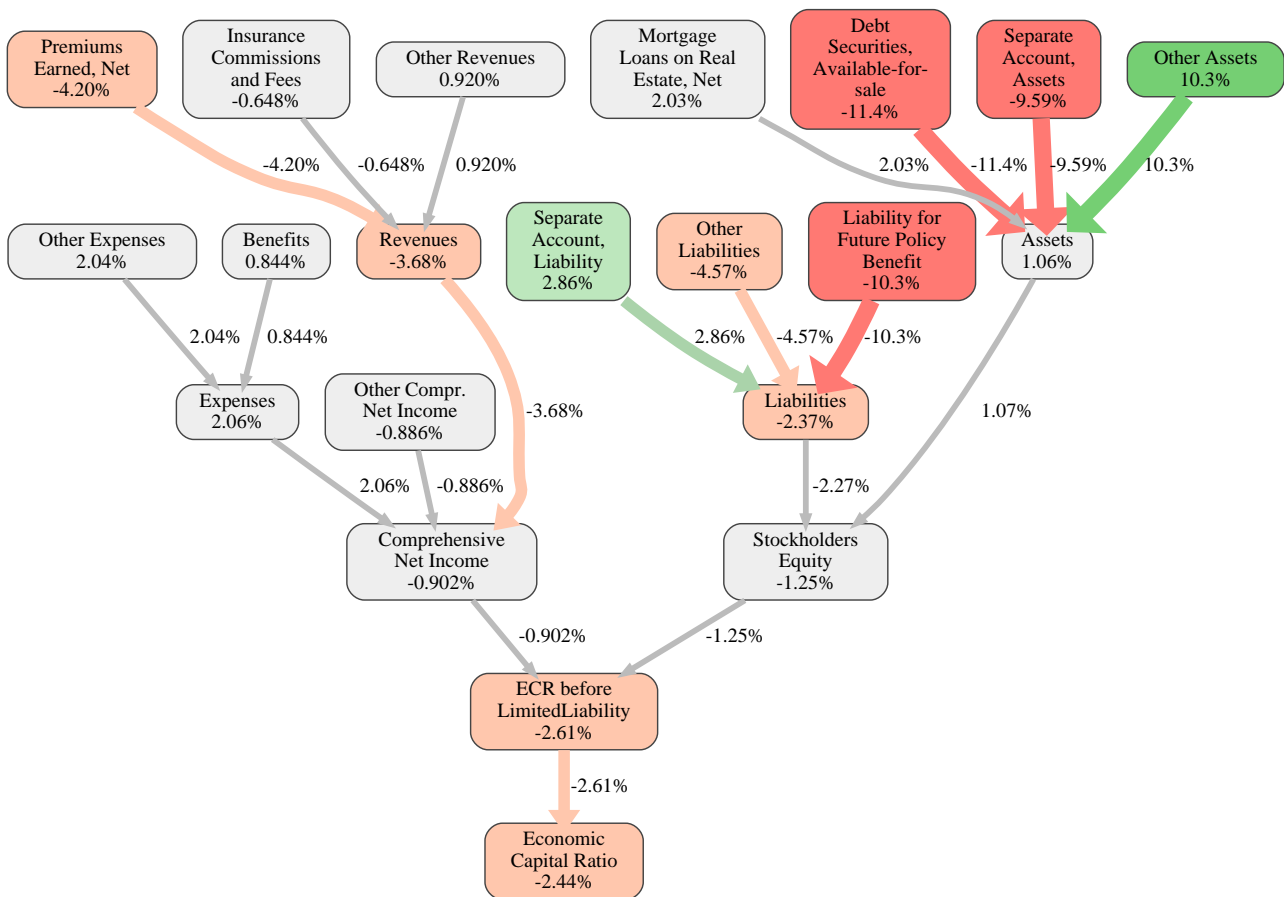




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LIFE INSURANCE 2014

Protective LIFE Insurance CO Rank 20 of 27





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The relative strengths and weaknesses of Protective LIFE Insurance CO 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 Insurance CO compared to the market average is the variable Other Assets, increasing the Economic Capital Ratio by 10% points. The greatest weakness of Protective LIFE Insurance CO 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 19%, being 2.4% points below the market average of 21%.

Input Variable	Value in 1000 USD
Benefits	2,473,988
Debt Securities, Available-for-sale	0
Insurance Commissions and Fees	0
Liability for Future Policy Benefit	29,780,958
Mortgage Loans on Real Estate, Net	5,486,417
Net Investment Income	1,918,349
Other Assets	62,810,125
Other Compr. Net Income	-1,272,158
Other Expenses	839,080
Other Liabilities	33,825,158
Other Net Income	0
Other Revenues	1,686,321
Premiums Earned, Net	0
Separate Account, Assets	0
Separate Account, Liability	0

Output Variable	Value in 1000 USD
Liabilities	63,606,116
Assets	68,296,542
Expenses	3,313,068
Revenues	3,604,670
Stockholders Equity	4,690,426
Net Income	291,602
Comprehensive Net Income	-980,556
BaseVar	70,046,277
ECR before LimitedLiability	2.1%
Economic Capital Ratio	19%