

**We're here  
for family –  
however you  
define it**





**At Securian Financial,  
we're here for family.  
And we're here  
because of it.**

Family doesn't have to branch from your tree, but it always shares your roots. Roots woven by common understanding, shared values and mutual respect. We're here for those who believe a rewarding life is really about being present in the here and now, and that their financial picture should support the everyday moments as much as the major milestones.



We provide insurance, investment and retirement solutions designed to give you the confidence to focus on what's truly valuable: banking memories with those who matter most.

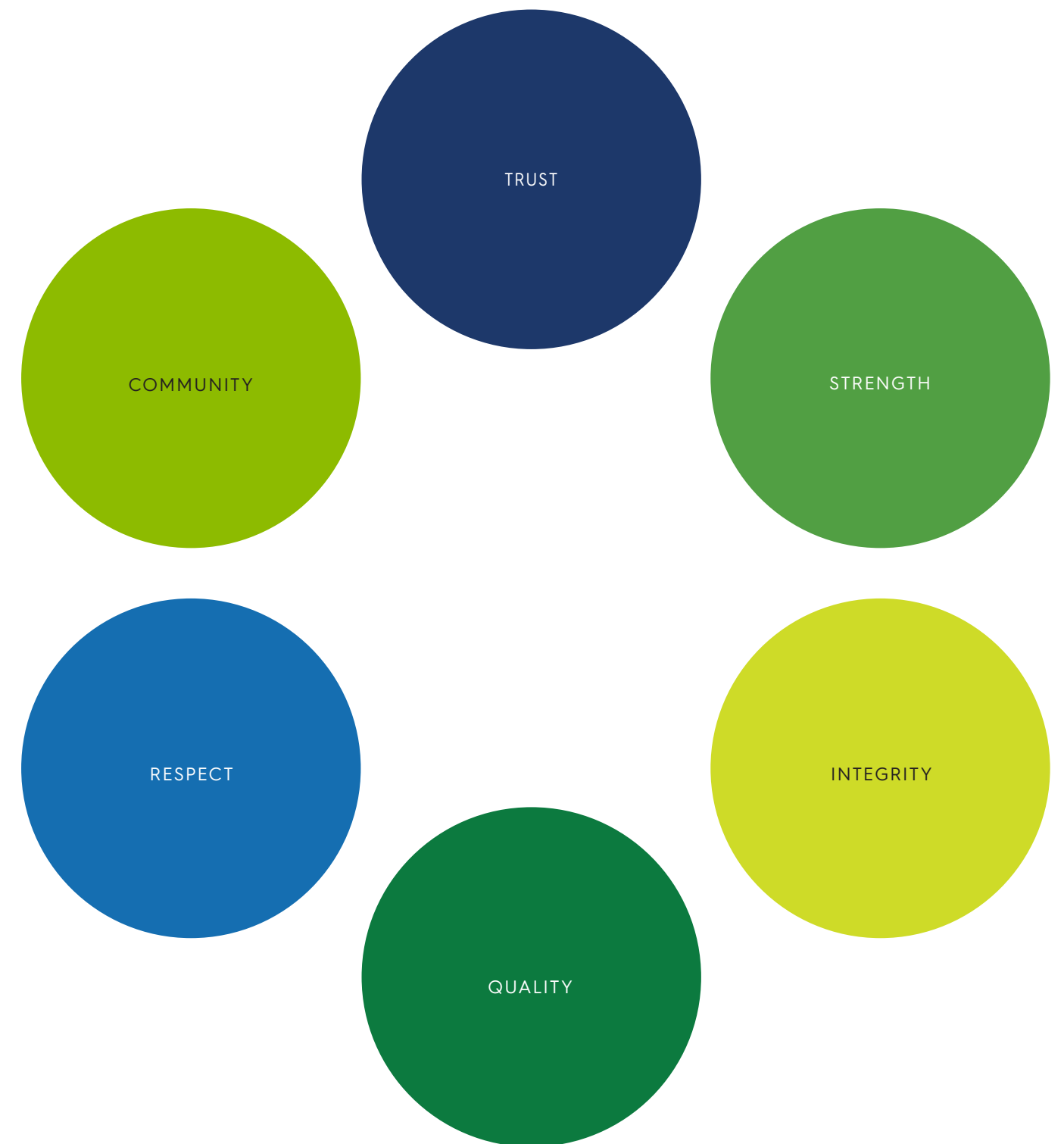




## Living our purpose and values

**We're driven by our purpose: helping our customers build secure tomorrows.** We do what we do to enable you to celebrate family, every day, no matter how you define it.

At our core is a set of values — values that we share with our customers. These values guide how we do business. Because the decisions we make matter to you and your family, and what's important to you is important to us, too.





## A rich history

Securian Financial has been protecting families for nearly 140 years. As our company has grown and evolved, we've never lost sight of those who depend on us.

# 1880

Russell Dorr founds the Bankers Association of Minnesota, the state's first life insurance company.

# 1901

The company reorganizes as a mutual life insurance company, Minnesota Mutual Life.

# 1917

Minnesota Mutual Life issues our first group life insurance policy.

# 1930

We enter the employer retirement plans market, offering our first pension plans.

