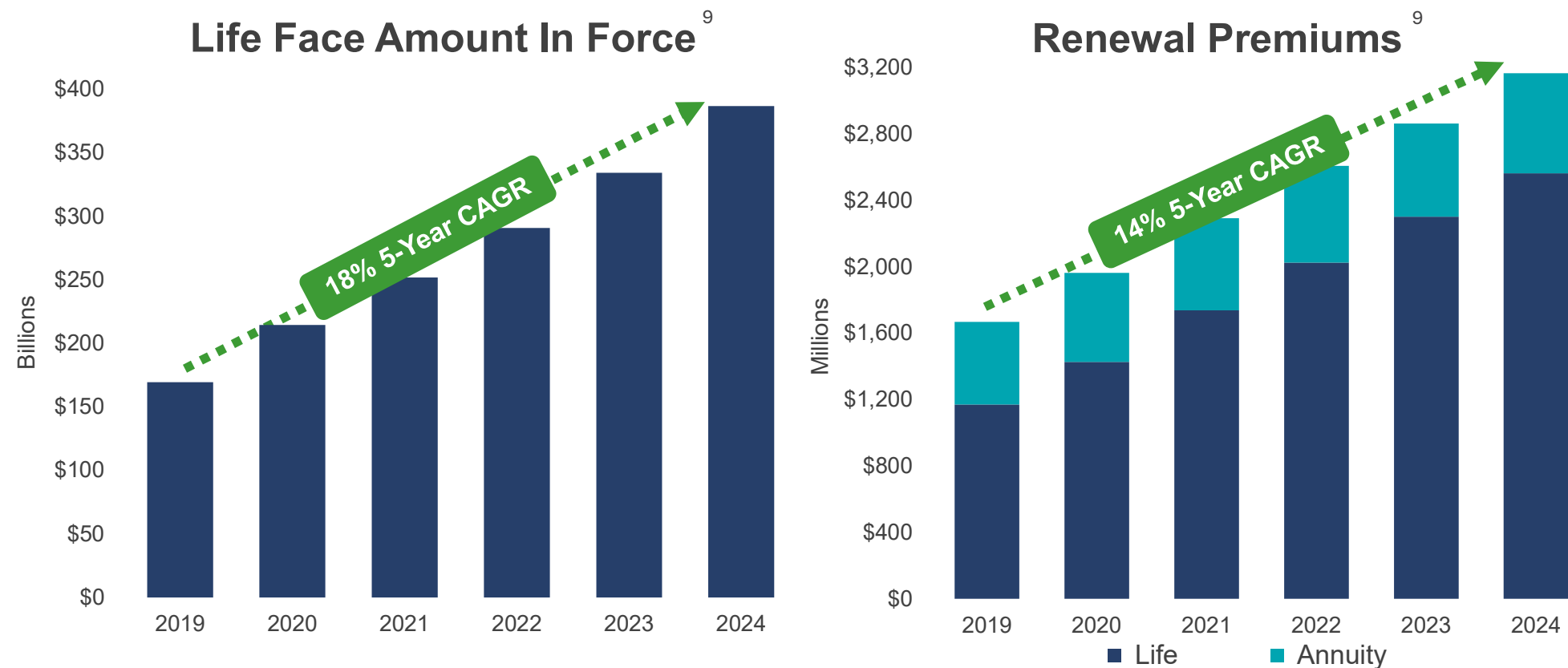
Up from #20 in 2014

10-Year Life sales **growth of 250%** compared to industry growth of 27%⁸

- 3rd highest 10-year growth rate among all companies
- **Highest 10-year growth rate** among companies with at least \$50M in sales in 2014
- Total life market share of 4.5% in 2024, tripling our 2014 market share

