

OUR CULTURE At Protective Life, our values form the basis of our culture. They inform our behavior and shape our interactions with customers and each other. We believe strongly in our mission, and employees are actively engaged in making it come alive to ensure a customer focus.

OUR MISSION We are Protective. Our mission is in our name. We are going to tear down the barriers that block people from protecting their tomorrow so they can embrace today. This will change lives. This is our purpose. This will be our legacy.

OUR VALUES Do the Right Thing. Serve People. Build Trust. Simplify Everything.

THE PROTECTIVE LIFE FOUNDATION AND CORPORATE GIVING PROGRAM

THE OBJECTIVES OF THE PROTECTIVE LIFE FOUNDATION

- 1 To contribute to the welfare and quality of life of the local community;
- 2 To be a corporate leader and a pacesetter in giving; and,
- 3 To work in partnership with other organizations, corporations and individuals to find solutions for some of the difficult human and economic situations in our community.

FIELDS OF INTEREST

- Arts & Culture
- Civic & Community
- Education
- Health & Human Services
- Environmental
- United Way
- Youth & Youth-at-Risk
- Economics

\$4.5 MILLION

TOTAL CONTRIBUTIONS IN 2018

254

NONPROFIT ORGANIZATIONS AND PROTECTIVE LIFE FOUNDATION SCHOLARS IMPACTED IN 2018

AWARDS

FIRST PLACE Birmingham Corporate Challenge 2018
2018 TOP WORK PLACES *The Cincinnati Enquirer*

WELLNESS PROGRAM

For over 30 years, Protective has offered a robust and comprehensive wellness program to its employees. At the Birmingham corporate office, employees have access to an on-site fitness center, an acute care clinic staffed with a nurse practitioner, a registered dietitian, an employee assistance program counselor and a massage therapist.

Protective also builds partnerships with health resources around its footprint to encourage participation among employees outside the Birmingham corporate office.

All employees can participate in Proactive Rewards, an online wellness platform and pedometer program to earn incentives and cash rewards for participating in various wellness activities such as:

- Completing a health screening
- Participating in a tobacco cessation program or certifying non-tobacco status
- Exercising
- Getting a flu vaccination
- Completing health education quizzes