



Zenith Growth 10

SINGLE PREMIUM INDEXED ANNUITY

Maximize your growth potential

Designed for
retirement dreams

Products issued by
Life Insurance Company of the Southwest®

National Life Group® is a trade name of National Life Insurance Company (NLIC), founded in Montpelier, VT in 1848, Life Insurance Company of the Southwest (LSW), 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.

No bank or credit union guarantee | Not a deposit | Not FDIC/NCUA insured | May lose value | Not insured by any federal or state government agency

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

Zenith Growth 10

Protected From Market Risk. Ready to Grow.

Maximized Retirement Growth Potential.

Zenith Growth 10 is a single premium, fixed indexed annuity that can give you a strong chance to grow your retirement savings — while protecting your principal from market loss.





PROTECT
your principal



GROW
your savings securely



MAXIMIZE
your growth potential

You want to **get the most** from your retirement savings.

When you're planning for retirement, you want to make sure you will be able to make the switch when you're ready. To give you a strong chance of growing your retirement savings in the way you envision, Zenith Growth 10 provides high crediting potential, based on market indexes.

High participation rates on custom indexes

1-year and 2-year crediting options



How your **retirement savings** can grow.

Zenith Growth 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.¹

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.²

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.

Zenith Growth 10 is designed for those who want strong participation rates and high caps.

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%

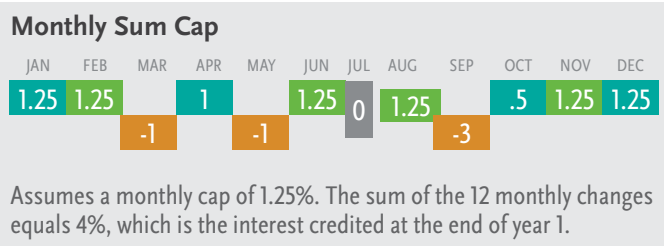


STEP 4.
Any credited interest is added to your chosen interest crediting strategies based on the accumulated value at the end of the year.
This means you have the potential to earn compound interest, further growing your cash value.

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.



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 index crediting over 12 months, using Dollar Cost Averaging (DCA).

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

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.



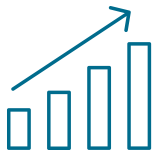




Increase your interest potential with **Rate Booster.**

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.



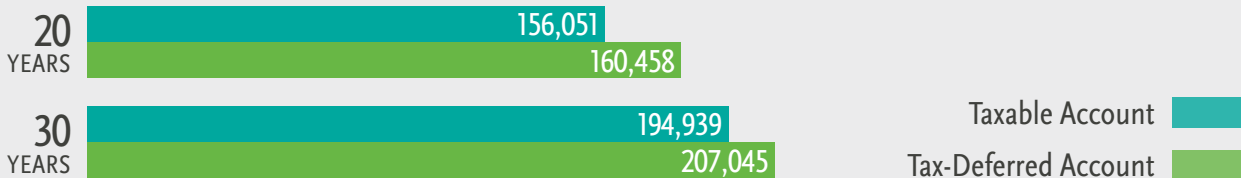
Grow Your Retirement Savings **Tax-Deferred.**

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 Growth 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 Growth³





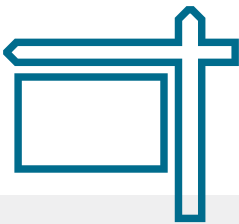
Never lose a penny.

As the longest standing issuer of indexed annuities,⁴ 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 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, you're not exposed to this risk.

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.⁵

Retire when you're ready...not when the market says you can!



2008
Mortgage Meltdown

**\$2.3 trillion lost
in retirement plans⁶**



2018
Bond market spike
and inflation fear

**\$5 trillion in
market losses⁷**



2020
COVID pandemic

**\$6 trillion in
market losses⁸**

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 in the first 9 years, you may incur a withdrawal charge. The amount of the charge depends on how long you've had the annuity and how much you withdraw.

- Withdrawals in the first policy year are subject to a withdrawal charge.⁹
- 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.

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%

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



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

Zenith Growth 10 may be a good choice to kickstart and grow your retirement savings, while protecting your principal:

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.

