

Forum 500 CEO Leadership Retreat

ACLI Repositioning Update

ACLI Positioning Statement

Financial security is our core business.

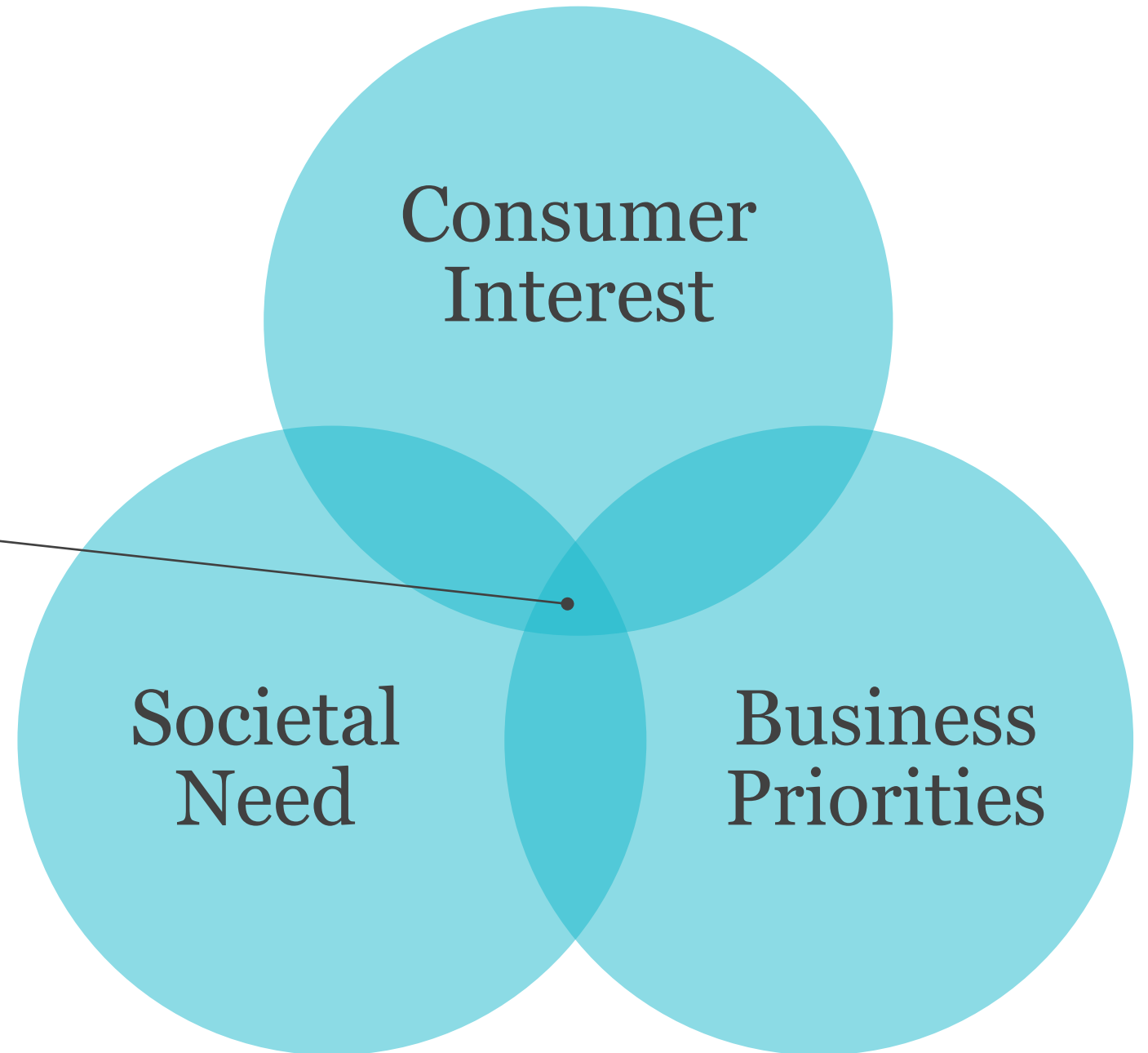
We protect 90 million American families with guaranteed financial products that reduce risk and increase peace of mind throughout their lives. Helping people take care of their loved ones is our most critical mission.

