



Making an Impact

Corporate Social Responsibility Report | 2023

BEGIN



A Message from CEO Gary C. Bhojwani

When I speak to our associates and agents, there is one message I share frequently: Insurance is a noble enterprise.

Our purpose is to secure the future of middle-income America. CNO's products, services and expert guidance help provide financial security to middle-income consumers. Simply put: We help people. And it is often during the most challenging times in their lives.

How we view corporate social responsibility is aligned to our purpose and overall business strategy. We do what's right for the people we serve. In our fifth year publishing this report, we remain proud of our commitments and the consistency of our approach. Our focus has never wavered from what matters most: delivering on our promises to our associates, agents, customers, shareholders and communities.

Earlier this year, in May 2024, MSCI upgraded our rating from A to AA. This is our second upgrade in two years and reflects our position as a leader among our peers in overall governance and responsible investment practices.

Our people and purpose continue to make a difference and drive our success. I thank all of our stakeholders for their continued support of, and interest in, CNO Financial Group.



Regards,

Gary C. Bhojwani
Chief Executive Officer
CNO Financial Group, Inc.

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Committed to Corporate Social Responsibility

At CNO Financial Group, our mission is to secure the future of middle-income America by providing insurance and financial services that help protect their health, income and retirement needs, while building enduring value for all our stakeholders.

OUR APPROACH TO CORPORATE SOCIAL RESPONSIBILITY



As an **insurance and financial services provider**, we commit to:

- Help middle-income Americans, who represent an underserved market segment, gain access to insurance products and financial services that help protect their health, income and retirement needs.
- Build enduring value for all our stakeholders.
- Fulfill the promises and financial commitments we make to our policyholders.
- Offer a breadth of products and services designed for the needs of our middle-income consumers.



As an **employer**, we commit to:

- Create a workplace culture that encourages, supports, celebrates and values the varied voices and backgrounds of our associates and customers.
- Offer competitive benefits to attract and retain our workforce, including tools to support associates' physical, mental and financial well-being.
- Observe fair pay practices and pay equity, and support pay transparency on how compensation decisions are made.
- Encourage associates to achieve their professional goals through development and advancement opportunities.
- Do our part to encourage sustainability in the workplace.



As a **business partner**, we commit to:

- Partner with outside parties and vendors that share our high level of standards for conduct, sustainability, and legal, ethical and responsible business practices.
- Make investments in accordance with our responsible investment policy, including in areas that can make a difference in the communities we serve.
- Monitor the carbon footprint, among other metrics, of our investment portfolio and intentionally select among the related risk/return tradeoffs.



As a **philanthropic and community partner**, we commit to:

- Actively strive to make life better in the places where we live and work.
- Make service in our communities a part of our corporate culture.
- Support our communities, associates and customers through nonprofit organizations that focus on the health and financial wellness of middle-income Americans.
- Minimize the impact of our operations on the environment while integrating environmental and sustainability processes into our business practices and value chain.



OUR SIX FOCUS AREAS

This report centers on the six key focus areas that are most relevant to our business. These areas were identified through consultation with key internal stakeholders, our Board of Directors (Board) and various external resources.

1. Promoting ethical and responsible business practices.
2. Serving our customers.
3. Developing and supporting our associates.
4. Investing prudently.
5. Caring for the environment.
6. Giving back to our communities.

The data in this report focuses on calendar year 2023.

GOVERNANCE AND OVERSIGHT

CNO's Board oversees our corporate responsibility strategy and progress. Each committee of the Board has key responsibilities related to corporate responsibility and oversees certain related risks. Additional information on the related oversight responsibilities of our Board and Board Committees can be found in our Proxy Statement filed with the Securities and Exchange Commission on March 27, 2024, (2024 Proxy Statement), as well as the committee charters located at CNOinc.com.

Our chief risk officer is responsible for the oversight of our enterprise risk management (ERM) activities. Our ERM Committee provides management-level oversight of the ERM function, which is responsible for developing and maintaining a risk management framework to assess, manage and mitigate evolving risks. The Board and its committees receive regular reports on the ERM process from the chief risk officer and on legal, regulatory and compliance matters from our general counsel and Legal Department.

Recognizing the strategic importance of corporate social responsibility, CNO formed a Council on Sustainability (Council) that is led by our chief financial officer. The Council partners with key groups across the company to continue to drive the advancement of our corporate social responsibility strategy, including efforts to reduce our carbon footprint and encourage sustainability in the workplace. The goals and benchmarks that reflect our programs are managed by the Council. Our vice president of investor relations and sustainability acts as the central point of contact to support and monitor initiatives that relate to our corporate social responsibility.

The Board and its committees are updated regularly on progress, developments and risks related to our six key focus areas, including but not limited to our responsible investment strategies, corporate governance, corporate citizenship, human capital management, climate-related issues and sustainability strategies, cybersecurity, privacy and data management, and enterprise risk management.

CNO's Council on Sustainability, formed in 2021 and led by our chief financial officer, continues its mission to **foster a culture of sustainability throughout the organization.**



CNO Family of Brands



BANKERS LIFE®

Bankers Life offers life and health insurance products, annuities and investments that are designed for Americans who are near or in retirement.



Colonial Penn makes buying insurance simple with easy-to-understand, affordable insurance products designed for middle-income retirees.



Washington National is a leading provider of supplemental health and life insurance for middle-income Americans in the worksite and individual markets.



40|86 manages the investment portfolios of CNO's insurance subsidiaries. It specializes in fixed-income portfolio management. As of December 31, 2023, 40|86 managed approximately \$27 billion in assets.



Optavise is a one-stop-shop for employee benefits programs, offering a combination of products, technology and expert guidance—all from one company.



myHealthPolicy is an online insurance marketplace focused on helping consumers learn about and enroll in health plans such as Medicare Advantage, Medicare Supplement insurance and prescription drug plans.



PMA USA is a group of agents across the nation who bring decades of excellence in marketing, sales and customer service to the voluntary benefits business.



CNO BERMUDA RE

CNO Bermuda Re, Ltd. is an indirect wholly owned reinsurance affiliate of CNO Financial Group, staffed and operating out of Hamilton, Bermuda.



CNO At-A-Glance

As of December 31, 2023.

OUR CUSTOMERS



We help protect the health, income and retirement needs of our customers with **3.2 million policies**.

OUR RATINGS



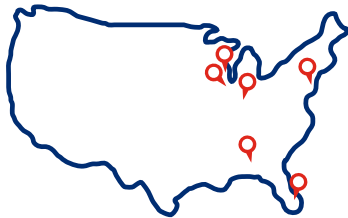
CNO's primary insurance company subsidiaries are rated **A (Excellent)** by AM Best, the global rating agency for the insurance company.

OUR ASSOCIATES



We employ approximately **3,500 full-time associates**.

OUR LOCATIONS



235+

We have offices in more than **235 communities in the U.S.**, including corporate offices in Carmel (IN), Chicago, Philadelphia, Orlando, Milwaukee and Birmingham (AL). In June 2024, we opened a location in Hamilton, Bermuda.

OUR AGENTS



We contract with approximately 4,600 exclusive insurance agents and 5,000 partner agents nationwide.

CLAIMS PAID



Claims paid to policyholders.

TOTAL ASSETS



OUR REGISTERED AGENTS

1 in 6

The number of our Bankers Life agents who are **dually licensed** as insurance agents and financial representatives and/or investment advisors.



Promoting Ethical and Responsible Business Practices

Our business is built on trust and promises, and we are committed to operating with the highest levels of integrity.

OUR FIVE CORPORATE VALUES*



Diversity, Equity and Inclusion

We embrace diversity, actively pursue equity and foster an inclusive work environment.



Integrity

We're honest and ethical, operating within the letter and spirit of the law.



Customer Focus

We care deeply about our customers' financial well-being. We work together to meet their needs and deliver on our promises.



Excellence

We strive for excellence in our products, services and business processes. We are passionate about winning in the marketplace.



Teamwork

We work—and win—as a team, exemplifying commitment, participation and collaboration.

At CNO, our culture is defined first and foremost by what we do: **secure the future of middle-income America** by providing insurance and financial services that help protect their health, income and retirement needs, while building enduring value for all our stakeholders.

**Revision to values pending as part of normal course refresh in calendar year 2024.*





LEADING BY EXAMPLE: OUR CODE OF CONDUCT

At CNO, our business is built on trust and promises.

- **Our customers trust us** with their healthcare and retirement planning, and we promise to honor our policy commitments and serve their needs.
- **Our shareholders trust us** to maximize shareholder value, and we promise to be responsible stewards of our company resources.
- **Our agents and associates trust one another**, and we promise to be accountable and respectful to each other and to our company.

We recognize that the decisions we make as a company, and the actions of our associates and agents, directly impact our ability to keep our promises and maintain the trust that we hold essential.

CNO's Code of Conduct outlines our expectations surrounding key issues and business practices, including anti-money laundering, anti-corruption, political activities and contributions, conflicts of interest, fraud prevention, fair competition and antitrust, improper payments, cybersecurity, privacy and data protection, confidential and inside information, gift giving and fair dealing and vendor relations. Our Code of Conduct applies to all CNO associates and Board members.

Mandatory Code of Conduct Training

Adherence to our Code of Conduct and other CNO workplace policies is a condition of employment. All new and current associates receive training on our Code of Conduct, including all required compliance and ethics training.

In addition, all associates participate in a required training curriculum that includes modules on:

- Data privacy.
- Cybersecurity.
- Fraud awareness.
- Anti-money laundering.
- Workplace harassment.

The training includes role-based compliance scenarios that highlight ethical dilemmas and provide tools to address them.

Training is monitored by management to ensure timely completion. To increase awareness and adoption, CNO produces regular Code of Conduct campaigns to reach associates.

All associates and Board members also are required to complete an annual conflict of interest questionnaire that confirms compliance with the Code of Conduct and reports any potential conflicts for review and resolution. New associates complete Code of Conduct training and attest to their compliance with the Code.



[Read CNO's Code of Conduct](#)



24/7 Ethics Hotline and “Open-Door” Policy

We maintain an ethics hotline for associates and agents to confidentially and anonymously report ethical concerns; misconduct; fraud; violations of laws, regulations or company policies; and/or abuse of CNO resources. Information regarding the ethics hotline is proactively shared with associates and agents through regular corporate communications and are permanently displayed on our intranet page.

