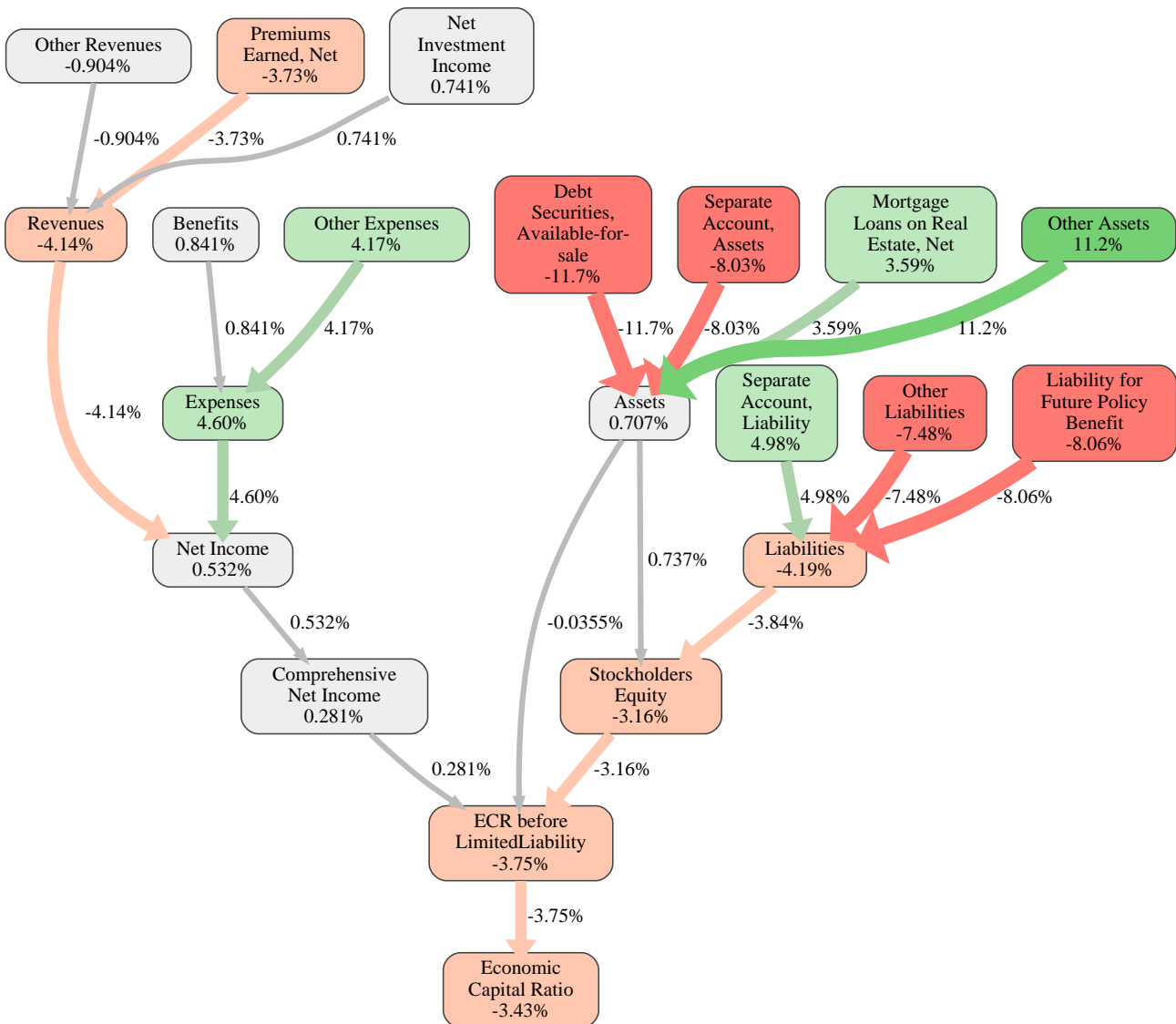




RealRate

# LIFE INSURANCE 2012

## Protective LIFE CORP Rank 21 of 31





# LIFE INSURANCE 2012

## Protective LIFE CORP Rank 21 of 31



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 11% points. The greatest weakness of Protective LIFE CORP is the variable Debt Securities, Available-for-sale, reducing the Economic Capital Ratio by 12% points.

The company's Economic Capital Ratio, given in the ranking table, is 22%, being 3.4% points below the market average of 25%.

Input Variable	Value in 1000 USD
Benefits	2,233,473
Debt Securities, Available-for-sale	0
Insurance Commissions and Fees	0
Liability for Future Policy Benefit	20,867,989
Mortgage Loans on Real Estate, Net	5,353,481
Net Investment Income	1,665,392
Other Assets	47,578,604
Other Compr. Net Income	0
Other Expenses	993,354
Other Liabilities	27,844,381
Other Net Income	0
Other Revenues	1,900,750
Premiums Earned, Net	0
Separate Account, Assets	0
Separate Account, Liability	0

Output Variable	Value in 1000 USD
Liabilities	48,712,370
Assets	52,932,085
Expenses	3,226,827
Revenues	3,566,142
Stockholders Equity	4,219,715
Net Income	339,315
Comprehensive Net Income	339,315
BaseVar	54,218,712
ECR before LimitedLiability	4.8%
Economic Capital Ratio	22%