



THRIVENT®



## SERVING MORE CHRISTIANS IN NEW WAYS 2017 REPORT TO MEMBERS

### Dear Fellow Members:

We are happy to report that 2017 was a good year for our membership and family of businesses. Thrivent's results show that a growing number of Christians trust us to guide them on their wise with money journey.

As you will see in the next few pages, we are serving more people with more types of products and services. Our main measures of financial strength and stability—assets under management/advisement and surplus—climbed to record levels again. You as members also reached new heights in giving of yourselves using Thrivent's generosity programs.

This year's report also includes membership trends over the last several years. In 2013, Thrivent members voted to extend our common bond to serve all Christians. We want to share with you the resulting steady progress in helping more people on their journey to be wise with money.

Since the vote, we have thoughtfully and intentionally moved forward with strategies for new business collaborations and offerings to serve more Christians. As a result, we continue to see positive trends, which are slowing a membership decline that had begun to parallel drops in mainline church membership.

We are most excited that the number of new individuals Thrivent serves continues to grow each year. That number includes all people who own Thrivent products and services, regardless of membership status. We are fulfilling our mission, and our membership is experiencing greater strength and stability as we work together.

We are a fraternal benefit society for Christians, and we are committed to helping you thrive as a part of this community sharing our common bond. In fact, according to a recent report by Forrester<sup>1</sup>, Thrivent was one of two insurers that ranked near the top among financial services organizations when it came to customer advocacy.

As a member and owner of this organization, you can help more people experience what it means to be wise with money. Please invite others to join us on this journey.

  
**Brad Hewitt**

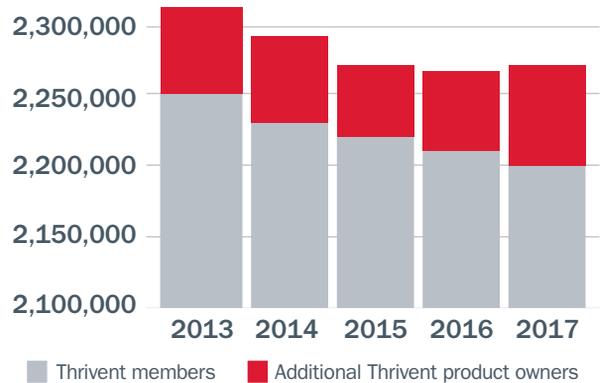
Chief Executive Officer

  
**Bonnie Raquet**

Chair of the Board of Directors

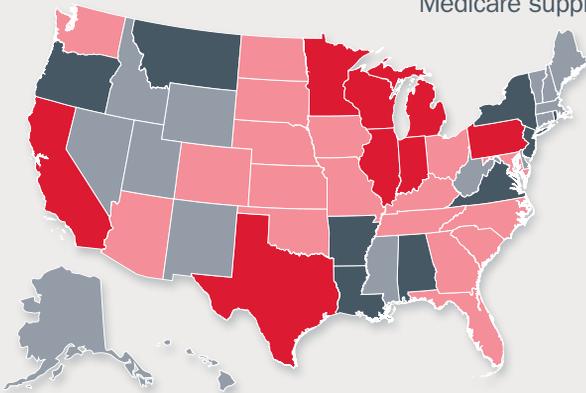
## MEMBERSHIP AND PRODUCT OWNERSHIP TRENDS

In 2017, the total number of individuals who own Thrivent products started growing for the first time in many years. We are serving more Christians in new ways. The chart also shows that since the vote to extend Thrivent's common bond in 2013, the decline in number of members has slowed. We expect these trends to continue as more Christians across the country get to know Thrivent.



