

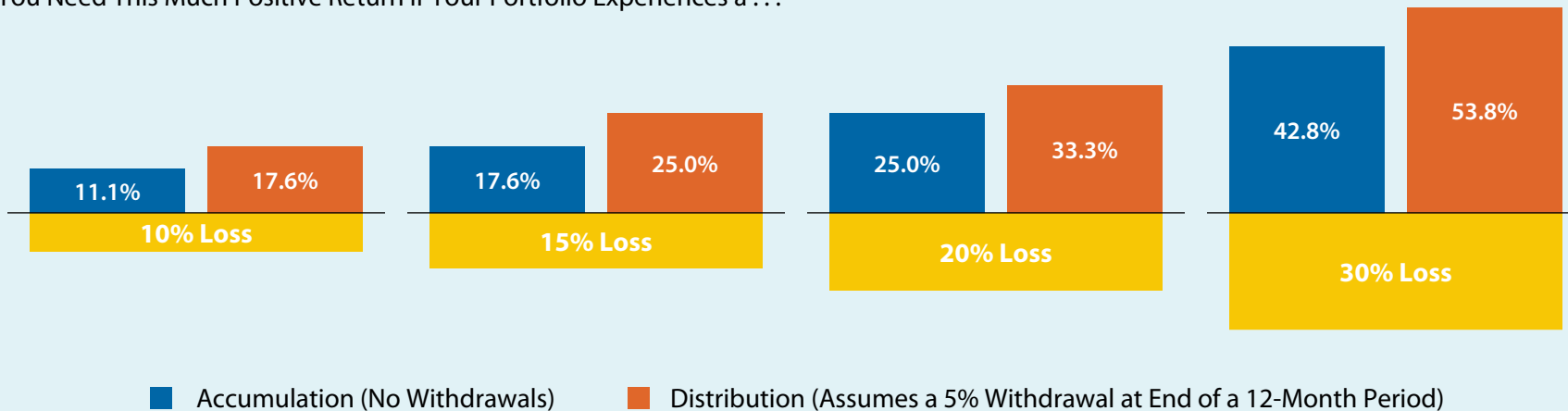
A Double Negative Is Not a Positive

Taking Income from a Down Portfolio Makes Sustaining Withdrawals More Difficult

Producing reliable, sustainable retirement income can be a considerable challenge. And doing so when the market works against you can make it even more difficult. Risk/reward tradeoffs always merit careful consideration. Past performance never guarantees future results but, as Investopedia.com observes, “the equity market is viewed as inherently risky while having the potential to deliver a higher return than other investments!” Even so, negative returns, especially ones early in retirement, can eat away at a nest egg. Taking constant withdrawals at the same time in effect locks in losses and makes recovering portfolio value even more challenging.

Getting Back to Even *During Distribution* Requires Even Greater Performance

You Need This Much Positive Return If Your Portfolio Experiences a . . .



Hypothetical example for illustrative purposes only. Not based on any particular investment. Not indicative of past or future results.

Looking to add some certainty to your retirement? Consider the confidence of an annuity.

Our Foundation of Company Strength

Western & Southern Financial Group stands strong as a family of diversified financial services providers that have demonstrated resolve and resiliency throughout challenging economic cycles. Our strength is the cornerstone of our success as evidenced in the facts below. We remain committed to helping safeguard your future well-being with a full range of risk management financial solutions.

1888
Company
Heritage

A+
A.M. Best
Rating

96
Comdex
Ranking

U.S.
Owned &
Operated

Member of a
Mutual
Holding
Company

Fortune
500
Company

WSFinancialPartners.com

¹ Investopedia.com "Debt Market vs. Equity Market: What's the Difference?," 12/13/2021.

Annuities are issued by Integrity Life Insurance Company, National Integrity Life Insurance Company or Western-Southern Life Assurance Company. W&S Financial Group Distributors, Inc., Cincinnati, OH (doing business in CA as W&S Financial Insurance Services) is an affiliated life insurance agency of the issuer. Issuer has sole financial responsibility for its products. All companies are members of Western & Southern Financial Group.

A+ AM BEST (Superior) Superior ability to meet ongoing insurance obligations. Second highest of 13 ratings; rating held since June 2009. 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 (lowest) to 100 in an effort to reduce confusion over ratings because each rating agency uses a different scale. Ratings are current as of August 2022 and are subject to change.

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

© 2020-2022 Western & Southern Financial Group. All rights reserved.