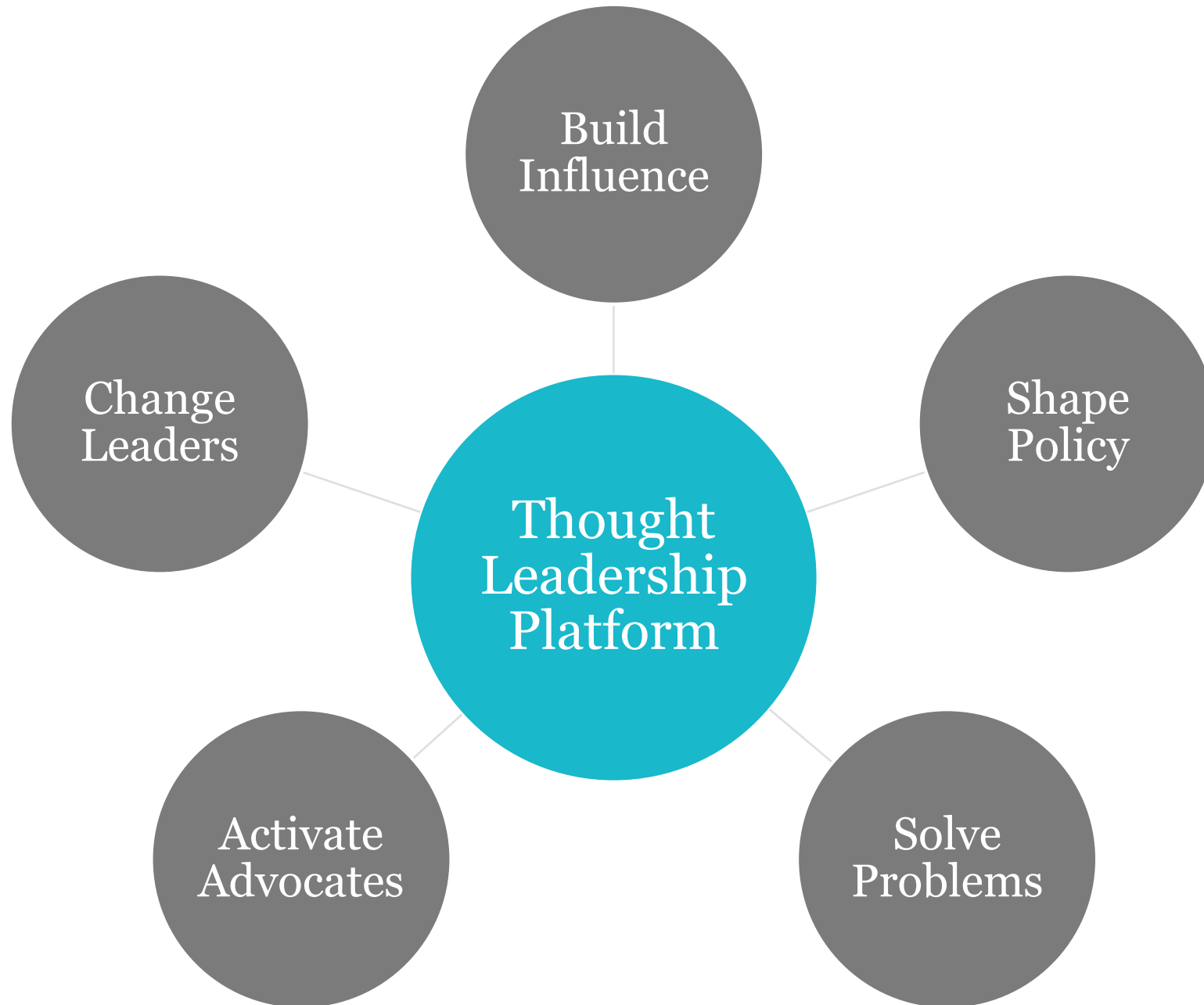
We've served Americans for generations. Our long-term investments in America's communities and infrastructure provide a mainstay in the economy. As society and work change, we are committed to solutions that protect all Americans, regardless of where and how they work, their life stage, or the economic status of their household.