The ethics hotline is hosted by an independent third-party, 24 hours a day, seven days a week. All may submit an incident or check the status of an existing incident via our ethics hotline web portal or by email or telephone. Callers connect to a live operator who guides them through a confidential process to document their concerns. A caller’s identifying information is not included in the report without the caller’s express permission. The ethics hotline is also available to vendors, customers and other third parties.

Our “open-door” policy also provides associates with ways to voice and report concerns by speaking with their immediate supervisor, human resources, corporate officers, members of the Legal Department or other company resources.

CNO investigates all reports to determine whether an allegation is substantiated. As appropriate, suitable action, including discipline, up to and including termination, occurs. In addition, the vice president of internal audit, who is independent of management, monitors all reports to ensure that any allegations made against a member of executive management is reported to the Board.

We prohibit retaliation against anyone for reporting, filing, testifying, assisting or participating in any manner in any investigation, proceeding or hearing conducted by us or a federal or state enforcement agency. Procedures are also in place to ensure protection of a whistleblower’s employment status and protect against harassment in the workplace. Claims of retaliation are taken seriously. Every claim is investigated and, if substantiated, a retaliator will be disciplined up to and including termination. There are no incentives or rewards given to those who report.

CNO has processes in place to track submissions to the hotline to help shape its compliance, training and communications procedures. Our Board receives updates on compliance trends.

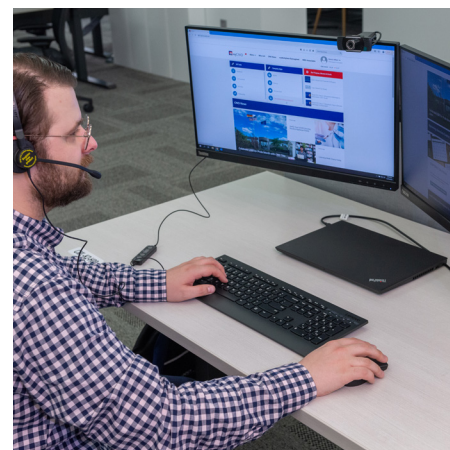
Online Policy Library

Through our company intranet, associates have access to all of our policies and procedures. This includes policies concerning information security, privacy practices, insider trading, foreign corrupt practices, anti-harassment, anti-money laundering, employment, workplace safety and disaster recovery, among others.

Providing Equal Opportunity

CNO is firmly committed to Equal Employment Opportunity for all individuals. We make employment and compensation decisions without regard to race, color, religion, gender, gender identity, sexual orientation, marital status, citizenship status, ancestry or national origin, age, disability, military or veteran status, or any other occupationally irrelevant characteristics protected under federal, state or local law.

CNO takes appropriate steps to provide reasonable accommodations upon request to qualified individuals with physical or mental disabilities or where an associate’s sincerely held religious beliefs or practices are impacted by job requirements.



[Read our Equal Employment Opportunity and Anti-Harassment Policy](#)



Upholding Human Rights

CNO's policies, practices and community programs support our belief that every person should be treated with respect and dignity and is entitled to basic internationally recognized human rights as outlined in the United Nations Universal Declaration of Human Rights and United Nations Guiding Principles on Business and Human Rights.

We comply with all applicable laws pertaining to fair employment practices, freedom of association, privacy, collective bargaining, immigration, working time, wages and hours. Our workforce is predominantly located in the United States, where unionization is not the prevalent system for managing employee relations in the financial services and insurance industries. We abide by laws prohibiting forced and compulsory child labor, employment discrimination and human trafficking.

We support our associates' right to speak out about matters of public concern or engage in certain activities related to the terms and conditions of their employment. We will not tolerate abuse of human rights in our operations, and we are committed to implementing systems and controls to monitor vendors with the goal to prevent violations from taking place in our supply chain.

Political Activity and Advocacy

It is important to CNO that state and federal legislators and regulators understand our industry and the benefits of the services that we provide to our policyholders and how any proposed changes might affect our ability to enhance the retirement security of our middle-income clients.

Although insurance is primarily regulated at the state level, it is increasingly clear that potential changes in law and regulation at the federal level, in addition to the state level, can have a direct impact on the success of our enterprise and our ability to continue to deliver quality services to our clients. Positive interaction with both state and federal legislators and regulators concerning issues that impact our business remains a priority.

In addition to interacting with legislators and regulators when appropriate, we advocate through our membership in industry trade associations. The CNO Concerned Citizens Federal Political Action Committee (CNO PAC) supplements these efforts.



[Read our
Human Rights Statement](#)



[Read our Policy Statement
on Political Activity](#)

CNO's policies, practices and community programs support our belief that **every person should be treated with respect and dignity** and is entitled to basic internationally recognized human rights as outlined in the United Nations Universal Declaration of Human Rights and United Nations Guiding Principles on Business and Human Rights.



MANAGING THE MISSION: CORPORATE GOVERNANCE

The CNO Board oversees the management of the company's business and advises our executive officers who conduct our business and affairs. Our directors contribute a complementary and balanced mix of skills, experiences, qualifications and characteristics that contributes to our business strategy. Our Board frequently discusses our strategy with management.

We are committed to best practices in corporate governance. Our Board adopted Corporate Governance Guidelines, which are periodically reviewed and updated to reflect the Board's view of current best practices. These guidelines incorporate prevailing governance practices relating to our Board structure, stockholder rights and governance philosophy. Board members must observe their duties of loyalty, care and good faith; fulfill their responsibilities to oversee and protect our integrity and reputation; and apply sound business judgment. Our directors are expected to exercise leadership, sound judgment, high ethical standards and a commitment to the current and future success of the company.

Governing with a Diversity of Viewpoints

The Board and the Governance and Nominating Committee (Committee) recognize that the company, and our overall business strategy, benefit from a variety of viewpoints, professional experiences, educational backgrounds and skills, and from different perspectives that are brought to the Board by a diversity of director characteristics. To that end, the Committee considers numerous factors in evaluating, recruiting and recommending candidates to fill Board positions. Such factors include, among others, diversity in gender, ethnicity, race, age, cultural framework, economic background and geographic origin. The Committee reviews the skills and experiences of each director and/or nominee, and the composite of Board skills and experiences, to assess its progress in building an effective and diverse Board. Additional information on each director's background and relevant experience, as well as details on Board composition, including age distribution and diversity, can be found on pages 8 and 9 of our 2024 Proxy Statement.

Board Refreshment

The Committee regularly assesses a timetable of anticipated Board member retirements and actively plans for Board replenishment that focuses on the Board's oversight and risk management responsibilities in the context of the company's strategic plans, future growth and continued innovation. As one element of this ongoing assessment, the Committee maintains and utilizes an extensive inventory of current directors' respective skills and experiences. This permits the Committee to identify and focus on particular Board candidate skills and experiences that will optimize Board effectiveness, particularly for key Board positions such as committee chairs. The Committee seeks out candidates from a variety of sources, including independent search firms, and specifically directs such firms to include diverse candidates in the pool from which director candidates are screened. See pages 9 and 10 of our 2024 Proxy Statement for more details on the range of skills and experiences of the Board members.

Board Diversity

50% of the composition of our Board **is diverse**.

Board Independence

7 out of 8 of our **directors are independent**, including our Board Chair.



Stockholder Rights

Our approach to stockholder rights includes provisions for:

- Proxy access.
- Annual election of directors.
- Majority voting for directors.
- Extensive shareholder outreach program to obtain feedback on executive compensation, corporate governance and corporate social responsibility.

Governance and Executive Compensation Practices

Key components of our governance and compensation practices include:

- Stock ownership guidelines for directors and senior officers.
- Pay-for-performance philosophy.
- Strong clawback rights.
- No excise tax gross-ups.
- Prohibition of hedging company stock held by insiders.
- Regular review of executive succession planning and talent development.

Additional information on our key practices pertaining to shareholder rights and our governance philosophy can be found in our 2024 Proxy Statement.

MANAGING BUSINESS RISK

Open communication with management is an important element of the Board's risk management and oversight. The Board and its committees regularly meet with senior management to review material risks. The Audit and Enterprise Risk Committee of the Board oversees management's processes for managing enterprise risk. CNO's chief risk officer is responsible for the oversight of enterprise risk management (ERM) activities. CNO's ERM Committee provides management-level oversight of the ERM function, which is responsible for developing and maintaining a risk management framework to assess, manage and mitigate evolving risks. The ERM framework includes a formalized process for assessing the evolving risk profile of the enterprise as well as quarterly reviews of our key risks to ensure the organization is operating within its stated risk appetite. The Board and its committees receive regular reports on the ERM process from the Chief Risk Officer. The Board and its committees also receive regular reports on legal, regulatory and compliance matters from our general counsel and members of our Legal Department.

CNO's Strong Financial Foundation

- High-quality, diversified investment portfolio.
- Ended 2023 with capital and liquidity results well above target levels.
- Returned \$3.1 billion to shareholders over the past 10 years, reducing share count by 50% as of 12/31/23.
- Issued quarterly dividends for 47 consecutive quarters.
- Increased our quarterly dividend in each of the past 11 years.
- Rated investment grade by all four leading ratings agencies—AM Best, Fitch, Moody's and S&P.



Board committees that oversee risk management include:

- **Audit and Enterprise Risk Committee (AERC):**
The AERC oversees management’s processes for managing enterprise risk, including those associated with financial reporting and internal controls; insurance reserves; legal and regulatory compliance; cybersecurity, privacy and data management; technology delivery; business continuity; climate; and the overall risk management structure, process and function.
- **Investment Committee:** This committee oversees our investment strategies, policies, programs and tolerances, including those related to responsible investing. This committee also oversees our asset and liability management.
- **Human Resources and Compensation Committee (HRCC):** The HRCC oversees risks associated with our executive compensation, equity-based incentive plans, human capital management, succession planning, talent and compensation-related regulations.
- **Governance and Nominating Committee:**
This committee oversees risks associated with our governance structure and controls, including governance-related legal and regulatory compliance, corporate citizenship and sustainability, and public policy advocacy and political activities.

CNO’s executive leadership strongly supports an active and engaged risk management process. Three management committees comprised of executive management convene regularly to address key risks:

- **Enterprise Risk Management (ERM) Committee:**
Oversees existing and emerging risk across the enterprise, including operational, cybersecurity, environmental, product and capital risk.
- **Investment and Asset Liability Management Committee:**
Oversees investment and asset-liability risk.
- **Enterprise Growth Governance Committee:**
Reviews and approves growth projects, including new product development, omnichannel expansion, customer experience and other growth initiatives.

