

Strength.
Vision.
Stability.



A solid foundation

When you look to a partner for health and life insurance, you need two fundamental things. A company with the financial strength and stability to be there for you, no matter what the winds of change bring. And you need a company that leverages its strength to provide innovative and flexible new solutions—solutions that respond competitively in an ever-changing marketplace. That solid partner is Independence Holding Company and its subsidiaries within The IHC Group.

Independence Holding Company is a publicly traded company (NYSE: IHC) with **assets in excess of \$1 billion** that has been providing health and life insurance solutions for 30 years. We have expertise in six classes of fully insured medical (small group, individuals and families, short-term, dental/vision, limited and student). **Our collective strength ranks nationally among the top five insurers in one of our key niche areas — medical stop-loss coverage.** The IHC Group has the stability and the resources to deliver the confidence and peace of mind you seek.

Strong financial footing

- More than one million customers.
- Over \$1 billion in assets.
- Average investment portfolio rating of “AA.”
- Through our subsidiaries, licensed in all 50 states representing an estimated \$600 million in annualized gross premiums as of December 31, 2009.
- Named one of the 200 Best Small Companies by Forbes Magazine.

Power player in niche markets

Through our subsidiaries, we’ve grown our business by creatively serving niche insurance needs. Today we offer expertise in:

- Small group medical
- Major medical for individuals and families
- Dental and vision
- Short-term medical
- Limited medical benefit plans for employers and individuals
- Student medical
- Individual and group life
- Long- and short-term disability
- Employer stop-loss
- Volunteer emergency workers life and health
- Critical illness

What niches will we fill in the years to come? Rest assured, The IHC Group will be delivering the innovative new products our producers and customers need to stay competitive and attractive in the marketplace.

We are The IHC Group

While financial strength is a cornerstone of the insurance industry, the real benefit is knowing how to leverage and apply that strength. Our excellent financial ratings and depth of experience give us the resources and flexibility to respond quickly within niche insurance markets.

Our success in medical stop-loss insurance is a prime example. In 1987, seeing the need to protect self-funded employers against catastrophic losses, IHC became a pioneer in medical stop-loss coverage. **This vision has allowed us to become a market leader in stop-loss premiums.** This outstanding performance lets us find and fund the next niche opportunity. One success builds on another.

And when you work with The IHC Group to create specialized insurance solutions, you’ll find a refreshingly

flat and nimble organizational structure. This gives us the mobility to act decisively on your behalf. We know success is built on relationships, not bureaucracy.

Peace of mind

Take advantage of our strength and experience in niche insurance services. Our products can help make your business or your clients’ companies more profitable, more efficient and more attractive. But, perhaps most important, our proven track record will give you the peace of mind you want and a dependable partner you can trust.

We build success
on relationships

Strength. Vision. Stability.

These are the tenets by which The IHC Group conducts its daily business and serves its customers every day.

Strength

We fill a unique niche between “behemoth” and “boutique.” Large enough to compete nationally, but nimble enough to respond quickly.

Vision

We fill a gap in the changing health insurance industry—big enough to be listed on the NYSE, but not so big that we lose touch with our sales partners. **Producers and distributors are not just customers, they are full partners in our success.** Programs such as our “partnership to ownership” enable sales leaders to become IHC shareholders.

- If you are a producer or distributor, it means we care about you, listen to you and embrace you as a full partner.
- If you are an insured, it means we strive to give you a positive experience with assistance and support that exceeds expectations.
- If you are an investor, we pledge to do our best to maximize shareholder value.

Stability

IHC formed 30 years ago, and some of our senior management has been with us since day one. Others have joined more recently, bringing with them 25+ years experience as successful leaders and entrepreneurs in the health insurance industry.

The IHC Group

Standard Security Life Insurance Company of New York

"A-" rated (Excellent) by A.M. Best for over 25 years, licensed in all 50 states, and a market leader in medical stop-loss coverage.

Madison National Life Insurance Company

"A-" rated (Excellent) by A.M. Best, licensed in 49 states, and specializing in life, disability, and various medical coverages.

Independence American Insurance Company

"A-" rated (Excellent) by A.M. Best, licensed in 49 jurisdictions, and specializing in major medical for individuals and families, and various group medical coverages.

IHC Health Solutions, Inc.

A benefits management company specializing in the administration and distribution of health benefit plans including marketing support services, underwriting, billing and claims processing for fully insured as well as international groups and individuals.

Independent Producers of America (IPA), LLC

A national marketing organization that distributes major medical insurance plans and other health insurance plans and health membership programs.

Managing General Underwriters

Majestic Underwriters, Marlton Risk Group, Alliance Underwriters and Risk Assessment Strategies are responsible for marketing, underwriting and administering the majority of the company's medical stop-loss business.

IHC Risk Solutions

Specializes in all aspects of administration on behalf of medical stop-loss, excess medical carriers and managing general underwriters.

Actuarial Management Corporation, Inc.