Americans are living longer and financial security into retirement is a big challenge facing our country. Our guaranteed products -- their availability, accessibility and affordability -- help people live and retire with security.

No other industry is there for Americans across the spectrum of life to the level that we guarantee to be there. Our commitment to American families, communities and businesses is enduring and unbreakable.

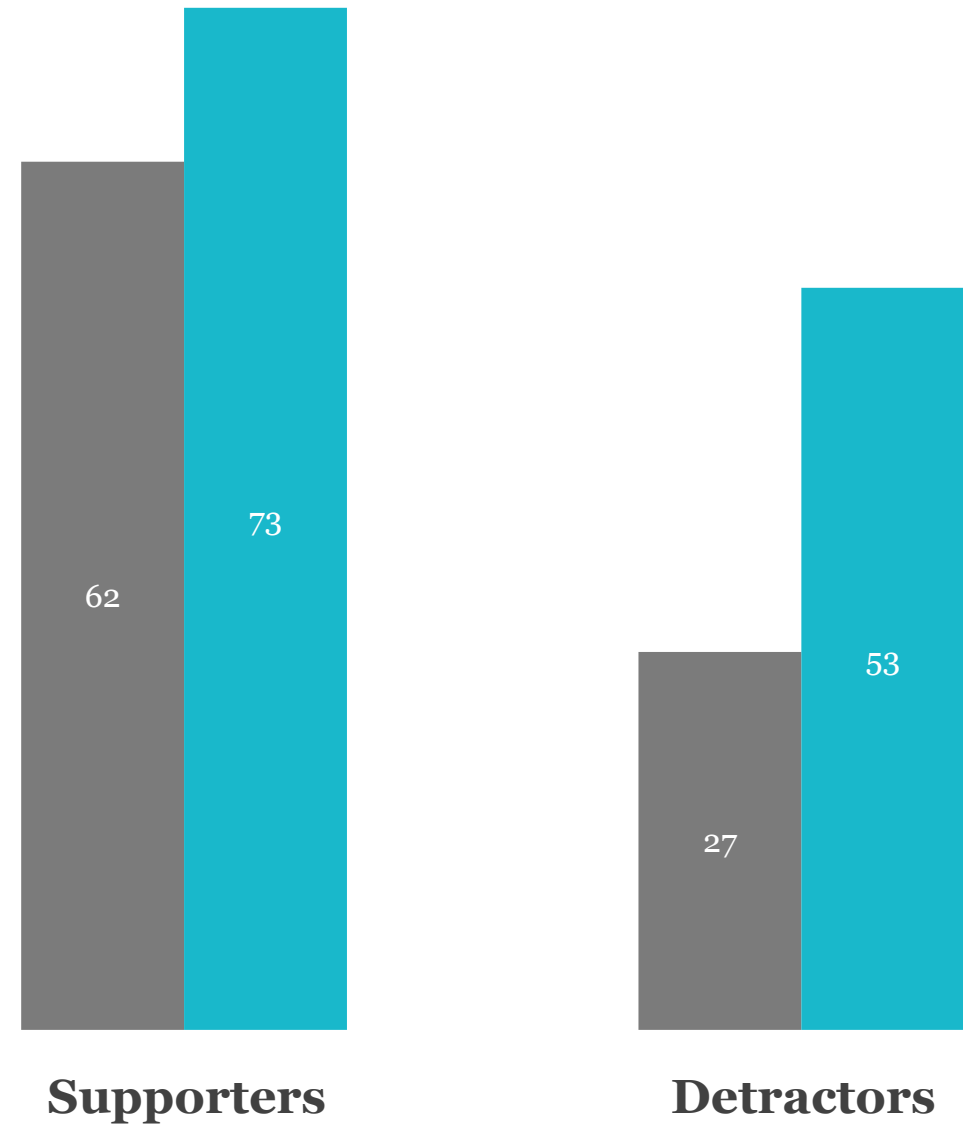
ACLI Positioning Statement





Family Financial Security Messaging Works!

■ Pre-test ■ Post-test



Intensity matters.

