



National Life
Group®

A photograph of a middle-aged couple sitting on the hood of a car, looking at a map together. They are outdoors in a grassy field with trees and a clear sky in the background. The man is wearing a red polo shirt and the woman is wearing a grey long-sleeved shirt and jeans.

Plan Today for a Financially Independent Tomorrow

Products Issued By:
Life Insurance Company of the Southwest®

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Why Fixed Indexed Annuities

Fundamentally tax-deferred retirement savings vehicle



Provides diversity in retirement savings that could potentially offset savings that participate in the market



Potential to grow with peace of mind that premiums paid and interest credited are protected from possible market loss with a 0% floor guarantee^{1,2,3}



Can provide death benefit protection

1. Guarantees are dependent upon the claims-paying ability of the issuing company.

2. Fixed Indexed annuities do not directly participate in equity investments.

3. Assuming no withdrawals during withdrawal charge period. Rider charges continue to be deducted regardless of whether interest is credited.

From National Life and Life Insurance Company of the Southwest

#1 Issuer

#1 issuer of Fixed Indexed Annuities in Employer Sponsored Plans⁴

Longest Standing Issuer

Longest standing issuer of Indexed Annuities⁵

⁴ LIMRA US Individual Annuity Industry Sales Report, 4Q2021

⁵ Insurance News Net, FIAs at Age 20, 2015

Solid Financial Strength Ratings

A+

A¹

A+

SUPERIOR

A.M. Best

Second highest of 16

GOOD

Moody's

Fifth highest of 21

STRONG

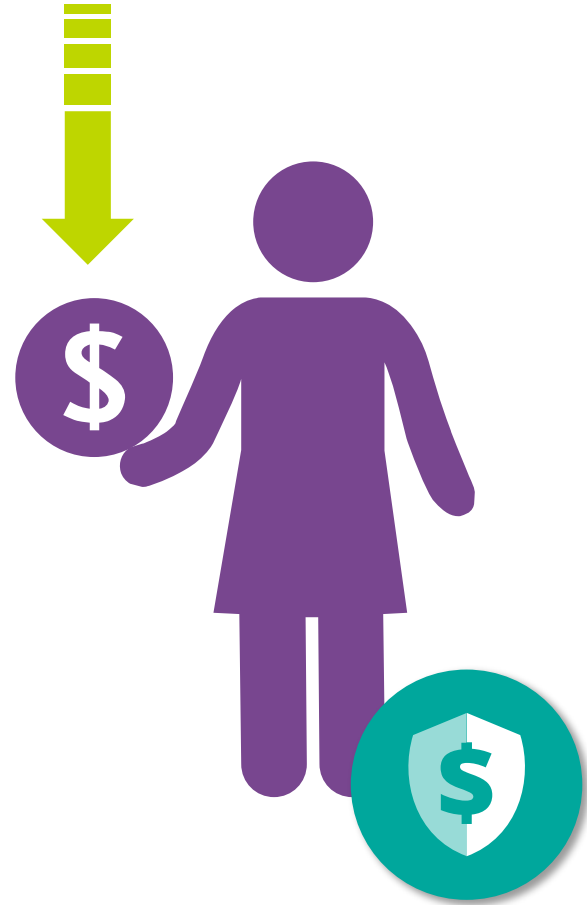
Standard &
Poor's

Fifth highest of 21

When you include Fixed Indexed Annuities in your retirement strategy

Your FIA savings grows with

- **Upside potential** — credit interest based on the performance of an index, like the S&P 500, without actually participating in the stock market
- **With downside protection** — if the index goes down, your principal and interest earned are protected from loss



The 0% “floor” provided by an indexed annuity ensures that during crediting periods where the index is negative, that no less than 0% interest is credited to the index strategy. This means that premiums paid and interest earned won’t be reduced by market volatility.

Upside potential

FIA's have the potential to outpace other fixed money products



Interest is credited based on a formula that considers changes in a market index



When the index is positive, the interest credited has the potential to be higher than current interest rates⁶

⁶ Based on a Participation Rate or Cap that is declared in advance.

Annual interest rate reset

Each year is a fresh start



The annual reset allows interest accumulated to lock in and compound



The index's year-end value becomes the next year's year-start value

Downside protection



Zero is Your Hero!

- Interest is locked into accumulation value annually
- Annual interest may earn 0% interest in a year, but **never a negative amount due to index declines**

National Life's indexed annuity policyholders Haven't Lost a Penny of their policy value due to market conditions!

