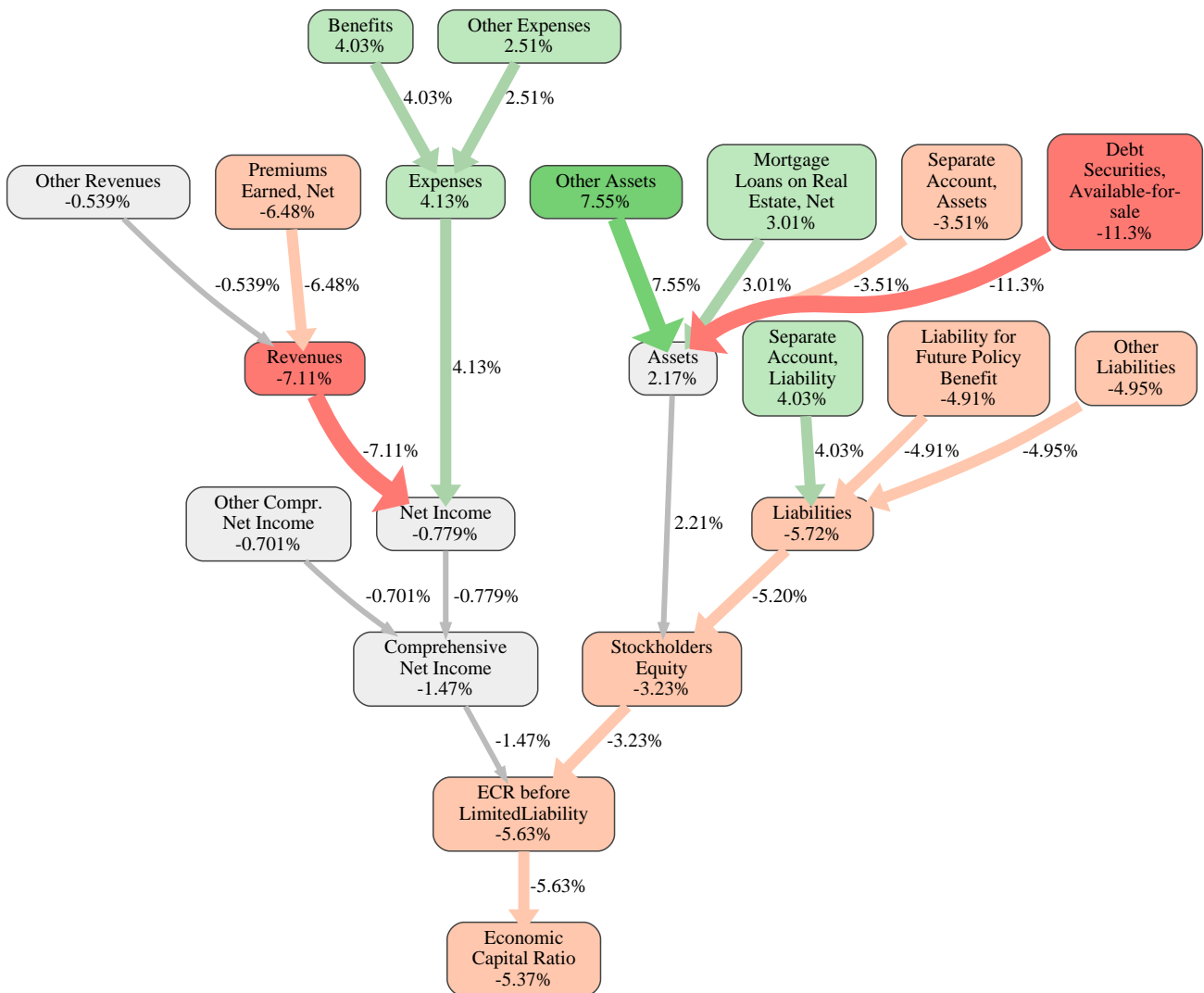




RealRate

# LIFE INSURANCE 2011

## Protective LIFE CORP Rank 6 of 6





# LIFE INSURANCE 2011

## Protective LIFE CORP Rank 6 of 6



The relative strengths and weaknesses of Protective LIFE CORP are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Protective LIFE CORP compared to the market average is the variable Other Assets, increasing the Economic Capital Ratio by 7.5% points. The greatest weakness of Protective LIFE CORP is the variable Debt Securities, Available-for-sale, reducing the Economic Capital Ratio by 11% points.

The company's Economic Capital Ratio, given in the ranking table, is 21%, being 5.4% points below the market average of 26%.

Input Variable	Value in 1000 USD
Benefits	2,089,429
Debt Securities, Available-for-sale	0
Insurance Commissions and Fees	0
Liability for Future Policy Benefit	18,530,564
Mortgage Loans on Real Estate, Net	4,892,829
Net Investment Income	1,545,427
Other Assets	42,669,957
Other Compr. Net Income	0
Other Expenses	748,530
Other Liabilities	25,702,119
Other Net Income	0
Other Revenues	1,552,328
Premiums Earned, Net	0
Separate Account, Assets	0
Separate Account, Liability	0

Output Variable	Value in 1000 USD
Liabilities	44,232,683
Assets	47,562,786
Expenses	2,837,959
Revenues	3,097,755
Stockholders Equity	3,330,103
Net Income	259,796
Comprehensive Net Income	259,796
BaseVar	48,865,592
ECR before LimitedLiability	4.2%
Economic Capital Ratio	21%