Intensity gets you votes, grassroots,
protection, a seat at the table.

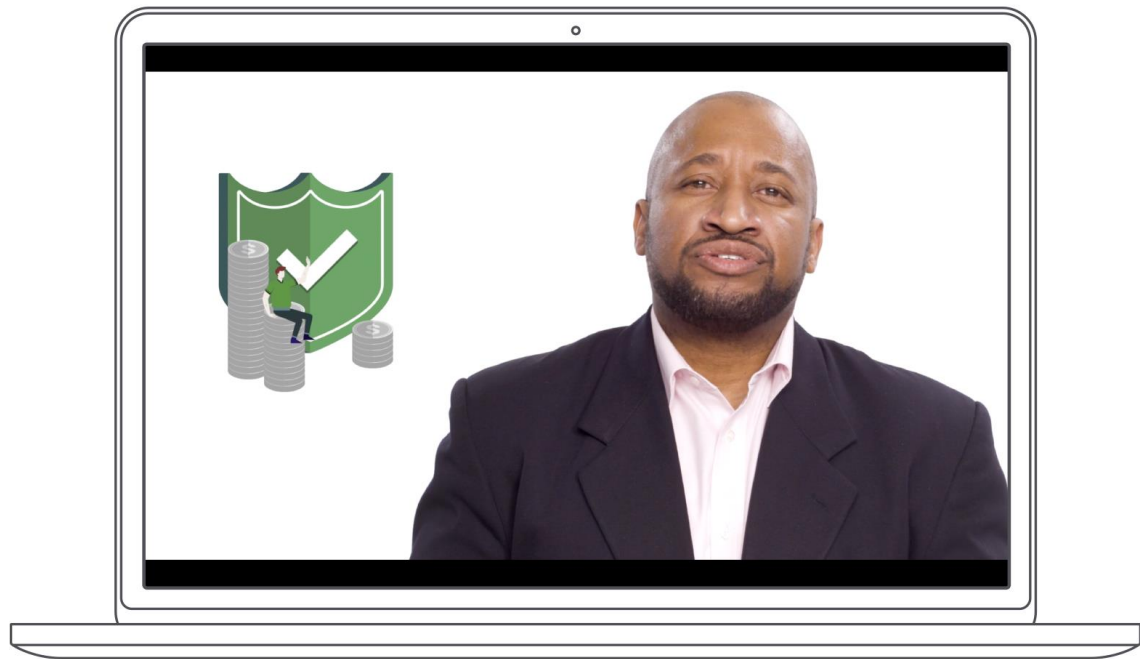


21st Century Trade Association

Societal Needs

Financial Wellness

As society and work change, we are committed to empowering all Americans, regardless of where and how they work, economic status, race, gender, or stage of life, with the information and tools they need to take ownership of their financial future.





///ACLI

///ACLI



Investment and Workforce

We believe America is strongest when its workers and families are able to save and plan for their financial futures. We are committed to supporting our country's financial health for the long term and providing vital financial protection for consumers when they need it most.

Life Insurers + Alaska

2019 ACLI STATE FACT SHEETS

The life insurance industry's mission is to help all Americans, regardless of where and how they work, their life stage, or their economic status, deal with life's financial challenges and achieve peace of mind. Here's how we help in your state:

DID YOU KNOW?

1/4 of Alaska residents are under age 18—typically financially dependent on a loved one or caregiver.

Alaska has **82,600** residents aged 65



64% of Alaska residents aged 65 and older are of working age.

93,000 Alaska residents are dealing with a disability.

INVESTING IN THE ECONOMY

The life insurance industry generates approximately **1,280** jobs in Alaska.

Life insurance companies invest approximately **\$18 BILLION** in Alaska's economy, helping businesses, create jobs, and provide services in the state.



348 life insurers are licensed to do business in Alaska.

PROTECTING FAMILIES FROM THE LOSS OF A BREADWINNER

Alaska residents have **\$65 BILLION** in total life insurance coverage—**90%** from ACLI member companies.



Alaska residents own **171,000** individual life insurance policies, with coverage averaging **\$241,000** per policyholder.

