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AmerUs Group is one of America’s leading life insurance and annuity companies. We are intensely focused on our core businesses and are committed to delivering outstanding value for our customers, distributors, associates and shareholders.

Several years ago, we recognized that the markets for asset protection and accumulation products were undergoing dramatic changes. Customers were becoming more sensitive to levels of risk and associated returns. Investment markets were becoming increasingly volatile. Industry-wide, old products and strategies were failing to address consumer demand for upside opportunity with downside protection, as well as shareholder demands for higher returns.

We set out to create a new business model that would position AmerUs Group for success in this changing environment. A model built on well-conceived products, strong distribution and the ability to quickly and effectively execute on emerging opportunities. A model designed to strengthen capital levels and deliver quality, predictable top line growth in a variety of market conditions. A model supported by a disciplined, value-added investment process and an experienced, talented team of associates focused on delivering outstanding bottom-line results.

During 2003, the benefits of this new model became clear, as it produced significant, positive results for your company – underscoring our story of accurate FORESIGHT, disciplined FOCUS and results-oriented EXECUTION.