

LET US INTRODUCE OURSELVES

# We're the Banner Life family of companies

With policies underwritten by Banner Life Insurance Company and William Penn Life Insurance Company of New York, the Banner Life family of companies has been serving Americans for over 75 years. Today, we serve all 50 states and D.C. We can't wait to get to know you.

## We cover the whole you, not a series of data points

When you look in the mirror, you don't see numbers, scores, and health histories – you see you. We see how you're working to keep yourself healthy and we consider the whole you, not just the numbers.

Best class consideration for	Competitive offerings for
✓ Tobacco users three years after quitting	✓ Asthma on two medications or fewer
✓ Treated high blood pressure	✓ Anxiety/depression on one medication
✓ Treated/untreated total cholesterol under 300	✓ Controlled type II diabetes
✓ A family history of cancer	✓ Treatment-compliant sleep apnea

## We'll help get you covered with less hassle and more flexibility

We want our products to fit you, not the other way around. Our digital application can be completed in under 20 minutes, and you can go it alone or work with a financial advisor.

Our underwriting team has made things easy, using the latest tools to cut down on exams and visits to the doctor's office. We're meeting you where you are.

All of this comes with best-in-class customer service, and products you can trust. We offer seven different term lengths, from 10 years all the way up to 40 years, giving you the coverage you need for all of life's financial challenges. That coverage is backed by our outstanding financial strength,\* so you know you can count on us.

**We're here for you,  
here for good, and  
here for better.**



**Banner Life  
William Penn**  
Banner Life family of companies

\*A+ rating affirmed by A.M. Best February 14, 2025

Life insurance and retirement products are underwritten and issued by Banner Life Insurance Company, Urbana, MD and William Penn Life Insurance Company of New York, Valley Stream, NY. Banner Life products are distributed in 49 states and in D.C. William Penn products are available exclusively in New York; Banner Life is not an authorized New York insurer and does not do business in New York. Each company is solely responsible for its own financial and contractual obligations. Product guarantees are backed by the financial strength and claims paying ability of the issuing company. Policy coverage and features may not be available in all states and may vary by state. Exclusions and limitations may apply. Two-year contestability and suicide provisions apply. A one-year suicide provision applies in CO, MO, and ND. CN12292025-4