2024 IUL market share of 13.3%, doubling our market share of 6.8% in 2014⁸

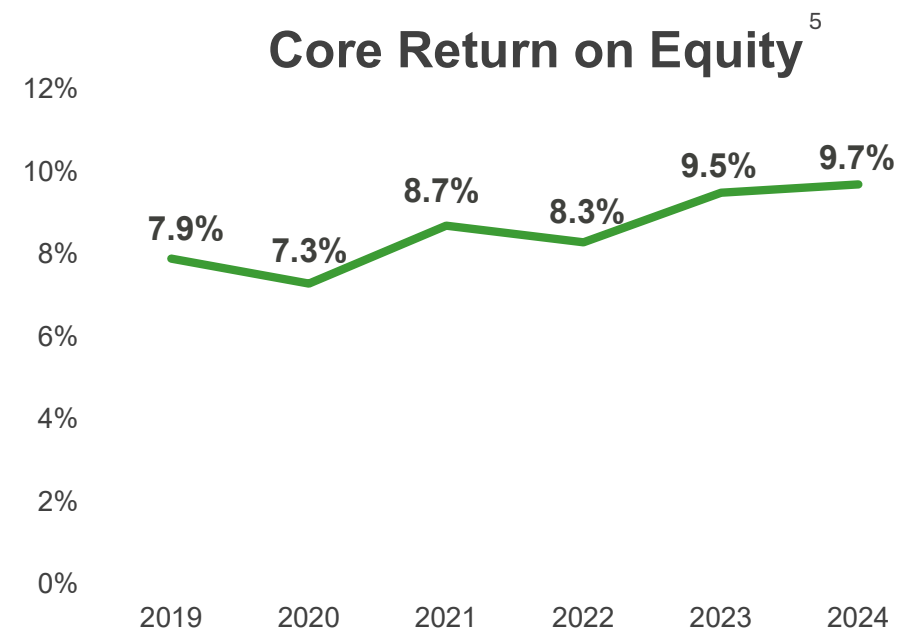
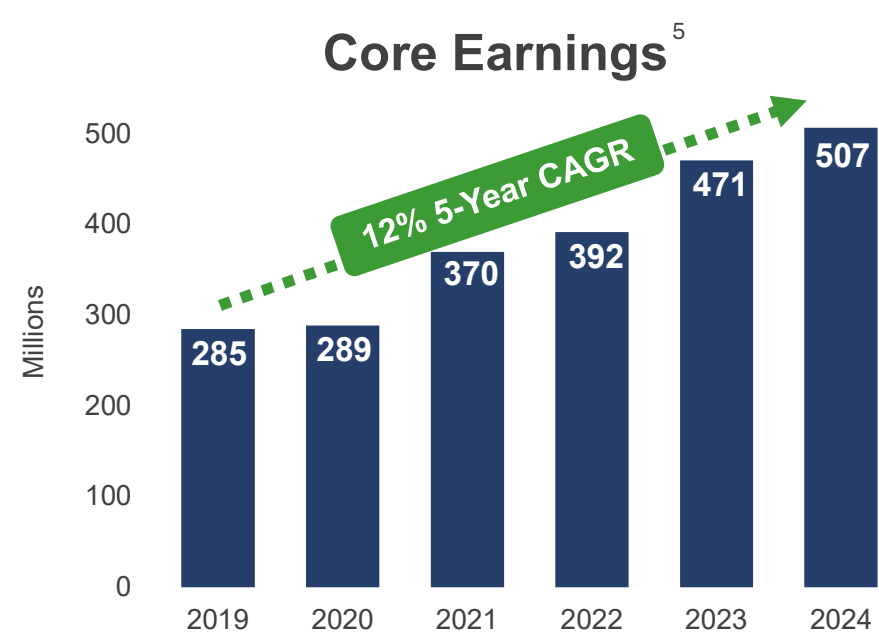
Our Record Sales Continue to Drive Growth of In Force Business



Life Face Amount In Force⁹ increased \$53B in 2024 driven by another year of record Life sales

Renewal premiums⁹ have doubled over the past 5 years reflecting strong top line growth on a statutory basis