Fixed Indexed Annuities are guaranteed to:

NEVER
be assessed a
mandatory fee

NEVER
earn less than
zero percent
interest

NEVER
lose a penny of
your premiums
paid and interest
credited due to
index declines⁷

⁷ Assuming no withdrawals during the withdrawal charge period. Rider charges continue to be deducted regardless of whether interest is credited. Annuities have surrender charges that are assessed during the early years of the contract if the contract owner surrenders the annuity. In addition, withdrawals prior to age 59½ may be subject to a 10% Federal Tax Penalty.

What is your savings objective?

Maximum Accumulation

Greatest upside interest crediting potential of our fixed indexed annuities for long-term savings accumulation > FIT Secure Growth

Retirement Income

5% Immediate Interest Bonus option to jumpstart savings, with the added ability to turn savings into a guaranteed stream of income...that you cannot outlive using the Guaranteed Lifetime Income Rider (GLIR)> FIT Select Income

Retirement income that you cannot outlive

- Guaranteed Lifetime Income Rider (GLIR) included in FIT Select Income⁸
- One-time Activation Bonus scales up payments when you are ready to start receiving income
- Increasing income option hedges against inflation



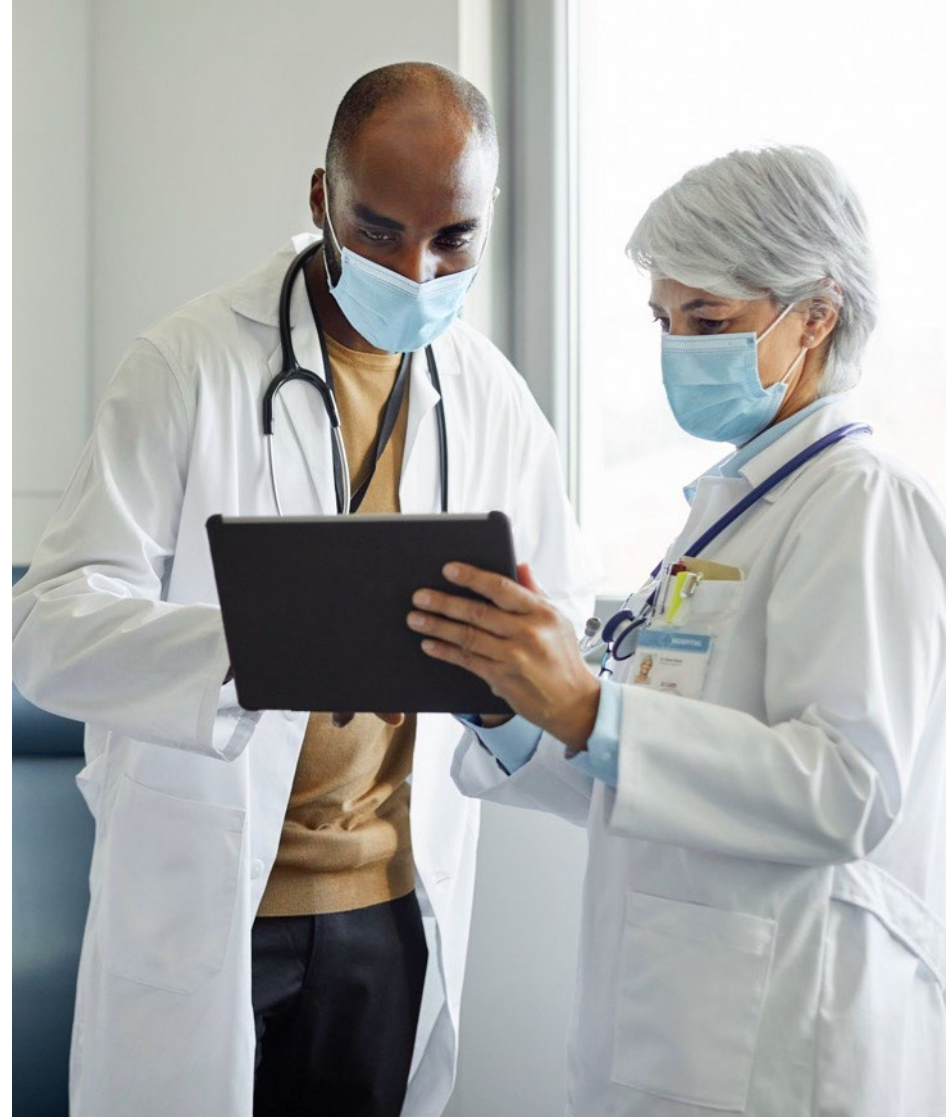
⁸ Electing this rider incurs an additional cost. Guaranteed Withdrawal Payments reduce the policy's accumulated value, but you will continue to receive these payments during your lifetime even if your accumulation value declines to zero.

