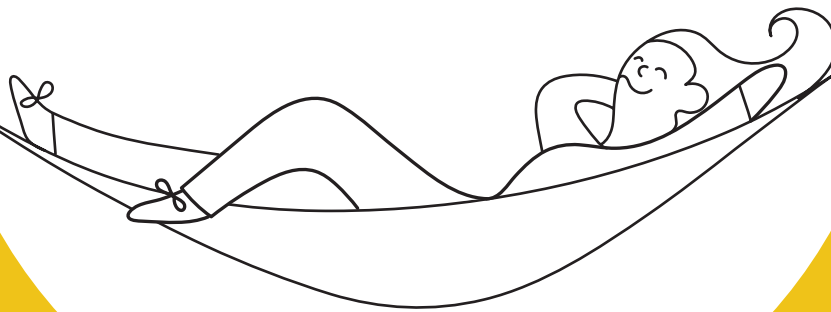


**We'll always be
— Wellabe**



wellabe[®]

2023 Annual Report

Introducing Wellabe

The name Wellabe comes from the phrase, “We’ll always be.” It’s a simple but accurate reflection of not just what we do, but who we are. We’ll always be here — to serve, to find solutions, to build relationships, and to help our customers prepare for good days and bad. It’s who we’ve always been and who we’ll always be.

OUR PURPOSE

To empower people to be well — well prepared and well protected.

OUR VISION

To be the most trusted provider of health and wealth solutions in an increasingly connected world.

OUR MISSION

To make every day better by always being here, doing what is right, and providing solutions that make a difference.



wellabe

A letter from Tom

Our business is always adapting and continuously improving to meet the needs of our customers. We embrace change, recognizing getting comfortable with being uncomfortable is the best way to grow and stretch our organization. And in 2023, we took the idea of transformation to a new level with transitions that will have a profound impact on the future of our organization.



We'll always be — Wellabe

In June, we officially launched our new brand, Wellabe. With the rise of the experience economy, the importance of brand has never been more significant. This was not just about changing our name, logo, or tagline. It was about implementing a unified brand strategy to help us transform our company by creating brand loyalty and an emotional connection with our customers.

The move to Wellabe was a tremendous shift for our organization, bringing our house of brands under one name to strengthen our position in the market and increase visibility. Starting with research and a thorough discovery process, through the creation, development, and delivery of all the essential brand components, our entire team worked together to bring Wellabe to life for our employees, customers, and distribution partners.

The name Wellabe comes from the phrase, “We’ll always be.” It’s an extension of our promise to always be here for our customers. As Wellabe, we have emerged with greater relevance, clarity, leverage, differentiation, and energy, so we can capitalize on our overall size and strength as one team with one purpose — to empower people to be well.

New leadership in 2024

The second significant transition is one that is both exciting, and personally, a little bittersweet. At the end of 2023, I retired from my position as President and CEO. The mutual holding company board of directors named Dave Keith as my successor.

Since joining the organization in 2016, Dave has made significant contributions to our leadership team. In his most recent role as President of Insurance Solutions, Dave led the sales, product solutions, customer service, and technology teams, as well as Wellabe Ventures.

I look forward to continuing to serve the company as Chairman of the Board. I’m excited, not only about where we are as a company, but where we are going. Through Dave’s leadership and with a talented team behind him, Wellabe’s momentum will continue to propel us forward.

Sincerely,



Tom Swank
Chairman of the Board

A note from Dave

When I began my journey with this organization, I knew immediately that I was part of something special. I joined a company that was not only financially strong, but also truly cared about our customers, our distribution partners, our communities, and each other.

As I begin my new role, I plan to build on our strengths by incorporating our vision to be the most trusted provider of health and wealth solutions in an increasingly connected world into our strategic plan.

In my time with Wellabe, I have been impressed and encouraged by the extraordinary talent, industry-leading solutions, and passion to help our customers. I am so proud to have this opportunity to lead Wellabe into the future.

