

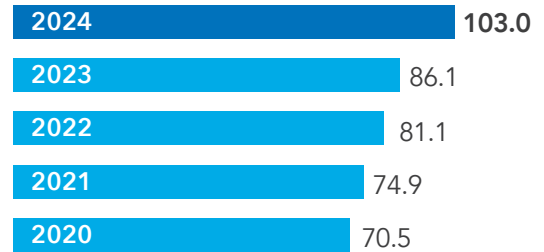


Lafayette Life Increases Dividend Rate; Approves Record \$103 Million 2024 Policyowner Payout

November 1, 2023

The Lafayette Life Insurance Company is pleased to announce that its Board of Directors has approved a record \$103 million expected dividend allocation to policyholders and will raise our dividend rate for 2024. This all-time high dividend payout marks the 119th consecutive year that Lafayette Life will be paying a dividend.

Policyholder Dividends In \$ Millions



Effective January 1, 2024, the 2024 dividend rate will be increased to 5.3% for all dividend-paying policies written after June 15, 2005. This significant payment demonstrates Lafayette Life’s unwavering commitment to providing value and continues to demonstrate our strong financial position by increasing our total dividend allocation as compared to 2023.

Delivering on Commitments

We are proud of our legacy of delivering competitive product performance, while managing risk and making prudent investment decisions that maintain the exceptional financial strength of our company. Dividends are driven primarily by investment results, mortality and overall company expenses. Lafayette Life’s disciplined approach enables us to continue to deliver on these commitments in 2024.

Our mission remains the same—to be a financially sound, highly rated, growth-oriented company, dedicated to meeting our customers’ needs and expectations for life insurance, annuity products and retirement services.

We strive to achieve our mission by:

- Ensuring company financial soundness and future policy benefits through solid business management practices and prudent investments.
- Helping clients, through our representatives, evaluate their insurance needs and recommend products that are best for their situation.
- Offering quality products and services that are fairly priced and competitively valued.
- Providing concise and understandable contracts with supportive information for the client.
- Maintaining the integrity of the company, including being forthright in all communications.



Solid Financial Strength

The chart below highlights our financial strength as a member of Western & Southern Financial Group, which is among the strongest in the industry. Please see the additional dividend guide (II-2724 11/22) for a brief overview on how the dividend scale interest rate is calculated.



Industry Ratings			
AM Best	Standard & Poor's	Fitch	Comdex ¹
A+ Superior	AA- Very Strong	AA Very Strong	96 out of 100
Superior ability to meet ongoing insurance obligations (second highest of 13 ratings; held since June 2009)	Very strong financial security characteristics (fourth highest of 21 ratings; held since August 2018)	Very strong capacity to meet policyholder and contract obligations on a timely basis (third highest of 21 ratings; held since June 2009)	Composite of all ratings a company receives

The Comdex Ranking is a composite of all the ratings a company has received from the major rating agencies. It ranks insurers on a scale of 1 to 100 (where 1 is the lowest) in an effort to reduce confusion over ratings because each rating agency uses a different scale. Ratings and ranking are subject to change. The ranking shown herein is current as of November 2023.

For more information on Lafayette Life whole life policies or questions on this dividend announcement, please contact your Regional Sales Vice President or call **866.937.5542** for the Sales Desk.

Thank you for your continued business. We look forward to working with you in 2024. Please accept our best wishes for the holiday season and for a happy and prosperous New Year.

John H. Bultema III
President and Chief Executive Officer

Larry Silverstein
Senior Vice President and Senior Distribution Officer

¹ The Lafayette Life Insurance Company is not rated by Moody's.

The ratings published in this document are current as of November 2023, and are subject to change. Ratings refer to the claims-paying ability of the insurance company and do not reflect the safety, stability or performance of any investment product. The rating agencies listed above are independent of each other and use proprietary evaluation criteria and rating scales.

This may contain information obtained from third parties, including ratings from credit ratings agencies such as Standard & Poor's. Reproduction and distribution of third party content in any form is prohibited except with the prior written permission of the related third party. Third party content providers do not guarantee the accuracy, completeness, timeliness or availability of any information, including ratings, and are not responsible for any errors or omissions (negligent or otherwise), regardless of the cause, or for the results obtained from the use of such content. THIRD PARTY CONTENT PROVIDERS GIVE NO EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE. THIRD PARTY CONTENT PROVIDERS SHALL NOT BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, EXEMPLARY, COMPENSATORY, PUNITIVE, SPECIAL OR CONSEQUENTIAL DAMAGES, COSTS, EXPENSES, LEGAL FEES, OR LOSSES (INCLUDING LOST INCOME OR PROFITS AND OPPORTUNITY COSTS OR LOSSES CAUSED BY NEGLIGENCE) IN CONNECTION WITH ANY USE OF THEIR CONTENT, INCLUDING RATINGS. Credit ratings are statements of opinions and are not statements of fact or recommendations to purchase, hold or sell securities. They do not address the suitability of securities or the suitability of securities for investment purposes, and should not be relied on as investment advice.

Dividends are not guaranteed and may be changed at any time. The Lafayette Life Insurance Company, Cincinnati, Ohio, operates in D.C. and all states except New York. Life Insurance products are issued and guaranteed by the Lafayette Life Insurance Company. Guarantees are based on the claims-paying ability of the company. Check the Lafayette Life website (www.llic.com) for state-specific limitations.

Life insurance products are not bank products, are not a deposit, are not insured by the FDIC or any other federal entity, have no bank guarantee, and may lose value.

© 2017-23 The Lafayette Life Insurance Company. All rights reserved.