# 1959

Our first loan protection program lays the foundation for the products and services we provide to credit unions and their customers today.

# 1971

We introduce Adjustable Life, the industry's first flexible life insurance policy that customers can adapt to meet changing financial needs throughout all stages of life.

# 1984

We enter the 401(k) market, create the forerunner of subsidiary Securian Asset Management and establish our broker-dealer, now Securian Financial Services.

# 1988

Variable life and annuity products launch, offering a range of investment options for individuals and families.

# 2001

We introduce the Securian brand.

# 2004

We acquire Allied Solutions, a leading distributor in the credit union market.

# 2014

We acquire a majority stake in Asset Allocation and Management Company.

# 2017

Securian Financial expands into Canada by acquiring Canadian Premier Life Insurance Company and its affiliates.





**What  
matters  
today  
matters  
always**



# Serving our customers— and their goals— in four key markets



## Individuals and families

From the everyday moments to major milestones, we understand that our customers’ most valuable asset is family—however they define it. That’s why we provide life insurance, annuities and wealth management solutions that help them continue putting family first. Because when family is cared for, our customers can thrive.



## Employers and employees

Workplace benefits are the foundation of many families’ financial futures, allowing them to focus on the moments that matter today. We provide employers group insurance, retirement plans and longevity solutions, paired with decades of expertise in the creation of specialized benefits programs—helping employees love where they work and prioritize those they love.



## Financial institutions and their customers

Many people rely on their financial institutions to protect what matters to them. And those financial institutions look to us to provide sound solutions in a market that’s constantly on the move. Our insurance, credit and debt protection products help customers spend less time worrying about their finances and more time being present in the here and now.



## Institutional investors

Institutional investors look to us to help them achieve their investment objectives. We combine a collaborative, research-driven approach with tailored investment strategies focused on achieving our customers’ goals.



## Community is another word for family

At Securian Financial, our commitment extends to the communities where we work and do business. So we make it a priority to be a good neighbor—and to give generously. Over the last 10 years, we’ve given more than \$25 million in cash gifts to support education, financial stability and prosperity, vibrant communities and responsive needs. With in-kind donations and volunteer hours, that total is nearly \$37 million. Looking forward, we’ve set our sights on doubling our annual commitment by 2021.

We’re honored to offer our time, talents and financial resources to invest in the people who make our work matter — the individuals, families and organizations who make our communities such vibrant places to live and work.







## AN EMPLOYER OF CHOICE

# Our strength comes from within

When you're a Securian Financial employee, you're part of a hard-working, high-performing, bright-thinking, make-things-happen family. One that's dedicated to helping customers focus on what matters most. And that sees your potential on day one, challenging you to grow your unique strengths as you create a career filled with opportunity, collaboration and meaning. We reward your efforts with financial benefits and the kind of encouragement that can only come from people who truly believe in you. You get the support and flexibility to become the person you want to be, at work and outside of it.

We cultivate a culture where trust, integrity, inclusion, diversity and giving back to the community are priorities. It's just part of the reason we are consistently named a top workplace, and why so many of our employees stay with us from one year to the next. For our newest team members and our most tenured, we're committed to being an employer of choice.



**At Securian Financial,  
we believe in family.**

In all its messy and wonderful glory.  
We do what we do to enable you  
to celebrate family, every day, no  
matter how you define it.





# The Securian Financial family of companies

Securian Financial Group, Inc. is the holding company parent of a group of companies that provide a broad range of financial services in the United States and Canada.

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## INSURANCE AND RETIREMENT

### Minnesota Life Insurance Company

Individual and group insurance, individual annuities, retirement plans, credit life and disability products

### Securian Life Insurance Company

A New York authorized insurer

Individual and group insurance, and individual annuities

### Securian Casualty Company

Property-casualty insurance products

### Canadian Premier Life Insurance Company

Life, credit and accident/sickness insurance products

### Legacy General Insurance Company

Life, credit and accident/sickness insurance products

### American Modern Life Insurance Company

Credit life and disability products

### Southern Pioneer Life Insurance Company

Credit life and disability products

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## WEALTH MANAGEMENT

### Securian Financial Services

Financial products and investment advisory services

### Securian Trust Company

Trust services

### CRI Securities

Financial products and investment advisory services

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## DISTRIBUTORS

### Allied Solutions

Financial institution products and services

### Valeyo

Financial institution products and services

### Ochs

Employee benefits products and services

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## ASSET MANAGEMENT

### Securian Asset Management

Asset management and investment advisory services

### AAM Insurance Investment Management

Asset management for insurance companies

Insurance products are issued by Minnesota Life Insurance Company or Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in Saint Paul, MN. Property and casualty insurance products are issued by Securian Casualty Company, a New York authorized insurer. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

Securities and investment advisory services offered through Securian Financial Services, Inc., registered investment advisor, member FINRA/SIPC, 400 Robert Street North, St. Paul, MN 55101-2098, 1-800-820-4205.

Trust services offered through Securian Trust Company, N.A.

Securian Financial is the marketing name for Securian Financial Group, Inc., and its affiliates.



INSURANCE  
INVESTMENTS  
RETIREMENT

[securian.com](http://securian.com)

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