\$177 MILLION was paid to Alaska life insurance beneficiaries in 2017.

Life Insurers + Alabama

2019 ACLI STATE FACT SHEETS

The life insurance industry's mission is to help all Americans, regardless of where and how they work, their life stage, or their economic status, deal with life's financial challenges and achieve peace of mind. Here's how we help in your state:

DID YOU KNOW?

1/5 of Alabama residents are under age 18—typically financially dependent on a loved one or caregiver.



Alabama has **804,000** residents aged 65 or older.



61% of Alabama residents aged 65 and older are of working age.

803,000 Alabama residents are dealing with a disability.

INVESTING IN THE ECONOMY

The life insurance industry generates approximately **25,800** jobs in Alabama.



Life insurance companies invest approximately **\$63 BILLION** in Alabama's economy, helping to finance businesses, create jobs, and provide services in the state.



418 life insurers are licensed to do business in Alabama.

PROTECTING FAMILIES FROM THE LOSS OF A BREADWINNER

Alabama residents have **\$422 BILLION** in total life insurance coverage—**92%** from ACLI member companies.



Alabama residents own **5 MILLION** individual life insurance policies, with coverage averaging **\$55,000** per policyholder.



\$1.7 BILLION was paid to Alabama life insurance beneficiaries in 2017.

Individual life insurance coverage purchased in Alabama in 2017 totaled **\$23 BILLION**.



Group life insurance coverage in the state amounts to **\$146 BILLION**.

PROVIDING GUARANTEED INCOME AND LONG-TERM CARE TO RETIREES



Annuity benefits paid in the state in 2017 totaled **\$792 MILLION**.

Long-term care insurance paid in the state in 2017 totaled **\$113 MILLION**.

EVERY DAY IN ALABAMA, LIFE INSURERS PAY OUT **\$16.7 MILLION** IN LIFE INSURANCE AND ANNUITIES TO FAMILIES AND BUSINESSES—**93% FROM ACLI MEMBER COMPANIES**.



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Susan Neely
@Susanneely

Follow

Insurance investments matter! Here are my thoughts following the release of this week's @USChamber report:



Schools, Roads, and Beyond: How Life Insurance Invests in America

Life insurers are a bedrock of financial and retirement security to millions of Americans, paying out 1.7 billion dollars every day to American families through o...

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2 10



ACLI News
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Tax Stability

A stable, predictable tax code allows us to do what we do best – help millions of American families build their financial safety net through life insurance and other financial security products. Tax increases on life insurers have an impact on their regulatory capital, lessening the availability and affordability of products that can be provided.

Tax Legislative Strategy

Building Equity

RESA

Neal Auto-
Enroll
Retirement
Bill

PFML

Tax Simplification Solutions

Unifying tax
legislation

21%
corporate tax
rate

Resetting the Conversation

TCJA
reporting
requirements

Outreach and
technical
education

Privacy

For hundreds of years life insurers have respected and maintained the privacy and security of the personal information they receive. As technologies advance, our dedication to protecting consumers' information never changes.

“Put simply, federal and state privacy laws build on life insurers’ enduring commitment to protect the confidentiality and security of consumers’ personal information.”

LIFE INSURERS’ ENDURING COMMITMENT TO CONSUMERS

Consumers have the right to expect their personal information will be kept confidential and secure by life insurers. It is a right they have enjoyed for hundreds of years in America, as life insurers have historically respected and maintained the privacy and security of the personal information they receive. It is part of what consumers deserve and receive as they purchase financial products from life insurers that reduce risk and increase their financial security.

Life insurers’ enduring commitment to safeguarding customer information helps explain their strong support for a multitude of federal and state privacy laws that provide a broad and rigorous regulatory framework. This comprehensive regulatory structure enhances life insurers’ commitment to protecting the confidentiality and security of customers’ personal information.

Existing laws reflect federal and state lawmakers’ recognition that life insurers must use, and responsibly share, personal information to perform fundamental and legitimate insurance business functions in the interest of serving their customers in the most efficient, cost effective manner possible.

Put simply, federal and state privacy laws build on life insurers’ enduring commitment to protect the confidentiality and security of consumers’ personal information.