Sincerely,

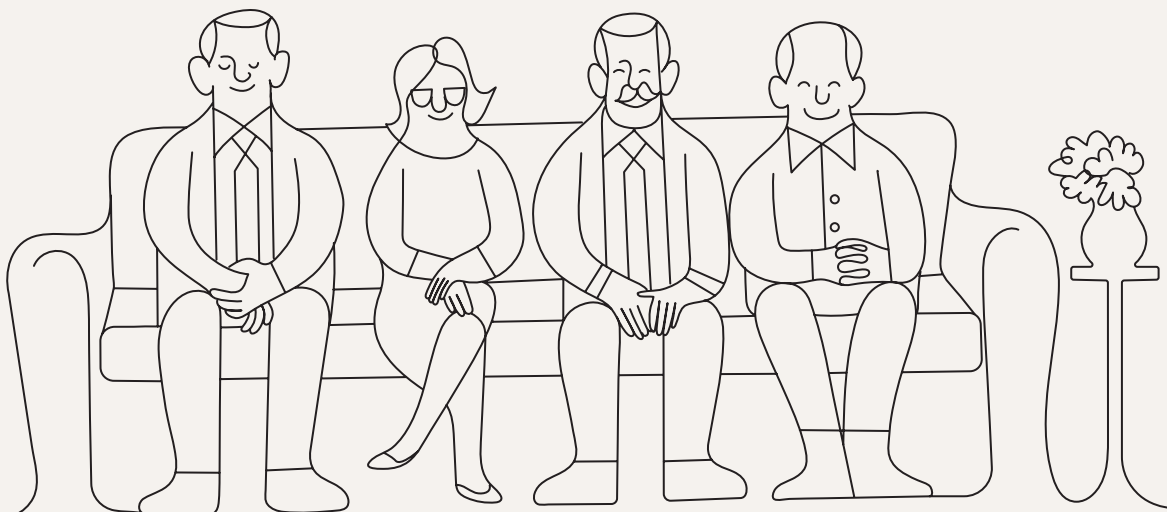


Dave Keith
CEO



Telling our story through shared values

At Wellabe, we believe we should do more, worry less, and make every day better. Since 1929, we have provided solutions to help our customers protect their health and financial well-being. Every day we show we care through our shared values and doing what's right. We'll always be here helping people be well so they can prepare for tomorrow and live better today.



Be dedicated

Dedication is about more than how you spend your time. It's about what's in your heart.

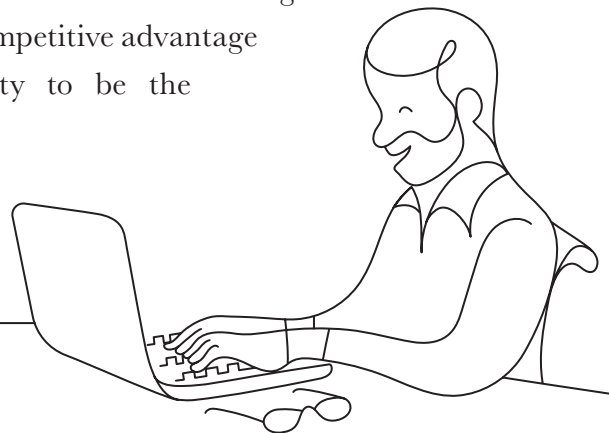
Wellabe is deeply dedicated to our customers and their well-being. With our words, our actions, and our attitudes, we are focused on delivering solutions and services that make each customer's experience remarkable.

When providing insurance and financial solutions, Wellabe has always focused on offering the right products to meet the needs of our customers. But in our increasingly connected world, the way in which we deliver those products must evolve to remain relevant.

In 2023, Wellabe introduced Platform Partners, a new channel that allows distribution partners to use their own electronic application tools to submit applications for Wellabe products. This is done by utilizing Application Programming Interfaces (APIs), a virtually instantaneous way of passing data.

Our self-service portal was designed to make it as easy as possible to do business with us. Its robust features, like detailed documentation and code samples, make the integration between the distribution partner and Wellabe seamless. We also offer several API options that allow our partners to submit new applications, register new agents, and receive rate quotes in real time.

Implementing Platform Partners streamlines the application submission process by allowing agents to use the e-application tool they're already familiar with. The New Business API returns an underwriting decision for their client's application within a few seconds. Introducing this new channel gives Wellabe a competitive advantage by creating a greater opportunity to be the preferred choice for agents when they discuss insurance solutions with their clients.



Be trustworthy

Our customers count on us to fulfill our promises and to be reliable and real.

Wellabe will always be here — ready to serve, find solutions, build relationships, and help people prepare for good days and bad. We approach everything we do with transparency, integrity, and follow-through.

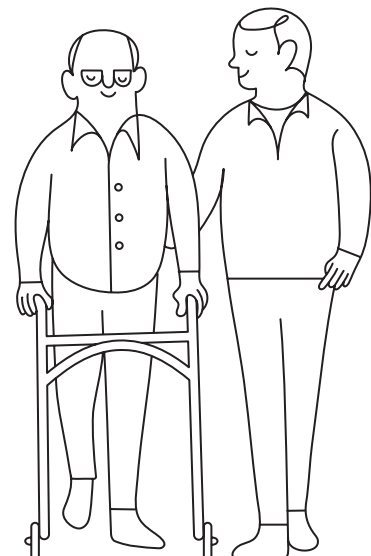


Our promise to always be here when our customers need us most is a key factor in why agents and funeral home partners choose to sell our insurance solutions.

