

Horace Mann Investors, Inc. Customer Relationship Summary
June 30, 2020

Introduction:

Horace Mann Investors, Inc. (HMII) is registered with the Securities and Exchange Commission (SEC) as both a broker-dealer and an investment advisor. Brokerage and investment advisory services and fees differ, and it is important for you, the retail investor, to understand the differences.

Free and simple tools are available to research firms and financial professionals at www.investor.gov/crs, which also provides educational materials about broker-dealers, investment advisers, and investing. To learn more about HMII, you may go to Financial Industry Regulatory Authority's broker check at: <https://brokercheck.finra.org/>.

Relationships and Services:

What investment services and advice can you provide me?

HMII offers both brokerage services and investment advisory services to retail investors. The principal services, accounts and investments we make available, and material limitations on these services are summarized below.

When we provide services in a broker-dealer capacity, we effect purchases and sales of securities on your behalf, and a registered representative associated with HMII (RR) may provide you specific recommendations related to the investments you may elect to make and the type of investment account(s) you may elect to maintain. You will make the ultimate decision regarding the purchase or sale of investments. It is important to understand that, as a broker-dealer, HMII and its registered representatives do not monitor your investment(s) or account after a recommendation is made and/or the transaction is entered.

When we provide investment management services, retail customers may invest in model portfolios constructed by third-party investment advisory firms through sub-advisory relationships. IARs provide account monitoring on at least an annual basis. The third-party investment manager of the managed account program will exercise investment discretion in your investment advisory account on your behalf.

We offer a limited number of proprietary securities products, which include variable annuities and a mutual fund brokerage platform. In addition, we offer variable universal life products, mutual funds, brokerage accounts and investment management services through third-party agreements. Investment management services may only be offered if your representative is qualified by exam and authorized to act in the capacity of an IAR. All other products may be offered only if your representative is qualified by exam and authorized to act in the capacity of an RR.

We do not:

- recommend specific investment allocations for our proprietary products;
- recommend transactions or strategies involving individual equities, exchange traded securities, fixed income securities, options, or commodities;
- provide financial planning services;
- provide investment monitoring of a retail investor's account (except for investment advisory accounts); or
- exercise discretionary authority over brokerage accounts or our proprietary securities products.

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The securities products we offer are subject to minimum deposits, which varies between the products. The minimum deposits are outlined in each product's respective prospectus, agreement, and/or contract summary.

You may obtain more detailed information about our investment advisory services in our **Form ADV, Part 2A brochure**. Additional information about our services as a broker-dealer is available in our **Recommendation Disclosure Statement**.

We also offer insurance products that are not securities products (for example, term life insurance, whole life insurance, fixed annuities, fixed-indexed annuities), but those sales are not conducted in our capacity as a broker-dealer or investment advisor.

Questions to consider:

- *Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? Why or why not?*
- *How will you choose investments to recommend to me?*
- *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

Fees, Costs, Conflicts and Standard of Conduct:

What fees will I pay?

It is important for you, the retail investor, to understand the principal fees and costs you will incur for your brokerage or investment advisory services, including how frequently they are assessed and the conflicts of interest they create.

- **Brokerage accounts:** If you elect to open a brokerage account, we charge transaction-based fees to buy and sell securities. This means you are charged more when there are more trades in your account. Therefore, we may have an incentive to encourage you to trade more often.
- **Proprietary annuities:** If you elect to purchase an annuity, we charge asset-based fees based on a percentage of assets invested in the annuity contract when you own a proprietary annuity. The more assets you contribute to a proprietary annuity, the more you will pay in fees. Therefore, we may have an incentive to encourage you to increase the assets in your account.
- **Mutual fund platform accounts:** If you elect to open a mutual fund platform account, we charge asset-based fees based on a percentage of assets invested in the mutual fund platform product. The more assets you contribute to a mutual fund platform account, the more you will pay in fees. Therefore, we may have an incentive to encourage you to increase the assets in your account.
- **Variable universal life insurance:** If you elect to open a variable universal life insurance policy, the insurance company offering the product charges fees on those dollars being allocated to the separate account of the variable universal life insurance policy. The more assets you contribute to the variable universal life insurance policy's separate account, the more fees you will pay. Therefore, we may have an incentive to encourage you to increase contributions to your variable universal life insurance policy.
- **Investment management services:** If you elect to open an investment advisory account, we charge asset-based fees based on a percentage of assets under third party management. The rate and periodic basis for your account billing will be discussed in your managed account agreement. The more assets invested in an advisory account, the more you will pay in fees. Therefore, we may have an incentive to encourage you to increase the assets in your account.

