



wellabe®

2024 Annual Report

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

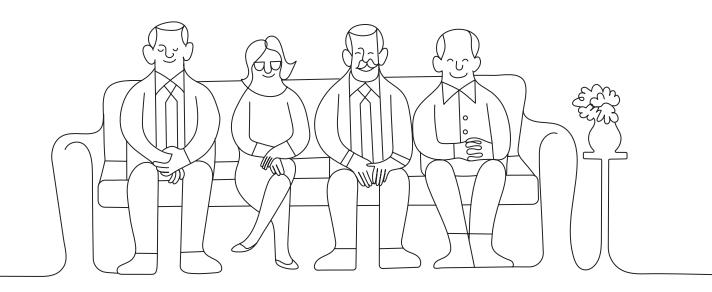
Our mission

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



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.



Letter from Dave

As the new CEO at Wellabe, I'm focused on building upon our solid foundation by executing on our vision to be the most trusted provider of health and wealth solutions in an increasingly connected world. This report provides a glimpse into the progress we made, the successes we celebrated, and the opportunities we have for future growth.



Everything we accomplished at Wellabe in 2024 is a direct result of the amazing and talented employees who are dedicated to their work and doing what's right. I'm proud of the culture we've created, where employees are empowered to bring forth new ideas and solutions that help us think differently and improve the way we do business.

The advances we make help us operate as a nimble and flexible organization that maneuvers in a world that is fast paced and constantly changing. Yet, through it all, we remain determined to uphold our promise to always be here for our customers, distribution partners, employees, and community. After all, the name Wellabe comes from the phrase, "We'll always be," and we take this to heart in everything we do.

We continue to invest in solutions that meet our customers' needs and to look for ways to make it easier for our distribution partners to do business with us. We're not only building our digital capabilities to better serve our customers and distribution partners, but we're also developing data analytic tools that help us make timely decisions and remain competitive in a data-driven economy. Embracing these tools is crucial for our long-term success.

It has been an honor to take on the role of CEO for a company that truly "walks the talk" when it comes to caring for our customers and each other. After 95 years, Wellabe remains financially strong and is prepared for continued success for the next 95 years and beyond.

Sincerely,

Dave Keith, CEO

Le well



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.

"The world waits for no one, and now our funeral home partners don't have to either," says BreAnna McGee, Business Analyst at Wellabe. "Through MyEasyClaim®, funeral homes can sign in anytime and anywhere to get a claim quote on one of their policies."

In today's fast-paced world, it's important to offer distribution partners simple tools that make it easy to do business with us when it's convenient for them. Our web-based platform, MyEasyClaim, lets our funeral home partners generate claim quotes, submit claims, and upload supporting documentation in one handy tool in a matter of minutes.

It's also essential to respond quickly to our customers' needs as our Preneed Funeral insurance business grows.

"Customers want things at their fingertips, and who can blame them, we do too," BreAnna says. "MyEasyClaim was made so that funeral homes don't have to wait to file claims and get "Customers want things at their fingertips, and who can blame them, we do too."

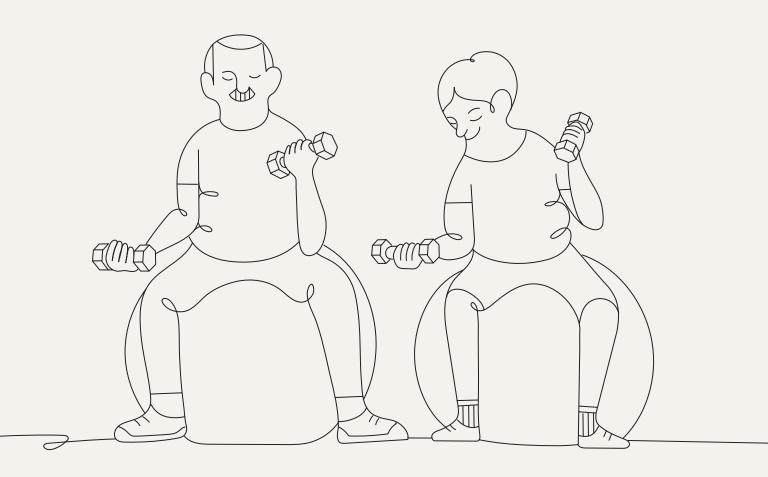
quotes. The system is fully capable of running on its own in most cases through a process known as straight-through processing. This is important because it allows for our company to expand and grow while keeping up with the demands of an ever-increasing file load."