Buddy Weir with Crowell Brothers Funeral Home and Peachtree Memorial Park in Georgia works with Wellabe because we help him be there for his clients during a difficult time.

“Wellabe has always been extremely prompt and helpful whenever I have questions about a Preneed insurance product or concerns with a policy,” said Buddy. “We continue to work with Wellabe primarily because of the strong, trusting relationships we have developed with their representatives.”

Buddy says doing business with Wellabe is easy and consistent. He knows exactly what to expect for his clients and their families when he partners with Wellabe, and he values the dependable and reliable service he receives.



Be determined

We know we've done our jobs well when we can see the difference we've made in people's lives.

Amazing things happen when we work with purpose. We'll find a way to find a way. That determination is how we create happy customers, a successful company, engaged employees, and communities that thrive.



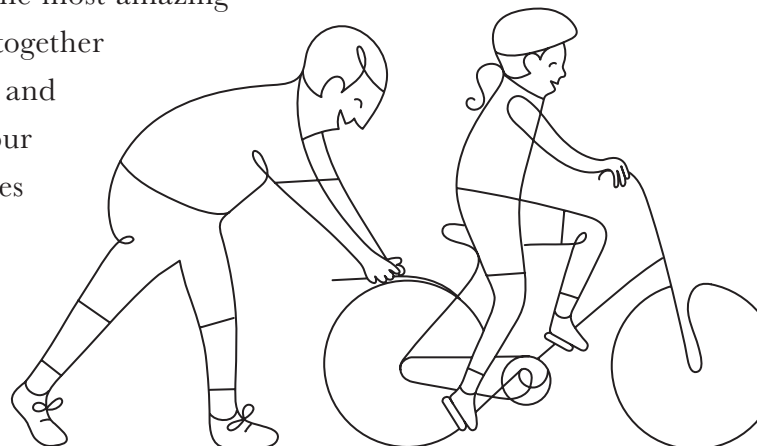
In October, the Wellabe team celebrated Customer Service Week by nominating their colleagues for a hero award and sharing praise through peer-to-peer recognition. When the submissions were tallied, Kim Samson emerged as the winner.

In her role as a Customer Success Coach, Kim is accessible to both internal and external customers. She knows she's making a difference when she can help solve a problem or provide a clear explanation of why and how decisions are made. Kim is motivated by seeing the growth, development, and success of the examiners she helps train.

One of Kim's colleagues shared: "Kim is available to anyone who needs her. She is quick with her responses, and she does what she does with a friendly and positive attitude."

"Kim has been a warm and collaborative coach since I began," shared another coworker. "She is a trusted resource and has been so caring and inclusive to me. She is an amazing part of Wellabe."

When asked what Kim loves most about her work, she explained, "I work with the most amazing team ever. We come together with a shared purpose, and we're determined to help our examiners and representatives be the best they can be."



Be collaborative

We are far more powerful together
than we ever are alone.

Wellabe is full of smart, caring, hard-working
people with a broad range of talents who
understand collaboration is key. We bring our
best selves every day, to connect with others to
solve problems, spark innovation, and bring
ideas to life.

We're actively improving our technology to align closely with Wellabe's four areas of strategic focus. It allows us to leverage our talent and technology in ways that create value and propel us forward.

From an operational perspective, updating technology reduces the time we spend on supporting legacy systems and gives us the unique opportunity to develop employee skillsets based on our specific architecture.

When it comes to customer engagement, our technical refresh efforts allow us to provide customers with options they want to use. Customers can do business with Wellabe via mobile app, online portal, telephone, or paper documents.

We're using more data to make informed decisions — working together to find new ways to use data to drive the decision-making process and be proactive in creating practical, functional reporting options. As a result, we're opening the door for the potential to invest in future growth.

Connecting resources from across the organization to collaborate and find innovative solutions has proven successful for our team as we move into the future.



Be open

Being open to new ideas, new people, and new perspectives helps us approach each situation, each interaction, and each person with care and without judgment.

Wellabe understands diversity makes us stronger. We care deeply about people and value who they are because it makes us who we are. Being respectful and open to all voices, backgrounds, cultures, and abilities helps us create better solutions to serve our customers and communities.

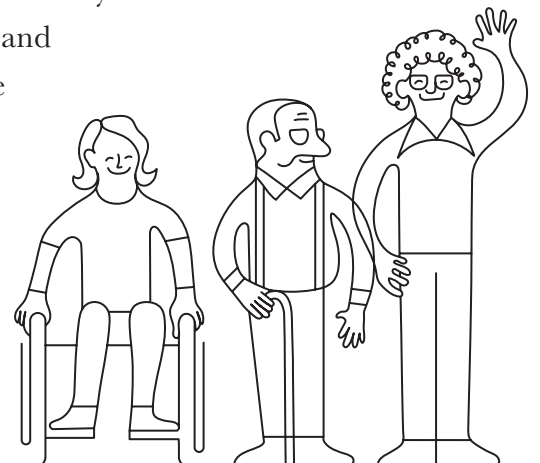
Since joining the Wellabe team in 2022, Beverly Couch has been part of the organization’s Diversity, Equity, and Inclusion (DEI) Employee Resource Group (ERG).