For example:

- life insurers’ customers are informed when information is collected about them for underwriting;
- life insurers are subject to laws that limit their disclosure of consumers’ personal information;
- life insurers’ customers are notified if the security of their personal information is breached.

Subjecting life insurers to laws that may be more appropriately considered for other industries will likely result in duplication or conflicts with existing requirements on insurers. This may jeopardize their ability to most effectively and efficiently serve prospective and existing customers, who may not be able to obtain coverage or have their claims under existing policies paid as quickly as they would otherwise.

PRIVACY ISSUE BRIEF



The complexity of the current regulatory structure and growing privacy and security challenges necessitate careful and thoughtful consideration of whether any new privacy or security laws should be applicable to already privacy-focused life insurers.

Retirement Security

Financial security is our core business, and retirement security for all Americans is an essential mission. We advocate for public policies and thoughtful solutions that can help Americans retire with financial security and guaranteed income for life.



The retirement crisis is real

BY SUSAN K. NEELY, OPINION CONTRIBUTOR — 03/18/19 08:40 AM EDT
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

203 COMMENTS

88 SHARES



Just In...

Judge delivers win for Sacha Baron Cohen in Roy Moore defamation lawsuit proceedings
COURT BATTLES — 3M 50S AGO

T-Mobile, Sprint push back merger deadline
TECHNOLOGY — 4M 39S AGO

Boeing CEO promises company executives will be first to fly on revamped 737 MAX
TRANSPORTATION — 6M 36S AGO

Trump's top diplomat marks a year of 'swagger' at State
ADMINISTRATION — 12M 13S AGO

Mitch McConnell is not invincible
OPINION — 12M 41S AGO



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For decades, the life insurance industry has supported the voluntary nature of the nation's retirement plan system. We've worked to increase incentives and reduce regulatory burdens for employers offering plans. Last week, our industry announced a dramatic move, endorsing a federal proposal to require employers without plans to provide workers with access to a payroll deduction for savings through an IRA, 401(k), or other qualified retirement savings plan.

The reason for such an approach is clear: too many workers are nearing



Policy Shift: ACLI Backs Auto Enrollment in 401k Plans

Trade group supports Richard Neal's automatic retirement plan proposal, saying "bold approach is clearly needed" to close retirement savings gap

The #1 Thing I'm Listening for at the Fortune Most Powerful Women Summit

Published on October 1, 2018

ACLI To Back Mandatory Retirement Plans In Policy Shift



Paid Family Medical Leave and Caregiving

We empower families to grow and prosper by providing generous paid family medical leave options and supporting private sector solutions that further expand access to paid family medical leave for all Americans.

LIFE INSURERS' ROLE IN PAID FAMILY AND MEDICAL LEAVE

\$4.6 BILLION

in short-term disability insurance benefits...



25%

of short-term disability claims are related to pregnancy and maternity.



47%

of full-time civilian workers receive paid leave...



under their employer's short-term disability plan.

■ **Private disability income insurance offered by life insurers is the most common form of income protection for workers—allowing millions of American workers to maintain their income when a medical condition or the birth of a child keeps them out of the workplace.** In 2017, the private employer-based system paid American workers approximately \$4.6 billion in benefits as they recovered from conditions that kept them from working, including those associated with pregnancy and the birth of a child. Twenty-five percent of all short-term disability claims are related to pregnancy and maternity. Currently, many state mandated leave programs allow employers to meet the requirements of paid medical leave for an employee's medical condition through a short-term disability plan. Others may also allow employers to meet other requirements of PFML programs via private industry.