Focuses on incorporating actuarial methods into the individual and small group fully insured medical market segment.

healthinsurance.org, LLC

The oldest Internet site offering consumer information and affordable health and medical insurance coverage.

MedWatch, LLC

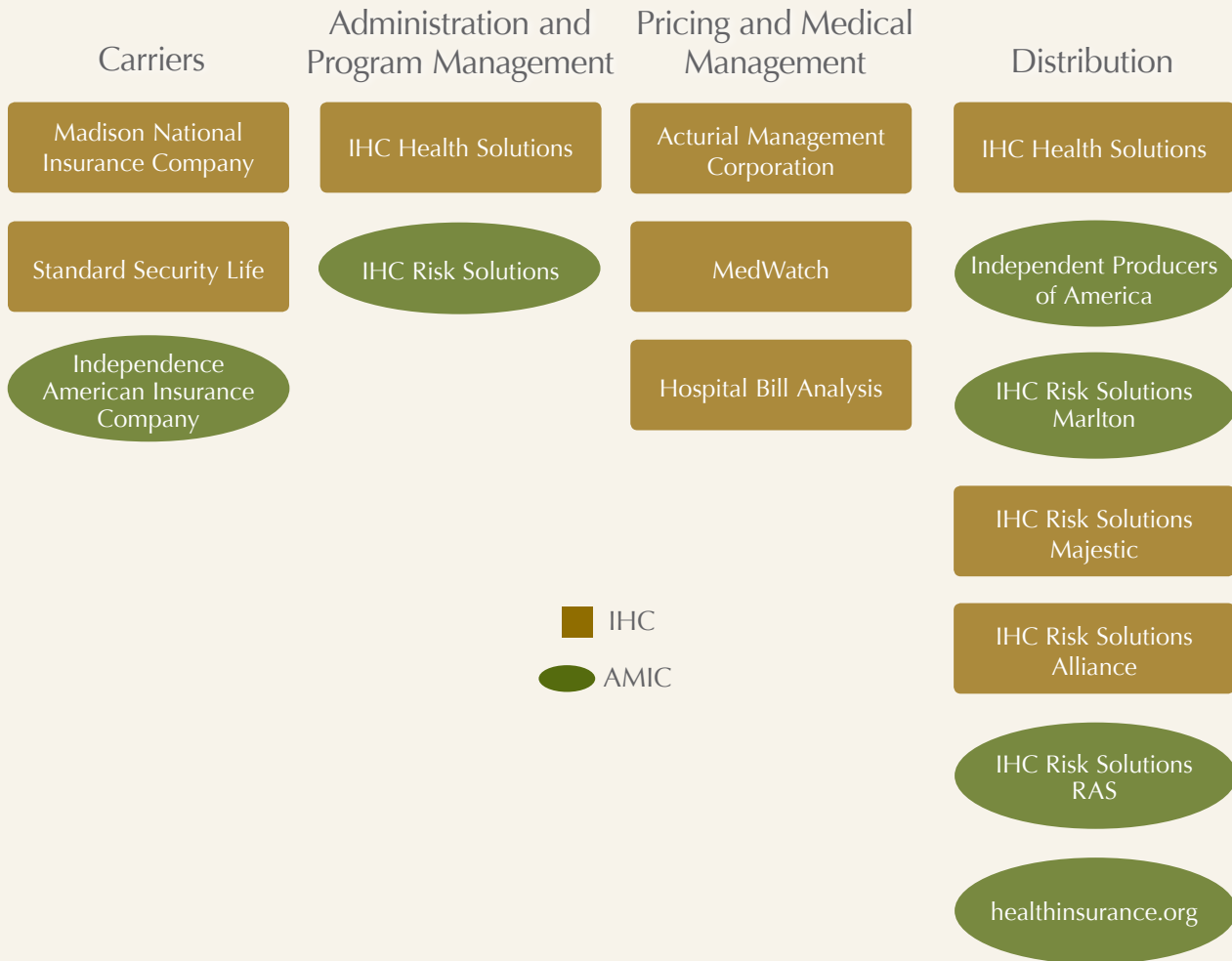
MedWatch has the unique distinction of achieving URAC Accreditation in health utilization management, case management and disease management to self insured and fully insured employer groups for over 20 years.

Hospital Bill Analysis, LLC

HBA offers cost containment services to include bill review, re-pricing and direct negotiations for both in network and out of network claims.

Wealth of Knowledge

Structure of Independence Holding Company



www.ihcgroup.com

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Forward-looking information

Certain statements and materials contained in this document may be considered “forward-looking statements,” such as statements relating to management’s views with respect to future events and financial performance. Such forward-looking statements are subject to risks, uncertainties and other factors which could cause actual results to differ materially from historical experience or from future results expressed or implied by such forward-looking statements. Potential risks and uncertainties include, but are not limited to, economic conditions in the markets in which we operate, new federal or state governmental regulation, our ability effectively to operate, integrate and leverage any past or future strategic acquisition, and other factors which can be found in our news releases and filings with the Securities and Exchange Commission.