Beverly believes DEI in the workplace creates an open environment that supports employees, which helps foster connections, build loyalty, and encourage everyone to give feedback that advances progressive change.

“When employees have easy access to DEI policies, practices, and programs, it can prepare our workforce to meet the needs of all internal and external customers,” said Beverly. “This can have a profound impact on creating a positive culture.”

Beverly is currently a Customer Success Specialist II and serves on Wellabe’s DEI ERG. She has helped plan events and secure guest speakers who help educate employees on various topics surrounding DEI.

“I’m grateful to work for an organization that ensures employees are treated as equals, shows everyone the dignity and respect they deserve, and celebrates our unique differences so we can continue to thrive,” said Beverly.



Be generous

People helping people is who we are and who we've always been. By serving a greater purpose, our employees, customers, communities, and company all thrive.

Wellabe is filled with generous and compassionate people who like to help and are willing to give their time, energy, skills, and heart to all that matters. We are never too busy to listen and are openhanded and warm-hearted in everything we do.

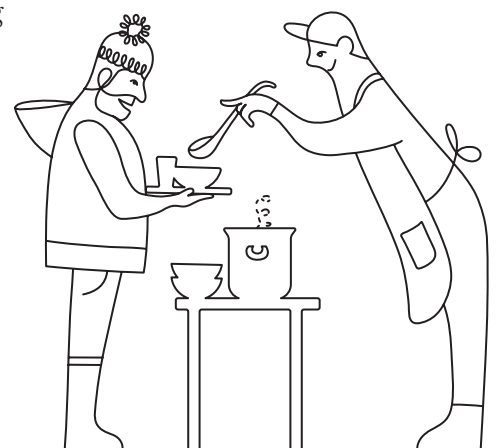


Helping others is at the core of what we do at Wellabe. From always being here when our customers need us most to volunteering in the communities we serve, Wellabe employees continuously rise to the occasion to lend a helping hand.

Since 1994, Wellabe employees have served the greater Des Moines, Iowa, community by volunteering with the WesleyLife Meals on Wheels program. Diana Lei-Butters, Wellabe Senior Human Resources Information System Analyst who coordinates Meals on Wheels volunteers, joined the program in 2020 and has enjoyed seeing it grow during the last few years.

“Wellabe makes it so easy to volunteer,” shared Diana. “When my coworker mentioned more volunteers were needed, I was happy to step in and join our volunteer group. This is an easy way to show kindness and be a good role model for my child.”

“As our longest running corporate partner, Wellabe is a tremendous asset to our program,” said Heather Stuyvesant, director of community nutrition for WesleyLife. “There are so many older adults in our community facing food insecurity and social isolation. Volunteers from Wellabe allow us to reduce our labor, gas, and mileage costs, ensuring that our limited funding goes towards serving as many meals as possible. The connections and relationships built between our clients and volunteers are also vital, as volunteers are trained to perform a well-being check, giving the families we serve peace of mind.”



Be better

Every day is an opportunity for us to learn, to be better than the day before, and be better than our customers expect.

We want to make every day better for our customers, our employees, our company, and our communities. Continuously improving through small, consistent steps is how Wellabe grows as a company and how each of us grows individually. It's about working hard because what we do matters.

As part of our culture of betterment at Wellabe, we continually seek feedback from our employees to gain a clear understanding of what we're doing well and identify opportunities where we can be better. Our annual employee engagement survey allows us to measure our progress and celebrate our success.

When asked if the organization encourages them to develop their skills, Wellabe employees responded favorably, exceeding the national benchmark by 17%.

Wellabe employees also share a positive outlook for the company. Employees are confident about the future performance of the organization with responses surpassing the national benchmark by 16%.

Reinforcing the fact that employee feedback is valued by the leadership team, the statement “Employees are encouraged to share their thoughts and views with their managers and senior leadership” topped the national benchmark by 11%.

The benefits of having engaged employees include higher productivity and a workforce that is dedicated to serving its customers. But perhaps more importantly, employees who are engaged in their work feel like they are a part of a team, collaborating to accomplish shared goals and make a difference through their work.



