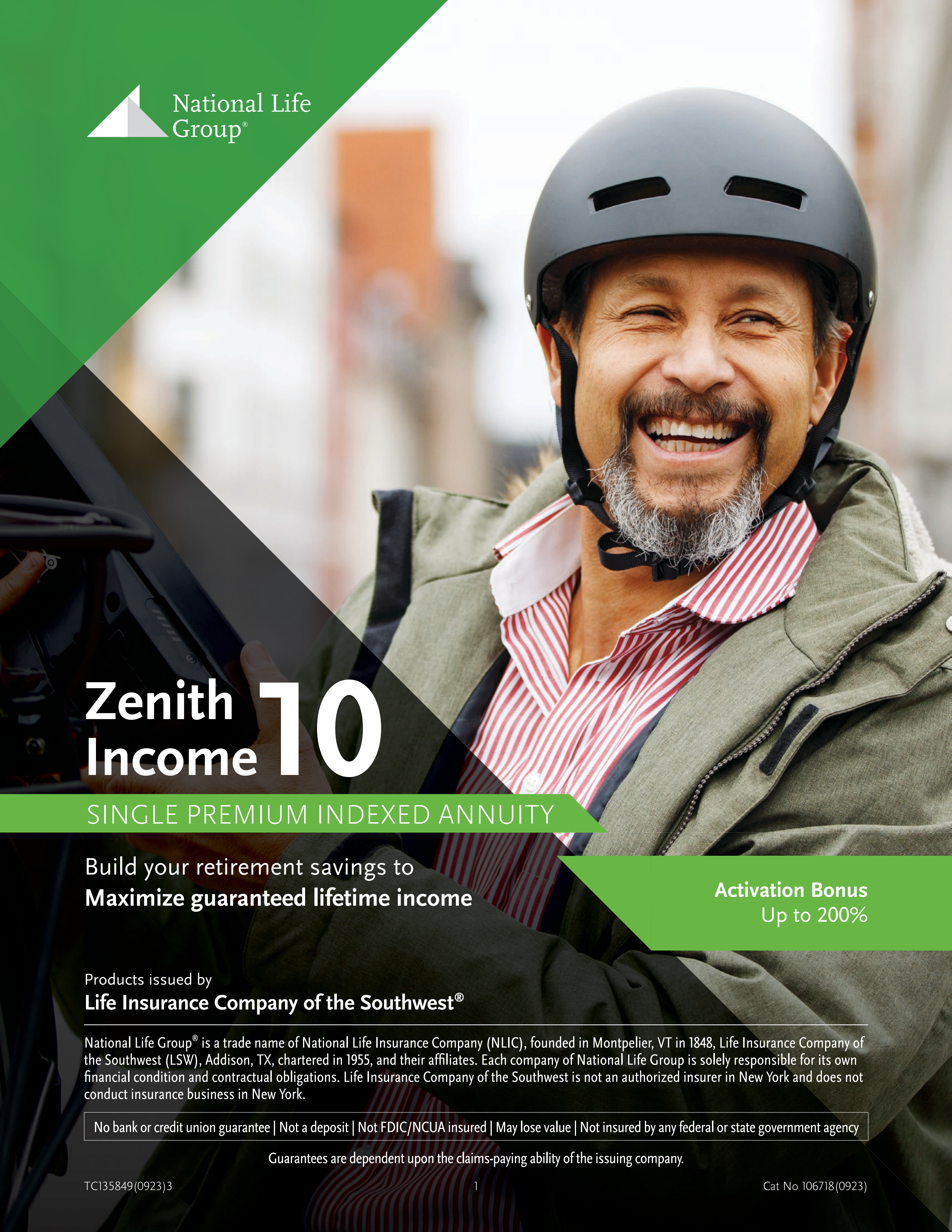


National Life Group®

Zenith Income 10

SINGLE PREMIUM INDEXED ANNUITY

Build your retirement savings to
Maximize guaranteed lifetime income

Activation Bonus
Up to 200%

Products issued by
Life Insurance Company of the Southwest®

Zenith Income 10

Protected From Market Risk. Ready to Grow.

Maximized lifetime income.

Zenith Income 10 is a single premium, fixed indexed annuity that helps you maximize guaranteed lifetime income — while protecting your principal from market loss.


PROTECT
your principal
GROW
your savings securely
MAXIMIZE
guaranteed lifetime income

Maximize guaranteed lifetime income.

You have saved diligently for your retirement — but can you make your savings last for the rest of your life?

Zenith Income 10 with the Guaranteed Lifetime Income Rider (GLIR*) can help your savings become retirement income that you can never outlive, while you still retain access to the remaining cash value.