Assessing Our Financial Strength

	AM Best	Fitch	Moody’s	S&P
SENIOR UNSECURED DEBT RATINGS				
CNO Financial Group, Inc.	bbb	BBB	Baa3	BBB-
FINANCIAL STRENGTH RATINGS				
Bankers Life and Casualty Company	A	A	A3	A-
Colonial Penn Life Insurance Company	A	A	A3	A-
Washington National Insurance Company	A	A	A3	A-



SAFEGUARDING PRIVACY

At CNO, we take our responsibility to protect customer privacy seriously.

We respect and follow the privacy and data protection laws and regulations of the many jurisdictions in which we conduct business. As the privacy-focused regulatory landscape is rapidly expanding, we maintain a dedicated privacy team that actively investigates and responds to potential privacy incidents, tracks regulatory developments and advises business and information technology leaders on privacy and data protection requirements and best practices.

We collect and use personal information fairly, lawfully and in accordance with our privacy notices and policies. Proper handling of confidential information is essential to CNO. Associates are required to abide by our Code of Conduct, which emphasizes that privacy and data protection are fundamental to maintaining trust.



[Read our Privacy Policy](#)

MAINTAINING DATA SECURITY

Cybersecurity continues to be a top priority for CNO. We invest in people, tools and technologies designed to protect personal information and minimize potential security threats. We implement strict controls, integrating our cybersecurity strategy into the business with multiple control layers to protect customer information and technology assets.

Our technologies are aligned with industry best practices and leading standards. We continuously monitor changing regulatory requirements, guidelines and technologies. We safeguard the use of artificial intelligence by implementing robust ethical guidelines, ensuring data privacy, and employing rigorous testing and monitoring systems to prevent misuse and unintended consequences.

SECURITY OPERATIONS

- 24x7 Security Operations Center (SOC).
- Security incident response.
- Cyber threat intelligence.
- Vulnerability management.

SECURITY GOVERNANCE

- Security risk management process.
- Controls effectiveness testing.
- Security awareness and training.
- Audit remediation.
- Security metrics.

IDENTITY MANAGEMENT

- Digital identity lifecycle administration.
- System access provisioning/de-provisioning.
- Privileged access management.

SECURITY ARCHITECTURE

- Application and network security.
- Authentication services (single sign-on, MFA).
- Security standards and reference architecture.

Our cybersecurity approach comprises a holistic strategy that includes comprehensive security policies and standards, a robust security awareness and education program, and the implementation of advanced and layered defenses.



Employee Training and Education

All new hires are required to complete security training, which is also required annually for all associates. This training covers the importance of information security and topics such as physical security, system authentication, mobile security, social engineering, phishing and malware. It highlights key company policies and how to report incidents. Associates are also trained to identify, avoid and report phishing attacks through regular phishing simulations. Reinforcement materials, such as weekly tips, monthly newsletters and alerts, are part of ongoing security awareness.

Information Security Governance and Oversight

CNO recognizes that security is an enterprise concern and requires stakeholders from across all areas to understand and manage this risk. CNO's security management structure reflects a centralized security program that coordinates security functions across the enterprise.

The company has a dedicated team called Cybersecurity Services (CS). The CS team is led by the chief information security officer (CISO). The CISO reports directly to our chief information officer (CIO) and is responsible for the overall strategy and function of the cybersecurity program.

CNO also has a cybersecurity steering committee that takes an active role in setting strategic direction for cybersecurity initiatives and provides oversight and guidance for overall information security risk management.

The CISO provides regular reports on CNO's cybersecurity program and potential risks to the AERC. The AERC regularly briefs the full Board on these matters.

CNO's cybersecurity program is aligned with generally accepted principles and practices for securing information systems and data. The program is designed to comply with applicable laws and regulations. Our processes, policies and controls align to the National Institute of Standards and Technology's (NIST) Cybersecurity Framework.

MONITORING AND TESTING

Our internal security operations center (SOC) provides near-real-time monitoring of the CNO computing environment to identify any abnormalities or indications of malicious behavior.

CNO also uses managed security services providers to provide monitoring, threat hunting and response services through network and security log monitoring and a hosted security information and event management solution. In 2023, we further strengthened countermeasures, added proactive measures and augmented cyber defenses. Security awareness training, identity and access management, vulnerability management, endpoint protection and incident response capabilities were enhanced.

CNO conducts regular enterprise-wide internal and external cyber risk assessments. These efforts include audits, internal and external regulatory compliance assessments and periodic self-assessments. Vulnerability assessments are performed frequently for systems, and penetration tests are performed at least annually. We periodically engage vendors to review and benchmark our cybersecurity processes.

Threat Intelligence

CNO continuously evaluates our enterprise for risks and vulnerabilities and implements relevant countermeasures.

CNO maintains threat intelligence information tools and processes to understand and react to evolving security threats. Using a threat intelligence platform, the company ingests data from various sources, including open source and commercial threat report feeds, law enforcement, government and a variety of other public and private sources.



Third-Party Risk Management and Oversight

Our Cybersecurity Services team works closely with the Sourcing and Vendor Management team to participate in the company's request for purchase (RFP) processes when contracting for third-party IT services. We also partner with our privacy and legal teams to ensure that specific protections are included in contracts, including confidentiality language, nondisclosure obligations and security provisions.

Critical vendors are monitored by the CNO Sourcing and Vendor Management Office. Resources contracted through a third-party that will have access to corporate systems must complete CNO's associate training or their company's security awareness training that has been approved by CNO. We also perform periodic risk assessments throughout the term of the engagements, including those third parties located outside the U.S. that have access to company and customer information.

How We Protect Our Systems and Our Data

- 24/7/365 cybersecurity threat monitoring
- Advanced threat intelligence capabilities and prevention controls
- Layered preventive infrastructure
- Secure email delivery
- Multi-factor authentication
- Annual cybersecurity training
- Vendor risk assessment and monitoring
- Rigorous anti-phishing testing and monitoring



Serving Our Customers



Serving Our Customers

Enhancing the customer experience is one of our core strategic priorities.

Each time a customer purchases a product or service from us, it establishes a promise between our company and the policyholder. We take this responsibility seriously and provide the care and attention needed to achieve a positive customer experience, which we formalized in our Responsible Insurance Sales and Marketing Statement.

Our Customer Service teams approach their interactions with empathy and professionalism. We recognize that many of our customers and their families are unfamiliar with navigating the world of insurance and retirement planning, and that it is our job to be their guide.

DELIVERING ON OUR PROMISES

Full Year 2023.



Approximately

7.3 million
claims processed.



\$2.0 billion
in claims paid.



2.1 million
calls answered for our customers
and family members.





FOCUSING ON THE UNDERSERVED MIDDLE-INCOME MARKET

CNO focuses on helping the underserved middle-income market. Our more than 230 field locations serve customers in city, suburban and rural communities. Our broad portfolio of insurance products and services help to protect the health, income and retirement needs of our customers. Our products are designed with the needs of middle-income consumers and a wide variety of employers in mind. Highlights of our product portfolio include:

- **Life Insurance** — We offer a broad life insurance portfolio including term, whole life, universal and juvenile life insurance. These products help our customers plan and provide for loved ones. Products are offered at a range of price points, and many are available with simplified or guaranteed issue underwriting, which increases availability for those with existing health issues. Benefits can be used to pay for final expenses, leave a legacy for family, replace lost income and support charitable organizations.
- **Supplemental Health Products** — We offer certain supplemental health products such as critical illness, hospital indemnity and accident coverage that can help middle-income customers to supplement high-deductible major medical insurance.
- **Medicare Supplement** — We offer a variety of Medicare supplement plans, including a high-deductible plan that may be a more affordable option to help retirees manage the costs associated with their healthcare.
- **Medicare Advantage** — We distribute Medicare Advantage both through our agents and direct-to-consumer. We market zero cost plans for most Medicare-eligible consumers.
- **Long-Term Care Insurance** — We offer long-term care insurance to help cover ongoing care in a nursing facility, assisted living facility or at home. We also offer short-term care and home care insurance options. Our most popular long-term care product is specifically designed to be broadly affordable and accessible via a simplified product.
- **Annuities** — Our portfolio includes fixed interest, fixed indexed and immediate annuities, including options to create a guaranteed income for life.
- **Financial Services** — Through our wealth management solutions, we offer a variety of investment options, whether a client's goal is retirement, buying a home or passing a legacy on to loved ones.
- **Voluntary Benefits** — Through our portfolio of supplemental health and life insurance products, we enhance employee benefits programs, help companies stay competitive and improve the employee experience.
- **Benefits Services** — We offer benefits administration technology and year-round advocacy, enrollment, benefits compliance and communications services to increase benefits engagement and reduce costs for employers and their employees.



Our products are designed with the **needs of middle-income consumers** and a wide variety of employers in mind.



PRODUCTS AND DISTRIBUTION DESIGNED FOR OUR MARKET

CNO offers insurance products and services to meet the needs of our customers, which includes those customers who may be in high-risk or disadvantaged groups, such as older Americans. Insurance premiums for our products are based solely on the age, gender and underwriting class of the applicant. We do not consider credit scores, marital status, sexual orientation, vaccination status, race or education level in our underwriting or pricing.

We offer insurance products that range from fully underwritten (which may consider pre-existing conditions in evaluating risk) to guaranteed issue. Because of the range of underwriting options that we offer, individuals with pre-existing conditions often have one or more options for products that they can purchase from us. Depending on age, applicants may qualify for the guaranteed issue product, regardless of existing health conditions or disabilities.

Our distribution and product capabilities are designed to serve the middle-income market, at home and at the workplace. Our diverse and multichannel distribution model, including exclusive agents, direct-to-consumer and independent partners, provides choice in how our customers interact with us. The middle-income market is growing, yet underserved, and traditionally receives less access to professional guidance as compared to higher net worth customers. Retirement requires proactive planning. As such, middle-income customers need and deserve access to professional guidance and critical insurance and retirement products. We are here to serve them.

We strive to have an agent force that looks and speaks like the customers they serve in their local markets. Many product marketing materials are provided in both English and Spanish.

We strive to have an agent force that looks and speaks like the customers they **serve in their local markets.**





SUPPORTING EFFICIENCY THROUGH TECHNOLOGY

At CNO, we embrace automation and other technology investments to improve the overall experiences of existing and potential customers. This has been particularly true post-pandemic as we continue to support a hybrid work model for most associates.