Corporate Social Responsibility

Our focus on becoming a more sustainable, ethical, and inclusive company is the foundation of our commitment to Corporate Social Responsibility (CSR). We take a mindful approach to integrating CSR into our culture of betterment, creating positive growth and meaningful change. At Wellabe, CSR is centered around three key areas:

DOING WHAT IS RIGHT

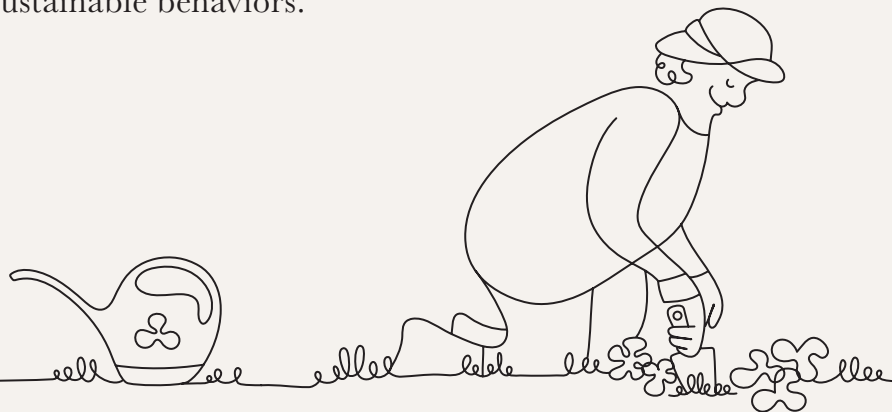
Cultivating a culture of ethics, integrity, and accountability to deliver on our promise to always be here for our customers, distribution partners, employees, and communities.

EMPOWERING PEOPLE

Fostering a culture that emphasizes the importance of diversity, equity, and inclusion to empower our employees, customers, and communities to be well.

CREATING RESILIENT FUTURES

Building a better world by being part of the solution and engaging in environmentally sustainable behaviors.



Financials and investments

Having a solid foundation is a fundamental component of our financial and investment strategy. Our insurance companies are rated A (Excellent) by AM Best, which reflects our strength and stability as an organization. Our longevity can be attributed to our diversified, high-quality assets and our dedication to investing intentionally and making deliberative decisions. We're committed to doing what is right for our customers and fulfilling our promise to always be here when they need us.

AM BEST RATING

A (Excellent)

TOTAL CAPITAL AND SURPLUS

\$734 million

NET EARNED PREMIUMS

\$745 million

TOTAL ASSETS

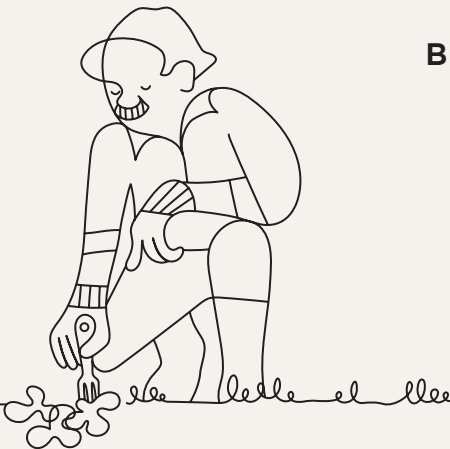
\$2.9 billion

BENEFITS AND CLAIMS PAID

\$581 million

TOTAL POLICIES

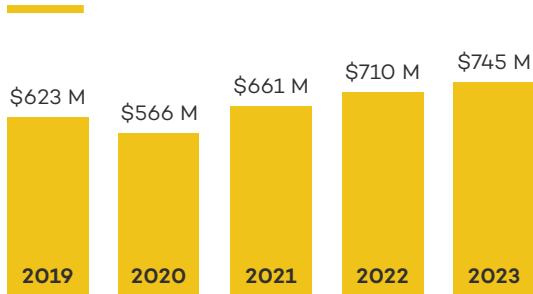
775,627



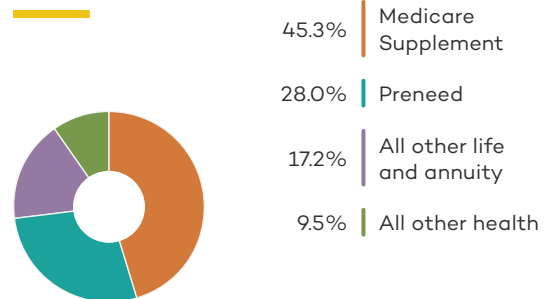
Income statement (in millions)	2019	2020	2021	2022	2023
Total revenue	\$749	\$697	\$789	\$836	\$882
Total benefits and increase in reserves	\$513	\$440	\$469	\$500	\$581
Expenses	\$197	\$193	\$289	\$331	\$322
Pretax operating income	\$39	\$63	\$31	\$4	\$(21)
Net income	\$33	\$51	\$23	\$2	\$(23) ¹
Balance sheet					
Total cash and investments	\$2,524	\$2,619	\$2,726	\$2,755	\$2,774
Total assets	\$2,626	\$2,725	\$2,832	\$2,873	\$2,921
Net policy reserves: Life	\$1,330	\$1,346	\$1,398	\$1,454	\$1,521
Net policy reserves: Accident and health	\$84	\$87	\$88	\$84	\$87
Total liabilities	\$1,935	\$1,975	\$2,055	\$2,115	\$2,187
Capital and surplus	\$691	\$750	\$777	\$758	\$734
Capital and surplus/assets	26.3%	27.5%	27.4%	26.4%	25.1%
Operating ratios					
Benefit ratio (as a percentage of premiums)	82.4%	77.8%	82.3%	82.3%	81.4%
Commission ratio	13.8%	13.9%	14.4%	15.0%	18.2%
Expense ratio (as a percentage of premiums)	13.0%	13.9%	15.1%	18.5%	16.4%