When the GLIR benefit is activated, you are guaranteed a stream of income for the rest of your life!

Lifetime income can start immediately

When you activate your Guaranteed Lifetime Income Rider, the amount of income you receive is boosted with an **activation bonus up to 200%,** depending on whether you choose the **Max Bonus GLIR** or the **Split Bonus GLIR**, both of which have an annual charge. The Split Bonus GLIR also offers a premium bonus, credited to the accumulation value at issue.

You can receive lifetime income as soon as you're ready to activate the GLIR.

Level or increasing income

When you activate your Guaranteed Lifetime Income Rider, you can choose to get a level payment for life or an amount that will increase over time. If you select increasing income, your initial income will be lower than the level income, but your income will increase by 2.5% per year — until your accumulation value reaches zero dollars. Then, your income will lock in at the amount it has reached at that time.

Make your savings last

Many seniors plan for a 20-year retirement, but for some that may result in outliving their savings. According to data from the Social Security Administration:[1]

At age 65,

1 out of 3

people are expected to **live until at least 90**

At age 75,

1 out of 7

people are expected to **live until at least 95**

* GLIR has a charge of 1% of the accumulation value, deducted annually.

Choose the GLIR that's right for you.

Both the Max Bonus GLIR and the Split Bonus GLIR provide a guaranteed lifetime income. You can choose the GLIR that works best for you when you purchase the Zenith Income 10 annuity. Here's the difference between the two.

Max Bonus GLIR[2]

The Max Bonus GLIR provides a one-time activation bonus that boosts your payments when you are ready to start receiving income.

The activation bonus increases the amount of income you receive by 115%-200%, depending on when you activate the GLIR.

Split Bonus GLIR[2]

The Split Bonus GLIR provides a 5% premium bonus, increasing the accumulation value at issue. It also gives you a one-time activation bonus that boosts your payments when you are ready to start receiving income.

Max Bonus GLIR Schedule

Policy Year Income Elected	Activation Bonus	Policy Year Income Elected	Activation Bonus
1-5	115%	16-20	170%
6-10	125%	21+	200%
11-15	145%		

Split Bonus GLIR Schedule

Policy Year Income Elected	Activation Bonus	Policy Year Income Elected	Activation Bonus
1-5	105%	16-20	150%
6-10	115%	21+	175%
11-15	130%		

Meet Janet*

Janet wants to **maximize her potential lifetime income** with the highest activation bonus of the two GLIR options.

Janet purchases a Zenith Income 10 annuity with the **Max Bonus GLIR.** At age 65, she's ready to start receiving income in the 16th policy year.

Janet's Guaranteed Lifetime Income

	Accumulation Value at Distribution:	$475,000
X	Activation Bonus:	170%
X	Withdrawal Percentage:	5.65%
	Annual Lifetime Income:	**$45,623**

Meet Gabriel*

Gabriel wants guaranteed lifetime income but he also likes getting an **upfront bonus** to drive higher accumulation value. That also allows him to make his accumulation value last longer so he may leave a death benefit when he dies.

Gabriel purchases a Zenith Income 10 annuity with the **Split Bonus GLIR.** At age 65, he's ready to start receiving income in the 16th policy year.

Gabriel's Guaranteed Lifetime Income

	Accumulation Value at Distribution:	$500,000
X	Activation Bonus:	150%
X	Withdrawal Percentage:	5.65%
	Annual Lifetime Income:	**$42,375**

Hypothetical examples for illustrative purposes only – these do not represent the actual results of the product.

*Not a real customer.

Double your income when you need it most.

Both of the GLIR options offer Income Doubler, which you can use if you become incapacitated.

With Income Doubler, your income can be doubled for up to five years if:

- Your policy has been in force for two years.
- You cannot perform two of the six activities of daily living without the assistance of another individual, who is permanently helping you with:
  - Bathing
  - Dressing
  - Transferring
  - Toileting
  - Continence
  - Eating
- Your policy has an accumulation value greater than zero dollars.
- The elected income is based on one life only.
- No withdrawals in excess of the current lifetime income have been taken in the current policy year.

If Janet qualifies for the Income Doubler, her income for the next five years will double from $45,623 to **$91,246.**

How your **retirement savings can grow.**

To make sure you're in the best position possible before drawing a lifetime income stream, Zenith Income 10 gives you multiple options to grow the value of your annuity. You can choose a fixed rate or opt for getting interest credited based on the growth of a market index of your choice — without directly participating in the market.[3]

Available indexes

You have the choice between three market indexes:

S&P 500® Index

The S&P 500® is widely regarded as the best single gauge of the U.S. equities market. This world-renowned index includes a representative sample of 500 leading companies in leading industries of the U.S. economy. Although the S&P 500® focuses on the large-cap segment of the market, it is also an ideal proxy for the total market.