For the dedicated team at Wellabe, it's all about doing more for our customers to make their day a little easier. With MyEasyClaim, funeral homes can spend less time on filing claims and more time on what matters most — caring for the families we all serve.

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.



Before we became Wellabe, we had mostly interacted with consumers through agents. But we knew to fully develop the Wellabe brand, we needed to build a direct connection to our customers. The quickest and most effective way to develop a customer relationship is with engagement through website content, social media, and email.

"Trust is at the core of any good relationship. The content we create and how we share it helps consumers get to know us and rely on us to explain insurance in a way they can understand," says Carrie Horn, Content Manager. "Medicare and supplemental insurance can be overwhelming and confusing. We want to educate people, so they feel confident in their purchases and know that they made the best decision for their situation."

"It's rewarding to know people trust us to help them be well."

Wellabe has built communities on Facebook, LinkedIn, Instagram, and YouTube. Having a presence on social media platforms and through digital marketing has not only introduced the Wellabe brand to a broader audience, but it also has helped us listen to our audience. We're able to better understand their interests and adapt our content to meet their needs.

In January, Wellabe launched a monthly consumer e-newsletter to connect with people who want to live well in retirement. It features topics on health and well-being, financial planning, insurance education, caregiving tips, grief support, and more. Specialized guides and checklists are also available to make planning simpler.

"The newsletter has received strong engagement since day 1," Carrie says. "Our open rate is high and our unsubscribe rate is extremely low. This shows that customers are enjoying what we're sharing and want to keep seeing the Wellabe name in their inbox. It's rewarding to know people trust us to help them be well."



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.

When Brandon Dailey with American Senior Benefits started selling insurance 12 years ago, he wasn't sure what to expect but liked the idea of working hard to meet the needs of his clients. Today, he runs an office with 20 agents in Geneva, II., that offers insurance solutions and retirement planning services.

Brandon started selling Wellabe products a few years ago after meeting sales team members at a conference. He was impressed with their knowledge of the senior health insurance market and pricing strategy.

"I tend to be quite selective when choosing the best carrier to meet the needs of our clients," says Dailey. "The amazing customer service and minimal rate increases make Wellabe an ideal choice."

In 2024, Wellabe rolled out new features designed to enhance the enrollment process for its Medicare Supplement insurance plans. Accelerated underwriting and straight-through processing for applications have made it even easier for agents like Brandon to offer Wellabe's products.

"The amazing customer service and minimal rate increases make Wellabe an ideal choice."

Dailey says he has also appreciated that he can typically submit an application in less than 10 minutes with Wellabe's MyEnroller online application tool.

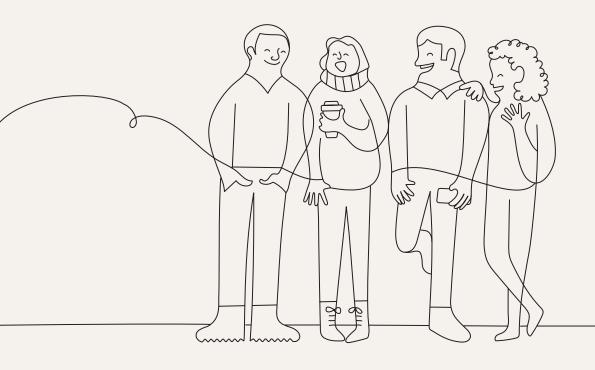
"Anything that saves time is a big win," he says. "The smooth, simplified process means our clients don't have to wait."

Dailey and his agents also don't have to wait for their commission payments, which are processed very quickly with e-applications.

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.



Continuous improvement, agility, and change have been at the forefront of Wellabe's operations for years. In 2024, we formalized our commitment to these important models by creating the Transformation Management Office (TMO).