1. Negative earnings are a result of new business strain associated with investing in topline growth, both from manufactured products and institutional reinsurance, as well as a resurgence of Medicare Supplement claims post-pandemic.

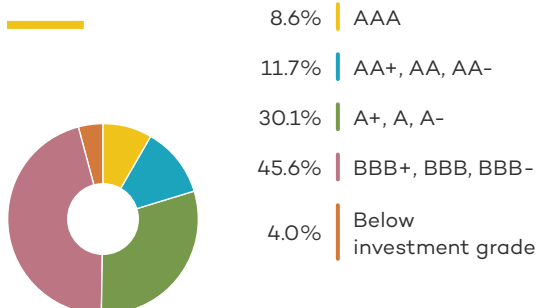
NET EARNED PREMIUMS BY YEAR



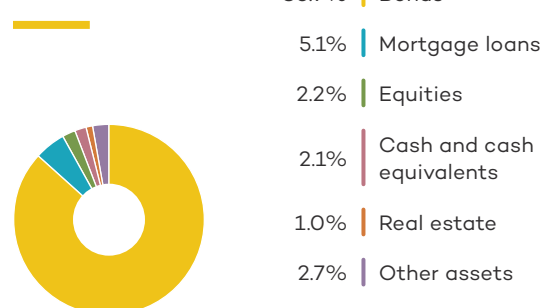
NET EARNED PREMIUMS BY PRODUCT



CREDIT RATINGS



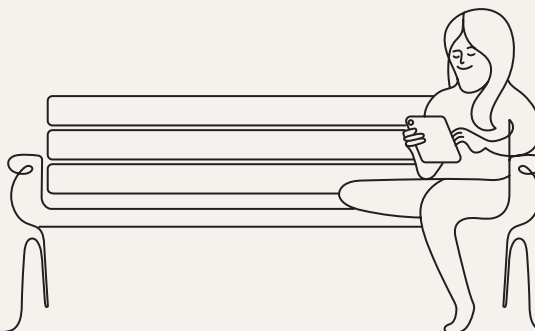
ASSET ALLOCATION



Admitted assets (unaudited/in millions)	2022	2023
Cash and invested assets		
Bonds	\$2,361.8	\$2,411.4
Preferred stocks	\$7.0	\$7.1
Common stock, at fair value	\$60.3	\$52.8
Mortgage loans	\$153.1	\$141.5
Policy loans	\$6.4	\$6.6
Real estate	\$28.1	\$27.7
Other invested assets	\$52.4	\$66.9
Cash and short-term investments	\$85.5	\$58.7
Receivables for securities	\$0.3	\$0.9
Total cash and invested assets	\$2,754.9	\$2,773.7
Electronic data processing equipment	\$0.4	\$0.6
Premiums deferred and uncollected	\$23.8	\$28.3
Investment income due and accrued	\$24.2	\$26.3
Federal income tax recoverable	\$4.9	\$10.9
Amounts recoverable from reinsurers	\$16.1	\$33.3
Deferred income tax asset	\$16.4	\$12.1
Other admitted assets	\$32.1	\$36.0
Total admitted assets	\$2,872.9	\$2,921.1
Liabilities, capital, and surplus		
Liabilities		
Life and annuity policy reserves	\$1,453.9	\$1,520.5
Accident and health policy reserves	\$84.0	\$86.8
Claim reserves	\$44.0	\$50.6
Liability for deposit-type contracts	\$358.5	\$354.1
Premium deposit funds and other	\$20.0	\$17.3
Amounts payable on reinsurance	\$20.0	\$32.8
Interest maintenance reserve	\$21.9	\$14.9
Asset valuation reserve	\$31.7	\$32.7
Liability for pension	\$13.3	\$12.5
Other liabilities	\$67.3	\$64.4
Total liabilities	\$2,114.6	\$2,186.7
Capital and surplus		
Total capital and surplus	\$758.3	\$734.5
Total liabilities, capital, and surplus	\$2,872.9	\$2,921.1