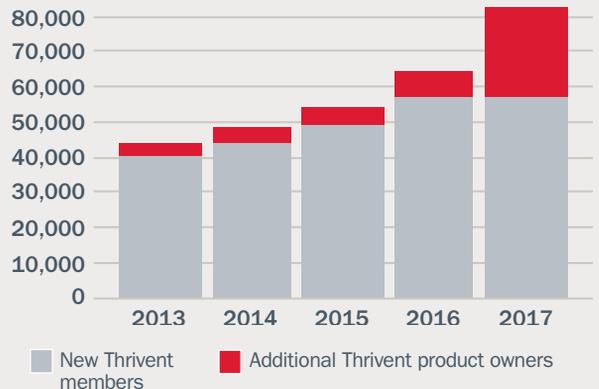
## GROWTH TRENDS

In 2017, most of Thrivent's growth was in states where we are already well known. However, there was also new growth in states like Indiana, Tennessee, Georgia and North Carolina, mainly because of sales of Medicare supplement insurance<sup>2</sup> and the acquisition of Ronald Blue Trust.



New product owners in 2017

- 3,000+ ■
- 1,000–2,999 ■
- 500–999 ■
- Less than 500 ■



**Thrivent Mutual Funds**  
**18,300 new customers in 2017 • 77% more than the previous year**

## WE SERVED AS TRUSTED GUIDES TO CHRISTIANS ACROSS GENERATIONS



### PREPARE/ENRICH

helped more than **100,000 couples** strengthen their relationships.

**43% identified finances** as an area they need to work on.<sup>3</sup>

**92,000 members** and others attended **educational workshops** on topics including **wise money habits** for families, retiring wisely and more.



Thrivent Education Finance Group helped **13,400 students** and their families **finance their college dreams.**

## WE SUPPORTED WISE WITH MONEY JOURNEYS

While life insurance is owned by most of Thrivent's members, we are helping even more people by offering a variety of ways to be wise with money. This diversity of business lines contributes to our strength and stability.

Number of Customers*	Product ownership
1,808,000	Life insurance
526,000	Annuity
487,000	Mutual fund, or brokerage or investment advisor account
228,000	Disability income, long-term care or Medicare supplement insurance
61,000	Credit union, student lending or trust product

\*People who own more than one product are counted in all relevant categories.

Dividends paid out: **\$320 million**  
 Life & annuity benefits paid out: **\$2.2 billion**  
 Life insurance in force: **\$208 billion**

Dividends are not guaranteed.

### Assets under management/ advisement

in billions as of Dec. 31, 2017



### Total adjusted surplus

in billions as of Dec. 31, 2017



## OUR VALUES AND STRENGTHS WERE RECOGNIZED



Thrivent was named one of the "World's Most Ethical Companies" by Ethisphere Institute 2012-2018.<sup>4</sup>

A.M. Best  
**A++** Superior  
 May 2017  
 Highest of 16 ratings<sup>5</sup>

For more than 20 years, Thrivent has earned the highest possible rating from A.M. Best, an independent insurance ratings agency.

Fortune 500 list  
**#316**  
 June 2017<sup>6</sup>

## OUR MEMBERS EXPRESSED THEIR FAITH THROUGH GENEROSITY

We are a **fraternal benefit society** for more than **2 million Christians**.



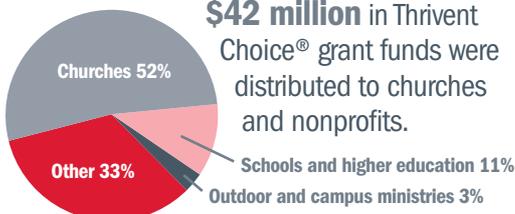
Members volunteered **14.4 million hours** to help their communities.



**88,600** members led **124,000 Thrivent Action Teams**.



**\$280 million** in total outreach was generated by Thrivent and our members.



All numbers are for the year 2017 and as of Dec 31, 2017.

