

# J.P. Morgan Strategic Balanced<sup>SM</sup> Index

Sponsored by J.P. Morgan Securities LLC

Featured in Indextra<sup>®</sup> Series Fixed Indexed Annuity



Client Overview

 **W&S Financial  
Group Distributors**  
A member of Western & Southern Financial Group

Issuer: Integrity Life Insurance Company

# J.P. Morgan Strategic Balanced<sup>SM</sup> Index

## Chart a Course with Indextra

The Indextra Series of products (Indextra) combines growth potential and income guarantees. Among its allocation options are some tied to the **J.P. Morgan Strategic Balanced<sup>SM</sup> Index** (the Index). Issued by Integrity Life Insurance Company (Integrity Life), Indextra is a single premium deferred fixed indexed annuity. It earns interest based on changes in a market index, which measures how markets or parts of markets perform.

## An Index Designed for Stable Growth

Indextra offers one-, two- and three-year allocation options that reflect the performance of the **J.P. Morgan Strategic Balanced<sup>SM</sup> Index**. Two components, one growth and one income, make up the rules-based Index:

- 1 High Dividend Stocks | PowerShares S&P 500<sup>®</sup> High Dividend Low Volatility Portfolio**  
High dividend stocks screened for volatility comprise the growth component of the Index. Using the 75 highest yielding stocks in the S&P 500, this ETF identifies the 50 least volatile. It then weights them by dividend yield. The ETF combines two investment themes: income and low volatility.
- 2 Dynamically Rebalanced Bonds | J.P. Morgan Total Return<sup>SM</sup> Index**  
Employing a dynamic, momentum-based allocation approach, the index combines traditional fixed income with opportunistic investing. It uses ETFs to allocate among 12 asset classes encompassing four market sectors (U.S. Treasuries, investment-grade credit, other government or agency bonds and other credit-based constituents). Bonds historically provide a measure of stability relative to the volatility of stocks.

## An Index Weighted to Seek Smoother Returns for Interest Crediting

The **J.P. Morgan Strategic Balanced<sup>SM</sup> Index** rebalances between its stock and bond components on a daily basis. Rebalancing dissimilar asset classes may dampen risk and smooth returns in both rising and falling markets. **The Index targets a 6% volatility<sup>1</sup>**. Still, Index objectives may not be met and may not protect against market risk.



### About J.P. Morgan Chase & Co.

JPMorgan Chase & Co. is a leading global financial services firm with assets of \$2.5 trillion and operations worldwide. The firm is a leader in investment banking, financial services for consumers and small businesses, commercial banking, financial transaction processing, and asset management. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its J.P. Morgan and Chase brands.

### About Indextra

Indextra is an annuity contract. It is designed to help address your long-term retirement income needs. It is not a security. It does not participate in the stock market or any index. The J.P. Morgan Strategic Balanced Index allocation option is just one of the paths available to you. Talk to your financial representative to consider if its strategy may suit you. Each version in the Indextra Series has a different set of current rates, including participation rates and interest rate caps. A financial representative may offer only one version.

# Seeking Smoother Returns for Your Retirement

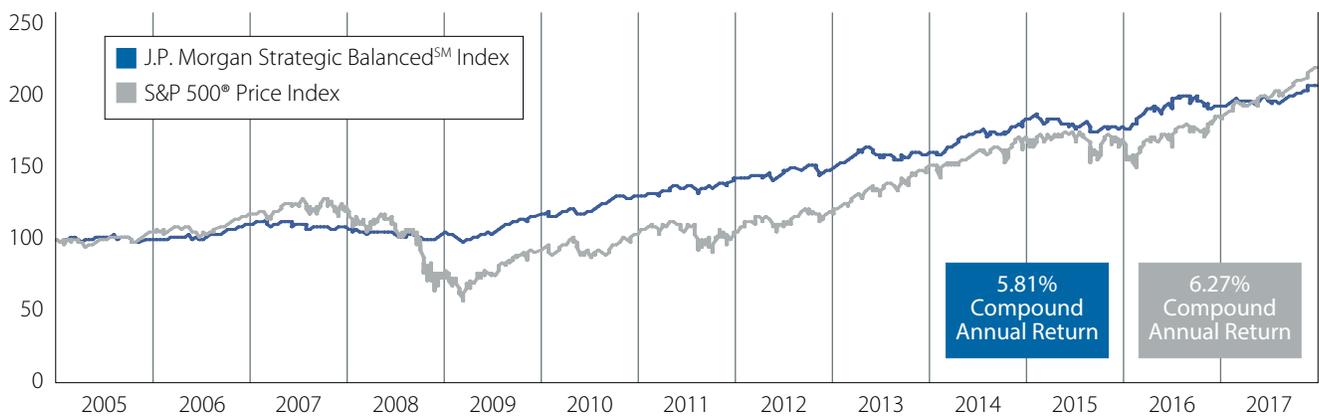
## One-, Two- and Three-Year Allocation Options

