



INVESTORS HERITAGE CELEBRATES 60 YEARS OF SERVICE

FRANKFORT, KY, September 30, 2020 – Investors Heritage Life Insurance Company (“Investors Heritage”) announced that this year it was recognizing its 60th year of continuous operations in its mission to provide customers with reliable insurance solutions that meet their needs and those of their loved ones.

Investors Heritage was founded in 1960 by two-term Kentucky Lieutenant Governor Harry Lee Waterfield. He was succeeded by his son Harry Lee Waterfield II, who was in turn succeeded by his nephew and the founder’s grandson Robert M. Hardy Jr., who currently serves as Chief Executive Officer.

“My grandfather founded this company with the goal of helping people during their most difficult times and that is a mission that we have maintained throughout the years,” said Hardy. “We are proud that the exceptional people who make up the Investors Heritage family are able to stand alongside our customers to lighten their load. This year as Investors Heritage turns 60, we are mindful of the many challenges that we have faced and overcome in the past and the challenges that confront us now. As my grandfather and my uncle often said to our agents and our customers, and it still holds true today: ‘We know where we are going and we invite you to go with us’.”

Investors Heritage opened its doors in 1960 as a carrier in the final-expense market and then quickly moved into preneed, both of which remain a core part of the business. The company grew strategically with several key acquisitions and assumptions over the years, including Northwest Security Life, Franklin American, Texas Memorial, and Memorial Service.

In 2011, Investors Heritage entered the retirement & savings space with the launch of its Wealth Transfer products and then extended its presence with the Heritage Builder multiyear guaranteed annuity in 2018, following a strategic partnership with Aquarian Holdings.

“What Investors Heritage has accomplished over its first 60 years has been a testament to the dedication of everyone who has helped build the company to what it is today,” said Rudy Sahay, Chairman of Investors Heritage and Managing Partner of Aquarian Holdings. “Those values – unwavering client service, a partnership approach, and innovative, dependable products – underpin our growth. We look forward to the next 60 years of ensuring that our customers can have peace of mind knowing they and their families will be taken care of.”

Inc. Magazine recently ranked Investors Heritage among the fastest growing private companies in the United States for 2020, with a 371% growth rate over the last three years,¹ making it the fastest-growing, continuously operating life insurance company on the list. In addition, for the second year in a row, S&P Global ranked Investors Heritage among the top 10 fastest growing U.S. insurers by total-filed life, annuity, and accident and health direct premiums, on volume of more than \$275 million and growth of 161% year over year.²



About Investors Heritage

Investors Heritage Life Insurance Company offers its policyholders a wide range of insurance solutions backed by a track record of exceptional service. Founded in 1960 and headquartered in Frankfort, Kentucky, the company has a rich and growing tradition of providing tools to help people build and manage their legacies as a leader in preneed and final expense policies, and through its new retirement and wealth management offerings. For more information, please visit <https://investorsheritage.com/>.

1. Inc. Magazine: www.inc.com/inc5000

2. S&P Global: <https://www.spglobal.com/marketintelligence/en/news-insights/research/fastest-growing-us-insurers-from-2019-face-vastly-different-reality-in-2020>

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