Save with peace of mind

Access when you need it the most

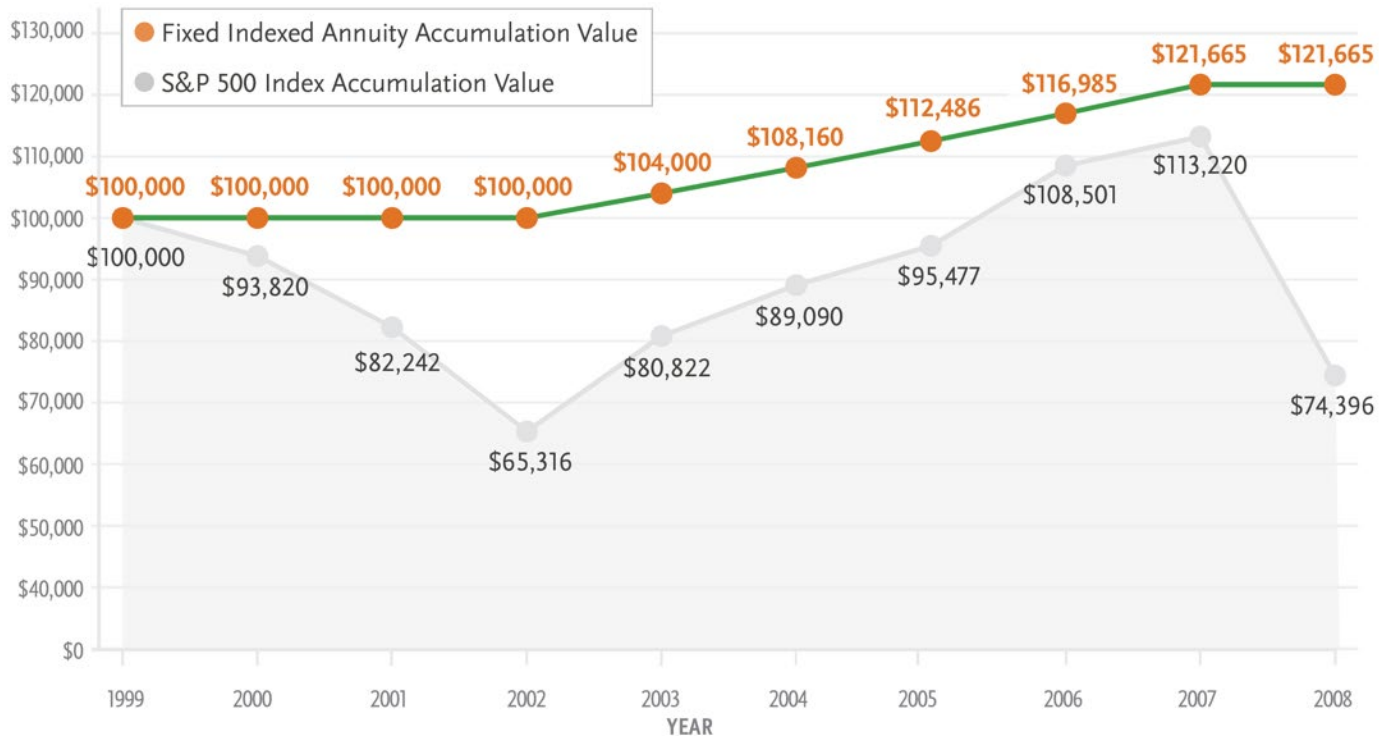
- The **Emergency Access Waiver** allows you penalty-free access to your contributions in the event of unforeseen emergency or separation from service

TPA approval is required.
Emergency access waiver is available beginning in policy year two.



