



## INVESTORS HERITAGE RANKS AS THE FASTEST-GROWING U.S. INSURER IN 2021 ACCORDING TO S&P GLOBAL

AUGUST 19, 2022, FRANKFORT, KY – Investors Heritage Life Insurance Company (“Investors Heritage”) today announced that it ranked as the fastest-growing U.S. life and annuity insurer in 2021, according to a new report from S&P Global.<sup>1</sup>

Investors Heritage ranked as the fastest-growing U.S. annuity insurer in both total direct premiums and considerations as well as direct first-year premiums and single premiums, a measure of new business production, with 2021 total volumes up 73.8% from 2019. This marks the third time that the company has ranked among S&P’s ranking of fastest-growing U.S. insurers since 2018, when it was acquired by Aquarian Holdings.

“We are honored that the thoughtful work of our talented team is being recognized,” said Rob Hardy, Chief Executive Officer of Investors Heritage. “After taking a strategic pause in 2020, we brought out our newest fixed index annuity – the Heritage Income Advantage – in consultation with our distribution partners, which helps us address real concerns that policyholders have about their retirement planning.”

S&P ranked U.S. life groups and top-tier life entities based on 2020 direct premiums and considerations, net premiums and considerations and direct first-year and single premiums of at least \$1 million, apiece; 2021 direct premiums and considerations growth of at least 25%; 2021 direct first-year and single premiums growth of at least 25%; and 2021 growth of at least 15% in net premiums and considerations.

“Delivering sensible retirement solutions, backed by exceptional client service, is the mission of everyone at Investors Heritage,” said Rudy Sahay, Chairman of Investors Heritage and Managing Partner of Aquarian Holdings. “In the four years that Investors Heritage has been a part of the Aquarian family, we have worked together to take the value that this historic company creates and scale it, so more people benefit. Being recognized three times over that four-year period speaks to the high-caliber work that we have produced together and look forward to building on over the coming years.”

“Investors Heritage has a long history of exceptional client service and innovation,” said Rudy Sahay, Chairman of Investors Heritage and Managing Partner of Aquarian Holdings. “As we grow our retirement solutions platform – with unique features and proprietary indices – we leverage that legacy to inform and shape our next generation of products.”



#### 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/>.

#### About Aquarian Holdings

Aquarian Holdings is a diversified holding company with interests in businesses including insurance, asset management, real estate, and technology. We draw on our decades of collective experience to provide debt and equity capital solutions that meet the objectives of our partners and portfolio companies. For more information, please visit [www.aquarianlp.com](http://www.aquarianlp.com).

#### NOTES

1. <https://www.spglobal.com/marketintelligence/en/news-insights/research/us-life-insurance-and-annuity-market-report-rising-rates-provide-a-tailwind>

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