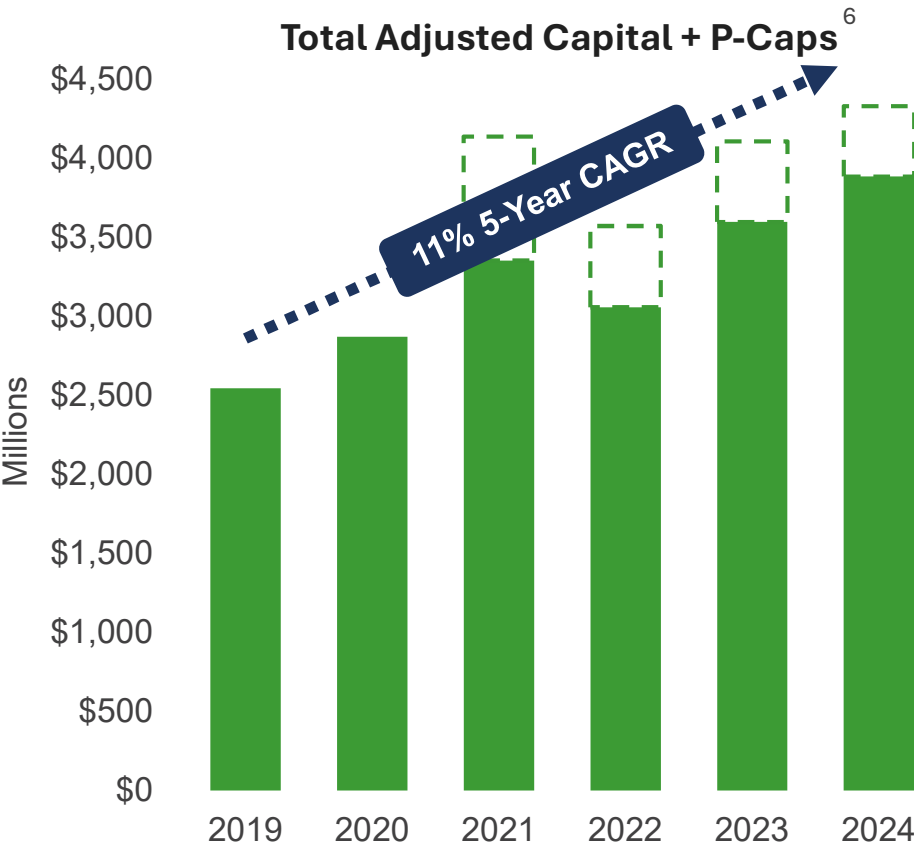
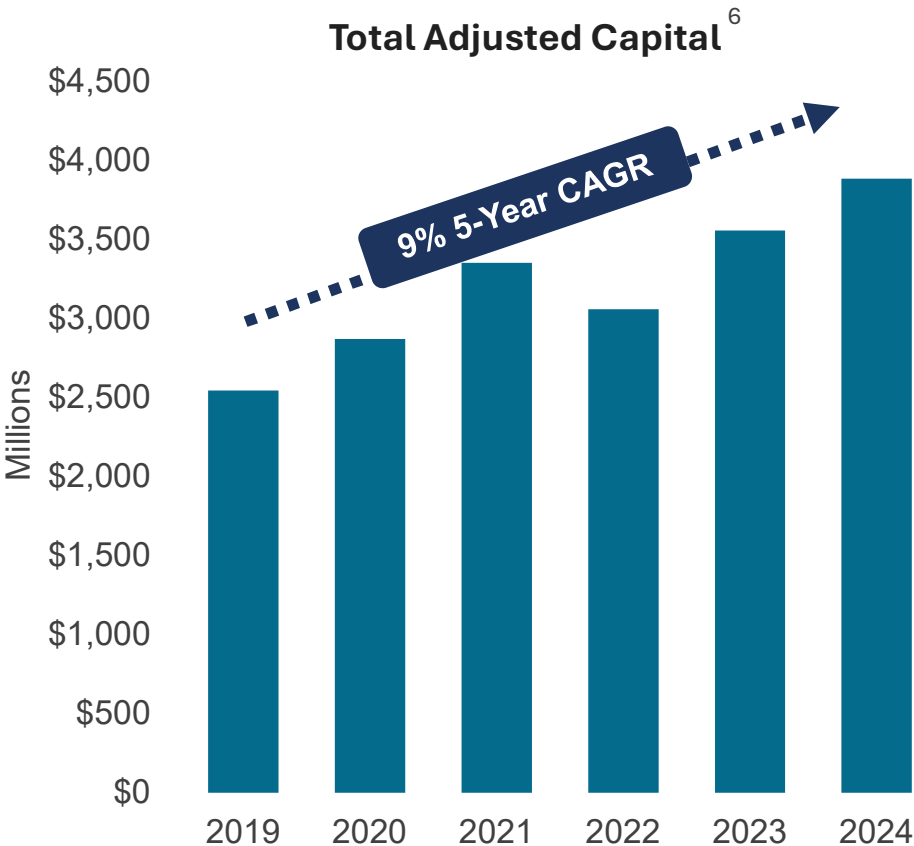
Our Profitable Growth Drives Our 6th Consecutive Year of Record Core Earnings



