



MEMBERS[®] Horizon Annuity: New Possibilities for Diversified Investing

CUNA MUTUAL GROUP

MEMBERS Horizon Annuity: New Possibilities for Diversified Investing

Introducing CUNA Mutual Group: Where Strength Meets Simplicity

1000

We are a Fortune 1000 company

97

We have a presence in many countries

80+

Years in business

18

Billion dollars in total assets of CMFG Life¹

4

Years named as one of the World's Most Ethical Companies[®] by the Ethisphere[®] Institute²

2

Innovative investment platforms that are advancing the concept of risk control

1

Focused commitment to products that are easy to understand, easy to explain and easy to sell

All numbers are as of 12/31/2017

¹\$15.97 billion in liabilities and \$2.11 billion in policyholder surplus

²"World's Most Ethical Companies" and "Ethisphere" names and marks are registered trademarks of Ethisphere LLC.

It's no surprise that after the market volatility several years ago, where investors saw the values of their portfolios tumble overnight, that some are cautious in their approach to investing. After the recent recession, many feel they can't stomach the market's unpredictability. As an advisor, you face the challenges of easing your risk-averse clients back into investing and helping them understand that long-term exposure to the market continues to offer them the best potential for growth.

There is a solution:
Horizon Annuity

Horizon is a variable annuity contract from MEMBERS Life Insurance Company that lets investors diversify for higher growth potential and set a personal limit on loss for a portion of their money. Investors choose from a wide range of options aligned with their risk tolerance and financial goals, then decide how much of their money to protect from market risk and the exact level of that protection.

The result is a personalized investment strategy built to help them stay in the market, ride out volatility...and expand their horizons.



Horizon: Encourage investors to be in the market

With Horizon, your clients can expand on the approach of capturing growth while limiting downside risk. Part of an investor's money can be diversified across a range of asset classes and nearly 50 variable funds; the other part may be invested in index-linked accounts where a limit is set on loss. The result is flexibility to invest the way they want, and the confidence to stay in the market.

The building blocks of a Horizon portfolio

VARIABLE

You can help clients decide what percentage of their money is fully exposed to the market and how it's invested, and together choose a mix of equity, fixed income and specialty funds that fits their risk tolerance and investment style.

RISK CONTROL

Any remaining percentage is invested in accounts linked to a market index—S&P 500, MSCI EAFE or both—and limits on loss are established. With this portion, clients can set their own performance zone of gain and loss on the dollars linked to each index. If your client is a more aggressive investor, they can widen that zone. If they'd rather play it safe, narrow it. The decision is theirs.



In 2016, the 20-year annualized return for the average equity mutual fund investor was **4.79%**. The S&P 500 Index over the same 20 years was **7.68%**. The potential to capture that extra **2.89%** per year is why you need to stay in the market.¹

¹ DALBAR's 22nd Annual Quantitative Analysis of Investor Behavior, 2017.

HORIZON'S VARIABLE SIDE: Market-driven growth potential

The variable side of Horizon gives investors the freedom to diversify among a wide variety of funds from different asset classes. Over time, that diversification could help reduce the overall volatility of their portfolios and provide greater opportunities for growth.¹

HORIZON'S RISK CONTROL SIDE: Safeguards from dramatic market fluctuations

On Horizon's risk control side, investors have the option to link dollars to the upside potential of a market index and set a limit on loss for five years at a time. Available indexes include:



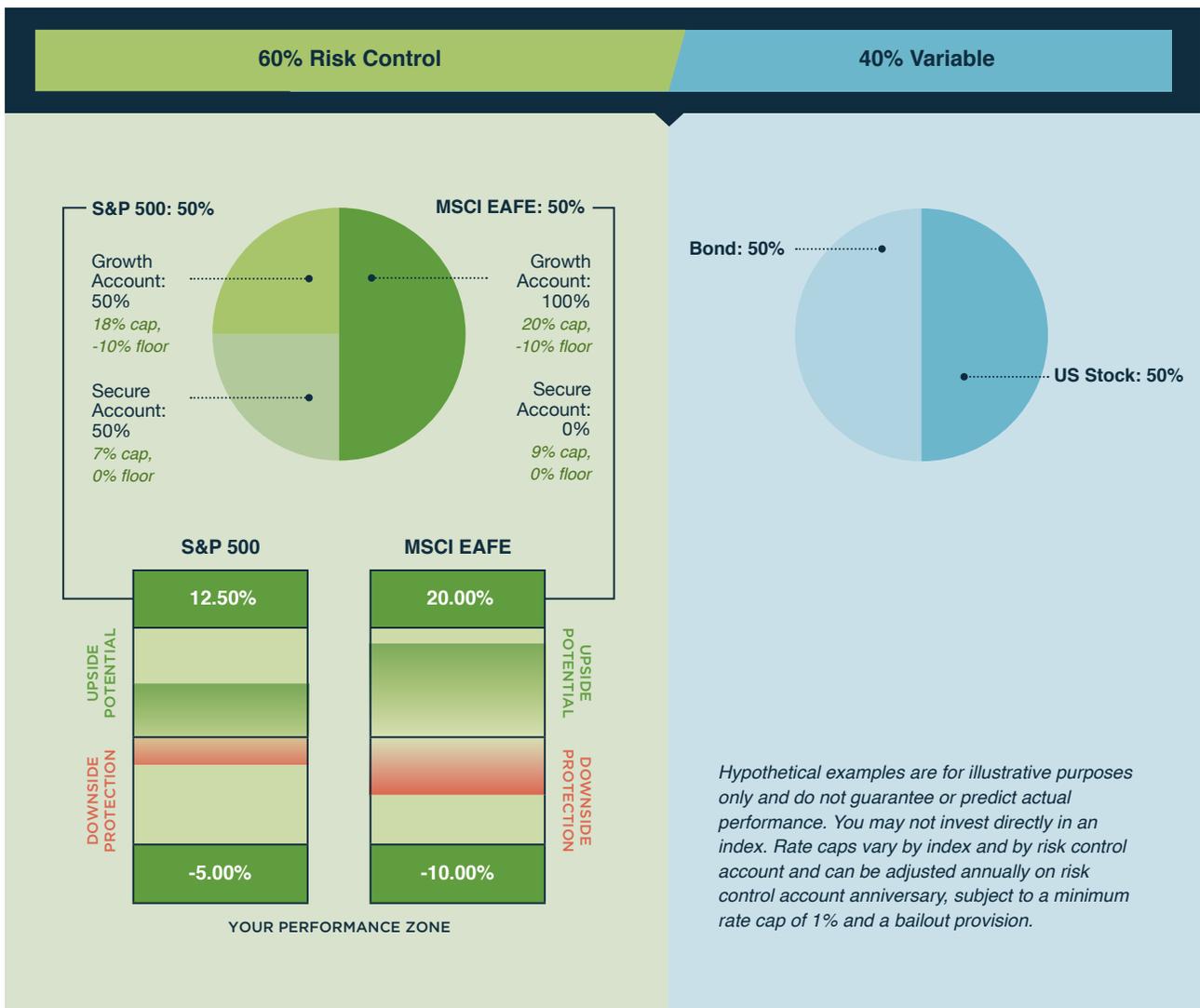
Help clients decide how much to allocate to each index and each risk control account to establish their individual performance zone.

¹ Diversification does not guarantee a profit or prevent a loss. Investment options are subject to market fluctuations, investment risk and possible loss of principal.