A Smooth Ride to Retirement

A Hypothetical Performance Over Nine () Years



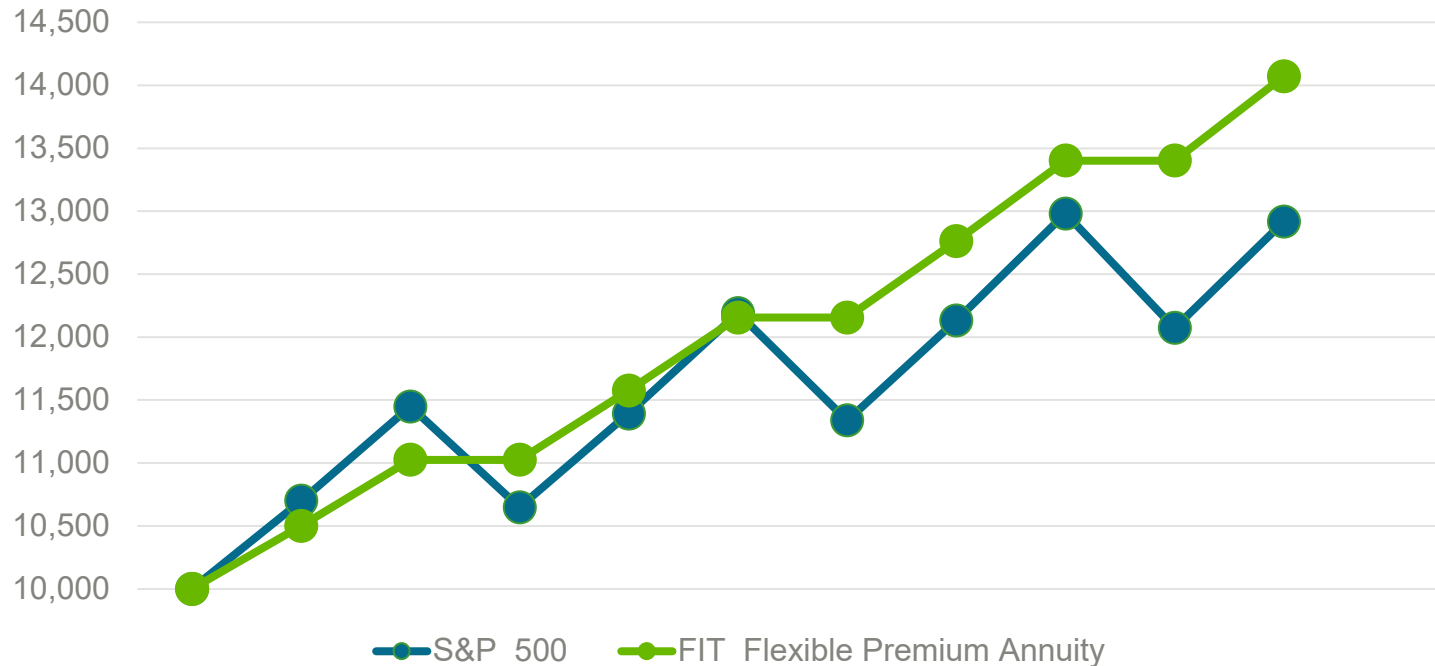
Note: Chart is a hypothetical back cast of a FIT Horizon Growth, product first available June of 2020. This hypothetical example includes one of the most significant market declines in recent history to illustrate the benefits of the annuity "floor". The 0% "floor" provided by an indexed annuity ensures that during crediting periods where the index is negative, that no less than 0% interest is credited to the index strategy. However, the contract's "cap" also imposes a limit on the highest amount of interest that can be credited based in-part on an increase in the underlying index. This means that when the index experiences large gains the index crediting will never be greater than the cap even if the index itself experiences a higher return.

Hypothetical chart and graph assume \$100,000 purchase payment allocated 100% to the S&P 500 Index Point-to-Point indexed account with no prior withdrawals, point-to-point interest crediting method, 9-year surrender charge schedule, and allocation date of January 3 starting in 2000. To simplify the example, this chart also assumes a consistent indexed interest cap rate for the 9-year period: 4%. Actual cap rates are subject to change and could be lower than the cap rate assumed on this hypothetical example, but will never be less than the minimum cap shown in your contract. For comparative purposes, the S&P 500 Index accumulation value shows the value of \$100,000 starting on January 3, 2000 and ending on each annual allocation date that corresponds to the allocation date of the Horizon Growth contract values shown above, assuming the historical performance of the S&P 500 Index (without dividends) for each period shown. It is not intended to project or predict the future performance of any specific financial product. You cannot invest in an index.

FIT Horizon Growth indexed annuity, form series 20710(0320), or state variation thereof and all associated riders are issued by Life Insurance Company of the Southwest (LSW). LSW is not an authorized insurer in New York and does not conduct insurance business in New York. 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, ID, OK, OR, WY.

Annual Interest Crediting Gives Upside Potential Plus Downside Protection*

(Graph below assumes \$10,000 single premium)



The S&P 500 Index – shown as the dashed line – increases and decreases, as it might from year to year. Notice how the FIT Flexible Premium Annuity protects the Accumulation Value (the principal and previously credited interest) – shown by the solid line – from the decreases. The Accumulation Value can only remain constant or increase; it can never decrease.†

* Illustration is not representative of future results nor of any applicable Index Rate.

† Withdrawals in the first policy year or withdrawals exceeding 10% of the Accumulation Value in years 2-10 will incur a Withdrawal Charge.

FIT Secure Growth and Select Income fixed indexed annuities, form series 20375(0418)/ICC18-20375(0418), Guaranteed Lifetime Income Rider form series 20367(0518)/ICC-18-20367(0518), Emergency Access Waiver rider form series 20375/ICC1820375(0418)EAW are issued by Life Insurance Company of the Southwest.