The **J.P. Morgan Strategic Balanced<sup>SM</sup> Index** allocation options credit any positive interest by measuring the Index value at two points in time (the start and end dates of the crediting period). The actual interest rate credited is the point-to-point return of the Index adjusted by a participation rate in the Indextra contract, which may be less than, equal to or greater than 100% (the minimum is 10%). The higher the participation rate, the better. A new participation rate is declared each crediting period. Typically, the longer the crediting period, the higher the participation rate.

Remember, you never participate in losses of the Index. And there's no interest rate cap imposed by Integrity Life to limit the upside return of the allocation option. Your actual return will be limited by the participation rate if it is less than 100%.

## Hypothetical Performance: January 1, 2005 – December 31, 2017

The **J.P. Morgan Strategic Balanced<sup>SM</sup> Index** began on July 17, 2017, but how might it have performed had it been around since 2005? Shown below are hypothetical one-year returns for the Index<sup>2</sup>



Annual Return	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
J.P. Morgan Strategic Balanced <sup>SM</sup> Index	-1.70%	12.54%	-3.43%	-2.66%	12.34%	11.94%	9.05%	4.15%	8.45%	13.36%	-1.75%	7.59%	7.97%
S&P 500 <sup>®</sup> Price Index	3.00%	13.62%	3.53%	-38.49%	23.45%	12.78%	0.00%	13.41%	29.60%	11.39%	-0.73%	9.54%	19.42%

**Hypothetical Index returns<sup>2</sup> reflect performance of the Index only and not the participation rates associated with Indextra. A participation rate below 100% will reduce returns and interest credited to Indextra. Hypothetical Index returns are not indicative of future results.** Back-tested performance information is solely hypothetical and for information purposes only. Index weights may not be optimal. A different combination may perform better. The Index is not actively managed. The Index tracks the excess returns of the portfolio over a cash rate and a 0.50% index fee. Hypothetical Index returns reflect this expense. Issuer is contractually bound to purchase the investments related to this option from J.P. Morgan. If the Index change over the crediting period is 0% or lower, account value is credited with 0%. Account value is credited at the end of the chosen period. Withdrawal charges reduce account value. Allocation options and crediting periods may be changed or eliminated in the future. If an index is eliminated or substantially changed by its sponsor, we will notify you and make a reasonable substitution.

For more information on the J.P. Morgan Strategic Balanced<sup>SM</sup> Index, visit [jpmorganindices.com](http://jpmorganindices.com)

- Volatility is a measurement of changes in the Index's value using standard deviation. Volatility is monitored daily and, to the extent it's necessary to meet the target, the Index is partially uninvested.
- Hypothetical back-tested data reflects application of Index methodology and selection of Index components with the benefit of hindsight. All performance data is hypothetical back-tested data using proxy performance for some underlying ETFs through April 28, 2016; hypothetical back-tested data using the actual performance of each underlying ETF from April 29, 2016 through July 16, 2017; and actual historical performance thereafter. When calculating the hypothetical back-tested performance of the Index, there were periods in which an ETF either did not exist or did not satisfy the minimum liquidity standards required for inclusion within the Index or the J.P. Morgan Total Return<sup>SM</sup> Index. In those instances, the performance of a related index (net of hypothetical expenses) was used as a proxy for that ETF. A proxy index's performance does not represent the actual historical performance of any ETF during the relevant periods. No hypothetical back-tested performance can completely account for the impact of financial risk in actual trading. Many factors not accounted for can affect actual performance. Source: J.P. Morgan Securities LLC, February 2018.