A wider horizon = greater confidence

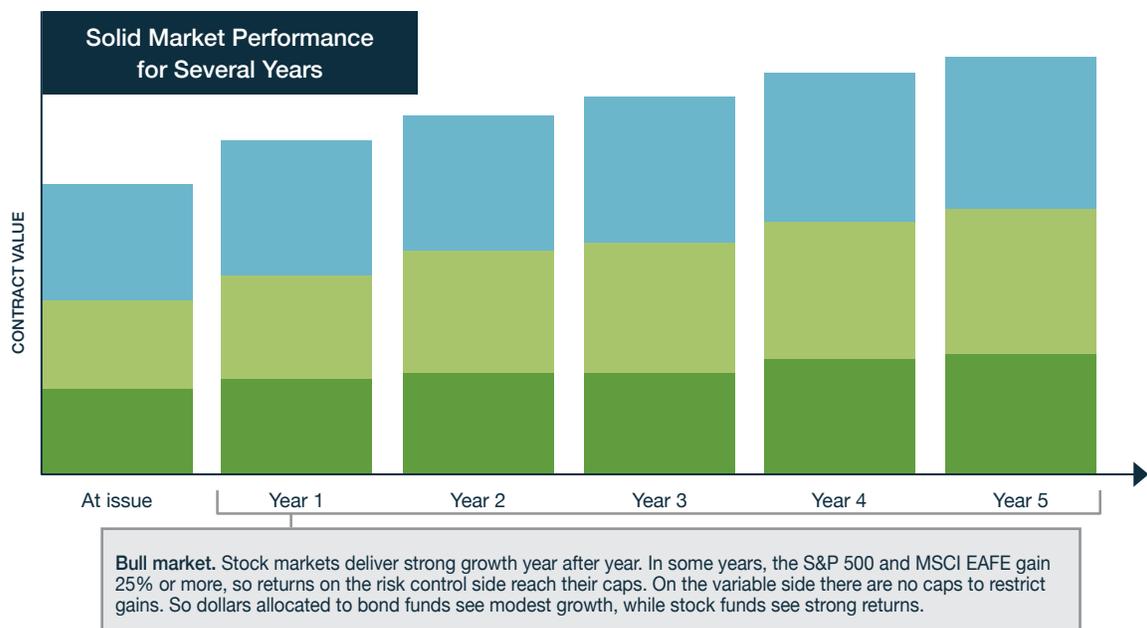
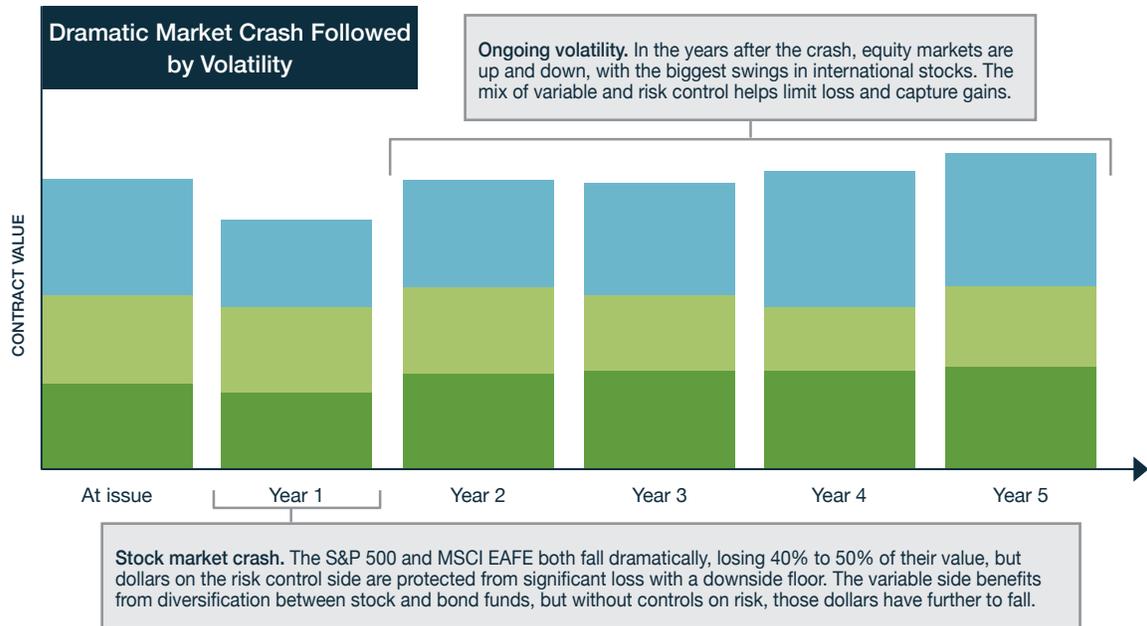
With broader opportunities for diversification and risk control, investors can gain confidence because they have the potential to benefit in times of strong market performance and limit losses on a portion of their dollars during market downturns. Consider the hypothetical example of a Horizon portfolio at work in these charts.



