



# FBL Financial Group, Inc. Deal Offers No Premium

VOTE AGAINST ADOPTING THE PROPOSED MERGER

April 2021

Supplemental Materials

# Important Information

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# FBL Stock To Trade at \$56 Without Deal

## Life Insurer Stocks Have Risen Dramatically Since FBL Undisturbed Date

### S5Life Insurance Index

- S&P Life Index has increased 50% since 9/3/20
- FBL undisturbed 9/3/20 closing price was \$37.25
- Implied FBL stock price today of \$56

### Public US Life Insurers

- Life stocks have increased 47% since 9/3/20
- FBL undisturbed 9/3/20 closing price was \$37.25
- Implied FBL stock price today of \$55

### US Life Insurers with Strong Correlation to FBL

- Life insurers with strong stock price correlation to FBL have increased 50% since 9/3/20
- FBL undisturbed 9/3/20 stock price of \$37.25
- Implied FBL stock price today of \$56

# S5LIFE Insurer Index Performance v. FBL

S5Life Insurer Index Members	April 12, 2021 Closing Price	September 3, 2020 Closing Price	Price Appreciation (9/3/2020 – 4/12/2021)
Aflac Inc	\$52.44	\$36.94	42.0%
Globe Life Inc	\$100.80	\$81.85	23.2%
Unum Group	\$28.58	\$18.39	55.4%
MetLife Inc	\$62.66	\$38.20	64.0%
Principal Financial Group Inc	\$62.88	\$42.52	47.9%
Lincoln National Corp	\$63.64	\$35.67	78.4%
Prudential Financial Inc	\$95.56	\$68.01	40.5%
S5Life Insurance Index % Change			50.2%
Current Offer v. Sep 3 2020 Close	\$56.00	\$37.25	50.3%

FBL would trade at \$56 if it tracked the S5LIFE Insurer Index since 9/3/2020

Source: Bloomberg

# US Life Insurer Stock Performance v. FBL

Name	April 12, 2021 Closing Price	September 3, 2020 Closing Price	Price Appreciation (9/3/2020 – 4/12/2021)
Aflac Inc	\$52.44	\$36.94	42.0%
American Equity Life	\$31.24	\$23.88	30.8%
Ameriprise	\$245.67	\$156.34	57.1%
Athene	\$50.80	\$35.50	43.1%
Brighthouse	\$46.72	\$30.48	53.3%
CNO	\$25.48	\$16.78	51.8%
Equitable	\$33.57	\$21.11	59.0%
Globe Life Inc	\$100.80	\$81.85	23.2%
Lincoln National Corp	\$63.64	\$35.67	78.4%
MetLife Inc	\$62.66	\$38.20	64.0%
Primerica	\$154.88	\$125.52	23.4%
Principal Financial Group Inc	\$62.88	\$42.52	47.9%
Prudential Financial Inc	\$95.56	\$68.01	40.5%
Unum Group	\$28.58	\$18.39	55.4%
Voya	\$66.88	\$50.82	31.6%
Average Stock Price % Change All US Life Co's.			46.7%
Implied FBL Stock Price			\$55.00

FBL would trade at \$55 if it tracked all US life insurers since 9/3/2020

Source: Bloomberg

# Life Stocks with Strong Correlation to FBL

	April 12, 2021 Closing Price	September 3, 2020 Closing Price	Price Appreciation (9/3/2020 – 4/12/2021)
American Equity Life	\$31.24	\$23.88	30.8%
Ameriprise	\$245.67	\$156.34	57.1%
Brighthouse	\$46.65	\$30.55	52.7%
CNO	\$25.48	\$16.78	51.8%
Globe Life Inc	\$100.80	\$81.85	23.2%
Lincoln National Corp	\$63.64	\$35.67	78.4%
MetLife Inc	\$62.66	\$38.20	64.0%
Prudential Financial Inc	\$95.56	\$68.01	40.5%
Unum Group	\$28.58	\$18.39	55.4%
Average % Chg of Strongly Correlated Life Peers			50.4%
Implied FBL Stock Price			\$56.00

FBL would trade at \$56 if it tracked strongly correlated life peers

Source: Bloomberg

Note: Stock price performance correlation is for the 3-year period ending September 3, 2020; Strong correlation defined as life insurers with .7 or greater total stock return correlation coefficient

# Deal Offers No Premium to Shareholders

- ▶ **\$56 is where FBL shares would trade without a transaction**
  - ▶ Life insurer stocks have rallied 50% since FBPCIC made its first offer
  - ▶ Adjusted for peer appreciation since September 3, 2020, the transaction price is in-line with FBL's implied price
- ▶ **Limited downside to rejecting the proposal and remaining independent**
  - ▶ In our view, FBL stock would continue to trade in-line with peers in the mid-\$50s even in the absence of a transaction
- ▶ **Vote AGAINST this inadequate transaction**