To improve efficiency and accuracy, we use robotic process automation to streamline many of our manual processes within our customer service, claims, policy administration and finance areas. These software robots also are completing repetitive, time-consuming work that enables our associates to focus on higher-level, customer-facing and value-added work.

As of December 31, 2023, 140 production bots have been deployed successfully, freeing up more than 700 hours per day for associates and resources to deploy on other activities.

Ways Technology Is Enhancing the Customer Experience

1. Language translation line

Customers can receive assistance in the language of their choosing.

2. Voice authorization

Customers can authorize policy applications and complete payments over the phone.

3. Expanding access

We approach serving our market by providing customers with a blend of virtual and local service. For many products, customers can seamlessly transact with us online, over the phone, in person or virtually with a local agent, or through a combination of these channels.

4. Web chat

Colonial Penn website visitors can chat directly with a licensed agent online.

5. Digital self-service

Currently, customers can pay their bills online and a portion of our customers can digitally file claims as well as review their claim status online. In some cases, paper transactions now can be digitally signed using DocuSign.

6. Paperless billing

Reducing paper use is one of our key environmental objectives. CNO offers its customers paperless billing on certain products and incentivizes its adoption through a plant-a-tree program. In 2023, approximately 66% of customers were enrolled in paperless billing.

7. Customer feedback

Customer feedback is important to shaping our digital delivery and service delivery strategies. We have expanded our listening efforts, and customers can now provide us with feedback about their experience in real-time via our interactive voice response (IVR) system or customer portals.

8. Instant decision underwriting

We introduced instant decisioning for a portion of our simplified life products. This allows the customer to receive a decision on their application while sitting with their agent. Since this launch, over 75% of applications have received an instant decision.

73%

Percentage of insurance applications currently submitted and **processed electronically**.

42%

Percentage of insurance applications **issued within 24 hours** of submission through automation.



CUSTOMER SATISFACTION

CNO continuously works to improve the customer experience, whether through self-service or through assistance from one of our agents or customer-facing associates.

We have built an omnichannel purchase experience so that consumers can move seamlessly through our channels to purchase a policy how and where they choose. Consumers can research and purchase our life and Medicare products online, engage electronically via web chat, speak with an online telesales agent, meet in person with a field agent or any combination of these touchpoints.

CNO measures customer satisfaction semi-annually through Net Promoter Scores (NPS), ratings and reviews, and turnaround time on policyholder requests. In 2023, Bankers Life customers gave the brand 4.9 out of 5 stars in online reviews. Colonial Penn launched reviews on CP.com in late 2023 and early feedback has been positive. We expect to release statistics on its performance in future reports.

RESPONSIBLE PRODUCT OFFERINGS

Expanding with new products is a priority at CNO. As our customers' needs change, our products and services evolve to meet their changing concerns.

As an insurance company, the products and services that we offer are highly regulated. All insurance products that we distribute—those manufactured by us, as well as those manufactured by others—are required to be filed with the states in which we sell and must meet specific regulatory requirements. These requirements relate to customer benefits, policy terms and conditions, and disclosures that are designed to help customers understand and maintain their valuable insurance coverage.

Each new product is manufactured based on a set of criteria including: whether it meets the regulatory requirements for the product type, how well it meets a consumer need, how well we can maintain and service the product, the relative price competitiveness of the product, the value offered to the customer, and our ability to hold sufficient capital and reserves to support the product.

New products are approved by our chief actuary, chief marketing officer, chief financial officer, chief information officer, chief operations officer and the applicable division president. New insurance products must be filed as required with the insurance department in each state in which the product will be sold, or through an interstate compact.

New Insurance Products and Product Enhancements Launched in 2023¹

- **Repriced Bankers Life ReliaTerm:** competitively priced our term life insurance product to ensure affordability and accessibility for a wider range of customers.
- **Enhanced Supplemental Health Product Portfolio Update:** launched two new supplemental health products, Washington National Accident Insurance and Washington National Critical Illness Insurance, to offer customers enhanced benefits and expanded coverage options in consumer and worksite markets.
- **Enhanced Bankers Life Long-Term Care Insurance Portfolio:** redesigned our Long-Term Care Fundamental product to extend coverage and increase benefits to meet the growing demand for long-term care insurance in our target market.
- **Expanded Bankers Life Annuity Portfolio:** introduced the Flexible Premium Bonus Indexed Annuity to allow customers greater flexibility and convenience in their retirement income planning by enabling ongoing deposits in one annuity contract.



RESPONSIBLE MARKETING

We are committed to responsible and transparent marketing of our products and services. Insurance and securities-related sales materials and product-level communications about insurance and securities products undergo a rigorous process to ensure compliance with all applicable laws and regulations, as well as being fair, clear, accurate and balanced. Written marketing materials for insurance products are subject to internal reviews and controls, as well as the standards established by various regulatory entities which may periodically audit these materials.

We strive to provide customers with marketing and product information that is suitable and easily understood. We use plain language in easily readable fonts, provide clear and accurate rates, disclose the scope of coverage, term, limits, deductibles and any exclusions or exceptions, and articulate any product risks. The process for submitting claims is also made known.

At CNO, we provide insurance advice and guidance to our customers through a network of exclusive insurance agents and independent partner agents. All insurance agents are required to be licensed in the states in which they do business and to meet regular compliance and training requirements.

All agents are held to standards of ethics and fairness. Our Agent Compliance Guidelines outline specific compliance and ethics standards relevant to their roles. Responsible sales practices, including customer suitability and product knowledge, form the core of new insurance agent training.

Exclusive insurance agents are monitored for performance and compliance through field-based supervision and coaching. To ensure that our agent force is meeting performance standards, branch office management teams conduct regular training through a combination of knowledge-based curriculum, demonstration and supervised role-play.

Management also holds regular training programs focused on specific compliance initiatives and updates.

Audits are performed by CNO's Internal Audit and Legal Departments to ensure:

- Sales materials are compliant with company policies.
- Appropriate sales practices are being followed.
- Quality customer service is being provided.

In partnership with our Policyholder Services and Legal teams, we have processes in place to receive, investigate and address complaints of any sort received from current or prospective customers, agents and agent recruits.

We use social media monitoring tools to identify customer questions and complaints in order to address them in a timely manner. CNO has an escalation team that provides support and outreach to resolve any issues.



[Read our Responsible Insurance Sales and Marketing Statement](#)



RESPONSIBLE CLAIMS MANAGEMENT

CNO is committed to accurately and promptly paying all legitimate claims. To make it simple and easy to file claims, we include instructional information on our websites with links to claim forms. Claims for certain products may be submitted, monitored and paid digitally.

We continuously strive to enhance our customer service while meeting the needs of our customers, often at critical moments in their lives. If a customer has questions pertaining to a claim, we have several ways to engage, discuss and, if necessary, review any new evidence to render an updated decision.

Policyholders also can engage in an appeal process to ensure a review of their case, and in certain cases, may be referred to an independent ombudsperson.

To provide the best possible customer care, we perform internal reviews of customer engagements, validating that service standards are consistently delivered. We regularly review a statistical sample of our decisioned claims and claimant interactions for accuracy. We also measure our performance against industry practices and are held to various regulatory standards.

FOSTERING A SUSTAINABLE SUPPLY CHAIN

CNO is dedicated to partnering with vendors that share our ethical business practices, standards of conduct and commitment to sustainability.

We expect our vendors to fully comply with all applicable laws and regulations in the conduct of their business and to comply with the same internationally recognized human rights and labor practices relating to child labor, wages, working time and workplace safety as does CNO.

Our Vendor Code of Conduct reflects these expectations. Sustainability criteria are included in our contract templates and have been added to our RFP processes. We also encourage the adoption of other sustainability principles, including broader environmental stewardship action and the utilization of sustainably produced goods and services wherever possible. Vendors must adhere to this Code of Conduct when conducting business with us and will not tolerate discrimination or harassment of any kind.

CNO performs extensive screening and due diligence of our vendors. Associates within the Sourcing and Vendor Management Department undergo the same Code of Conduct training as all associates, which includes issues such as cybersecurity, fraud awareness, anti-money laundering and workplace harassment. All contracts above a certain size or meeting certain other criteria are subject to a formal approval process and sign-off by our legal, information technology, privacy and cybersecurity teams. Risk assessments and audits are conducted annually on our vendors. In the case of non-compliance, we maintain the right to take appropriate actions, including termination of the business relationship.

In 2021, we established a Diverse Vendor Program to integrate vendor diversity into our procurement practices. As a result, we now track our spending with diverse vendors and regularly complete a diverse spending and benchmarking analysis. The program aims to build and maintain partnerships with diverse vendors to support their long-term growth. Internally, we created campaigns to drive awareness of our vendor diversity focus. Externally, we seek to work with diverse vendor networks to help us identify potential vendors from various minority- and women-owned businesses, when possible.



[Read our Vendor Code of Conduct](#)





Developing and Supporting Our Associates



Developing and Supporting Our Associates

We believe that corporate social responsibility starts with our associates, and we are proud to offer a workplace that encourages collaboration, values integrity and promotes professional growth.

Our approximately 3,500 full-time associates are critical to achieving our mission. We rely on our associates to develop products, advise clients, service customers and support the efficient running of the organization. Therefore, we focus significant attention on attracting and retaining talented, experienced individuals to serve our customers and manage and support our operations.

We offer our associates comprehensive compensation and benefits packages, including an all-associate annual bonus program. We provide formal associate engagement channels, as well as broad-based professional development and training opportunities. We also offer an employee discounted stock purchase plan to all non-executive associates who work at least 21 hours per week. This strongly links our associates' interests to the success of the company.

CNO Workforce by Gender

As of December 31, 2023.

Overall		
Women		52%
Men		48%
Leadership		
Women in Middle Management Positions		40%
Women Vice President and Higher Positions		35%
Age and Tenure	Average Age	Average Tenure
Men Associates	45 years	7 years
Women Associates	46 years	9 years

8 years

Average years of CNO service.

46 years

Average age of our associates.



STRIVE FOR AN ASSOCIATE BASE THAT REPRESENTS THE CUSTOMERS WE SERVE

We are committed to creating a workplace culture that encourages, supports, celebrates and values the varied voices and backgrounds of our associates and customers. We believe that an environment that fosters collaboration, integrity and growth, supports our mission, builds a strong sense of community, and leads to greater innovation and better solutions.