RISK CONTROL MATTERS

With the combination of broad diversification and risk control, the hypothetical Horizon portfolio can help limit loss and deliver potential growth across different market scenarios.

■ Variable subaccount value
 ■ Risk control account value linked to MSCI EAFE
 ■ Risk control account value linked to S&P 500



Hypothetical examples are for illustrative purposes only and do not guarantee or predict actual performance. You may not invest directly in an index.

DESIGNING A PORTFOLIO

A Horizon variable annuity provides nearly limitless possibilities to create the investment strategy that's right for your client.

Custom portfolios

Investors can choose from nearly 50 variable subaccounts, then help smooth out market volatility with index-linked growth by protecting the downside with their risk control accounts.

Express portfolios

While Horizon can be customized, we also offer six ready-made express portfolios matched to different risk attitudes and investment styles. Express portfolios provide convenient pre-determined allocations for every level.



Allocating money

When purchasing Horizon, there are four important portfolio decisions:

- > **Contract (Level C):** How much money will be invested and how will it be split between the variable side and risk control side?
- > **Variable (Level V):** On the variable side, which specific funds will be chosen among the different asset classes, and how much will be allocated to each?
- > **Index (Level I):** On the risk control side, what percentage will be linked to the performance of each index?
- > **Risk Control (Level R):** Within each index, where will the upside cap and downside floor be set? This decision will determine allocations to the Growth and Secure accounts.

Getting started

When a Horizon contract is issued, the portion of your client’s purchase payment allocated to the variable side is immediately applied to their selected subaccounts. The portion allocated to risk control earns interest in a holding account until the next available risk control account start date. Once begun, risk control dollars are linked to index performance for a five-year period. With each side in place, the investment strategy is set into motion. Then, at specific times, contract values can be adjusted:

Level	Reallocate	Transfer	Automatic Rebalance
Contract	On risk control account maturity date (5 years after start date)	On risk control account maturity date (5 years after start date)	On risk control account maturity date (5 years after start date)
Variable	Any time after issue	Any time after issue	On contract anniversary and on risk control maturity date (5 years after start date)
Index	On risk control account maturity date (5 years after start date)	On risk control account maturity date (5 years after start date)	On risk control account maturity date (5 years after start date)
Risk Control	On risk control account anniversary	On risk control account anniversary	On risk control account anniversary

RATE CAPS OVER TIME

Rate caps are determined on the risk control account start date and guaranteed for one year. Then, on each risk control account anniversary, caps are declared based on current market conditions and guaranteed annually, subject to a minimum of 1.00%. While rate caps can be adjusted, we strive to maintain the same caps from year to year until your client’s risk control account matures, five years after the start date. At maturity, investors can begin a new five-year risk control period.



Additional flexibility and benefits

SERIES B OR C

Investors differ—some are comfortable with the long-term view while others want to know they can easily access money whenever it's needed. Horizon offers options for both,¹ and is meant to be a long-term investment with growth potential best realized over time.

A Horizon Series B contract costs less in exchange for limited access to early withdrawals. A Series C contract costs slightly more but provides full access to an investor's contract value without surrender penalty.²

FLEXIBLE PAYMENTS

Horizon's minimum initial purchase payment is \$5,000 and investors may add payments as low as \$50 any time before they turn 85, to help build their savings. During the five-year risk control account period, any additional purchase payments are allocated according to their variable subaccount percentages. Then, in the 30 days before their risk control account matures, they may make additional payments to the risk control side of their contract.

GUARANTEED RETIREMENT INCOME³

After two years, if your client is ready to begin receiving retirement income from an annuity,⁴ he or she has options to convert savings into a stream of income payments:

- > Installment payments guaranteed for any period from 10 to 30 years
- > Life income with steady monthly payments guaranteed for their lifetime
- > Joint life income guaranteed for the lifetime of both the investor and a loved one

DEATH BENEFIT

At death, a named beneficiary receives the full value of the contract, without surrender charge or market value adjustment. Beneficiaries have options for how they receive this benefit, and a spouse may even be able to continue the Horizon contract.⁵

¹ Series B and C contracts may not both be available in all states or with all broker/dealers. Series C contracts are not available in Maryland.