"The TMO provides dedicated support to oversee and manage companywide change," says Sarah Consorti, Transformation Partner. "We are the central hub for managing and supporting transformation efforts."

The team says the TMO ensures every initiative aligns with Wellabe's strategic priorities, delivers measurable value, and drives operational excellence.

"Cross-functional collaboration across departments will help breakdown silos, encourage knowledge sharing, and keep everyone aligned to a common goal."

Necessary training and communication strategies will be established to make it easier for everyone to understand and adopt change. The TMO plans to gather feedback, analyze performance impacts, and adapt strategies to ensure long-term success and sustain changes.

"Cross-functional collaboration across departments will help breakdown silos, encourage knowledge sharing, and keep everyone aligned to a common goal," Sarah says.

"When reviewing processes, TMO will look at standardization, automation, and reduction of handoffs. These three guidelines will help us determine the best course of action," says David Racki, Senior Transformation Partner. "The TMO will work with leaders to ensure process changes continue to be followed throughout the organization."



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.

Wellabe creates a culture where everyone feels welcome and cared for by celebrating what makes us each unique. Our Employee Resource Groups (ERGs) offer experiences for employees to expand their viewpoints through education and hands-on activities.

"Well-being speaks to caring for others, and to remain authentic outside our workplace, we must first care for those within our walls. I truly value being part of this process," says Ali Sidwell, Marketing Communications Consultant and Well-being ERG member.

Wellabe's Diversity, Equity, and Inclusion (DEI) and Wellbeing ERGs teamed up this year to support adaptive sports and recreation programs offered through the local nonprofit organization, Can Play. This 3-on-3 wheelchair basketball tournament combined friendly competition with a chance to learn the daily challenges faced by individuals living with a physical disability.

"The DEI ERG features a great group of people working to ensure everyone feels welcome and supported. I love the outside speakers that present learning opportunity webinars to educate employees about different things in the community," says Mark Kennedy, Accounting Manager.

The Volunteer ERG also helped the community by offering employees chances to lend a hand — from assisting with yard work and home maintenance through Rebuilding Together to stocking shelves at a local food pantry.

"My personal background in volunteering led me to join the Volunteer ERG, and I am so glad that I did," says Michelle Ingle, Assistant General Counsel. "One favorite event is Meals from the Heartland. It's gratifying to see so many Wellabe employees volunteer. The turn out and teamwork is great!"

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.



Karen Baker, AVP of Business Solutions, knew she would join the annual United Way campaign when she began working at Wellabe five years ago. She had supported the United Way at a previous employer and wanted to carry on the tradition.

"Coordinating the United Way campaign is a way for me to connect with my colleagues beyond the day-to-day work responsibilities," says Karen. "It's a unique opportunity to strengthen our culture while allowing Wellabe employees to give back to others."

In her first year as committee cochair, Karen helped design a community-based campaign that bridged the levels of employees by

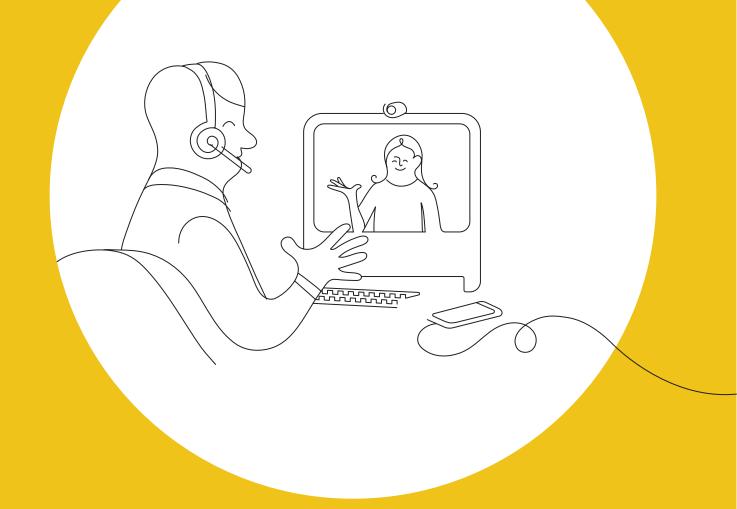
allowing them to donate time as well as dollars to the United Way. During her second stint as cochair, Karen used the feedback she received from employees the first year to build an interactive campaign in 2024. Her goal was to not only raise funds for a worthy cause, but also to make the campaign more engaging to help increase employee participation.