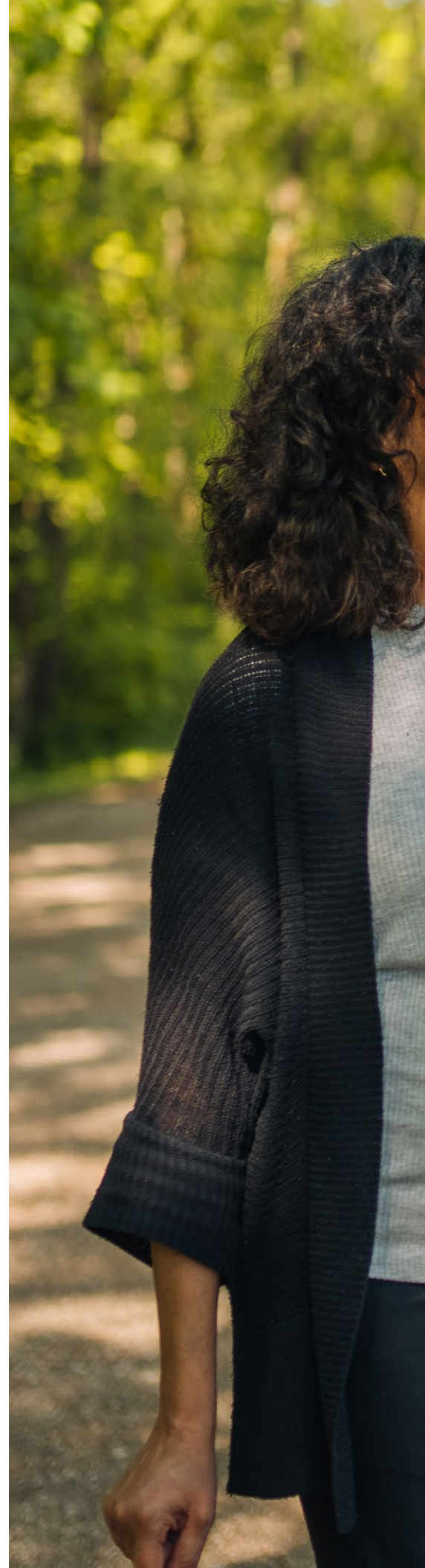
- Choose between multiple index crediting strategies with strong growth potential (or a fixed rate account).
- Increase your interest potential with Rate Booster.
- Grow your retirement savings tax-deferred.
- Spread index crediting over 12 months, using Dollar Cost Averaging.

I want strong growth potential for my retirement savings.

- High interest crediting potential.

I may require access to my money.

- Withdraw up to 10% of your accumulation value without a withdrawal charge, starting in year 2.¹⁰
- 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 2.¹¹
- 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, 20% of withdrawal charges (for withdrawals above 10% of the accumulation value) are waived in years 2-4; starting in year 5, all withdrawal charges are waived.¹²





What Happens After I Die?

With Zenith Growth 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:	0-85
Minimum Premium:	\$25,000
Maximum Premiums:	Ages 0-70: \$2,000,000
	Ages 71-75: \$1,500,000
	Ages 76-80: \$1,000,000
	Ages 81-85: \$500,000
	Higher amounts available with home office approval.



1. Indexed annuities do not directly participate in any stock or equity investments.
2. Cap and participation rates may change from year to year. They are declared at the end of each index crediting segment.
3. 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.
4. Insurance News Net, FIAs at Age 20, 2015
5. Assuming no withdrawals during the withdrawal charge period. Rider charges continue to be deducted regardless of whether interest is credited.
6. Time Magazine, October 7, 2008. Not intended as a current statistic, this is included for historical perspective.
7. Fortune, "Commentary: What's Next for the Stock Market", 2/13/2018. Not intended as a current statistic, this is included for historical perspective.
8. Market Insider March 12, 2020 - Stock Market Erased \$6 Trillion in Wealth Last Week.
9. A Market Value Adjustment will apply to withdrawals in excess of the penalty free withdrawal amount for the first 10 policy years.
10. 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.
11. See your policy for full details.
12. See your policy for full details. The Market Value Adjustment is waived for Emergency Access Waiver benefits.

Zenith Growth 10 indexed annuity, Policy Form Series: 20834(0123), or state variation thereof, Nursing Care Rider form series Form No. 7648, Terminal Illness Rider form series Form No. 7649, and Emergency Access Waiver rider, form series 20834(0123) EAW, 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.

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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 Insurance Company 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 Plans¹³

Longest Standing Issuer
of Indexed Annuities¹⁴

Financial Strength Ratings¹⁵

A+ (Superior)

BY A.M. BEST
Second highest of 16 rankings

A+ (Strong)

BY STANDARD & POOR'S
Fifth highest of 21 rankings

A1 (Good)

BY MOODY'S
Fifth highest of 21 rankings

13. LIMRA US Individual Annuity Industry Sales Report, Q4 2022

14. Insurance News Net, FIAs at Age 20, 2015

15. Financial strength ratings for National Life Insurance Company as of 05/24/2023. Ratings are subject to change.