

## AuguStar Financial | Our Brand story

[Music begins]

[Countdown timer from 1:57 shows on the screen.]

[Music ends]

[Introduction shown on the screen]

**Aster:** Hi, I'm Aster your uh ambassador of fun and excitement.

So, we have always been captivated by the wonders of space, the unknown, the mystery, the uncertainty, and when you think about it space is a lot like personal planning.

It can feel intimidating and uncertain unless you have the right individual plan.

[Music begins]

[AuguStar Financial logo]

**Aster:** AuguStar Financial looks at things through a different lens which can make all the difference to see things more clearly.

We like to make the personal planning conversation more approachable, easier to understand, and with a little bit of fun sprinkled in so you can see the financial future you're looking for.

It's the dawn of a new day for your financial future. Let's make space or personal planning feel a little less intimidating and a little more fun.

[AuguStar Financial logo]

[Act 1, A Simple Formula shown on the screen]

**Aster:** Ever feel like financial products are talked about in a foreign language? Like you need to be Einstein to figure out how to make sure you have the right plan. Well, you're not alone in feeling that way. At AuguStar our goal is to make personal planning feel less intimidating. More like a conversation you'd have with a friend, than a lecture from a college professor.

Let's look at a more simplified equation. Let's start with your goals and then start preparing a plan to help achieve them. Add in some marketing tools and technology and then address your challenges and remove complicated jargon. All of that adds up to an AuguStar plan you can feel good about.

Take a look at all the resources we have to help you make educated and informed decisions.

[Act 2, Financial Strength shown on the screen]

**Aster:** It's normal to be a little nervous when you are about to start a new mission, like a new life stage. But, that's why it's so important to remember you're not alone and that you can have confidence in the people who helped you prepare for your journey, from your financial professional, to all the folks at AuguStar who helped build and develop the tools and technology to help make sure you're protected and on the right track.

[Ratings shown on the screen. A.M. Best, A. Fitch, A-. Moody's, Baa1.]

And all of that is backed by financial strength ratings that help let you know that we are financially strong enough to meet our commitments. And that your launch is a go.

[Clapping sounds]

[Alarm sounds]

[Act 3, The Right Tools shown on the screen]

**Aster:** Every problem requires a different solution. Just like every plan requires a specific set of tools. When we fix these problems, we don't just bring one tool, we bring them all so we'll be prepared to handle what happens next. Whether your challenge is growth, income, or leaving a legacy, AuguStar knows that you need different tools for your needs, as well. Which is why we offer unique products and features that can be catered to your specific situation. You and your financial professional can work together to figure out the best tools for your toolbelt so that you'll be ready for anything.

[And so... shown on the screen]

**Aster:** Aster is Greek for the word star and I can help you be the star of your own financial universe. AuguStar Financial is ready to help and bring a new perspective to personal planning with the strength tools and resources you needed to get you on the right trajectory.

Don't think of space, um I mean planning, as being scary and unknown. Think about what we did when we sent a man to the moon. We planned, we prepared, we came up with a really good strategy, and then we made it happen. Let's start planning your financial future and make it happen for you.

[Disclosures shown on the screen]

A.M. Best Company "A," its third-highest ranking out of 16 categories. Fitch: "A-," its seventh-highest ranking on a 21-part scale. Moody's: "Baa1," its eighth-highest ranking on a 21-part scale. All ratings information is according to reports published on: [ambest.com/ratings](https://ambest.com/ratings), [fitchratings.com](https://fitchratings.com), and [moody.com/insurance](https://moody.com/insurance). Ratings are accurate as of 10-2022.

Products issued by AuguStar Life Insurance Company and AuguStar Life Assurance Corporation. Product, product features and rider availability vary by state. Guarantees are based on the claims-paying ability of the issuer. Issuer not licensed to do business in NY.

[Company information shown on the screen]

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