## Western & Southern: Our Strength. Your Future.



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[WSFinancialPartners.com](http://WSFinancialPartners.com)

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The J.P. Morgan Index is the exclusive property of J.P. Morgan. J.P. Morgan is under no obligation to continue compiling, calculating, maintaining or sponsoring the J.P. Morgan Index and may delegate or transfer to a third party some or all of its functions in relation to the J.P. Morgan Index.

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No actual investment which allowed tracking of the performance of the J.P. Morgan Index was possible before July 17, 2017. Any hypothetical "back-tested" information provided herein is illustrative only and derived from proprietary models designed with the benefit of hindsight based on certain data (which may or may not correspond with the data that someone else would use to back-test the J.P. Morgan Index) and assumptions and estimates (not all of which may be specified herein and which are subject to change without notice). The results obtained from different models, assumptions, estimates and/or data may be materially different from the results presented herein and such hypothetical "back-tested" information should not be considered indicative of the actual results that might be obtained from an investment or participation in a financial instrument or transaction referencing the J.P. Morgan Index. J.P. Morgan expressly disclaims any responsibility for (i) the accuracy or completeness of the models, assumptions, estimates and data used in deriving the hypothetical "back-tested" information, (ii) any errors or omissions in computing or disseminating the hypothetical "back-tested" information, and (iii) any uses to which the hypothetical "back-tested" information may be put by any recipient of such information.

Each of the above paragraphs is severable. If the contents of any such paragraph is held to be or becomes invalid or unenforceable in any respect in any jurisdiction, it shall have no effect in that respect, but without prejudice to the remainder of this notice.

Products are issued by Integrity Life Insurance Company, Cincinnati, OH. Integrity Life operates in DC and all states except NY. W&S Financial Group Distributors, Inc. is an affiliated agency of the issuer. Issuer has sole financial responsibility for its products. Both companies are members of Western & Southern Financial Group. Single Premium Deferred Annuity Contract with Indexed Interest Options series ICC14 ENT-03 1406, ICC14 EE.21 GMAV-7 1406, ICC14 EE.22 GMAV-10 1406, ICC14 EE.23 SI-MY-PTP 1406, ICC16 EE.23 SI-MY-PTP-A 1608, ICC16 EE.23 SI-MY-PTP-B 1608, ICC16 EE.23 SI-MY-PTP-C 1608, ICC16 EE.23 SI-MY-PTP-D 1608, ICC16 EE.23 SI-MY-PTP-E 1608, ICC14 EE.23 SI-PTP 1406, ICC16 EE.23 SI-PTP-A 1608, ICC16 EE.23 SI-PTP-B 1608, ICC16 EE.23 SI-PTP-C 1608, ICC16 EE.23 SI-PTP-D 1608, ICC16 EE.23 SI-PTP-E 1608, ICC15 EE.23 SI-OY-PTP 1511, ICC16 EE.23 SI-OY-PTP-A 1608, ICC16 EE.23 SI-OY-PTP-B 1608, ICC16 EE.23 SI-OY-PTP-C 1608, ICC16 EE.23 SI-OY-PTP-D 1608, ICC16 EE.23 SI-OY-PTP-E 1608, ICC14 EE.24 ROP 1406, ICC14 EE.25 WWC 1406, ICC14 ER.03 GLWB-I 1406 and ICC14 ER.04 GLWB-S 1406 issued by Integrity Life Insurance Company.

Payment of benefits under the annuity contract is the obligation of, and is guaranteed by, the insurance company issuing the annuity. Guarantees are based on the claims-paying ability of the insurer. Products are backed by the full financial strength of Integrity Life.

The Indexed Interest Options have a guaranteed interest rate that will never be less than 0%, even if the index(es) go down. The interest rate for the Fixed Interest Option is declared in advance, guaranteed for one Index Year and will never be less than 1%.

Earnings and pre-tax payments are subject to ordinary income tax at withdrawal. Withdrawals may be subject to charges. Withdrawals of taxable amounts from an annuity are subject to ordinary income tax, and, if taken before age 59½, may be subject to a 10% IRS penalty. Neither Western & Southern member companies, nor their agents, offer tax advice. Interest rates are declared by the insurance company at annual effective rates, taking into account daily compounding of interest. Product and feature availability, as well as benefit provisions, vary by state. See your financial professional for product details and limitations.

No bank guarantee	Not a deposit	May lose value	Not FDIC/NCUA insured	Not insured by any federal government agency
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