Creating strong values, and sticking with them, takes real guts.
Customers and friends,

Renowned economist Milton Friedman said, “The sole social responsibility of business is to increase its profits.” In the late 20th century, many companies took this theory literally, focusing solely on maximizing profits for their shareholders. The consequences included environmental degradation, corporate financial scandals, abuse of women and minorities, unhappy customers and a general mistrust of business.

Today, people look for companies who not only deliver a great product or service, but provide a positive contribution to society — benefiting our customers, associates and the communities in which they operate.

More than ever it’s important for every business to have an established set of core values so current and prospective customers know what the business stands for. Effectively articulating your values and demonstrating to your customers your “why” has become critical for any business’s success.

At Assurity, our values and our mission statement, “To help people through difficult times,” truly drive day-to-day and strategic decisions. While we can’t stop all the pain, we are there for people when they need help the most, such as after the death of a loved one or at the onset of a physical disability or dreaded disease.

In 2018, we engaged in a nearly yearlong process to revise our values and express them in a more contemporary and succinct language. There is an old saying, “We first make our habits, and then our habits make us.” For companies, another way to put it is, “First we choose our values, and then our values establish our culture.” For most companies, their culture is their defining difference. Values become the compass that guides associates in making decisions.

Throughout the rest of this annual report, we will highlight our values and how Assurity aspires to live them every day. We believe a company which lives its mission and values creates a powerful connection with all of its stakeholders. In doing this, we’ll also share with you the excellent sales results we achieved and how in 2018 we continued to build the company’s financial strength.

In closing, I want to thank our Board of Directors and all my colleagues at Assurity for making our company values come alive every day.

Sincerely,

Thomas E. Henning. CLU, ChFC, CFA
Chairman, President & CEO

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Thomas E. Henning. CLU, ChFC, CFA
Chairman, President & CEO
We make it personal

By including our distribution in how we do business now and in the future, we’re able to better serve our customers.

Paula Marshall, Worksite Regional Sales Manager, Assurity

We make it personal

For our business to thrive, we know the people we work with need to reflect our values. They’re an extension of who we are — people who share our mission. Our most successful brokers and agents connect our values to their clients. It’s our goal to reinvent the traditional service model by dedicating three team members to each distributor, not one. Together, we make doing business easier.

Tanya Mulder, Vice President, SilverStone Group

Inclusion

Inclusion

Connectedness

Connectedness

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Where we thrive

In 2011, we planted our flag in Lincoln’s Antelope Valley. Today, Assurity Center remains a bright light in Nebraska’s capital city. From its unique collaboration spaces and open floor plan to the Q Street Café, our home was not only designed for doing business, but as a setting where we learn and grow. It fosters communication, the flow of ideas and the movement of people — it’s a place where we want to be.

Vibrancy

1st
large office building in Lincoln to earn LEED Gold Certification

94th
percentile in Gallup’s worldwide database for employee engagement

Matt Anderson, Content Writer
Andrew Malan, Graphic Designer
It feels good to work with a company you can rely on. Our stability builds trust and underpins sustainable performance — and we have the numbers to back it up.

Strength in numbers

$271.4 Million
Direct Premiums and Deposits

$11.1 Million
Net Income

14 Percent
Surplus & AVR* as Percentage of Assets

$194.7 Million
Benefits Paid to Customers

$13.1 Million
Customer Dividends Paid

$2.6 Billion
Total Assets

$368.9 Million
Total Surplus & AVR*

$19.3 Billion
Life Insurance in Force

*Asset Valuation Reserve

For more complete financial information, visit assurity.com.
Making waves in the industry

Many businesses today are challenged by technology and changing consumer preferences. Businesses that don’t accept this reality could face the disruption of their longstanding business model. Our Assurity Ventures arm solely focuses on building relationships with startups to help harness new ways of interacting with individual prospective customers. We’re excited to partner with these innovators to find new ways to do business.

“Today, we must always look for new and better ways of doing business.”

Jared Carlson, Director of Innovations
Be your best self

We strive to help our associates mentally and physically. How do we do it? By meeting them where they’re at. Our wellness and life enhancement consultant is an onsite registered nurse who knows that being healthy doesn’t just mean a balanced diet and exercise. She strives to help our team make small changes toward improving themselves from the inside out.

It’s about making small changes to your lifestyle and eliminating barriers.

Tina Slama, Inforce Administrator
Laura-Leigh Norris, Wellness and Life Enhancement Consultant

Kristi Minzel, Stephanie Campbell and other Assurant associates participate in a weekly onsite yoga class.
Held to a higher standard

Assurity’s total sales results were **32% above** last year and **13% ahead of plan**.

Individual sales were up **16%** in annualized premiums year-over-year.

Worksite sales generated a **54% increase** in annualized premiums year-over-year.

Assurity’s **strong financial position** continued, recording a Risk Based Capital Ratio of **547**, higher than the industry average.

9,000 Individual and 15,000 Worksite sales applications pushed through the **automated new business framework**.

Over **97%** of Assurity’s bond portfolio rated investment grade at year-end — a higher quality than the industry average.

Assurity’s real estate development business participated in building more than **300 new multi-family residences**.

Relationships through our Assurity Ventures arm grew and contributed over **$3 million** to new individual annualized premiums.

A culture of accountability is vital for a business’s success. Our associates know what’s expected of them and follow through on their promises. We return tomorrow committed to doing better than yesterday — and to delivering results that matter.

Here’s some of what we accomplished in 2018.

Held to a higher standard
Creating a front door to the neighborhood

We want to do our part to ensure the community around us prospers. It’s why Antelope Square arose as a partnership between Assurity and NeighborWorks Lincoln, a nonprofit dedicated to revitalizing communities and sustainable homeownership. Two dozen new homes, many designated for low- to moderate-income, first-time homeowners, now sit a couple blocks to our east.

Izquierdo family, proud homeowners

Generosity

75 holiday wishes granted to CEDARS Home for Children

900 meals delivered for Meals on Wheels

400 pounds of winter items donated to People’s City Mission

$172,751 pledged to United Way

56 units donated to the Nebraska Community Blood Bank from onsite drives
We focus on environmentally sustainable production. Partnering with Assurity gives associates access to the highest quality produce.

As a B Corp, we’re committed to the highest standards of environmental performance. That means promoting and following through with sustainable practices. For example, our comprehensive recycling program earned accolades from the city of Lincoln in 2018. We also encourage our associates to literally bring home their sustainable practices through our partnership with Robinette Farms. Their community-supported agriculture (CSA) program provides our associates and their families with locally grown produce.

We all share in the future we create.
A shared vision

Representing tech startups, academia, nonprofits, law and other fields, the diverse backgrounds of the women and men of our board offer unique perspectives and guidance for our long-term success.