Premiums and other revenue	2022	2023
Premium and annuity considerations for life, accident, and health	\$710.3	\$744.7
Net investment income	\$99.3	\$112.6
Commissions and expense allowance on reinsurance ceded	\$9.6	\$7.5
Miscellaneous income	\$16.7	\$17.8
Total premiums and other revenue	\$835.9	\$882.5
Benefits and expenses		
Benefits paid or provided		
Accident, health, and disability benefits	\$257.6	\$312.1
Death and surrender benefits	\$179.1	\$184.1
Annuity benefits	\$4.1	\$5.1
Increase (decrease) in policy reserves	\$52.2	\$69.4
Other	\$7.4	\$10.0
Total benefits paid or provided	\$500.4	\$580.7
Insurance expenses		
Commissions	\$100.4	\$132.6
Commissions and expense allowances on reinsurance assumed	\$12.7	\$44.6
Change in modified coinsurance reserve	\$78.1	\$8.6
General insurance expenses	\$124.1	\$119.7
Insurance taxes, licenses, and fees	\$15.8	\$16.7
Total insurance expenses	\$331.1	\$322.3
Total benefits and expenses	\$831.5	\$903.0
Net income		
Gain from operations before dividend to policyholders, federal income tax expense, and net realized capital gains (losses)	\$4.4	\$(20.5)
Dividends to policyholders	\$1.3	\$1.2
Gain from operations before federal income tax expense and net realized capital gains (losses)	\$3.1	\$(21.7)
Federal income tax expense	\$0.8	\$(1.8)
Net gain from operations before net realized capital losses	\$2.3	\$(19.9)
Net realized capital gains (losses)	\$(0.3)	\$(2.7)
Net income	\$2.0	\$(22.6)¹

1. Negative earnings are a result of new business strain associated with investing in topline growth, both from manufactured products and institutional reinsurance, as well as a resurgence of Medicare Supplement claims post-pandemic.



Board of directors



Thomas A. Swank,
Chairperson of the Board

Tom Swank has served as a Director of Wellabe's Board since April 2015 and was the CEO and President of Wellabe until his retirement in December 2023. Prior to joining Wellabe, Swank was the President and CEO at Aegon Asset Management U.S., an asset management company with approximately \$250 billion under management. Swank also was the President and CEO of Aegon's Individual Savings and Retirement division, which markets mutual fund and annuity products nationally under the Transamerica brand. There, Swank led a business with \$9 billion in revenue, \$80 billion under management, and a team of 1,400 associates.



Donna J. Blank,
Director

Elected to the Wellabe Board in March 2018, Donna Blank most recently was the CFO at ZAIS Group, an alternative asset manager. Previously, she was the CFO and Executive Vice President at a publicly-traded insurance brokerage, National Financial Partners Corp. She also was the CFO at Financial Guaranty Insurance Company, both before and subsequent to its sale by GE Capital to an investor group in late 2003. Earlier in her career, she held several management positions at FGIC, GE Capital Insurance Services, and a smaller private insurance company.



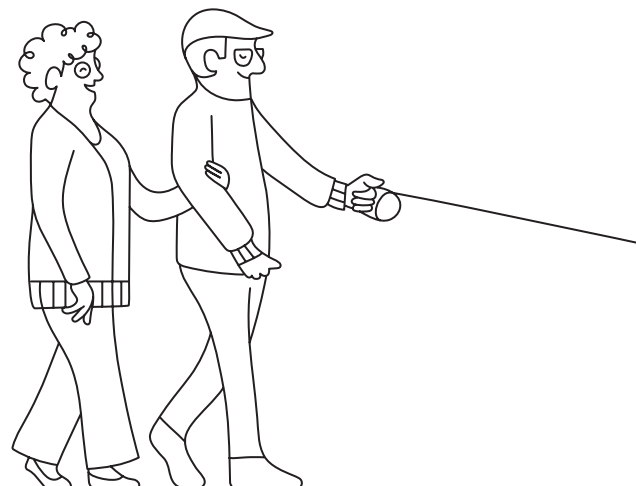
Kathryn M. Collins,
Director

Kathy Collins was elected to the Wellabe Board in March 2018. She is the Senior Vice President and Chief Revenue Officer of Frontdoor, Inc. Previously, she was the Chief Sales and Marketing Officer of Government Employees Health Association, Inc. (GEHA). She also was the Chief Marketing Officer of Massage Envy and spent 12 years at H&R Block in the role of Vice President of Marketing Communications and Brand Management. Prior to H&R Block, Collins spent nearly 15 years at Lee Jeans, a division of VF Corporation.