"It's a unique opportunity to strengthen our culture while allowing Wellabe employees to give back to others."

"Our committee created a campaign that was more communitybased and gave employees a chance to smile, have fun, and socialize with each other," says Karen.

Karen considers herself very blessed but knows that others are struggling. She appreciates that the United Way offers a variety of resources to assist individuals with their specific situations, whether they're financial issues, health concerns, or family troubles.

"It's all about giving," says Karen.



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.

Creating a data strategy roadmap was one of Wellabe's top priorities for 2024. We knew consolidating data into one location to provide easy access for everyone would be beneficial. But by transforming our infrastructure, we have enhanced how we operate by using data more fully.

Investing in our data infrastructure has led to high-quality, reliable data assets that can be leveraged extensively across the organization. We've improved trustworthiness of data and reports, increased visibility into data that matters the most, and created new capabilities for analyzing data to drive decisions.

We developed a cohesive platform that we named the Command Center and complemented it with a new Data Governance Program to ensure accuracy, accountability, and understanding. Then we created a Data Community of Practice to bring together data enthusiasts to learn from each other and gain momentum.

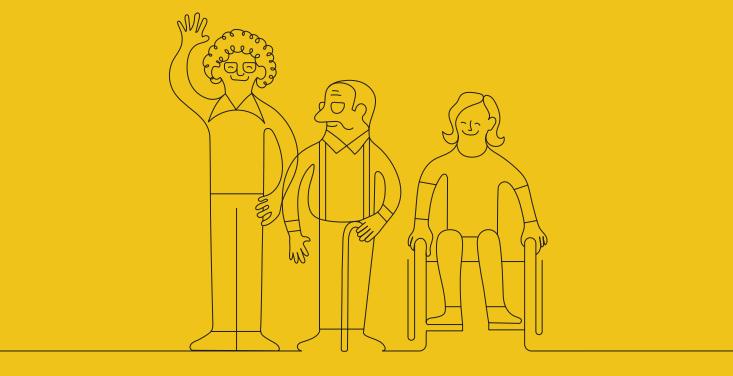
"Trust is built through quality controls and transparent communication that ensure reports are accurate and consistent," says Zach Umsted, Manager of Data Governance. "Understanding

is built through making users aware of the data available to them, teaching them how to access it, and explaining how to understand it."

Expanding our data access and reporting capabilities has helped us operate more effectively. We're taking what we learn in one area and applying best practices in new areas.

Trust is built through quality controls and transparent communication that ensure reports are accurate and consistent.

"It allows executive leadership, sales, product, and actuary to have more visibility into operational activities than ever before, which creates more sophisticated conversations," Martin Gibson, VP, Chief Administrative Officer.



Financials and investments

In April 2024, AM Best affirmed the Financial Strength Ratings of A (Excellent) and the stable outlooks for Wellabe, Inc.'s six insurance company subsidiaries. This affirmation demonstrates our excellent financial foundation and commitment to always be here for our customers. That's been our promise for 95 years and will remain as we continue to experience growth and success.

AM Best rating

A (Excellent)

