



Columbus Life
Insurance Company

A member of Western & Southern Financial Group

Competitive Spotlight

96

Impressive Comdex Rating... Competitive IUL!

As an indexed universal life provider, our financial strength is a valuable indicator of our company's dependability to help protect your clients' futures. Columbus Life's high Comdex score is a signal to those in the business that our **Indexed Explorer Plus[®]** IUL is backed by one of the strongest companies in the industry!

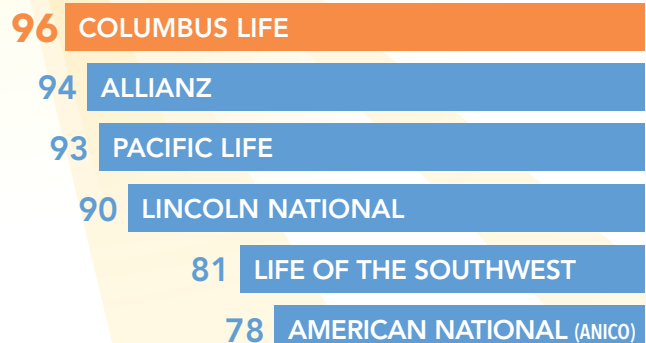
This big number is no small feat. With a Comdex rating of 96, you can feel confident that you are presenting your clients with an IUL that is supported by the full financial strength of Columbus Life.

The Comdex is a composite of all the ratings a company has received from the major rating agencies. It ranks insurers on a scale of 1 to 100 (where 1 is the lowest) in an effort to reduce confusion over ratings because each rating agency uses a different scale.

Columbus Life is proud to be an IUL carrier with one of the highest Comdex scores in the independent distribution channel among all rated carriers in the industry. A product is only as good as the company that backs it!

Want to learn more about Indexed Explorer Plus? Contact your Regional Vice President or call the Sales Desk at 800.677.9696, option 4.

Comdex Ratings by Carrier



As reported by VitalSales Suite, September 4, 2019. These insurance carriers represent a sampling of Columbus Life's competitors. Columbus Life ranked 31st out of 555 in the 2019 Comdex Ranking.

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The Comdex Ranking is a composite of the financial strength ratings as determined by Standard & Poor's, Moody's, A.M. Best, and Fitch ratings. It ranks insurers on a scale of 1 to 100 (where 1 is the lowest) in an effort to reduce confusion over ratings because each rating agency uses a different scale. Ratings are subject to change from time to time. The ratings shown here are correct as of September 9, 2019. For the latest rating information on Columbus Life, please call 800.677.9696, Option 4.

Life insurance products are not bank products, are not a deposit, are not insured by the FDIC, nor any other federal entity, have no bank guarantee, and may lose value. Payment of the benefits of Columbus Life Insurance Company life insurance products is backed by the full financial strength of Columbus Life Insurance Company, Cincinnati, Ohio. Guarantees are based on the claims-paying ability of the insurer.

Columbus Life Insurance Company, Cincinnati, Ohio, is licensed in the District of Columbia and all states except New York.

Indexed Explorer *Plus* Flexible Premium Universal Life Policy and some riders may not be available in all states. Benefits vary by state. Check the approved state variation. Flexible Premium Adjustable Life Policy with Indexed Options series ICC17 CL 88 1708.

Competitor information is obtained from sources believed to be reliable, but its accuracy or completeness is not guaranteed. This data is for informational purposes. Premium rates and underwriting classes may vary by company.

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