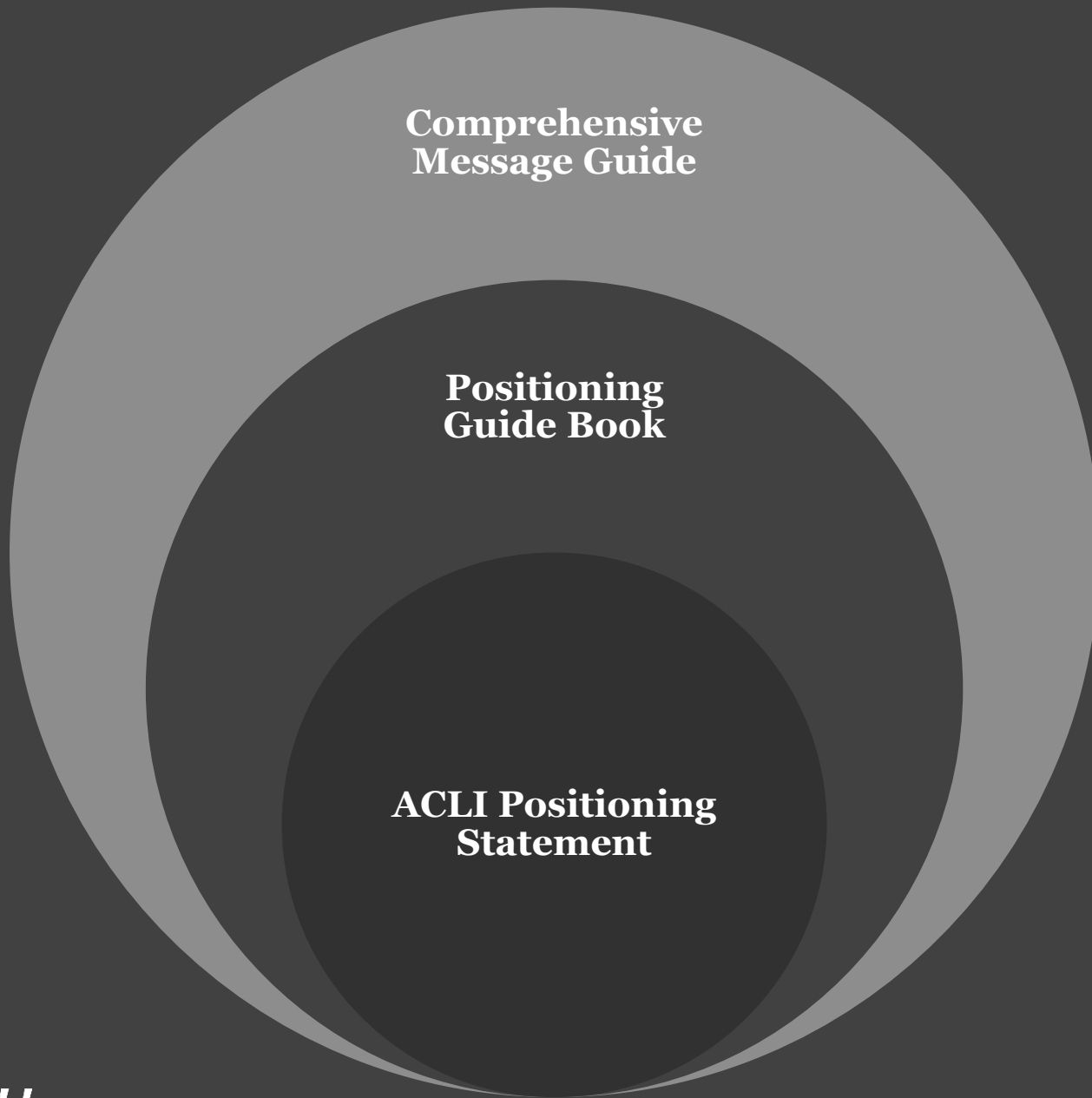
■ **Short-term disability insurers already provide much of the paid family and medical leave that would be required under new PFML proposals.** Approximately 47% of all full-time civilian workers are provided paid leave under their employer's short-term disability plan and approximately 50% of civilian workers in a union have access to short-term disability benefits. Short-term disability plans provide paid leave for employees' inability to work due to a medical condition. The most common benefits under these policies pay for maternity leave - typically for a period of 6 to 8 weeks following the birth of a child, and for additional paid time during pregnancy if medically necessary. The typical short-term disability plans provide income replacement (usually between 60 - 67%) for 26 weeks.

