

MultiRate

Single Premium Deferred Annuity



**W&S Financial
Group Distributors**

A member of Western & Southern Financial Group

Issuer: Western-Southern Life Assurance Company

Retirement Saving Considerations

Dream of a relaxing retirement.

Dream of a comfortable lifestyle.

Dream of a secure financial future.

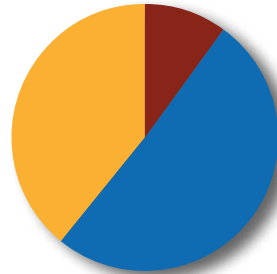
Do more than just dream it. Put your plans into action with a strategy you can believe in from a provider you can have confidence in.

Learn more about the MultiRate single premium deferred annuity issued by **Western-Southern Life Assurance Company**, Cincinnati, Ohio. Consider turning your dreams into reality.



Achieving a full and satisfying retirement requires an income that will allow you real lifestyle choices. A rule of thumb says that you will need about 70% of your working income to maintain your same standard of living during retirement. More than half of your retirement income will come from your pension and retirement savings plans and your personal resources! Will you have enough?

Your Biggest Source of Retirement Income? You.



- 39% Government**
Social Security
- 10% Employer**
Pension and Retirement Savings Plans
- 51% YOU**
Personal Investments, Savings, Earnings and Other

¹ Illustration only. Source: Fast Facts and Figures about Social Security, 2016

Consider Your Financial Future

MultiRate offers the ability to spread your premium among interest rate guarantee periods! You also enjoy benefits such as tax-deferred growth and the opportunity to receive a stream of income for as long as you live (or for your life and that of another person). For these benefits and more, consider MultiRate.



Secure Your Future

Achieving your desired retirement depends on capitalizing on the things you can control. MultiRate offers these advantages:

- Enhanced growth through tax deferral
- Attractive interest rates guaranteed for periods up to seven years¹
- Freedom to divide your premium payment among all guarantee periods¹
- First-year interest rate enhancement
- Easy access to funds
- Safety and security of premium payments made and guaranteed minimum interest rate
- Bypass of probate
- Flexible income payment options

¹ In Guam, only one guarantee period is allowed and the seven year guarantee period is not available.

Tax Diversify Your Retirement

Savings Efforts

Tap the Power of Tax Deferral

Why pay taxes today on money set aside for tomorrow? Your earnings grow tax deferred in MultiRate. Tax deferral means your money grows free of current taxes. Because taxes are due only when interest earnings are taken, your money grows faster than in a currently taxed alternative paying the same rate.

The reason:

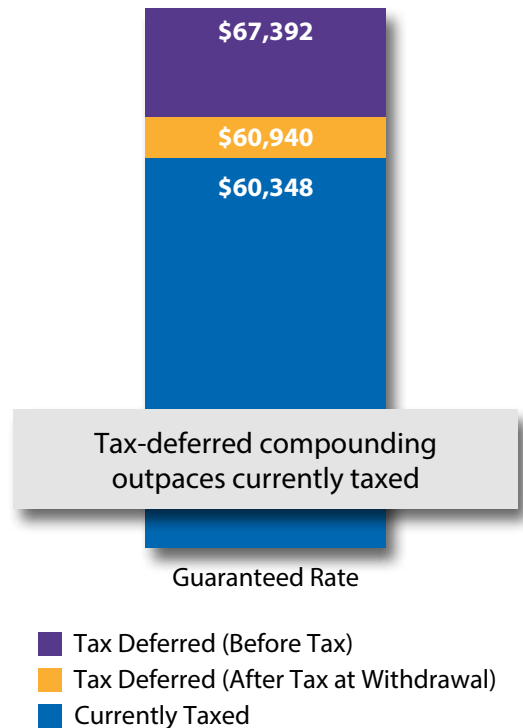
- Your money earns interest.
- Your interest earns interest.
- Your money you would have paid in taxes earns interest.

The result:

Withdrawals are considered “income first” for tax purposes. If your MultiRate income is spread over time, so too are your taxes subject to current IRS rules. You may be in a lower tax bracket when you begin withdrawing earnings. (If you own an annuity through a qualified plan or an IRA, no added tax deferral advantage exists.)

What matters isn't just how much you earn. What matters is how much you keep after taxes. See the next page for an example.

See the Tax-Deferred Difference



This hypothetical illustration demonstrates tax deferral, not the MultiRate annuity. It assumes a \$50,000 lump-sum investment compounding without withdrawals for a 30-year period with a 1% rate. Hypothetical returns neither predict nor project actual performance of any product or investment option. A combined federal and state tax rate of 37.1% (33% federal, 4.1% state) is assumed. Your actual tax rate may differ. There is a 10% federal tax penalty for annuity withdrawals before age 59½. Charges and fees of the tax-deferred product are not included. If they were, results would be lower. Lower tax rates on capital gains and dividends would make the return on the taxable investment more favorable, thereby reducing the difference in the performance between the accounts shown. Consider your personal investment horizon and tax bracket, both current and anticipated, when making an investment decision as these may further impact the results of the comparison. Tax rates and tax treatment of earnings may impact comparative results.