Total capital and surplus

\$697 million

Net earned premiums

\$835 million

Total assets

\$3.1 billion

Benefits and claims paid

\$666 million

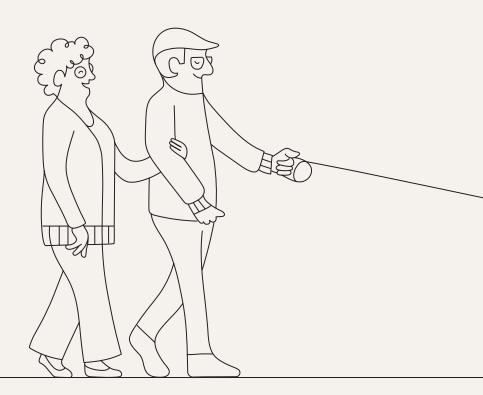
Total policies

815,166

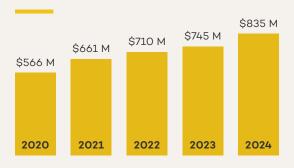


Income statement (in millions)	2020	2021	2022	2023	2024
Total revenue	\$697	\$789	\$836	\$882	\$978
Total benefits and increase in reserves	\$440	\$469	\$500	\$581	\$666
Expenses	\$193	\$289	\$331	\$322	\$350
Pretax operating income	\$63	\$31	\$4	\$(21)	\$(38)
Net income	\$51	\$23	\$2	\$(23)1	\$(50)1
Balance sheet					
Total cash and investments	\$2,619	\$2,726	\$2,755	\$2,774	\$2,908
Total assets	\$2,725	\$2,832	\$2,873	\$2,921	\$3,063
Net policy reserves: Life	\$1,346	\$1,398	\$1,454	\$1,521	\$1,599
Net policy reserves: Accident and health	\$87	\$88	\$84	\$87	\$93
Total liabilities	\$1,975	\$2,055	\$2,115	\$2,187	\$2,366
Capital and surplus	\$750	\$777	\$758	\$734	\$697
Capital and surplus/assets	27.5%	27.4%	26.4%	25.1%	22.8%
Operating ratios					
Benefit ratio (as a percentage of premiums)	77.8%	82.3%	82.3%	81.4%	84.1%
Commission ratio	13.9%	14.4%	15.0%	18.2%	18.0%
Expense ratio (as a percentage of premiums)	13.9%	15.1%	18.5%	16.4%	13.1%

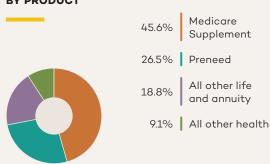
^{1.} Negative earnings are a result of new business strain associated with investing in topline growth, both from manufactured products and institutional reinsurance.



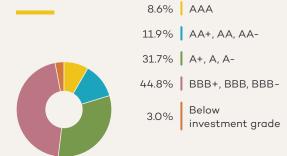
NET EARNED PREMIUMS BY YEAR



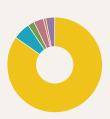
NET EARNED PREMIUMS BY PRODUCT



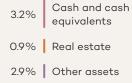
CREDIT RATINGS

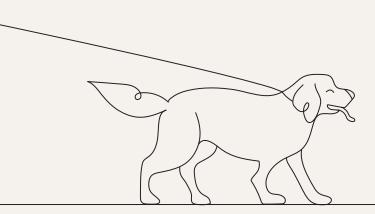


ASSET ALLOCATION



84.9%	Bonds
5.8%	Mortgage loans
2.3%	Equities





Admitted assets (unaudited/in millions)	2023	2024
Cash and invested assets		
Bonds	\$2,411.4	\$2,468.4
Preferred stocks	\$7.1	\$7.3
Common stock, at fair value	\$52.8	\$59.1
Mortgage loans	\$141.5	\$168.1
Policy loans	\$6.6	\$6.5
Real estate	\$27.7	\$27.0
Other invested assets	\$66.9	\$71.7
Cash and short-term investments	\$58.7	\$94.3
Receivables for securities	\$0.9	\$5.5
Total cash and invested assets	\$2,773.7	\$2,907.9
Electronic data processing equipment	\$0.6	\$0.3
Premiums deferred and uncollected	\$28.3	\$32.4
Investment income due and accrued	\$26.3	\$26.7
Federal income tax recoverable	\$10.9	\$0.5
Amounts recoverable from reinsurers	\$33.3	\$44.2
Deferred income tax asset	\$12.1	\$11.2
Other admitted assets	\$36.0	\$39.9
Total admitted assets	\$2,921.1	\$3,063.1
Liabilities, capital, and surplus		
Liabilities		
Life and annuity policy reserves	\$1,520.5	\$1,599.1
Accident and health policy reserves	\$86.8	\$92.5
Claim reserves	\$50.6	\$58.8
Liability for deposit-type contracts	\$354.1	\$434.3
Premium deposit funds and other	\$17.3	\$15.0
Amounts payable on reinsurance	\$32.8	\$47.1
Interest maintenance reserve	\$14.9	\$8.8
Asset valuation reserve	\$32.7	\$34.0
Liability for pension	\$12.5	\$12.2
Other liabilities	\$64.4	\$63.9
Total liabilities	\$2,186.7	\$2,365.6
Capital and surplus		
Total capital and surplus	\$734.5	\$697.4
Total liabilities, capital, and surplus	\$2,921.1	\$3,063.1