CNO Workforce by Ethnicity

As of December 31, 2023.

- People of color hold **21%** of middle management positions.
- People of color hold **8%** of vice president and higher positions.

American Indian/Alaska Native	0.4%
Asian	5.1%
Black/African American	16.5%
Hawaiian or Other Pacific Islander	0.2%
Hispanic or Latino	6.4%
White	66.5%
Two or More Races	1.9%
Other (declined to state or not applicable [Non-U.S.])	3.0%

CNO Workforce by Generation

As of December 31, 2023.

Silent Generation (born 1928–1945)	0.1%
Baby Boomers (born 1946–1964)	16.0%
Generation X (born 1965–1980)	43.1%
Generation Y/Millennials (born 1981–1996)	36.0%
Generation Z (born 1997 and onward)	4.7%

CNO achieved an **8.7 out of 10 score** on the question, “How likely is it that you would recommend CNO Financial Group as a place to work?”





OUR PEOPLE-FOCUS COMMITMENT

We are passionate about creating a workplace environment that welcomes all associates, encourages them to bring their best selves to work and values the varied associate voices that represent the customers we serve. CNO believes this approach is a critical part of our culture to help us continue sustainable growth of our company.

Our people-focus commitment is centered around three priorities that drive our mission and programming:

- **Recruitment and Retention:** Hire, develop and retain talent that reflects the customers and communities we serve.
- **Associate Engagement:** Create an environment of mutual acceptance, understanding and respect.
- **Associate Development:** Cultivate a culture that maximizes the skills, ideas and full capabilities of all associates.

We believe that a work environment in which all associates are supported, can be their authentic selves and can reach their highest potential drives our success. Our goal is to empower leaders to solve business challenges, increase engagement and innovate together with their teams.

By putting people first, we believe that we can choose among the strongest talent to find the best qualified associates and serve our customers better. To ensure that we have the strongest possible talent pipeline, we are taking the following actions to boost recruitment, retention and development of our associates:

- Maintain partnerships with the NAACP, YWCA and the National Urban League.
- Build relationships with organizations such as the International Association of Black Actuaries; the Organization of Latino Actuaries; the National Black MBA Association, Indianapolis Chapter; and the Hiring Our Heroes Corporate Fellowship program while also engaging with and recruiting at Historically Black Colleges and Universities (HBCUs).
- Participate in recruiting events that reach women, people of color, veterans and people with disabilities.
- Launch recruiting program with a focus on recruiting women who have taken a break in their careers and are returning to the workforce.
- Participate in the U.S. Chamber of Commerce Hiring Our Heroes program to recruit former military personnel and their spouses.
- Continue a national recruiting program to attract and hire associates who reflect our customers and communities where we do business.
- Continue ongoing job rotation program, a leadership foundation program and mentoring program, and other initiatives.

In 2023, **49%** of our new hires were women, and **39%** were people of color.



ASSOCIATE ENGAGEMENT	ASSOCIATE DEVELOPMENT	RECRUITMENT & RETENTION
<p>Engagement achieved:</p> <ul style="list-style-type: none"> Hosted 46 events attended by more than 8,400 associates. Offered 60 hours of content focused on increasing cultural competence. 11% increase in Business Resource Group (BRG) membership. 	<p>Programs launched:</p> <ul style="list-style-type: none"> Leadership development program. Insurance education program. Professional development catalog. Consumer Division job rotation. BRG associate development workshops. 	<p>Implemented:</p> <ul style="list-style-type: none"> Representative candidate slates/interviewers. Interview education for leaders. ELG diversity action plans. Partnerships with professional organizations.

Business Resource Groups

CNO currently offers nine Business Resource Groups (BRGs) and affinity groups; each BRG/affinity group is sponsored by a senior executive. In 2023, BRG/affinity group membership included over 1,500 participants, reflecting an 11% increase over the prior year. Our BRG/affinity groups include the following:

- Abilities Beyond Limited Expectations (A.B.L.E.) Affinity Group.
- Caregivers and Careers Affinity Group.
- Environmental Affinity Group.
- Latinos Unidos Network for Advancement (L.U.N.A.) BRG.
- PRISM LGBTQ+ BRG.
- Smart Organized United Leaders (S.O.U.L.) African American/Black BRG.
- Veterans and Families BRG.
- Women’s BRG.
- Women of Color Affinity Group.

BRGs and affinity groups provide business value by advancing CNO’s objectives with a focus on business engagement, collaboration, recruitment, retention, talent development, feedback and community involvement.

They offer associates a safe place to connect with others to discuss and process major world events that impact the workforce and society. They also make CNO a better team by providing a place to share experiences and ideas, creating natural understanding, respect and learning about others. Throughout the year, BRGs/affinity groups host workshops and welcome guest speakers to further educate associates about the varied experiences in the workplace.

Awards and Recognition



In 2023, **CNO** was named among the **Best Mid-Sized Employers** by *Forbes*.



In 2023, **CNO** received a **perfect score of 100** on the Human Rights Campaign’s Corporate Equality Index (CEI).



Anti-Harassment Policy and Unconscious Bias Education

CNO is committed to providing a workplace that is free of harassment. All associates undergo mandatory anti-harassment training and are offered further instruction in unconscious bias that includes:

- Tools to identify unconscious bias.
- Actions to diminish biases.
- Ways to optimize interactions with customers, other associates and our communities.

Education

We offer more than 150 on-demand learning courses for all associates to take, free of charge, which are aligned with our corporate values. More than 340 associates completed at least one course during 2023.

Pay Equity

CNO is committed to fair pay practices and pay equity. We review our pay programs annually to ensure they are fair and equitable, utilizing outside consultants periodically to ensure we are following best practices. Our analysis compares the pay of men and women, and minorities and non-minorities performing the same or substantially similar jobs. During our last review, the findings confirmed that there were no widespread pay disparities, and in isolated instances that gaps were identified, adjustments were made. Based on the analysis, we concluded that our pay practices are fair and equitable.

Compensation Education

CNO provides compensation education to all managers and associates with the goal of instilling a common understanding of pay components, how pay decisions are made and how competitive pay is established.





FOCUSING ON ASSOCIATE WELL-BEING

Our Total Rewards package for associates includes medical, dental and vision insurance coverage, as well as 401(k) match, annual compensation performance program, voluntary benefits and long-term disability coverage.

CNO is also committed to the well-being of our associates. Our award-winning well-being program equips associates and their families with on-site and virtual resources that can be tailored to meet their individual goals. We offer comprehensive programs and resources that address physical, mental and emotional, social and financial well-being.

We recognize that personal health improves engagement, productivity and customer service and are focused on investing in our associates by creating a culture that empowers individuals to take action on their health and well-being.

Physical Well-Being

Our approach to physical well-being is focused on equitable access and affordability so that those who earn less, pay less in medical premiums which assists in healthcare affordability.

- CNO offers multiple medical plan options, accompanied by a health savings account (HSA) or health reimbursement account (HRA) to allow associates choice and flexibility to select the level of coverage that best suits their healthcare needs.
- Through our medical plan, members have access to family planning, maternity management, lactation services, an LGBTQ+ inclusive care network, autism services, sleep and allergy programs and a smartphone application to help them connect to resources and access medical benefits—all in one place.
- CNO's pharmacy benefits focus on high-touch clinical and safety programs and excellent member service for associates and their family.

Our medical plan includes HSAs and HRAs with company contributions for completing well-being tasks. Since 2020, we've offered the "head start" incentive, which funds a portion of HSA money at the start of the year for certain eligible associates whose base salary is \$65,000 or less. The goal is to help associates fund their accounts early in the year, so they can get the medications or treatment they need.

CNO offers three dental options, and our vision plan provides all associates a free basic vision benefit at no charge.

One of our valued programs is our clinic services and virtual care offerings. On-site, community and virtual clinics offer medical and holistic services to all associates, regardless of medical plan coverage, and spouses, domestic partners and children over the age of 12 are covered under the CNO medical plan.

2,831

Total **in-person and virtual clinic visits** in 2023.

87%

of those engaged in the clinic **were compliant** with their annual physical.



Promoting Healthy Lifestyles

CNO provides well-being incentives to encourage and motivate associates and medically covered spouses or domestic partners to make healthy lifestyle choices and to complete preventive exams and screenings. Associates can earn up to \$2,000 annually for choosing healthy behaviors and activities, such as: tracking physical activity; completing an annual physical; meeting with a health or well-being coach; participating in mindfulness programs; and talking with a financial counselor. These funds are deposited into the recipients' HSA or HRA once earned.

Parental Leave, Maternity Health and Other Leave Opportunities

Following birth, adoption or foster child placement, new parents receive three weeks of paid time off for bonding with their child. Birth mothers are also eligible for paid time off of six to eight weeks after the birth of a child in addition to the three weeks of parental leave. Maternity leave is paid at 100% of base pay. Parental leave is paid at 100% of base pay. As of January 1, 2024, parental leave is enhanced to six weeks 100% paid parental leave and 12 weeks 100% paid maternity leave.

CNO provides unpaid personal leave of up to 30 calendar days in a 12-month period based upon certain criteria.

Our maternity management program provides prenatal education with access to nurses. Parents can earn well-being incentives for completing the program. CNO also offers lactation rooms at every corporate office building and offers lactation services through our medical plan at no cost.

Flexible Work Arrangements

CNO continues to make investments to upgrade our corporate office locations and remote technology to support a hybrid work environment. Our associates have told us they are looking for a mix of work-from-home and in-office schedules.

Associates are also able to request a reduced work schedule or a part-time schedule to balance personal and professional demands.

Addressing Healthcare Affordability

To address healthcare affordability, we continued to provide a modified health insurance premium structure so that associates in positions that earn less, pay less for healthcare premiums than do associates in higher salary band jobs. We also launched Benefit Educators during annual enrollment to provide CNO associates the opportunity to talk one-on-one with a benefits educator to help improve benefits literacy and talk about plan changes and program enhancements. As part of the new hire onboarding process, they too can engage with a benefits educator. Associates can earn well-being incentives for having this conversation.

In addition to the Benefits Educators, CNO offers associates and their families a free advocacy and transparency service, which can help them navigate the healthcare system, assist in resolving billing and claim issues, help determine out-of-pocket costs for services and connect them to available resources.

\$2,000

Amount associates can earn annually by completing well-being activities and engaging in preventive care.