Core Earnings⁵ increased to \$507M representing a new high for the company and \$36M higher than prior year’s record Core Earnings of \$471M. The growth in Core Earnings is driven by continued strong growth in our profitable Life and Annuity In-Force block of business and prudent expense management.

Core ROE⁵ continues to trend higher reflecting our strong, profitable sales growth resulting in a record 9.7% in 2024 despite our continued growth in equity.

We Continue to Demonstrate Strong Capital Growth

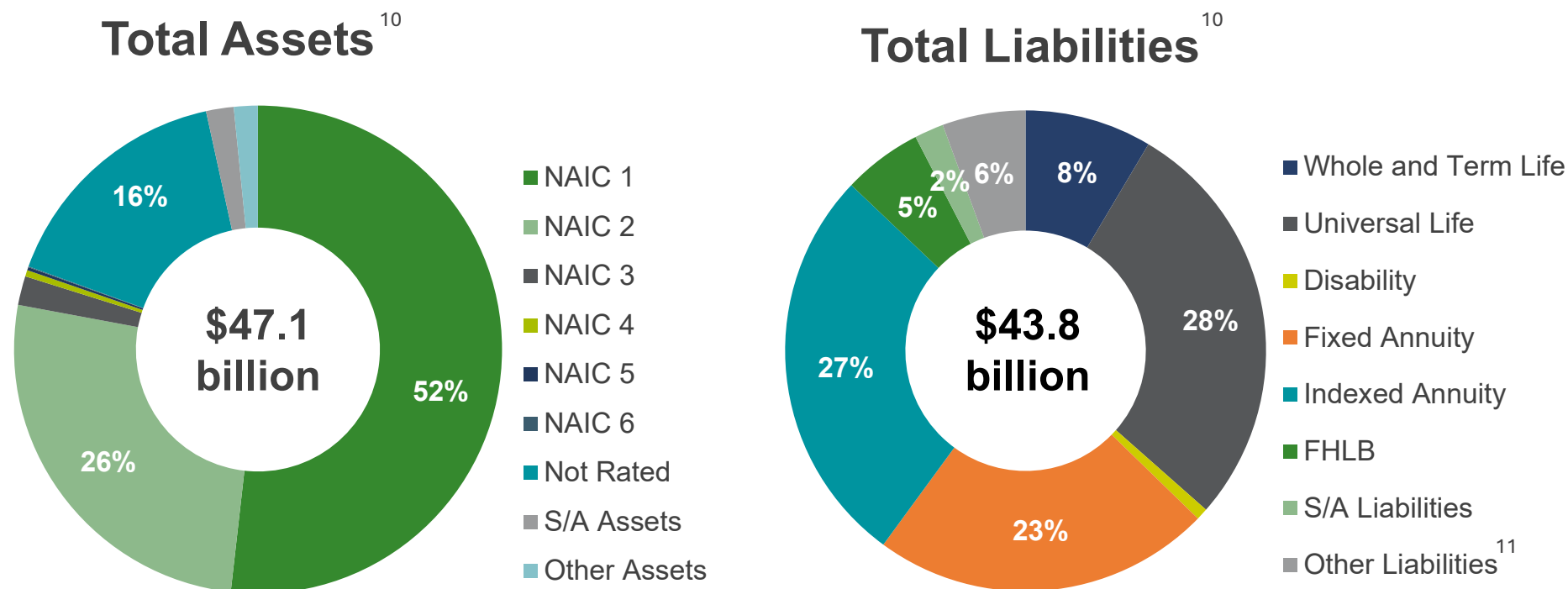


Consistently strong capital levels support continued record growth

Total Adjusted Capital⁶ increased 8% in 2024 as a direct result of earnings produced by consistently profitable growth and the successful execution of our reinsurance sidecar