Premiums and other revenue	2023	2024
Premium and annuity considerations for life, accident, and health	\$744.7	\$834.7
Net investment income	\$112.6	\$121.0
Commissions and expense allowance on reinsurance ceded	\$7.5	\$5.8
Miscellaneous income	\$17.8	\$16.4
Total premiums and other revenue	\$882.5	\$977.8
Benefits and expenses		
Benefits paid or provided		
Accident, health, and disability benefits	\$312.1	\$364.8
Death and surrender benefits	\$184.1	\$196.5
Annuity benefits	\$5.1	\$6.3
Increase (decrease) in policy reserves	\$69.4	\$84.2
Other	\$10.0	\$14.1
Total benefits paid or provided	\$580.7	\$665.9
Insurance expenses		
Commissions	\$132.6	\$139.4
Commissions and expense allowances on reinsurance assumed	\$44.6	\$76.2
Change in modified coinsurance reserve	\$8.6	\$13.8
General insurance expenses	\$119.7	\$102.0
Insurance taxes, licenses, and fees	\$16.7	\$18.6
Total insurance expenses	\$322.3	\$349.9
Total benefits and expenses	\$903.0	\$1,015.8
Net income		
Gain from operations before dividend to policyholders, federal income tax expense, and net realized capital gains (losses)	\$(20.5)	\$(38.0)
Dividends to policyholders	\$1.2	\$1.2
Gain from operations before federal income tax expense (benefit) and net realized capital gains (losses)	\$(21.7)	\$(39.2)
Federal income tax expense (benefit)	\$(1.8)	\$10.9
Net gain from operations before net realized capital gains (losses)	\$(19.9)	\$(50.1)
Net realized capital gains (losses)	\$(2.7)	\$0.8
Net income	\$(22.6)1	\$(49.3)1

^{1.} Negative earnings are a result of new business strain associated with investing in topline growth, both from manufactured products and institutional reinsurance.

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, he was the President and CEO at Aegon Asset Management U.S., an asset management company with approximately \$250 billion under management. He 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, he 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 Marketing 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, she spent nearly 15 years at Lee Jeans, a division of VF Corporation.



Brion S. Johnson,
Director

Elected to the Wellabe Board in March 2024, Brion Johnson most recently spent 10 years with The Hartford Financial Services Group, Inc. (The Hartford), ending his tenure as Chief Investment Officer and Special Advisor to the Chief Executive Officer. In addition to these roles with The Hartford, he served as President of Hartford Investment Management Company (HIMCO) and President of Talcott Resolution before its sale. Previously, he served in multiple roles in 13 years with the U.S. subsidiaries of Prudential, plc, including his last seven as Executive Vice President and Head of Portfolio Management for PPM America, Inc. Beginning his profession as a financial analyst, Brion launched his career in investments as Director of Investment Strategy at Kemper Corporation.



David J. Keith,

Director

Dave Keith is CEO and President of Wellabe. He joined Wellabe in 2016 as Chief Operations Officer and was elected to the Wellabe Board in March 2023. Prior to joining Wellabe, he 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.



Jean C. LaTorre,
Director

Elected to the Wellabe Board in March 2024, Jean LaTorre most recently served as Executive Vice President and Chief Investment Officer of The Guardian Life Insurance Company of America. Previously, she spent 28 years at Aetna in a variety of roles, including her final 12 years as Chief Investment Officer and Corporate Economist.



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, he 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.



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. He 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, he 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, he 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 on Tuesday, March 4, 2025, at our headquarters in Des Moines, Iowa. The only business on the agenda for this meeting is to elect directors and receive the annual report. Members have been invited to attend and 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.

^{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.

About Wellabe

Wellabe Mutual Holding Company serves customers through products 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