MENTAL WELL-BEING

We recognize the critical connection between social and mental well-being to our overall well-being.

CNO has a robust offering of mental and emotional well-being resources to support our associates. We leverage our population health data and associate feedback when considering what programs to offer. Monthly support groups, Mental Health First Aid trainings and monthly grief support groups are held to encourage associates to talk more openly about mental health, learn about resources available and take time to disconnect and seek help when needed.

CNO is focused on providing mental and emotional well-being resources to associates and their families for free or at a low cost. Reducing the barriers to care and providing support for personal mental well-being can help reduce the stigma associated with mental health. All services are provided through confidential and professional programs to help associates with life's challenges.

Through our Employee Assistance Program (EAP), associates and their family members have access to a range of free confidential counseling and support services addressing:

- Marital, family and other relationship problems.
- Alcohol and drug dependence.
- Depression, stress and emotional problems.
- Child and adolescent emotional support.
- Managing emotions connected to political climate and social injustice.
- Childcare and eldercare assistance.

Each person has access to eight free sessions per year, per event.

Associates and their family members can also access CNO-dedicated mental health counselors through our EAP and clinic provider for free and unlimited virtual sessions.





FINANCIAL WELL-BEING

Financial concerns impact our associates as well as our customers. CNO offers all associates robust programs through compensation benefits, annual incentives and well-being resources to help them build financial freedom for themselves and their families.

Financial counseling is available to help improve overall financial knowledge and goal-setting. All associates may receive, at no charge, one-on-one consultations from our licensed financial planning firm to help evaluate and prepare for their financial futures.

Services offered include:

- Financial risk tolerance assessment.
- Budget development.
- Estate planning.
- Tax-reduction strategies.
- Retirement and financial planning.
- Guidance on CNO benefits.

Eligible associates can also plan for their financial futures through company-offered products, including:

- 401(k) plan with a 4% CNO match to assist our associates in saving for retirement.
- Free life and accidental death and dismemberment (AD&D) insurance.
- Free company-paid long-term disability insurance to eligible associates (increased in 2023).
- HSAs or HRAs with company-provided wellness incentives up to \$2,000 for participating in health behaviors and activities.
- Medical and dependent care flex spending accounts.
- Employee stock purchase plan offering associates the opportunity to purchase CNO stock at a 15% discount.
- HSA “head start” incentive.

95%

Percentage of **associates who participated in CNO's 401(k)** plan in 2023.





BUILDING A PERFORMANCE CULTURE

At CNO, we strive for a culture of strong performance. We believe in developing associates through a challenging work environment, complemented with extensive support and training.

Our compensation philosophy is focused on pay-for-performance. CNO's compensation programs are designed to promote the long-term success of the company by driving our strategic priorities, while adhering to CNO's culture and values and ensuring our contribution to environmental and societal principles. Incentive metrics are thoughtfully selected to align with our business objectives and designed to establish performance levels that are challenging yet achievable. These metrics also align with the day-to-day metrics that we use to run the company. For 2023, 78% of our pay-for-performance bonus pool was paid to our associates who are not executive officers.

CNO promotes a culture of associate appreciation and recognition. Feeling appreciated and valued for the work you do can positively impact mental well-being. Through CNO's Applause recognition program, associates recognize and thank their colleagues by sending peer-to-peer recognitions. People managers are given a discretionary budget to award exceptional work with Applause points that are redeemable for merchandise and experiences. Service anniversaries are also acknowledged. In 2023, Applause program rewards valued at approximately \$522,000 in aggregate were awarded to nearly 94% of eligible associates.

For 2023, **78%** of our pay-for-performance bonus pool was paid to our associates who are not executive officers.

Creating an Ownership Culture at CNO



Annual
Pay-For-Performance
Bonus Program



Employee Stock
Purchase Program
at a 15% Discount



Associate
Recognition
Program



SUPPORTING PROFESSIONAL GROWTH

At CNO, all associates have the potential for professional growth and development. We are committed to providing a supportive environment designed to encourage associates to pursue their professional goals and career objectives through coaching, education and advancement opportunities.

CNO supports continuing education and specialized training that increases effectiveness and knowledge on the job. Internal courses are offered on communications, leadership training, management development, job skills, technology skills, public speaking and project management, among others.

Associates are also encouraged to seek continued professional education through external organizations and institutions. We offer tuition reimbursement of up to \$5,250 per year for college or graduate-level courses, professional licenses and training, or other classes that can help associates improve skills in their current positions or prepare for future roles. There is no lifetime limit on this benefit. Additionally, associates are eligible to further their insurance industry education by earning designations and certificates paid for by CNO.

ASSOCIATE SURVEYS

We regularly collect feedback through surveys in order to better understand our associates' needs, priorities and concerns. This helps us to monitor and improve our efforts to create a workplace that challenges and motivates our associates to bring their best selves to work every day.

In 2023, 74% of associates participated in our annual VOICE survey. In the survey, associates rated CNO 8.7 out of 10 for recommending it as a place to work and 9.1 out of 10 for its acceptance of people from all backgrounds. We review survey results by race and gender to identify opportunities to support certain groups. Our leadership teams also receive feedback from the surveys to support continuous improvement.

In response to associate feedback, CNO took the following actions in 2023:

- Added pregnancy loss leave to support associates going through the difficult process of pregnancy loss.
- Increased bereavement paid time off to allow more time for associates to grieve and manage death-related caregiver responsibilities.
- Added a Benefit Educator program through Optavise to offer free personalized benefits education to help associates evaluate medical plan options and voluntary products during annual enrollment. A \$250 incentive is awarded for completing a session.
- Added a fourth medical plan option to provide more healthcare choice. The Preferred Provider Organization (PPO) provides copays for prescriptions, office, urgent care and emergency room visits, plus well-being incentives funded into an HRA.
- Enhanced our company-paid long-term disability (LTD) benefit to provide company-paid LTD in an amount equal to 60% of your base salary, up to a monthly maximum of \$15,000.

74%

of associates participated in our annual VOICE survey.

8.7 out of 10

recommended CNO as a place to work.

9.1 out of 10 that people of all backgrounds are accepted for who they are.



AWARDS AND RECOGNITION

Each year, CNO receives numerous awards and recognition for our corporate initiatives and charitable endeavors. These awards would not be possible without the efforts and support of our associates, customers and the communities in which we live, work and serve.





Investing Prudently



Investing Prudently

We seek to responsibly invest the premiums we collect and the capital that we raise in high-quality, primarily fixed-income assets that generate appropriate risk-adjusted returns. Our approach enables us to fulfill our promises and financial commitments to our policyholders and stakeholders, which, in some cases, may arise many years in the future.

When evaluating otherwise equivalent investments, we prefer to invest in companies with strong or improving corporate responsibility practices and whose activities are generally consistent with CNO's values. With approximately \$27 billion of assets under management as of December 31, 2023, we recognize that our investments are a powerful tool for generating measurable corporate social responsibility impact alongside strong financial returns.

INVESTMENT APPROACH

At CNO, we are committed to responsible investment. Our investment approach centers on developing high-quality portfolios, diversified across asset classes, that closely adhere to risk tolerances. Integration of environmental, social and governance (ESG) principles into our investment process may enhance our ability to identify, evaluate, monitor and react to investment risks in a manner that promotes our objectives, particularly over the long term.

Since 2020, CNO has been a signatory of the United Nations Principles for Responsible Investment (PRI), an international network of investors working together to implement its six aspirational principles. CNO is committed to the adoption and implementation of these six principles.

CNO's status as a PRI signatory underscores our commitment to incorporating ESG principles as a factor in the investment decision-making process and furthering our active ownership efforts. With this in mind, we have developed a multipronged approach to responsible investing, including ESG integration, engagement and proxy voting (in appropriate circumstances), adherence to selective investment exclusion guidelines, and transparent reporting.

A majority of CNO's investment portfolio consists of fixed-income securities. Using third-party scores and internal ESG scores, a majority of our investments carry ESG scores. Third-party scores are primarily available for certain portions of the credit markets, including corporate bonds and some bank loans.

Where scores are not readily available, in many instances we determine our own internal scores based on analyst research that includes reviewing key performance indicators and the ratings of similar issuers.

With approximately **\$27 billion of assets** under management as of December 31, 2023, we recognize that our investments are a powerful tool for generating measurable corporate social responsibility impact alongside strong financial returns.



Our ESG policies apply both positive and negative screens. When appropriate, we seek to make investments that have a positive impact in our communities or potentially help to mitigate climate change. We generally avoid investing in companies engaged in activities that do not align with CNO's values or that we believe pose significant and uncompensated sustainability-related risks, including but not limited to companies in the tobacco, firearm, gaming, private prison, coal, predatory consumer lending and single-family rental industries.

We actively monitor our existing holdings for changes in ESG scores and other indicators and take those changes into consideration along with other relevant factors when making investment decisions, including whether to hold or divest specific investments. Among the factors monitored are recent issuer controversies, changes in the issuer's ESG score and the issuer's carbon footprint.

All CNO associates who work for 40|86, the company's investment arm, are eligible for an annual cash incentive bonus that rewards associates for delivering targeted financial results. The 40|86 bonus plan includes an ESG investment metric in recognition of the significance of sustainability to our investment and business strategies.

Portfolio Carbon Reduction Strategy

During 2023, we continued our carbon footprint analysis of the investment portfolio and related risk management strategy.

We actively monitor and consider the extent of exposure to at-risk locations in CNO's commercial real estate and mortgage-backed securities portfolios. We achieve this by integrating physical climate risk and transition risk data into the loan origination process.

Please see the Responsible Investment Policy for additional information regarding the integration of sustainability considerations into our investment process, investment selection and investment monitoring.

Signatory of:



United Nations Principles for Responsible Investment

- 1** We will incorporate ESG issues into investment analysis and decision-making processes.
- 2** We will be active owners and incorporate ESG issues into our ownership policies and practices.
- 3** We will seek appropriate disclosure on ESG issues by the entities in which we invest.
- 4** We will promote acceptance and implementation of the principles within the investment industry.
- 5** We will work together to enhance our effectiveness in implementing the principles.
- 6** We will report on our activities and progress toward implementing the principles.