David J. Keith,
Director

Dave Keith is CEO and President of Wellabe. Keith joined Wellabe in 2016 as Chief Operations Officer and was elected to the Wellabe Board in March 2023. Prior to joining Wellabe, Keith was Chief Executive Officer of se2, now called Zinnia, a third-party administrator servicing insurance companies in the life and annuity industry. He started se2 from within Security Benefit where he served as Chief Information Officer and Senior Vice President of Operations.





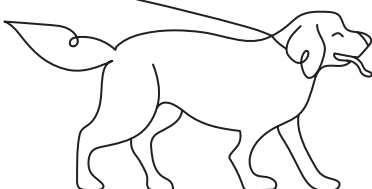
Terrance J. Lillis,
Director

Elected to the Wellabe Board in March 2020, Terry Lillis retired in 2017 as Executive Vice President and CFO of Des Moines, Iowa-based Principal Financial Group, which offers insurance solutions as well as retirement and asset management services. He joined Principal in 1982 as an actuarial student and proceeded to hold several senior actuarial, risk management, and product pricing roles before being named CFO in 2008. In 2014, Lillis was named the Deloitte CFO of the Year. He currently serves on several boards, including Citizens Financial Group, MercyOne Des Moines Medical Center, and the Simpson College Board of Trustees.



Kathleen M. Redgate,
Director

Kathy Redgate was elected to the Wellabe Board in March 2020. She is the Chief Operations Officer of Prosperity Life Insurance Group. Previously, she was Executive Vice President, Advisor to the CEO for Global Atlantic Financial Group, LLC, a leading retirement and life insurance company. She joined Global Atlantic in 2006 and held the positions of Chief Operating Officer, Chief Administrative Officer, and member of the Executive Committee. During her tenure, she worked on several large acquisitions and helped significantly increase the company's assets to more than \$75 billion under management.





Gary P. Scholten,
Director

Elected to the Wellabe Board in March 2022, Gary Scholten was the Chief Information Officer at Principal Financial Group for 18 years, with a total tenure of 40 years with the company before his retirement in 2020. Scholten stepped into the CIO role in 2002 after the company went public, focusing his responsibilities on IT governance, global sourcing and procurement, and IT strategy processes. As CIO and Chief Digital Officer, Scholten played a key leadership role in navigating Principal through a significant digital transformation effort.



James M. Whisler,
Director

Jim Whisler was elected to the Wellabe Board in March 2022. He most recently was a Principal and Health Actuarial Practice Leader at Deloitte Consulting, LLP, one of the largest consultancies in the world and where he spent over 30 years of his career (25 years as a Principal). While at Deloitte, Whisler led complex and beneficial projects for external clients, specializing within the health care space. He oversaw strategic programs in areas such as M&A, valuation of companies and lines of business, market entry, health information analytics, expert testimony, market assessment and expansion, health reform impact modeling, accountable care organization formation, and reimbursement development.



Annual meeting

Annual meeting of the members¹

This year's annual meeting will be held at 9 a.m. Central time on Tuesday, March 5, 2024, at our headquarters in Des Moines, Iowa. The only business on the agenda for this meeting is to elect directors and to receive the annual report. Identified members are invited to attend and to vote in the election of directors, but participation is voluntary.

Voting procedures

At every annual meeting, each member who was a member of record on a date fixed by the board of directors shall have one vote upon any proposition coming before the meeting. The record date will not be more than 90 days prior to the annual meeting. Votes may be cast in person or by a ballot furnished by the Company, signed by the eligible voter, and mailed or personally delivered by the eligible voter to the principal office of the Company. To be counted, the ballot must include the policy or contract

number or the billing number or numbers, be completed as prescribed in the instructions, and reach the principal office no later than the business day prior to the meeting at which it is to be voted.

About Wellabe

Wellabe, Inc., is a holding company within the Wellabe Mutual Holding Company system. Our products are underwritten by the following insurance companies:

- American Republic[®] Insurance Company
- American Republic[®] Corp Insurance Company
- Great Western Insurance Company
- Medico[®] Insurance Company
- Medico[®] Corp Life Insurance Company
- Medico[®] Life and Health Insurance Company

1. Policyholders of American Republic Insurance Company, American Republic Corp Insurance Company, Medico Insurance Company, Medico Corp Life Insurance Company, and Medico Life and Health Insurance Company are members of Wellabe Mutual Holding Company (the "Company"). As members of the Company, membership interests include the right to vote at an annual or special meeting of the Company for the election of directors and on a proposition submitted to a vote of the members, as provided by the Articles of Incorporation and the Bylaws of the Company, and such other rights as provided by law.

wellabe®
Be well.