The \$750M 30-year Pre-Capitalized Trust Securities (“P-Caps”) issuance adds to our strong capital position and enhances financial flexibility in all market environments

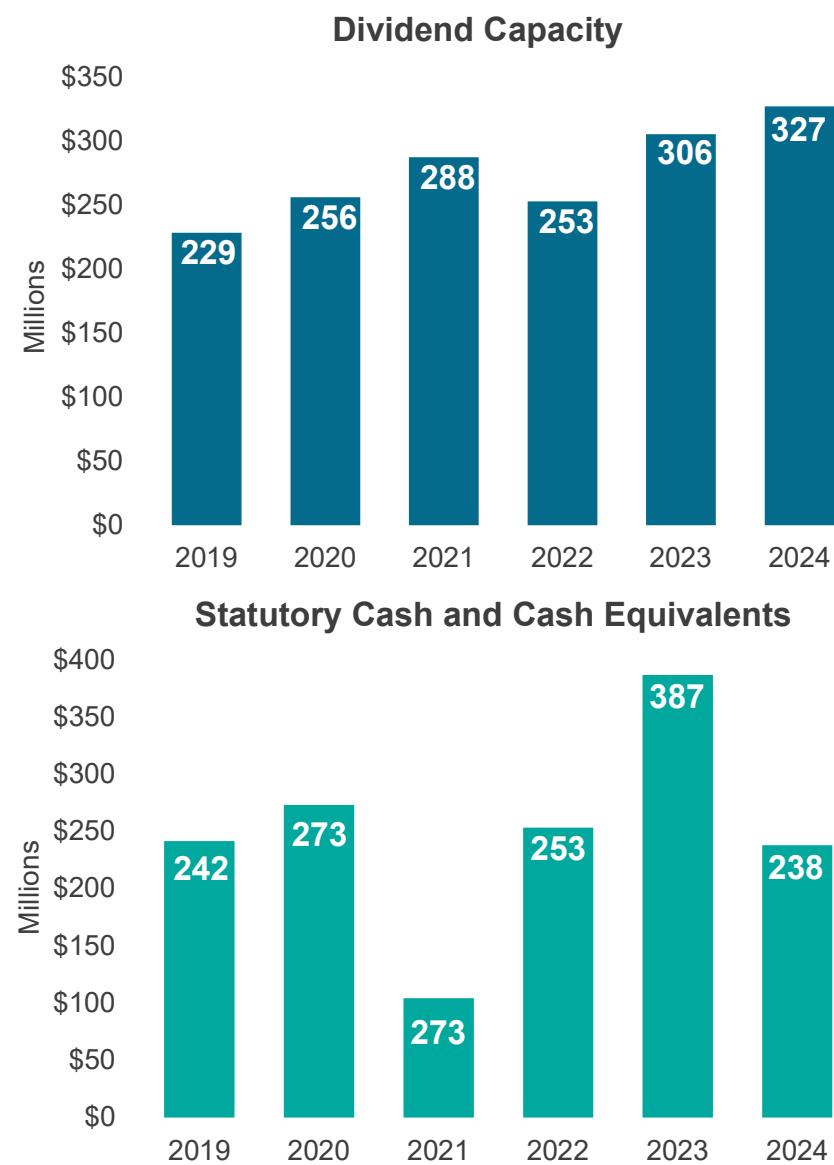
Diversified, High Quality Balance Sheet Supports Strong Long Term Capital Formation



97% of rated fixed income securities are NAIC 1 or 2

Our product portfolio is **well diversified** with a balance of life and annuities

We Have Robust Financial Flexibility with Over \$2B in Liquidity



- **In excess of \$1.5B in available liquidity** from FHLB Boston and FHLB Dallas as of 2024
- Our **dividend capacity provides significant financial flexibility**
- **Statutory cash and cash equivalents remains robust** and contributes to our excellent liquidity position
- **Additional financial flexibility** available from:
 - Our ability to loan up to 3% of admitted assets to holding company (**over \$380 million in capacity** representing ~10 years of debt service coverage)
 - The P-Caps issuance has a year-end **market value of \$446 million**