MultiRate's Multiple Benefits

Attractive Interest Rates

MultiRate offers attractive initial interest rates guaranteed for periods up to seven years!¹ Your premium payment can be divided among them however you choose!²

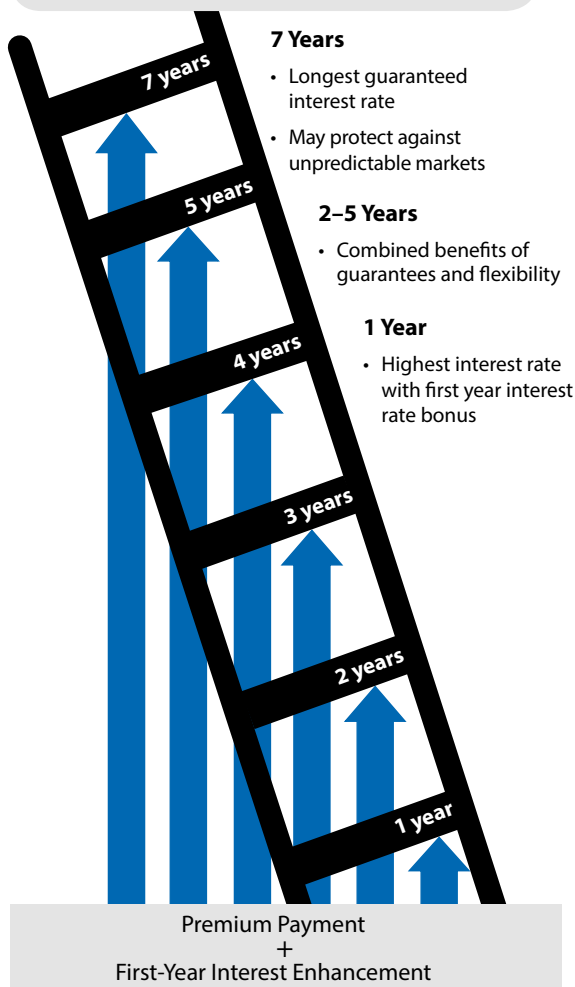
While no one can accurately predict the future direction of interest rates, MultiRate frees you from trying to time interest rate movements and having to make all or nothing decisions.

As the ladder at right illustrates, you can divide your premium payment to help moderate your exposure to interest rate cycles and diversify your returns over time.

Your financial professional can provide current interest rates.

Consider Diversification Via Laddering¹

Spread money among the guarantee periods to anticipate future rate increases, provide balance for more stability or lock in solid rates for a longer time.



1 In Guam, only one guarantee period is allowed and the seven year guarantee period is not available.
2 Minimum \$1,000 per guarantee period.

Access and Guarantees

MultiRate works best when left to grow and compound. However, you may find you need access to your funds if unexpected needs arise. That's why MultiRate offers:

- **Free Withdrawal Privileges:** Up to 10% of the contract value may be withdrawn each contract year without a surrender charge. Systematic withdrawals of either 10% of the contract value or interest earnings also are available annually without a surrender charge^{1,2}
- **Surrender Charge Waivers:** Surrender charges may be waived if you are confined to a hospital or long-term care facility for at least 30 days³. See the contract for details and additional waivers.

Guaranteed Safety

The money you place in MultiRate is 100% guaranteed by Western & Southern Life. Western & Southern Life guarantees a minimum interest rate as defined in your contract.

- 1 Earnings and pre-tax premium payments are subject to income tax at withdrawal. Withdrawals prior to age 59½ are generally subject to a 10% IRS penalty tax. Surrender charge, if applicable, is 7% of contract value in years 1–3, 6% in year 4, 5% in year 5, 4% in year 6, 3% in year 7 and 0% thereafter. Exceptions may apply.
- 2 Systematic withdrawals available by current company practice and are not guaranteed. Not available with Roth IRA plans.
- 3 Confinement waiver included with Additional Waiver of Surrender Charges Rider. Not available in Massachusetts. Home convalescent care included in Hawaii. Nursing facility or hospital in Washington.

Income and More

Guaranteed Lifetime Income

Western & Southern Life guarantees an income stream that cannot be outlived, subject to the elected income option. When it's time for you to receive retirement income (annuitize), you select the income option that best suits your needs. Choose among scheduled payments guaranteed to continue for a lifetime, income payments for a period of time or even a one-time payment. An income option selection is permanent and cannot be changed once selected.

Death Benefit Protection

If you die before retirement income payments begin, Western & Southern Life guarantees that your named beneficiary will receive the current contract value. If your contract is properly structured, it will bypass probate delays and expense. No surrender charge applies.

Consider MultiRate

A comfortable retirement is the result of careful planning and skilled execution. Consider MultiRate to help you achieve both.

Consult your financial professional for more information.

MultiRate Offers Multiple Retirement Benefits

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. Annuity products are backed by the full financial strength of Western-Southern Life Assurance Company (Western & Southern Life), Cincinnati, OH, a member of Western & Southern Financial Group. W&S Financial Group Distributors, Inc. is an affiliated agency of the issuer. Issuer has financial responsibility for its products. Western & Southern Life operates in DC, Guam and all states, except AK, NH, NY & RI.

Western & Southern member companies and their agents do not offer tax advice. For specific tax information, consult your attorney or tax advisor. Product and feature availability, as well as benefit provisions, vary by state. See your financial professional for details. Single premium deferred annuity contract series 0407-5590-I WSA and additional waiver of surrender charges rider series 9501-5200 WSA, 9801-5200 WSA and 9901-5586 WSA.

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

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Western & Southern: Our Strength. Your Future.

Built on a heritage dating to 1888, Western & Southern Financial Group today stands strong. As a dynamic family of diversified financial services providers, Western & Southern has demonstrated resolve and resiliency throughout challenging economic cycles. We are proud of our strong industry ratings. Check them at WSFinancialPartners.com/ratings.



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