² A market value adjustment may still be assessed for withdrawals from the risk control accounts of a Series C contract.

³ All guarantees are backed by the claims-paying ability of MEMBERS Life Insurance Company and do not extend to the performance of the underlying accounts which can fluctuate with changes in market conditions.

⁴ In Florida, income can begin one year after issue.

⁵ In Illinois and New Jersey, civil union partners or domestic partners, depending on state law, are recognized as spouses to the extent allowed under federal tax law. In New Jersey, partners may continue the Horizon contract for up to five years. Investors should consult a licensed tax professional for tax advice.



The facts about fees

Horizon is designed to deliver investment flexibility and risk control at a reasonable price.

- > **Contract fee** pays for all of Horizon’s features and benefits—everything from the ability to set a personal limit on market risk, to the option to convert savings into lifetime income when the time is right
- > **Fund fees** pay for the investment management of just those variable subaccounts chosen by the investor. By using institutional share classes with lower distribution expenses, Horizon’s fund fees have been significantly reduced

The result is a total annual “all-in” fee that lets investors control costs while customizing their investment strategy.

Using our **Conservative | Active + Passive** express portfolio, with 20% allocated to the variable side, as an example:

MEMBERS Horizon	Series B	Series C
Contract fee	1.50%	1.75%
Average fund fees (20% variable)	0.43% (0.09%)	0.43% (0.09%)
“All-in” fee	1.59%	1.84%

Contract fee is assessed as a percentage of total contract value. Fund fees are as of 5/1/16 and are assessed as a percentage of value in each variable subaccount. All fees are deducted as part of the calculation of daily values. “All-in” fees do not include any applicable fees for transfer of contract value between subaccounts.

WITHDRAWALS

With a Series B contract, investors can withdraw up to 10% of purchase payments annually free of surrender charge. Withdrawals in excess of 10% are assessed surrender charges based on the number of years since each purchase payment was made. Series C contracts have no surrender charges.

In order to preserve risk controls as long as possible, withdrawals are taken first from Horizon's variable side. Once the variable subaccount value has been depleted, withdrawals are then taken from the risk control side. Risk control account value may also be withdrawn without charge or adjustment on the risk control account maturity date. Withdrawals reduce the contract value and death benefit. They are also subject to ordinary income tax and, if taken before age 59½, may be subject to a 10% federal tax penalty.

Year of purchase payment	1	2	3	4	5	6+
Surrender charge (for Series B only)	9%	9%	8%	7%	6%	0%

Explore the possibilities

When markets become increasingly volatile, they're much harder to handle—especially as investors strive for specific savings goals. Horizon gives your clients the opportunity to broadly diversify their investments, choose how much of their money to protect from market volatility and set the exact level of that protection. It's not just an investment platform, it's a new horizon.



Contact your Regional Sales Director or call the CUNA Mutual Annuity Solutions Desk to see how easy it can be to explain and sell Horizon.

877.345.GROW (4769), option 1

Highly Rated, Highly Respected.

The financial strength ratings we receive from independent ratings organizations are evidence of our commitment to long-term success and the financial well-being of our customers. CMFG Life Insurance Company and MEMBERS Life Insurance Company received these ratings in 2018:

A.M. Best Company	Moody's Investor Services	Standard & Poor's Ratings Service
A (Excellent)	A2	A
Third-highest rating of 16	Sixth-highest rating of 21	Sixth-highest rating of 21

In addition to those ratings, our solid financial profile, strong capitalization and consistent earnings have made CUNA Mutual Group one of the fastest-growing annuity companies in the U.S.¹

As of December 31, 2017, financial records indicated that CMFG Life Insurance Company had \$18.08 billion in assets, \$15.97 billion in liabilities and \$2.11 billion in policy-owner surplus. MEMBERS Life Insurance Company had \$2.69 billion in assets, \$2.57 billion in liabilities and \$19 million in equity.

