

Delivering More Solid Financial Strength

✓ Who We Are

- Dynamic company founded in 1909, operating in 47 states (all except Alaska, Hawaii and New York), the District of Columbia and Puerto Rico, with subsidiary operations in Chile
- Affordable, comprehensive product portfolio: term, WL, UL, VUL, annuities (fixed and variable), DI, retirement products and full-service broker/dealer
- High-value, consumer needs-based products for financial security, protection and wealth accumulation
- 21 consecutive years of individual life insurance sales growth – unparalleled in the industry
- Traditional distribution system (PPGA and Career), Institutional Sales, independent broker/dealers

✓ Industry Positioning

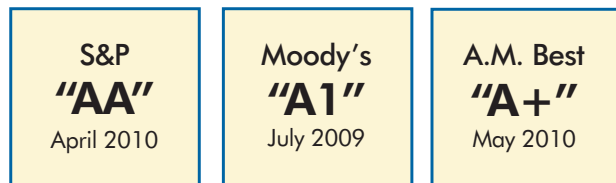
- 28th largest U.S. individual life insurance provider in terms of total company sales of periodic premium (LIMRA International, December 2009)
- 21st among Career Builder organizations (LIMRA International, December 2009)
- 15th of U.S. companies in the number of representatives earning MDRT membership (MDRT, August 2009)
- 17th largest provider of variable annuity products in the United States (VARDS, 2009)

✓ Financial Highlights

- Equity capital (including mark-to-market adjustments) grew 19.8 percent to \$1.5 billion during 2009
- Assets under management climbed to \$26.5 billion during 2009, a 10-year compound annual growth rate of 11.6 percent
- Management operating earnings were \$135 million, a 20.5 percent increase over the 2009 goal

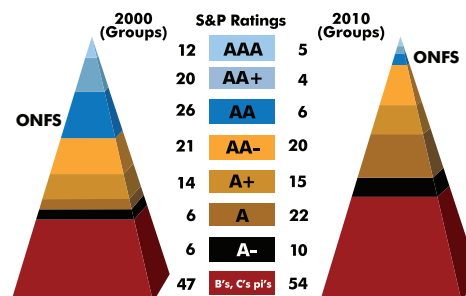
✓ Ratings

- Our excellent ratings have not changed since 1991



How Strong is Ohio National?

We are among the best in the industry.



S & P Ratings

Our ratings have remained very strong while other carriers have been downgraded over the years.

Source: S&P Global Insurer Ratings List Jan. 1-March 31, 2000, and web site August 19, 2010, including companies rated by public information.

TERM • WL • UL • VUL • ANNUITIES • DI • RETIREMENT PLANS

Standard & Poor's "AA" (Very Strong): Reaffirmed 4/10 for financial security characteristics, third-highest ranking on a 21-part scale, according to reports on www.standardandpoors.com. Moody's "A1": Reaffirmed 7/09 for insurance financial strength, fifth-highest ranking on a 21-part scale, according to reports on www.moody.com. A.M. Best "A+ (Superior)": Reaffirmed 5/10 based on balance sheet strength, operating performance and business profile, second-highest ranking of 16 categories, according to reports on www.ambest.com.

Life insurance and annuity products are issued by The Ohio National Life Insurance Company and Ohio National Life Assurance Corporation. Securities are distributed by Ohio National Equities, Inc., Member FINRA. Product, product features and rider availability vary by state. Issuers not licensed to conduct business and products not distributed in AK, HI and NY.

Ratings do not refer to the safety or performance of variable products or underlying portfolios.
FOR REPRESENTATIVE USE ONLY. NOT FOR USE WITH THE GENERAL PUBLIC.

Form D-5336-BLDR Rev. 1-11

© 2011 Ohio National Financial Services, Inc.



Delivering More Industry-Leading Products

✓ Term Life Insurance

- Some of the lowest 10-, 15- and 20-year premiums in the industry
- Limited or expanded conversion options; “Plus” products convert to all available permanent products, including #1 UL*
- Quick and easy online applications

Rate comparisons at ohionational.com/termchallenge

✓ Whole Life Insurance

- Four distinct products – one of the strongest portfolios available and the lowest-premium par WL in the industry**
- Non-direct recognition – dividends not reduced by loans
- 86 consecutive years of dividends

✓ Universal Life Insurance

- Low-premium product ranked #1 in third-party survey for nine years*

Rate comparisons at ohionational.com/ul



✓ Variable Annuities

- Powerful living and death benefit riders
- Single and flexible premiums
- More than 75 portfolio options
- Asset Allocation Models

✓ Plus...