NLG is off to Another Historic Start in the First Quarter of 2025

Highest Q1 Life and SPDA **Sales** in Company history

\$156M Life WNAP⁴, \$52M Flow⁴ and \$734M SPDA⁴ Sales

Strong **Core Earnings**⁵ of \$194M reflecting our profitable growth

Total GAAP Assets³ were \$58B and **Total Liabilities**³ were \$52B

Capital, liquidity, and hedging remain strong through market volatility

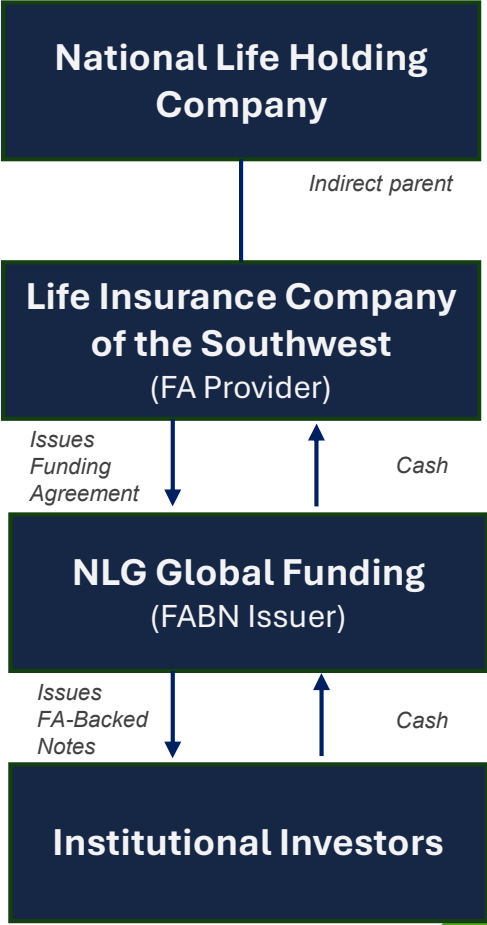


We Successfully Launched Our \$5B FABN Program

**Established NLG Global Funding FABN program in December;
Successful completion of our first issuance in January, a \$500M 5-year fixed issue**

Objectives	Fund matched investments in financial assets to responsibly generate additional spread-based income to benefit our policyholders, support growth, and bolster capital levels
Capabilities	The FABN program is a natural extension of our FHLB program, which has leveraged internal investments and finance expertise for over a decade to contribute meaningfully to NLG’s bottom line
Timing	- OM and program documents completed in December 2024 - Inaugural issuance of \$500M completed in January 2025
Program Details	- Funding agreement provided by Life Insurance Company of the Southwest \$5 billion program size - Ability to issue fixed or floating rate securities for maturities of up to ten years - FABN program growth will be managed alongside our FHLB program by our investments team to ensure operating leverage treatment

Program Structure





National Life Group in Summary

An industry leading life insurer

- Top 10 Life Insurer²
- #2 in Indexed Universal Life² with a 5-year Life sales CAGR of 12%⁵

A Progressive Mutual

- 175-year history
- Long-term strategic lens, supporting buying and selling customers
- Record top-line and bottom-line results in 2024

Robust growth with financial discipline

- Serving an underserved Middle America market
- Focus on long-term distribution relationships that generate high quality business
- Products that perform for both the Company and policyholders across a range of economic scenarios

Balance sheet strength

- Strength and performance recognized by rating agencies
- Strong capital levels enhanced by access to contingent capital
- Integrated risk management function throughout business



Appendix

Our Core Earnings⁵ Metric Removes Market Volatility

	For the Year Ended December 31,			For the Three Months Ended March 31,	
\$ Millions	2022	2023	2024	1Q24	1Q25
Net income	\$132.4	\$217.4	\$573.6	\$77.7	\$74.7
Net investment losses (gains)	6.1	39.5	(10.1)	(5.9)	48.4
Other non-core adjustments related to net investment gains and losses	(14.2)	14.1	8.9	4.9	(2.9)
Income tax expense	26.0	62.4	147.6	24.2	22.4
Pre-tax operating income	150.3	333.6	720.0	100.9	142.6
Non-core losses (earnings)	241.6	137.3	(213.5)	(7.3)	51.3
Core earnings ⁵	\$391.9	\$470.8	\$506.5	\$93.6	\$193.9