Enhanced Responsible Investment Governance and Oversight

We have dedicated resources offering internal support and advice specific to ESG-related investment matters through the Responsible Investment Steering Committee, which is led by the chief investment officer. The Responsible Investment Steering Committee meets regularly and has primary responsibility for (1) the development of sustainability investing best practices, (2) communication and socialization of ESG-related responsibilities, (3) implementation of responsible investment practices and policies, and (4) the monitoring of ESG-related compliance, in each case, in accordance with investment guidelines, client expectations and fiduciary duties.

40|86 associates receive training on the sustainability processes and policies, including an overview upon hire and ongoing, specialized training for those involved in investment decisions.

The Investment Committee of the CNO Board of Directors, which oversees our investment activities, is regularly updated on our sustainability efforts and as material circumstances warrant.

Impact Investments

We believe that making impactful investments, including those that accelerate positive change in our communities or support global climate stability, is fundamental to being a good corporate citizen.

In 2023, we earmarked \$100 million for impact investments and ultimately funded over \$150 million in investments that further United Nations Sustainable Development Goals and that align with CNO's values. These include municipal bonds, green/sustainable bonds and impact funds that address environmental issues of affordable and clean energy, sustainable cities and communities and climate action, and promote health and well-being. We have earmarked another \$100 million in 2024 for new impact investments.

\$150+ million

In 2023, we earmarked **\$100 million for impact investments and ultimately funded over \$150 million in investments** that further United Nations Sustainable Development Goals and that align with CNO's values.

CNO Impact Investments

Approximate holdings as of December 31, 2023.



\$3.0 billion^a

Municipal bonds



\$517 million^a

Green/sustainable bonds



\$32 million^a

Renewable energy-related investments



\$30 million^b

Impact funds

^aPar value
^bBook value



Caring for the Environment



Caring for the Environment

The impact of climate change is far-reaching—it affects our customers, associates, shareholders and the communities we serve. As an organization, we are committed to doing our part to reduce our carbon footprint through a comprehensive environmental management program approved and supported by our senior management team.

Largely through the work of our Council on Sustainability and our associate-led Environmental Affinity Group, CNO is advancing efforts to encourage sustainability in the workplace to drive enterprise-wide green initiatives.

OUR COMMITMENT TO THE ENVIRONMENT

CNO is committed to minimizing the impact of our operations on the environment while integrating sustainability processes into our business practices and throughout our value chain. In furtherance of this commitment, we are:

- Acknowledging the risk of climate change and our responsibility to contribute to its containment.
- Measuring and moderating our energy consumption and greenhouse gas (GHG) emissions.
- Regularly exploring new ways to enhance our environmental management.
- Reducing waste going to landfills and promoting recycling.
- Monitoring the GHG emissions of our investment portfolio while proactively and regularly managing the potential impacts from climate change.
- Focusing on reducing our internal consumption of paper; encouraging policyholders and shareholders to “go paperless.”
- Procuring products and services from vendors who are committed to minimizing their environmental impact.
- Engaging with our stakeholders on environmental issues and taking into consideration their suggestions and concerns.
- Promoting awareness among our associates of our shared responsibility toward environmental impacts.
- Encouraging associates to engage in environmentally friendly behaviors at the workplace, at home and in their communities.
- Monitoring our environmental performance and publicly reporting on our accomplishments and progress toward achieving our goals.



CNO is committed to minimizing the impact of our operations on the environment.



Associate Environmental Engagement

In 2023, the associate-led Environmental Affinity Group (EAG), comprised of more than 100 associates, continued its focus on raising awareness and implementing green initiatives at the workplace, in our communities and at home. The EAG held eight events in 2023 on topics such as gardening, sustainability and recycling.

In addition, the EAG participated alongside many other associates in CNO Giving Back Days supporting the environment, resulting in:

- Harvesting 286 pounds of produce and removing 1,200 feet of plants for fall planting at Indy Urban Acres.
- Half-day landscape beautification and litter cleanup at Jameson Camp.

ENVIRONMENTAL COMMITMENT AND PROGRESS

Our environmental commitment guides our approach to sustainability, including outlining the steps we are taking to operate more efficiently. As a financial services organization, most of our GHG emissions are generated from office activities, business travel and associate commuting. We believe we can make the greatest impact through the following six areas:

- Sourcing and procurement.
- Facilities management.
- Waste management.
- Recycling.
- Employee engagement.
- Responsible investing.

Recycling

Recycling is a best practice at CNO, and recycling containers are available throughout our offices. We recycle paper, cardboard and other shredded materials, plastic bottles and aluminum cans, ballasts, batteries, light bulbs and printer cartridges. CNO also continues to focus on repurposing and recycling office equipment, furniture and supplies.





Paper Reduction

We are proud to have reduced our paper usage by nearly 60% in the past seven years. CNO uses only recycled paper and continues to explore opportunities to eliminate paper use to the greatest possible extent. Since 2012, we have made it possible for our customers to submit insurance applications electronically through our agents. Currently, 73% of insurance applications are submitted and processed electronically. Other highlights of our paper reduction efforts include:

- Approximately 50% of our policyholders pay their premiums electronically or by bank draft.
- Reduced printed marketing materials by 78% in the past seven years.
- Nearly all (99%) of our vendor contracts negotiated by our centralized Sourcing Department have been signed electronically since 2017, which helped save approximately 961,000 sheets of paper, 81,000 lbs of CO₂ and 5,600 lbs of solid waste in 2023 alone.
- We have reduced the number of printed proxies and annual reports by more than 50% since 2017. We have incentivized the electronic delivery of these forms since 2020.

+60%

Paper usage reduced since 2016.

~50%

Percentage of policyholders who **pay their premiums electronically or by bank draft.**

Reducing Our In-Office Paper Use*

In millions of sheets, 2016 to 2023

Carmel, Chicago, Philadelphia, Bankers Life offices (employee count includes BLC agents, telesales agents and CNO associates in Bankers Life offices)

	2016	2017	2018	2019	2020	2021	2022	2023	% Change since 2016
Black & White Copies	45.1	40.5	35.2	31.8	20.1	16.5	14.5	14.0	-69%
Color Copies	4.7	5.1	5.1	5.2	3.3	3.2	4.4	5.1	9%
Total	49.8	45.6	40.3	37.0	23.4	19.7	18.9	19.1	-62%
Number of Employees & Agents*	7,806	7,320	7,523	7,756	7,588	6,778	6,603	7,283	-7%
Printed pages per associate (in thousands of sheets)	6.4	6.2	5.4	4.8	3.1	2.9	2.9	2.6	-59%

**Printed pages is based on CNO locations where copier data is available, including our three largest corporate offices and our Bankers Life branch offices. Per associate/agent usage is calculated based on the number of in-office and hybrid associates/agents at these facilities. Full-time employees only.*



RESPONSIBLE TECHNOLOGY USAGE

CNO purchases energy-efficient IT and computing devices that are certified to internationally acknowledged ENERGY STAR® standards with the latest power-savings features enabled. In 2021, CNO replaced the majority of its devices, which will mean improved energy efficiency and associated power savings.

CNO continues to migrate data center technologies to the cloud, which reduces energy consumption and carbon emissions. The large economies of scale seen in cloud computing mean that commercial cloud services can operate with much greater IT operational efficiency than smaller data centers, thereby reducing energy consumption in the aggregate.

Resources Saved in 2023 Through Responsible E-Waste Disposal

All used electronic equipment is remarketed or recycled in a safe, compliant and environmentally friendly manner. In 2023, the responsible disposal of our E-waste generated more than \$734,925 in environmental resources savings:

- **Electricity savings** equivalent to 554 homes' energy use for one year.
- **Greenhouse gas reduction** equivalent to 11.3M miles driven by average passenger cars for one year.
- **Solid waste reduction** equivalent to 190,326 bags of waste recycled instead of landfilled.

REIMAGINING OUR WORKPLACE

Like many companies, we have adjusted the way we work and we do not anticipate reverting to a fully in-person workplace environment. The majority of our associates use a hybrid work arrangement, splitting time between working from home and the office. To support this change, we have reimagined our workplaces, reducing size and realigning their uses to enhance our hybrid way of working and our 4Cs—Connection, Collaboration, Celebration and Concentration.

Through efforts that began in 2020, we expect our corporate office footprint to decrease by more than 50% by year-end 2024.

Nine Ways Our Building Management Seeks to Reduce Our Environmental Impact

- 1 LED lighting is installed in all interior offices and specified for new interior fixtures.
- 2 Motion light sensors are installed in most areas of our facilities.
- 3 All of our windows are double-paned and tinted.
- 4 95% of our plumbing fixtures are sensor controlled.
- 5 All of our multi-function devices are ENERGY STAR® rated.
- 6 Timed landscaping irrigation systems were employed to reduce water use, and gray water is used where available.
- 7 Building materials are recycled and reused in all renovations.
- 8 Purified water bottle-filling and drinking fountains are available in all locations.
- 9 We strive to occupy leased facilities that comply with ENERGY STAR®, LEED and other environmentally responsible best practices, when possible.



FACILITY MODERNIZATION

As we continue to modernize our office facilities, we are increasingly incorporating materials and processes that will help to reduce our environmental impact. Through our campus cleanup efforts, we recycled, donated or responsibly discarded items no longer needed from our warehouses and storage rooms.

The chart below shows the reduced water usage at our owned facilities. Water usage is shown both in total and on a per-associate basis.

Water Usage Reduction

Kgals used*	2016	2017	2018	2019	2020	2021	2022	2023	% Reduction since 2016
Philadelphia	2,438	2,118	2,488	2,264	1,385	1,179	1,005	117	-95%
Carmel	12,489	12,114	11,346	10,809	6,885	5,914	6,743	7,131	-43%
Total	14,927	14,232	13,834	13,073	8,270	7,093	7,748	7,248	-51%
# of employees (Carmel & Philly)*	1,544	1,489	1,528	1,507	1,402	1,216	1,175	1,092	-29%
Kgals per associate†	9.7	9.6	9.1	8.7	5.9	5.8	6.6	6.6	-31%

*Each Kgal is 1,000 gallons of water. Kgals used is based on CNO-owned facilities where water usage data is available. Per-associate usage calculated based on the number of in-office and hybrid associates at these facilities. †Full time only.

Environmental Savings from Digital Signature

Full year 2023



Averted emissions of
81,000
pounds of CO₂



Replaced
961,000
sheets of paper



Conserved
102,000
gallons of water



Eliminated
5,600
pounds of waste



104
trees protected

Source: DocuSign, 2023



GHG EMISSIONS INVENTORY

In 2020, CNO conducted its first inventory of Scope 1 (direct) and Scope 2 (indirect) GHG emissions, incorporating 2019 and 2020 usage. We have updated the analysis in each year since. The inventory was conducted in accordance with World Resources Institute Greenhouse Gas Protocol, a global corporate accounting and reporting standard.