US Fundamental Balanced Index

This index aims to minimize volatility through a blend of U.S. equities, U.S. treasuries, and cash. The asset classes are rebalanced daily to seek to minimize risk and the mix of U.S. equities is revised quarterly. This index was created and is owned by PIMCO.

Global Balanced Index

This index aims to enhance risk-adjusted returns by tracking a blend of global asset classes: equities, bonds, and commodities. The index composition is rebalanced among asset classes monthly based on the SG Sentiment Indicator. This indicator is made up of six cross-asset market risk measures. The overall allocation is then reviewed daily to reduce market exposure in case of high volatility. This index was created and owned by Société Générale.

How is the indexed interest calculated?

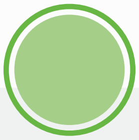
There are two ways interest can be calculated:

1. Point-to-point method

Indexed interest is calculated by comparing the value of the index at the beginning and the ending date, either after one year (1-year point-to-point) or two years (2-year point-to-point), depending on your choice. The point-to-point method (both 1-year and 2-year) is available for all three indexes.

Using this method, if the value is lower at the end of the point-to-point period than at the start, you are protected from losing any cash value. When the index is positive, you get interest credited based on the positive increase of the index, subject to a cap rate and/or participation rate.[4]

The **Participation Rate** is the percentage of the change of the index in which you participate.



100%
Participation Rate

60%
Participation Rate

140%
Participation Rate

The Cap Rate is the maximum interest or upper limit that may be credited. For example, a cap of 10% means that 10% is the most that the chosen indexed crediting strategy will be credited.

How Your Cash Value Grows

STEP 1.
Pay your premium.

STEP 2.
Premium is allocated to the crediting strategies of your choice.

STEP 3.
At the end of the 1-year or 2-year index crediting period, we calculate the change in your chosen interest crediting strategies.

- **If the change is positive,** your policy is credited interest after applying any caps and participation rates.
- **If the change is negative,** your policy is credited 0%.

Positive Calculated Change in Chosen Strategy	
Index % Change =	14.924%
Interest Credited =	10.000%

Negative Calculated Change in Chosen Strategy	
Index % Change =	-1.290%
Interest Credited =	0.000%

Assumes Participation Rate 100%, Cap 10%

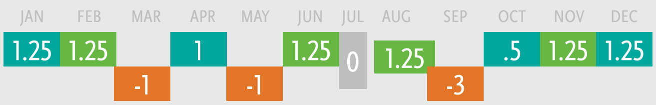
STEP 4.
Any credited interest is added to your chosen interest crediting strategies based on the accumulated value at the end of the year.
This means you have the potential to earn compound interest, further growing your cash value.

Hypothetical example for illustration purposes only - this does not represent the actual results of the product.

2. Monthly sum cap method

This method is similar to the point-point-point method, but is based on the monthly index change, with a cap for that month. The 12 monthly changes, including negative percentages, are totaled at the end of every year to determine the interest credit.

Monthly Sum Cap



Assumes a monthly cap of 1.25%. The sum of the 12 monthly changes equals 4%, which is the interest credited at the end of year 1.

Hypothetical example for illustration purposes only - this does not represent the actual results of the product.

You can change strategies

Which index strategy you choose is up to you. No one can predict how the market will perform — and just because a strategy performed a certain way in the past, doesn't mean it will perform that way in the future.

You can also pick more than one strategy. However, remember that diversification does not assure a better return.

You can change index strategies at the end of each crediting period.

Spread your premium over 12 months

You may worry about getting an annuity at just the wrong time — for example, right before a steep market downturn. You can't time the market, but one thing you can do is to spread your premium over 12 months, using Dollar Cost Averaging (DCA).

If you choose to allocate all of your premium to a DCA account, 1/12th of your premium is moved into the index strategy of your choice each month, receiving that month's rate for a 1- or 2-year period. You can also choose to allocate only a portion of your premium to a DCA account (with a minimum of $5,000), and every month, you have the option to move all remaining premium into an index strategy of your choice.

Spreading out your premium over a 12-month period helps capitalize on more potential interest rate crediting dates and reduces risk associated with one annual crediting anniversary. However, Dollar Cost Averaging does not guarantee an advantage over not using DCA.

Until allocated into a monthly crediting strategy, premiums will earn interest in a fixed interest crediting account.