NLG has a **Strong and Flexible Balance Sheet**

	As of December 31,				
\$ Millions	2020	2021	2022	2023	2024
Total debt (senior, surplus, trust)	915	916	916	917	917
Retained Earnings ¹²	3,205	3,597	3,729	3,940	4,514
Total capitalization¹³	4,120	4,513	4,645	4,857	5,431
Debt / Total capitalization	22.2%	20.3%	19.7%	18.9%	16.9%
Core earnings coverage ¹⁴	5.4x	6.6x	6.8x	8.0x	8.4x

As of December 31, 2024

\$57B

Assets³

\$52B

Liabilities³

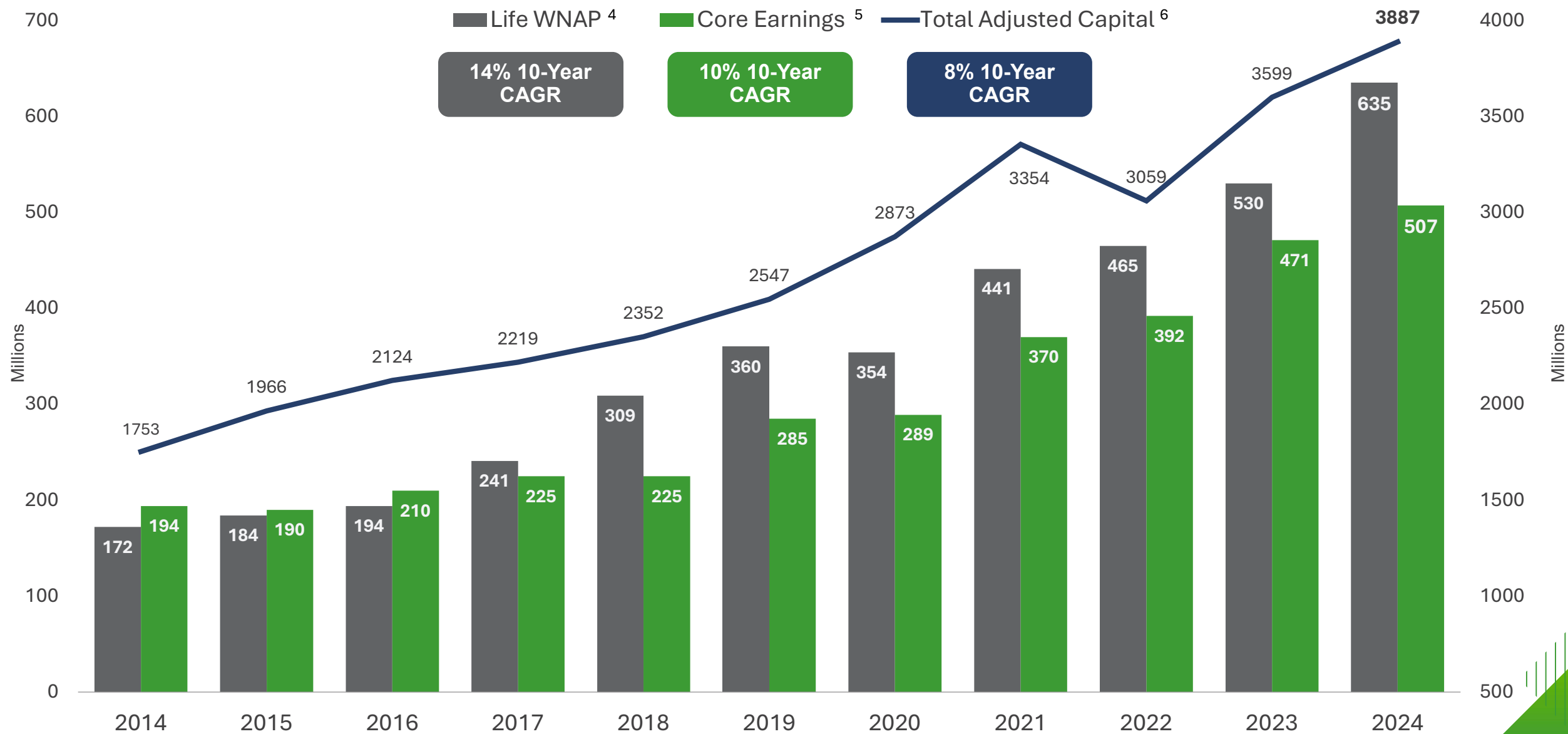
\$4.5B

**Retained
Earnings¹²**

\$5.4B

**Total
Capitalization¹³**

Over 10 Years of Strong Growth in Key Financial Metrics



WNAP – Total Weighted New Annualized Premiums
TAC does not include P-Caps

¹ Effective January 1, 2025, the Company adopted ASU 2018-12, Financial Services-Insurance (Topic 944): Targeted Improvements to the Accounting for Long-Duration Contracts (“LDTI”). Adoption of this ASU requires an entity to simplify and improve the recognition, measurement, presentation and disclosure requirements for long-duration contracts issued by an insurance entity. The guidance was applied through a modified retrospective transition method to beginning retained earnings and/or accumulated other comprehensive income. The 2024 and historical results presented in this presentation are based on legacy GAAP results and have not been restated to reflect LDTI balances; 2025 GAAP results reflect this new LDTI standard.

² LIMRA US Retail Individual Sales Participant Report, 4Q2024.

³ Based on the consolidated GAAP financial position as of 12/31/24. Total assets exclude unrealized gains, losses and associated balances.

⁴ Life sales include total weighted new annualized premium (“WNAP”) for National Life Insurance Company (“NLIC”) and Life Insurance Company of the Southwest (“LSW”). Flow annuity and single premium deferred annuity (“SPDA”) sales include total deposits for NLIC and LSW. For the year ended 12/31/24 NLIC life insurance WNAP were \$62M, flow annuity total deposits were \$1M, and SPDA total deposits were \$325M. For the three months ended 3/31/25, NLIC life insurance WNAP were \$15M and flow annuity total deposits were \$300k, and SPDA total deposits were \$26M.

