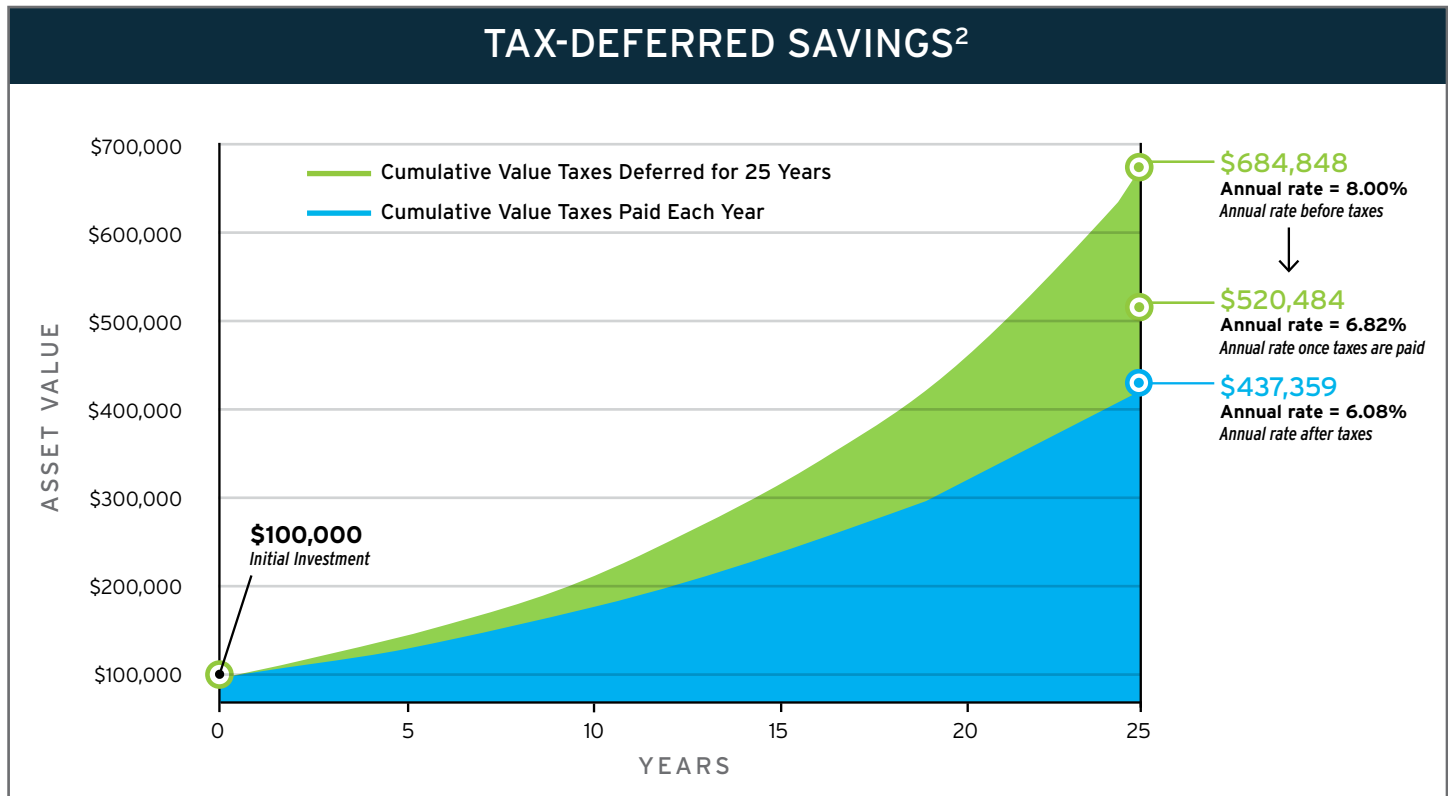


POWER OF TAX DEFERRAL

Move confidently into the future™

Taxes can have a big impact on the growth of your retirement savings.¹ An annuity has the potential to accumulate faster than a taxable investment—like a certificate of deposit (CD)—that earns a similar or lower rate of return. That's because you don't pay any income taxes on interest until you begin the annuity's payout period or take a withdrawal.