Increase your interest potential with **Rate Booster.**

For more upside potential, you can opt to get a Rate Booster, which is available with all indexed crediting options. Rate Booster crediting options provide higher participation rates and caps for an annual fee.*

However, Rate Booster only benefits interest crediting during periods where interest is credited to that strategy. If no indexed interest is credited for that period, Rate Booster will have no effect. The charge for Rate Booster occurs for every crediting period, regardless of whether interest is credited.

* Rate Booster is optional and available for all indexing strategies. Money allocated to a Rate Booster strategy has a 1% annual charge deducted from its accumulation value.

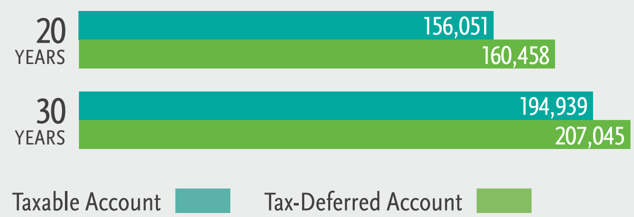
Grow Your Retirement Savings **Tax-Deferred.**

If your retirement savings were in a standard savings account, you would be required to pay income tax on any interest you earned each year. And chances are, you are paying a higher tax rate on the interest now than you would be paying if you were retired.

By putting your retirement savings into an annuity like Zenith Income 10, your money can earn interest and have the potential to grow tax-deferred until withdrawn or received as income. When you are ready to begin regular withdrawals in retirement, your tax bill may be reduced if you are in a lower tax bracket at that time.

Annuities owned by trusts or corporate entities may not enjoy the tax-deferral feature.

The Benefit of Tax Deferred Growth[5]



Never lose a penny.

As the longest standing issuer of indexed annuities,[14] National Life Group has seen many stock market upswings and downturns. As retirement gets closer, volatility is a worry for many, because there's not much time to recover from market losses.

The good news is that you're not exposed to this risk because indexed annuities do not directly participate in any stock or equity investment, and you can never get less than 0% interest in any given period.

That means that you can grow your retirement savings when markets do well — and never lose a penny of your interest earned and premium paid when markets fall.[6]

2008
Mortgage Meltdown

$2.3 trillion lost in retirement plans[7]

2018
Bond market spike and inflation fear

$5 trillion in market losses[8]

2020
COVID pandemic

$6 trillion in market losses[9]

During these market declines, **our indexed annuity policyholders never lost a penny** of their policy value.

What happens if I take out some or all of the money from my annuity before the end of the policy?

When you take money from your annuity without activating the GLIR, there may be a bonus recapture and a withdrawal charge. The amount of the charge depends on how long you've had the annuity and how much you withdraw.

If you haven't activated the GLIR:

- In the first 7 policy years, there may be a bonus recapture if you make a withdrawal and you have elected the Split Bonus.
- Withdrawals in the first policy year are subject to a withdrawal charge.[10]
- After the first policy year, you may withdraw in any one year up to 10% of the accumulation value without incurring a withdrawal charge.
- The minimum partial withdrawal you may request is $500, and your accumulation value must be no less than $5,000 after the withdrawal.

If you make a withdrawal before age 59½, you will be subject to a 10% federal income tax penalty unless you qualify under one of the exceptions provided by law. Some states charge a premium tax on annuities. A few states levy the tax when you pay a premium. Others charge it upon withdrawal or selection of a payment option. If we must pay this tax, we may deduct it from your policy benefits.

Withdrawal charges:

Year 1	Year 2	Year 3	Year 4	Year 5
8.25%	8%	7%	6%	5%

Year 6	Year 7	Year 8	Year 9	Year 10
4%	3%	2%	1%	0%

Bonus recapture (Split Bonus):

Year 1	Year 2	Year 3	Year 4	Year 5
90%	80%	70%	60%	50%

Year 6	Year 7
40%	30%

Is this annuity the **right choice** for me?

Zenith Income 10 may be a good choice to protect your principal, grow your retirement savings, and get a guaranteed lifetime income.

I want to retire on my terms and not be dependent on the market.

- Take advantage of stock market gains without worrying about losing a penny on your principal.

I'm looking for a secure way to grow my retirement savings.

- Choose between multiple index crediting strategies with strong growth potential (or a fixed rate account).
- Increase your interest potential with Rate Booster.
- Grow your retirement savings tax-deferred.
- Spread index crediting over 12 months, using Dollar Cost Averaging.

I want to maximize my guaranteed lifetime income.

- Get the highest activation bonus to maximize guaranteed lifetime income or receive an upfront bonus plus an activation bonus.

