

# Why Northwestern Mutual?

## Facts for 2024

### What we do

Our vision: We exist to free Americans from financial anxiety.

That's why we approach financial planning differently. Instead of starting with our clients' finances, we start with them: their lives, their families, their priorities. So the strategies we recommend are tailored from a wide range of financial options built to reinforce each other, like investments for growth, insurance for protection, and annuities for guaranteed income in retirement – helping our clients worry less and live more.

#### Financial Planning

- Retirement Planning
- Estate Planning
- Business Planning

#### Wealth & Investment Management

- Advisory Services
- Brokerage Services
- Private Wealth Management

#### Insurance Products

- Life Insurance
- Disability & Long-term Care Insurance
- Annuities

### Profile

CEO: John E. Schliffske

Revenue: \$36 billion

FORTUNE 500® rank: No. 111

Employees: 8,283

Financial professionals: 10,300+

### Unsurpassed Financial Strength<sup>1</sup>

with total company assets of \$359 billion

**Aaa**  
HIGHEST

Moody's Investors Service

**A++**  
HIGHEST

A.M. Best Company

**AAA**  
HIGHEST

Fitch Ratings

**AA+**  
SECOND HIGHEST

S&P Global Ratings



### U.S. Independent Broker-Dealer<sup>3</sup>

Measured by 2022 revenue

### Wealth Management

**\$281 billion<sup>4</sup>**

retail investment client assets held or managed by Northwestern Mutual



Total clients

**5.1+ million**



Industry leader in total dividend payout

**\$7.3 billion<sup>6,7</sup>**

**97%**

of policyowners stay year after year<sup>2</sup>



Largest direct provider of individual life insurance in the U.S.<sup>5</sup>

### Recognized for<sup>8</sup>

"Social Responsibility,"  
"Quality of Management,"  
"Financial Soundness," and  
"Quality of Products/Services."

Figures as of or for the year ended December 31, 2023, unless otherwise noted.

<sup>1</sup> Among U.S. life insurers. Ratings are for The Northwestern Mutual Life Insurance Company and Northwestern Long Term Care Insurance Company, as of the most recent review and report by each rating agency. Ratings as of: 11/23 (Moody's Investors Service), 08/23 (A.M. Best Company), 08/23 (Fitch Ratings), 05/23 (S&P Global Ratings). Ratings are subject to change.

<sup>2</sup> Loyalty is based on Northwestern Mutual client data.

<sup>3</sup> Ranking for Northwestern Mutual Investment Services, LLC (NMIS) based on total 2022 AUM, which includes figures that combine NMIS brokerage account activity and AUM with account activity and AUM of investment advisory account of NMIS's affiliate Northwestern Mutual Wealth Management Company (NMWMC), which are held through NMIS. Source: *InvestmentNews*, April 2023.

<sup>4</sup> Combined client assets of Northwestern Mutual Investment Services, LLC (NMIS) and Northwestern Mutual Wealth Management Company (NMWMC). The advisory programs offered by NMWMC are in conjunction with brokerage services from NMWMC's affiliate, NMIS. NMIS is a wholly owned subsidiary of Northwestern Mutual.

<sup>5</sup> Latest U.S. rank as of 2022 based on direct premiums written. Source: S&P Capital IQ Pro. Prepared and calculated by Northwestern Mutual.

<sup>6</sup> Decisions with respect to the determination and allocation of divisible surplus are left to the discretion and sound business judgment of the company's Board of Trustees. There is no guaranteed specific method or formula for the determination or allocation of divisible surplus. Accordingly, the company's approach is subject to change. Neither the existence nor the amount of a dividend is guaranteed on any policy in any given policy year.

<sup>7</sup> Expected 2024 total dividend payout.

<sup>8</sup> To determine FORTUNE 2024 World's Most Admired Companies® in more than 50 industries, FORTUNE asked executives, directors, and analysts to rate enterprises in their own industry on nine criteria. Details at fortune.com.

(REV 0124)

## Who we are

Northwestern Mutual is a FORTUNE 500® company that provides a wide range of financial services to more than 5 million people.

And as a mutual company, we answer to our policyowners – not Wall Street. We began in Wisconsin in 1857, and today we're one of America's top companies, with a unique culture deeply dedicated to helping people achieve financial security.

### What sets us apart:

- Unsurpassed financial strength
- A long-term approach to planning
- Personal guidance from financial professionals
- A robust digital experience
- Low cost<sup>9</sup>



Life insurance protection in force

**\$2.3 trillion**  
for 4.3 million people

2023 insurance claims paid

**\$6.1 billion**

Life claims: \$5.2 billion  
Disability claims: \$663 million  
Long-term care claims: \$197 million

**No. 1** in Disability Income Insurance<sup>10,11</sup>

861,000 individuals  
and employees

**No. 3** in Individual Long-term Care Insurance<sup>10,11</sup>

256,500 individuals

Annuities

**\$37.2 billion**

in assets in 393,000 client contracts



Venture Investments

Funds allocated to NM Future Ventures,  
Cream City Venture Capital and  
Wisconsin Valley Ventures

**\$225+ million**

with committed capital and support for  
Female Founders and Black Founders



Giving back through  
Northwestern Mutual Foundation  
**\$490+ million<sup>12</sup>**

Children's cancer  
research funded  
**600,000+ hours<sup>12</sup>**

<sup>9</sup> According to Fitch Ratings' 2023 report, which stated, "NM is known as a lower-cost competitor in the life insurance industry."

<sup>10</sup> Source: S&P Capital IQ Pro. Prepared and calculated by Northwestern Mutual.

<sup>11</sup> U.S. rank based on direct premiums earned. Disability income insurance rank reflects Individual Business, Long-Term category (benefit periods longer than two years). Long-term care insurance rank reflects Individual Long-Term Care Insurance category. Rankings are as of 2022.

<sup>12</sup> Figures are cumulative totals.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM) (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries, including Northwestern Long Term Care Insurance Company (long-term care insurance) in Milwaukee, WI. (REV 0124)

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