We will continue to assess, gather data, quantify and include Scope 1 and 2 GHG emissions as part of our continuing effort to better understand the environmental impact across our operations.

GHG Emissions Per Associate*

	2019 Emissions (MTCO ₂ e)	2020 Emissions (MTCO ₂ e)	2021 Emissions (MTCO ₂ e)	2022 Emissions (MTCO ₂ e)	2023 Emissions (MTCO ₂ e)	% Change since 2019
Scope 1	1,591	1,580	1,646	1,451	1,516	-5%
Scope 2	13,824	12,164	10,503	9,853	9,665	-30%
Total	15,415	13,744	12,149	11,305	11,181	-27%

GHG Emissions Per Associate*

	2019 Emissions (MTCO ₂ e)	2020 Emissions (MTCO ₂ e)	2021 Emissions (MTCO ₂ e)	2022 Emissions (MTCO ₂ e)	2023 Emissions (MTCO ₂ e)	% Change since 2019
Scope 1	0.20	0.20	0.24	0.21	0.21	5%
Scope 2	1.74	1.57	1.52	1.46	1.33	-24%
Total	1.94	1.77	1.75	1.67	1.54	-21%

* Scope 1 includes emissions from the combustion of natural gas used to generate heat in CNO facilities and from the combustion of fuels in CNO-owned or -controlled vehicles. Scope 2 includes emissions associated with electricity used in CNO facilities. Per associate usage is calculated based on the number of in-office and hybrid associates at these facilities.

EMISSIONS REDUCTION GOALS

In 2020, we introduced a company-wide goal to reduce our Scope 1 and 2 greenhouse gas emissions by 25% on an absolute basis by 2030, using 2019 levels as the baseline. We successfully achieved our goal in 2022, reducing our GHG emissions by 27% since 2019, through a combination of implementing energy efficiency measures, investing in renewable energy and adopting a hybrid work model.

We underwent significant changes in our real estate and office footprint during the latter half of 2023 and the first half of 2024. This includes relocating our corporate headquarters to a newer, more modern, and energy-efficient space, completing the sale of our building in Philadelphia, PA, and pursuing the sale of our Carmel, IN campus. As a result, we will aim to maintain our GHG emissions through 2024 and review our status and set targets for 2025 and beyond once our portfolio has stabilized.



Giving Back to Our Communities



Giving Back to Our Communities

We are committed to positively impacting our communities by supporting nonprofit organizations and local partners that focus on the health and financial wellness of middle-income Americans.

In 2023, CNO delivered more than \$2.5 million in total community impact to the neighborhoods where we live and work. CNO, with our associates and agents, contributed \$2.3 million to local organizations, including \$1.4 million in corporate donations through tax credit scholarship programs for schools, approximately \$866,000 in corporate donations and approximately \$75,000 in donations from associates. In addition, our associates and agents raised nearly \$221,000 through their participation in community fundraising. More than 750 associates volunteered over 8,750 hours to community service projects in 2023.

Through our various programs and donations, CNO supported approximately 100 nonprofit organizations in 2023. CNO has donated an average of over \$830,000 in cash contributions annually for the past five years, reflecting more than \$4.1 million since 2019.



2023 COMMUNITY IMPACT BY THE NUMBERS



\$2.5 million

In 2023, the value of all our philanthropic efforts was more than \$2.5 million in total community impact to the neighborhoods where we live and work.



\$2.3 million

CNO, our associates and agents donated \$2.3 million to local organizations. CNO made \$1.4 million in corporate donations through tax credit scholarship programs for schools, and our associates and agents raised nearly \$221,000 through their participation in community fundraising.



8,750+ hours

More than 750 associates volunteered over 8,750 hours to corporate-sponsored and personal community service projects.



~100 nonprofits supported

Approximately 100 nonprofit organizations were supported by CNO's various service programs and donations.



TEAM CNO

MAKING A DIFFERENCE. TOGETHER.

CNO is committed to making service in our communities a part of our culture. Team CNO, our corporate philanthropy and associate volunteer program, has provided opportunities for associate community engagement for more than 20 years.

Associates are encouraged to volunteer for company-sponsored events, and CNO provides up to four hours of paid time off to support associates. Currently, CNO offers at least 12 signature volunteer experiences annually for our associate engagement.

Associates have consistently volunteered an average of nearly 9,000 hours in each of the past five years, reflecting a total commitment of more than 44,500 hours. Prior to the pandemic curtailing opportunities for peer-to-peer volunteerism, the average was more than 10,000 hours annually.

CNO GIVING BACK DAYS

For more than two decades, CNO has organized community service events for associates to give back through volunteering. Today, this program is called “CNO Giving Back Days” and has grown over the years to include both spring and fall service events for associates in all six of our corporate locations and those who work remotely.

In 2023, in-person and virtual service opportunities were offered in the spring and fall. Together, CNO associates contributed:

- **40,000 pounds of food sorted** at Feeding America food banks.
- **Over 1,200 hygiene/wellness kits** to benefit local charity partners.
- **600 senior meal boxes.**
- **300 pairs of shoes cleaned and sorted** for Cradles to Crayons Philadelphia.
- **286 pounds of food harvested** at a local urban farm.

Our associate volunteer program, Team CNO, has provided opportunities for **associate community engagement for more than 20 years.**





INVESTED in GIVING BACK®

Through the CNO Invested in Giving Back® program, associates nominate and vote for community programs to receive charitable donations from the company. More than 900 associates voted for the 2023 program award winners. \$190,000 was awarded across 16 unique charities, including Gleaners Food Bank of Indiana, No Kid Hungry, Riley Children’s Foundation and St. Jude Children’s Research Hospital.

COMMUNITY PARTNERSHIPS

At CNO, we are more than just a network of colleagues—we are part of a broader network of communities that stretch across the nation. We are engaged and active in working to make life better in the places where we live and work. Currently, we have strategic corporate philanthropy partnerships with the Alzheimer’s Association, American Cancer Society, American Heart Association and Beyond Monumental, and members of our leadership team sitting on the boards of many of these organizations.



Since 2003, our annual fundraising event, Bankers Life Forget Me Not Days®, has been held each June throughout the nation to benefit the Alzheimer’s Association®.

In 2023, CNO and Bankers Life supported the Alzheimer’s Association with \$407,000 for Alzheimer’s care, education and research.

The 21st annual Forget Me Not Days® campaign raised \$187,800 through public donations and associate contributions in 2023. The company also recognized the Alzheimer’s Association with a \$200,000 corporate donation to support its mission to end Alzheimer’s disease and all other dementia.

As of year-end 2023, we’ve helped raise nearly \$7.5 million for the Alzheimer’s Association through the Forget Me Not Days® campaign and corporate donations. CNO and Bankers Life align with the Alzheimer’s Association’s The Longest Day program as a Global Team.

CNO and Bankers Life also support the Alzheimer’s Association Walk to End Alzheimer’s® as a national team. Walks are sponsored locally in Chicago and Indianapolis with teams in all other corporate locations: Birmingham, Milwaukee, Orlando and Philadelphia.

In 2023, approximately 50 associates and their guests supported Walk to End Alzheimer’s events in three cities and raised more than \$32,000.



In 2023, CNO and Washington National contributed \$100,000 to the American Cancer Society® (ACS) to support patient care through Hope Lodges® and the Road to Recovery® program for ACS volunteers and patients.

In 2023, CNO and Colonial Penn associates supported the American Heart Association® with over \$75,000 in corporate contributions and public fundraising, including through sponsorship of and participation in the Philadelphia Heart Walk.



In 2022, CNO introduced a new corporate philanthropic donation of \$50,000 to support diverse, nonprofit community organizations. The initial recipient of this annual donation was the African American Alliance of CDFI CEOs, a coalition of CEOs of Black-led community development financial institutions (CDFIs) that is committed to social and economic justice for African American communities. Given the impact of the 2022 donation, a \$50,000 contribution was again made to AAA CDFI in 2023.



CNO FINANCIAL INDIANAPOLIS MONUMENTAL MARATHON

Since 2016, CNO has served as the title sponsor of the CNO Financial Indianapolis Monumental Marathon. Our sponsorship complements our corporate commitment to health, well-being and the Central Indiana community where we are headquartered. In June 2024, CNO announced continued support of the event organizer, Beyond Monumental, by extending our sponsorship of the event through 2026.

The 2023 event drew nearly 15,000 participants to Indianapolis, representing all 50 states and more than 25 countries. Nearly 400 CNO associates and guests volunteered and/or participated virtually or in-person in the marathon, half-marathon, 5K distance or the “Marathon-in-a-Month,” that allowed participants to run 26.2 miles over the course of the entire month of November.





Endnotes

¹Insurance policies underwritten by CNO Financial Group's insurance subsidiaries: Bankers Life & Casualty Company, Washington National Insurance Company, Colonial Penn Life Insurance Company, Resource Life Insurance Company, and in New York, Bankers Consec Life Insurance Company. Subject to state availability. CNO Financial Group and its subsidiaries are not connected with or endorsed by the U.S. government or the federal Medicare program.

Bankers Life is the marketing brand of affiliated companies Bankers Life and Casualty Company, Colonial Penn Life Insurance Company, Bankers Consec Life Insurance Company (BCLIC), Bankers Life Securities, Inc. and Bankers Life Advisory Services, Inc. Non-affiliated insurance products are offered through Bankers Life Securities General Agency, Inc., (dba BL General Insurance Agency, Inc., AK, AL, NV, PA). BCLIC is authorized to sell insurance in New York.

Securities and variable annuity products and services are offered by Bankers Life Securities, Inc. Member FINRA/SIPC (dba BL Securities, Inc., AL, GA, IA, IL, MI, NV, PA). Advisory products and services are offered by Bankers Life Advisory Services, Inc. SEC Registered Investment Adviser (dba BL Advisory Services, Inc., AL, GA, IA, MT, NV, PA).

Investments are: Not Guaranteed—Involve Risk—May Lose Value.

Thank you for your interest in CNO's sustainability efforts that support the health and financial wellness of our associates, agents, customers and communities.

Connect with us on social media.



QUESTIONS AND COMMENTS

Please direct questions or comments to Sustainability@CNOinc.com.