I may require access to my money.

- Activate the Guaranteed Lifetime Income Rider at any time.

Without activating the GLIR, you can also:

- **Withdraw up to 10%** of your accumulation value without a withdrawal charge, starting in year 2.[11]
- **Use the Nursing Care Rider or Terminal Illness Rider** to access a portion of your accumulation value without a withdrawal charge if you become confined to a nursing care facility or are diagnosed with a terminal illness, starting in year 2.[12]
- **Use the Emergency Access Waiver** to have all withdrawal charges waived for 403(b) hardship or 457(b) unforeseen emergency distributions, if approved by the Plan/TPA. For separation from service or disability, withdrawals up to 20% of the accumulation value in years 2-4, and all withdrawals starting in year 5, don't incur a withdrawal charge. To use this waiver, the policy must have been in force for at least one year.[13]

What Happens After I Die?

With Zenith Income 10, your named beneficiaries can avoid the expense, delay, and publicity of probate. If you are the Annuitant and you die while this annuity is in force, the full accumulation value will be paid to your beneficiary without withdrawal charges.

Other Information

Issue Ages:	35-75
Minimum Premium:	$25,000
Maximum Premiums:	Ages 35-70: $2,000,000
	Ages 71-75: $1,500,000
	Higher amounts available with home office approval.

Zenith Income 10 is Policy Form Series 20834(0123), or state variation thereof, the Guaranteed Lifetime Income Rider is Rider Form Series 20835(0123), or state variation thereof, Emergency Access Waiver rider, form series 20834(0123)EAW, Nursing Care Rider form series Form No. 7648, and Terminal Illness Rider form series Form No. 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, ID, OK, OR, WY.

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The total amount of transaction and replication costs is not predictable and will depend on a number of factors, including the leverage of the Index, which may be as high as 200%, the performance of the indexes underlying the Index, market conditions and the changes in the market states, among other factors. The transaction and replication costs, which are increased by the Index's leverage, and the maintenance fee will reduce the potential positive change in the Index and increase the potential negative change in the Index. While the volatility control applied by the Index may result in less fluctuation in rates of return as compared to indices without volatility controls, it may also reduce the overall rate of return as compared to products not subject to volatility controls.

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What Makes National Life Group Better?

Our products, services, and long history of supporting retirement plans.

National Life Strength

When it comes to achieving your retirement, financial strength matters. And our history of making good on our promises for nearly 175 years means peace of mind for every policy.

#1 provider of Indexed Annuities in Employer Plans[14]

Longest Standing Issuer of Indexed Annuities[15]

Financial Strength Ratings[16]

A+ (Superior)	A+ (Strong)	A1 (Good)
BY A.M. BEST Second highest of 16 rankings	BY STANDARD & POOR'S Fifth highest of 21 rankings	BY MOODY'S Fifth highest of 21 rankings

1. Retirement Information for Medicare Beneficiaries, January 2023. https://www.ssa.gov/pubs/EN-05-10529.pdf
2. The Guaranteed Lifetime Income Rider has a charge of 1% of the accumulation value, deducted annually. 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.
3. Indexed annuities do not directly participate in any stock or equity investments.
4. Cap and participation rates may change from year to year. They are declared at the end of each index crediting segment.
5. Assumes $100,000 growing at 3% interest and a 25% tax bracket. This is a hypothetical example for illustrative purposes only and does not represent the actual results of any particular financial product.
6. Assuming no withdrawals during the withdrawal charge period. Rider charges continue to be deducted regardless of whether interest is credited.
7. Time Magazine, October 7, 2008. Not intended as a current statistic, this is included for historical perspective.
8. Fortune, "Commentary: What's Next for the Stock Market", 2/13/2018. Not intended as a current statistic, this is included for historical perspective.
9. Market Insider March 12, 2020 - Stock Market Erased $6 Trillion in Wealth Last Week.
10. A Market Value Adjustment will apply to withdrawals in excess of the penalty free withdrawal amount for the first 10 policy years.
11. If permitted by the IRS. 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 59½ may be subject to a 10% Federal Tax Penalty. You will still incur a bonus recapture charge, based on how long you've had the annuity and how much you withdraw.
12. See your policy for full details.
13. See your policy for full details. The Market Value Adjustment is waived for Emergency Access Waiver benefits.
14. LIMRA US Individual Annuity Industry Sales Report, 1Q2023
15. Insurance News Net, FIAs at Age 20, 2015
16. Financial strength ratings for Life Insurance Company of the Southwest as of 09/01/2023. Ratings are subject to change.