

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 & Health Initiatives • Human Services • United Way • Youth & Youth-at-Risk

Total contributions and pledges in 2015:

\$5.2 million

Nonprofit organizations and Protective Life Foundation Scholars impacted in 2015:

353

WELLNESS PROGRAM

For over 25 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 the online wellness platform and pedometer program to earn incentives and cash rewards for taking care of their health.

Proactive Rewards is a wellness program which offers health insurance premium reductions for participation in various wellness activities such as:

- + Completing a health screening
- + Participating in a smoking cessation program or certifying non-smoker status
- + Exercising
- + Getting a flu vaccination
- + Watching a wellness educational video

AWARDS



Best Places to Work
Birmingham Business Journal



Fit-Friendly Worksites
American Heart Association



Healthiest Employers
Birmingham Business Journal



Top Work Places
The Cincinnati Enquirer

CORPORATE OFFICE
Birmingham, Alabama

PRIMARY OFFICES

California
Illinois
Missouri

Nebraska
New York
Ohio

South Carolina
Tennessee

Corporate Communications

Eva Robertson
205.268.3912
eva.robertson@protective.com

 www.protective.com
 @protectivelife
 facebook.com/protectivelifeins
 youtube.com/protectivelifeins