¹Specific to CMFG Life Insurance Company, a part of CUNA Mutual Group, as ranked by LIMRA Secure Retirement Institute US Individual Annuity Sales Report 4Q17

IMPORTANT DISCLOSURES

Annuities are long-term insurance products designed for retirement purposes. Many variable annuities offer four main features: (1) a selection of investment options, (2) tax-deferred earnings accumulation, (3) guaranteed lifetime payout options, and (4) death benefit options. Before investing, investors should consider the annuity's investment objectives, risks, charges and expenses. The prospectus contains this and other information. Please encourage your clients to read it carefully.

Annuity contract values, death benefits and other values fluctuate based on the performance of the investment options and may be worth more or less than the total purchase payment when surrendered. **All guarantees are backed by the claims-paying ability of MEMBERS Life Insurance Company (MEMBERS Life) and do not extend to the performance of the underlying accounts which can fluctuate with changes in market conditions.** Withdrawals may be subject to surrender charges, and may also be subject to a market value adjustment (MVA). The MVA can have a positive or negative impact on contract values, depending on how interest rates have changed since the contract was issued. The range of fees and charges for the MEMBERS® Horizon includes a contract fee of 1.50% to 1.75%, surrender charges of 0% to 9% and management fees that vary by Variable subaccount investment option.

Hypothetical examples do not represent any specific annuity contract and may not be used to project or predict investment results. Investors may not invest directly in an index. Rate caps vary by index and by Risk Control account and can be adjusted annually on Risk Control account anniversary, subject to a minimum rate cap of 1.00% and a bailout provision. A bailout rate is set for each risk control account. If the rate cap for a given year is declared below that rate, investors may transfer their value from that risk control account to the variable subaccounts. Investors have 30 days after their risk control account anniversary to make this transfer.

Withdrawals of taxable amounts are subject to ordinary income tax, and if taken before age 59½ may be subject to a 10% federal tax penalty. If an investor is considering purchasing an annuity as an IRA or other tax-qualified plan, they should consider benefits other than tax deferral since those plans already provide tax-deferred status. MEMBERS Life does not provide tax or legal advice. A licensed professional should be contacted.

There is no guarantee that the S&P 500 Index will be available during the entire time an investor owns their contract. We reserve the right to add, delete or substitute an Index. If we substitute an index, the performance of the new Index may differ from the original Index. This, in turn, may affect the performance of Risk Control accounts. We will not substitute an Index until approved by the insurance department in the investor's state. We reserve the right to add or substitute a Risk Control account. We will notify investors of any change in a Risk Control account or Index in advance. Notification will be in their annual report unless timing of any such change would cause us to send notification prior to their Risk Control account anniversary.

The S&P 500 Index is a product of S&P Dow Jones Indices LLC ("SPDJ"), and has been licensed for use by CMFG Life Insurance Company (CMFG Life). MEMBERS Life is a wholly-owned indirect subsidiary of CMFG Life. Standard & Poor's®, S&P® and S&P 500® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by CMFG Life Insurance Company. MEMBERS® Horizon is not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, their respective affiliates, and none of such parties make any representation regarding the advisability of investing in this product nor do they have any liability for any errors, omissions or interruptions of the S&P 500 Index. The S&P 500 Index does not include dividends paid by the underlying companies.

MEMBERS® Horizon is not sponsored, endorsed, issued, sold or promoted by MSCI, and MSCI bears no liability with respect to this product or any index on which it is based. The prospectus contains a more detailed description of the limited relationship MSCI has with CMFG Life Insurance Company and any related products.

CUNA Mutual Group is the marketing name for CUNA Mutual Holding Company, a mutual insurance holding company, its subsidiaries and affiliates. Annuities are issued by CMFG Life Insurance Company (CMFG Life) and MEMBERS Life Insurance Company (MEMBERS Life) and distributed by their affiliate, CUNA Brokerage Services, Inc., member FINRA/SIPC, a registered broker/dealer and investment advisor, 2000 Heritage Way, Waverly, IA, 50677. CMFG Life and MEMBERS Life are stock insurance companies. MEMBERS® is a registered trademark of CMFG Life Insurance Company. **Investment and insurance products are not federally insured, may involve investment risk, may lose value and are not obligations of or guaranteed by any depository or lending institution.** All contracts and forms may vary by state, and may not be available in all states or through all broker/dealers. Base policy forms 2015-VA-B and 2015-VA-C.

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CONTACT INFO

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