



ONE AMERICA™
Financial Partners

Putting partnership to work for you



DYNAMIC. INNOVATIVE. RESPONSIVE. Today's consumers expect these qualities from a financial services organization. In an industry that has traditionally moved at a measured, conservative pace, companies are currently looking for fresh ways to combine their existing values and strengths with the speed and flexibility needed in an evolving marketplace.



BUILT ON A SOLID FOUNDATION OF VALUES. American United Life Insurance Company® (AUL) and its predecessors were founded on principles of partnership and trust. Since 1877, we've been protecting the security of our customers and helping them meet their financial needs. Over time, our business has evolved, creating opportunities beyond the realm of traditional insurance. Our challenge has been to anticipate and act on those opportunities, while remaining true to the ideals of our forefathers.

The result is a bright, new opportunity for the enterprise — one with a finger on the pulse of the financial services marketplace, and a connection to the history and values that established our success.

Welcome to OneAmerica Financial Partners



A HISTORY OF PARTNERSHIP. Since 1877, our company has recognized and responded to the changing needs of our customers. What sets us apart is that we understand the importance of partnership in making successful transitions.

OneAmerica Financial Partners was born to reflect a dynamic business climate. Its role is to blend the best practices of partner companies to ensure continued success. This better prepares us to respond to the progressive nature of today's financial services industry.

Values are key to a company's success. OneAmerica™ reflects the values we've held dear for many years — achievement, stewardship, partnership, integrity, responsiveness and excellence. These values help define us as a performance-driven and forward-thinking company.



A NEW IDENTITY, A NEW FUTURE. OneAmerica is the union of two very distinct words that, when combined, create a powerful message. *One* represents a unified focus in our role as a provider of top-quality products and services for our customers. *America* characterizes our commitment to solid American values.



The company logo graphically represents the true spirit and excitement of the OneAmerica brand. The typeface exhibits strength, stability and a stately character. The stylized flag and red and blue colors of the graphic element pay tribute to our rich

American heritage and AUL legacy. In addition, the flag's distinctive pennant shape and raised position result in something new for the future — a banner under which all our partner companies can rally.



HELPING OUR CUSTOMERS AS THEY GROW. As the name implies, OneAmerica Financial Partners is the flagship company under which AUL, its subsidiaries and future partner companies will come together. OneAmerica's innovative alliance model of business will work to seamlessly integrate the skills and experiences of each member company. This will help us provide the markets we serve with a diverse range of financial products and services that enable our customers to attain financial security.



ONE FOCUS. ONE VISION. ONEAMERICA. Established with the future in mind, OneAmerica combines proven values with progressive thinking. Together with our partners, we look forward to serving our customers through the stages of their lives. This commitment to all stakeholders positions us to be a dynamic, evolving company in the financial services landscape for many years to come.

One focus. One vision. OneAmerica.



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