■ **Private disability insurers are able to protect American workers whose short-term absences extend into the longer-term.** Private insurers not only help employers protect their employees who face short-term absences, they also seamlessly transition workers whose absences extend beyond the short term. Most disability carriers administer benefits for both short- and long-term disabilities, and do so with minimum burden on employers and employees and without disruption of income benefits. Information gathered during a short-term absence is used to ensure that those workers who are unable to return to work don't face a second significant financial disruption as their short-term benefits expire. Long-term disability



Across Party Lines

Putting It **All Together**



Ongoing Work

- Ongoing Social
- Sponsored Content
- Policy Forum
- CEO Videos
- LinkedIn Strategy
- Reporter Briefings

Positioning Guide Book

2019 Thought Leadership Campaign

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Purpose

At the American Council of Life Insurers (ACLI) we are changing the way we talk about financial and retirement security. We're reframing the policy debate and elevating our advocacy power to showcase our member companies' abilities to serve fundamental societal values alongside consumer and business needs. Our alignment with the greater good means standing for something beyond our own self-interest.

The ACLI Repositioning Brand Book provides the messaging and visual direction to establish our industry's commitment to financial security for all Americans. The contents within give you the tools you'll need to craft and share messages that advance the industry and the people we serve.

A tax on life insurers is a tax on American families.

Financial Future: Handled

Investing in America. That's what we do best.

Every American deserves to retire with peace of mind.



Financial security is our core business, and retirement security for all Americans is an essential mission. We advocate for public policies and thoughtful solutions that can help Americans retire with financial security and guaranteed income for life.

- In the last 10 years, the average life expectancy at age 65 has increased by 4.5 years. Today, Americans are expected to live an average of 20 more years than when they were born.
- More than 90 million Americans are dependent on Social Security for retirement income. Social Security is the largest source of retirement income for most Americans.
- The Social Security trust fund is projected to run out of money by 2034. Without reform, Social Security will no longer be able to pay full benefits to all Americans who are eligible.
- The Social Security Administration (SSA) is currently working on a plan to address the funding gap. The plan includes raising the retirement age and increasing the payroll tax.

Setting Every Community Up for Retirement Enhancement (SECURE) Act/Retirement Enhancement and Savings Act (RESA)

We support the passage of comprehensive retirement security legislation that makes it easier for companies to offer retirement plans and provides all Americans with options to address their retirement needs.

SECURE/RESA makes it easier for small employers to join together and offer multiple employer plans (MEPs) such as ERISA, which can offer types of long-term savings vehicles.

It also encourages companies to start a new retirement plan by increasing the tax credit from \$500 to a maximum of \$2,000 for new plans.

SECURE/RESA also gives the green light to companies to encourage their workers to save more by offering a matching contribution to a company's 401(k) plan.

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As society and work change, we are committed to empowering all Americans, regardless of where and how they work, economic status, race, gender, or stage of life, with the information and tools they need to take ownership of their financial future.

- There are 18 million workers in the gig economy. Unlike those in traditional employment, gig workers have no employer-provided benefits or retirement plans.
- Research shows that 25 percent of Americans are financially insecure. This is a significant problem, as financial insecurity can lead to a variety of negative outcomes, including reduced productivity and increased healthcare costs.
- Financial literacy is the key to financial security. By providing financial education and resources, we can help Americans make informed decisions about their money.

ACLI offers consumer publications and resources online to promote financial literacy for Americans at every stage of life.

Promoting Financial Wellness

We believe every American – regardless of demographics – should have the tools and resources to make sound financial decisions in today's marketplace and plan for their future.

According to a study conducted by Fidelity, nearly two-thirds of Americans cannot pass a basic financial literacy test.

Only 16 states currently require high school students to study financial literacy before receiving a diploma, which according to the Council for Economic Education, is 48 hours 17 states in 2018 and 13 in 2015.

Lack of financial literacy can hinder Americans from planning and saving for retirement and unexpected life events and events that occur in life.

Life insurers and their financial partners can help Americans build a strong financial future. By providing financial education and resources, we can help Americans make informed decisions about their money.

ACLI offers a wide range of consumer publications and resources online to promote financial literacy for Americans at every stage of life.



Retirement **Secured**
Finances **Secured**
Future **Secured**
You're **Secured**

Secured by //ACLI

RetirementSecured.com