An annuity can grow faster because you earn interest on the money you would otherwise use to pay taxes. And, your interest compounds, so you earn interest on your interest. Plus, if you wait until you're retired to take a withdrawal, you may be in a lower tax bracket and owe less on the same amount of money.



Each year you remain invested in an annuity increases your potential tax-deferred advantage. **In the hypothetical example here, the tax-deferred annuity earns \$83,125 more than the taxable account over 25 years.** Even after taxes are paid, the difference is significant. When you're investing for the long

term, tax deferral can be a powerful force. Talk to your advisor about the benefits, costs and limitations of annuities.

Ask your advisor how tax deferral can help your retirement savings grow.

¹This brochure provides a brief description of tax topics and is not intended to provide tax advice. For tax or legal advice, contact a licensed professional.

²Assumes 24% federal tax bracket and 8.00% return before tax. Does not include state taxes. **This assumed rate of return involves investment risk and is not guaranteed.** Investment losses would decrease the value of tax advantages over a taxable investment. Taxes on capital gains and dividends would also affect the taxable investment's return. Withdrawals are subject to ordinary income tax, and if taken before age 59½ may be subject to a 10% federal tax penalty. Any money in a tax-deferred investment vehicle will be taxed upon withdrawal. Changes in tax rates and the tax treatment of investment earnings may impact comparative results. Investors should consider their personal investment horizon and tax brackets (both current and anticipated) when making an investment decision, since these factors may further impact the results of the comparison. As a hypothetical comparison, this chart does not indicate or represent actual guaranteed future values and does not include any charges for early surrender, which would reduce account value. The taxable example shows income taxes paid annually. Taxes on annuity interest earned are due only when you choose to receive an income or make a withdrawal. There are no additional tax benefits when an annuity is purchased as an IRA or other tax-qualified plan, since those plans already provide tax-deferred status. Annuities should be purchased as a qualified plan for the value of features other than tax deferral.

• NOT FDIC/NCUA/NCUSIF INSURED • NOT BANK OR CREDIT UNION GUARANTEED
• MAY LOSE VALUE • NOT A DEPOSIT OF ANY FINANCIAL INSTITUTION

CUNA MUTUAL GROUP

IMPORTANT DISCLOSURES

This material is informational only and is not investment advice. If you need advice regarding your financial goals and investment needs, contact a financial advisor.

All guarantees are backed by the claims-paying ability of the issuer and do not extend to the performance of the underlying accounts which can fluctuate with changes in market conditions. Past performance is no guarantee of future results.

There are distinct differences between annuities and certificates of deposit or other guaranteed fixed income instruments sold through a credit union or bank. Most certificates are considered short-term investments, while annuities are considered long-term investments. The investment in a certificate is insured by the federal government, either through the FDIC or NCUA. Any guarantees provided by an annuity are backed by an insurance company.

Withdrawals may be subject to surrender charges, and may also be subject to a market value adjustment (MVA). Withdrawals of taxable amounts are subject to ordinary income tax, and if taken before age 59½ may be subject to a 10% federal tax penalty. If you are considering purchasing an annuity as an IRA or other tax-qualified plan, you should consider benefits other than tax deferral since those plans already provide tax deferred status. The company does not provide tax or legal advice. Contact a licensed professional.

CUNA Mutual Group is the marketing name for CUNA Mutual Holding Company, a mutual insurance holding company, its subsidiaries and affiliates. Annuities are issued by CMFG Life Insurance Company (CMFG Life) and MEMBERS Life Insurance Company (MEMBERS Life) and distributed by their affiliate, CUNA Brokerage Services, Inc., member FINRA/SIPC, a registered broker/dealer and investment advisor, 2000 Heritage Way, Waverly, IA, 50677. CMFG Life and MEMBERS Life are stock insurance companies. MEMBERS® is a registered trademark of CMFG Life. **Investment and insurance products are not federally insured, may involve investment risk, may lose value and are not obligations of or guaranteed by any depository or lending institution.** All contracts and forms may vary by state, and may not be available in all states or through all broker/dealers.