- VUL, retirement plans, disability income insurance, and fixed annuities
- Small-businessowner solutions, including: buy-sell, executive bonus, defined benefit plans and more

✓ ONESCO Full-Service Broker/Dealer

Among the top “up and comer” broker/dealers (Financial Planning, June 2009)

- Nonproprietary products
- More than 7,000 mutual funds
- Section 529 college savings plans
- Competitive brokerage platform
- Direct participation programs
- Unit investment trusts
- Managed account programs

TERM • WL • UL • VUL • ANNUITIES • DI • RETIREMENT PLANS

* #1 in most categories for minimum premium to endow as published in Full Disclosure, Universal Life Insurance Survey, Volume 1, 2010.
 ** Product comparisons based upon data obtained through Full Disclosure for Windows 4.1, Whole Life, 2009. Full Disclosure provides comparison data concerning premiums and guaranteed cash values and benefits for 24 participating whole life products. Not all participating whole life products may be included within Full Disclosure 4.1.
 Life insurance and annuity products are issued by The Ohio National Life Insurance Company and Ohio National Life Assurance Corporation. Securities are distributed by Ohio National Equities, Inc., Member FINRA. Product, product features and rider availability vary by state. Issuers not licensed to conduct business and products not distributed in AK, HI and NY.
FOR REPRESENTATIVE USE ONLY. NOT FOR USE WITH THE GENERAL PUBLIC.

Form D-5334-BLDR Rev. 1-11



Delivering More Strong Contracts & Support

✓ Powerful Contract

- Very competitive commission potential
- Competitive trail commission options
- Liberal vesting
- Strong renewals
- Persistency and production bonuses
- No “haircut” on proprietary variable life and annuities¹
- FICA match for Career Agents
- Subsidized medical plan²
- Awards program for production and referrals

The “Profit Partnership” Program

Share in the company’s mortality profits and potentially build up to \$1 million and beyond for retirement. Assets have grown at a 16 percent CAGR over the life of the program – since 1995.

- Voluntary enrollment based on production requirements
- No initial out-of-pocket investment
- Tax-deferred account accumulation
- No sacrifice to first-year or renewal commissions
- 100 percent vested individual contributions
- Diversification – not subject to market risks

✓ Strong Service & Support

- **Orientation Support Team:** targeted training for General Agents during first 100 days
- **FASTeam:** product sales support, new business, contract status and computer support (toll-free number)
- **STARTeam:** frontline customer service resource for servicing the business needs of ONESCO representatives
- **Advanced Sales:** attorneys and CPAs offering tax and legal assistance on business and estate planning cases
- **Illustration Software:** considered one of the best in the industry
- **Underwriting:** consistent practices and direct access
- **Marketing:** needs-selling kits, client brochures, sales ideas and more
- **Big Case Team:** Advanced Sales, Underwriting and Marketing stand ready to help you place your big cases
- **Monthly e-ProCalls:** live webcasts that feature top agents on products and sales ideas
- **Seminars:** to help you maximize your contract
- **Regional Marketing Conferences:** held at a location near you – with sales ideas, product updates and case studies
- **Producer Web Site:** ranked highly in the industry
- **Brainsharks:** short, on-demand presentations featuring sales ideas, training and product updates

TERM • WL • UL • VUL • ANNUITIES • DI • RETIREMENT PLANS

¹ For representatives registered with our affiliated full-service broker/dealer, The O.N. Equity Sales Company (ONESCO).

² Eligibility depends on production level. Percentages vary depending upon level of production.

Life insurance and annuity products are issued by The Ohio National Life Insurance Company and Ohio National Life Assurance Corporation. Securities are distributed by Ohio National Equities, Inc., Member FINRA. Product, product features and rider availability vary by state. Issuers not licensed to conduct business and products not distributed in AK, HI and NY.

FOR REPRESENTATIVE USE ONLY. NOT FOR USE WITH THE GENERAL PUBLIC.

Form D-5335-BLDR Rev. 1-11