⁵ Core Earnings and Core Return on Equity (“ROE”) are group only non-GAAP measures (U.S. Generally Accepting Accounting Principles or “GAAP”) based on the consolidated financial position of NLV Financial Corporation (“NLVF”) and its subsidiaries and affiliates as of 12/31/24. Core Earnings is a non-GAAP, pre-tax measure we use to evaluate our financial performance. It excludes investment gains/losses and accounting volatility related to our indexed life and annuity products. We believe Core Earnings is a useful measure to analyze our results and trends because it excludes such short-term volatility and is more consistent with the economics and long-term performance of our indexed products. Core ROE is tax effected at the statutory tax rate. For additional information, refer to our quarterly financial statements by visiting: <https://www.NationalLife.com/OurStory-Financials>.

⁶ Statutory total adjusted capital (“TAC”) for National Life Insurance Company. TAC is an industry measure used by state regulators to measure a life insurer’s risk-based capital adequacy, and includes statutory capital and surplus adjusted for certain liabilities.

⁷ LIMRA US Individual Annuity Industry Sales Report, 4Q2024.

⁸ LIMRA US Retail Individual Life Insurance Sales Participant Report, 4Q2014 and 4Q2024.

⁹ Life Face Amount In Force and Life and Annuity Renewal Premiums are based on consolidated results of NLIC and LSW for the year ended 12/31/24. NLIC Life Face Amount In Force was \$69.2B and Renewal Premiums were \$452M.

¹⁰ Comprises the combined portfolios of NLIC and LSW as of 12/31/24 on a statutory basis. Total statutory assets and liabilities for NLIC as of 12/31/24 were \$12.7B and \$9.4B, respectively.

¹¹ Other Liabilities include (\$1,342M) of derivatives and (\$659) of AVR/IVR.

¹² Retained Earnings is defined as the equity value before other accumulated comprehensive income.

¹³ Total capitalization = Debt + Retained Earnings

¹⁴ Core earnings Coverage = (Core earnings + Interest expense) / Interest expense.

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