

**Analysis of Profitability by Segment**  
(Dollar amounts in thousands)

	Twelve months ended December 31,		Increase (Decrease)	
	<u>2013</u>	<u>2012</u>	<u>Amount</u>	<u>%</u>
Life insurance	\$545,059	\$509,476	\$35,583	7
Health insurance	231,807	197,341	34,466	17
Annuity	3,939	3,465	474	14
Other insurance:				
Other income	2,208	1,898	310	16
Administrative expense	-178,898	-165,405	-13,493	8
Investment	218,826	236,644	-17,818	-8
Corporate and adjustments	-34,137	-29,827	-4,310	14
	<u>788,804</u>	<u>753,592</u>	<u>35,212</u>	<u>5</u>
Pre-tax total				
Applicable taxes	-258,137	-246,945	-11,192	5
	<u>530,667</u>	<u>506,647</u>	<u>24,020</u>	<u>5</u>
Total				
Realized gains (losses) (after tax)	3,965	24,591	-20,626	
Guaranty Fund Assessment (after tax)	-751	0	-751	
Legal settlement expenses (after tax)	-5,931	0	-5,931	
Family Heritage Life acquisition adjustments (after tax)	522	-1,914	2,436	
	<u>528,472</u>	<u>529,324</u>	<u>-\$852</u>	<u>0</u>
Net Income				