## THRIVENT FINANCIAL 2017 RESULTS

Condensed Statutory Financial Information		
As of Dec. 31 (in millions)	2016	2017
<b>Admitted assets</b>		
Bonds	\$41,908	\$43,291
Stocks	1,713	2,141
Mortgage loans	7,776	8,202
Cash and short-term investments	1,731	1,573
Other investments	4,388	4,670
<b>Total investments</b>	<b>57,516</b>	<b>59,877</b>
Other assets	600	600
Assets held in separate accounts	26,718	30,492
<b>Total admitted assets</b>	<b>\$84,834</b>	<b>\$90,969</b>
<b>Liabilities</b>		
Reserves for life, annuity and health contracts	\$47,298	\$48,800
Provision for dividend payments to members	317	320
Other liabilities	2,822	3,132
Liabilities related to separate accounts	26,671	30,448
<b>Total liabilities</b>	<b>77,108</b>	<b>82,700</b>
<b>Capital and surplus</b>	<b>7,726</b>	<b>8,269</b>
<b>Total liabilities and surplus</b>	<b>\$84,834</b>	<b>\$90,969</b>
<b>For the year ended Dec. 31 (in millions)</b>		
Premium income and contract proceeds	\$5,529	\$5,133
Net investment income	2,768	2,709
Other income	746	826
<b>Total revenue</b>	<b>9,043</b>	<b>8,668</b>
Contractholders' benefits	7,276	7,093
Commissions and operating costs	1,067	1,111
Other	29	21
<b>Total benefits and expenses</b>	<b>8,372</b>	<b>8,225</b>
<b>Gain from operations before capital gains and losses</b>	<b>671</b>	<b>443</b>
<b>Capital gains (losses), net</b>	<b>(115)</b>	<b>74</b>
<b>Net income</b>	<b>\$556</b>	<b>\$517</b>

Thrivent Financial derived the financial information above from our audited financial statements. For a copy of the complete statutory-basis financial statements, visit [Thrivent.com](http://Thrivent.com).

<sup>1</sup>Source: "Customer Advocacy 2017: How Advocating For Customers Helps Financial Firms Drive Loyalty," Forrester Research, Inc., Jan. 3, 2018.

<sup>2</sup>Thrivent is not connected with or endorsed by the U.S. government or the federal Medicare program. Not available in all states.

<sup>3</sup>Source: PREPARE/ENRICH survey data.

<sup>4</sup>"World's Most Ethical Companies" and "Ethisphere" names and marks are registered trademarks of Ethisphere LLC. For details, visit [Ethisphere.com](http://Ethisphere.com).

<sup>5</sup>Ratings reflect Thrivent's overall strength and claims-paying ability but do not apply to the performance of investment products.

<sup>6</sup>Source: Fortune Magazine.

Prepare/Enrich, LLC and Thrivent Education Financial Group, LLC are wholly owned subsidiaries of Thrivent Financial Holdings, Inc., which is wholly owned by Thrivent. Ronald Blue Trust is a division of Thrivent Trust Company, which is wholly owned by Thrivent.

Deposit and lending services are offered by Thrivent Federal Credit Union, a member-owned not-for-profit financial cooperative that is federally insured by the National Credit Union Administration and doing business in accordance with the Federal Fair Lending Laws.

Insurance products issued or offered by Thrivent Financial, the marketing name for Thrivent Financial for Lutherans, Appleton, WI. Not all products are available in all states. Securities and investment advisory services are offered through Thrivent Investment Management Inc., 625 Fourth Ave. S., Minneapolis, MN 55415, a FINRA and SIPC member and a wholly owned subsidiary of Thrivent. Thrivent Financial representatives are registered representatives of Thrivent Investment Management Inc. They are also licensed insurance agents/producers of Thrivent. For additional important information, visit [Thrivent.com/disclosures](http://Thrivent.com/disclosures).

The principal underwriter for the Thrivent Mutual Funds is Thrivent Distributors, LLC, 625 Fourth Ave. S., Minneapolis, MN 55415, a registered broker-dealer and member FINRA.

Thrivent Action Teams and Thrivent Choice engage members and Member Networks in charitable activities, furthering Thrivent's mission and purposes. Never purchase or retain any insurance or annuity simply to participate. Terms and Conditions apply.



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