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You may also incur other fees and costs related to your investments and brokerage or investment advisory services. These include but are not limited to: mortality and expense fees associated with annuity investments, mutual fund distribution fees, account maintenance fees, account termination fees, brokerage account trade ticket fees, and custody fees.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. You can find more detailed information about fees and costs related to our services as a broker-dealer in our **Recommendation Disclosure Statement**. Our Form ADV, Part 2A (Items 5(A)-5(D)) reflects fees and costs specific to our investment advisory services.

Questions to consider:

- *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

What are your legal obligations to me when providing recommendations as my broker-dealer or when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation as your broker-dealer or act as your investment adviser, we must act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the recommendations and investment advice, we provide you. Here are some examples to help you understand what this means.

- **Proprietary securities products:** We offer a limited number of proprietary securities products: variable annuities and an open architecture mutual fund platform. There may be other products that we do not offer that better suit your needs.
- **Mutual Fund Brokerage Services:** The cash compensation for sales of, and non-cash compensation for deposits to, non-proprietary products may be less than the compensation from proprietary products. As a result, we may be incented to offer proprietary products to you.
- **Managed Account Services:** Investment management fees cover a wider range of services, including transaction costs, custody of your securities, and ongoing account monitoring. The periodic fees for these high touch services may create incentives for IARs to recommend managed account services to you, rather than brokerage services.
- **Revenue sharing:** Mutual funds and variable annuities charge holder's distribution fees and expenses on a periodic and ongoing basis. Some of these fees are shared with us and/or passed through to your RR and may create an incentive for us to recommend these types of securities.

You can find more detailed information about fees and costs related to our services as a broker-dealer in our Reg BI Disclosures. Our Form ADV, Part 2A (Items 5(A)-5(D)) reflects fees and costs specific to our investment advisory services.

Questions to consider:

- *How might your conflicts of interest affect me, and how will you address them?*

How do your financial professionals make money?

Our RRs receive cash compensation when making recommendations involving sales of securities products. RRs may, depending on the product recommended, also receive 12b-1 or other distribution

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fees charged from assets held in your portfolio. These securities products may have different sales charges and compensation levels. This means the RR receives more compensation when there are more trades in your account, or when the RR makes a recommendation for a securities product with higher sales charges with higher ongoing distribution fees. The RR may have an incentive to encourage you to trade more often or to recommend products with higher sales or distribution charges.

Our IARs receive cash compensation when making a recommendation for a managed account subject to an asset-based fee. The more assets there are in an advisory account, the more the IAR could receive in cash compensation. The financial professional may have an incentive to encourage you to increase the assets in your account.

In both cases, RRs and IARs may be eligible to receive other cash and non-cash compensation based upon assets deposited to your various HMII accounts. These incentives include eligibility for expense-paid trips and conferences. This compensation creates a potential conflict of interest by incenting RRs and IARs to recommend deposits to accounts offered by HMII.

Disciplinary History

Do you or your financial professionals have a legal or disciplinary history?

Yes. For a free and simple search tool to research our firm and our registered representatives' disciplinary actions and history, please go to: <https://brokercheck.finra.org/>

Questions to consider:

- *As a financial professional, do you have any disciplinary history?*
- *If so, for what type of conduct?*

Additional Information

For up-to-date information about our firm, our financial professionals or to request a current copy of the relationship summary, please call 800-999-1030 or go to: www.horacemann.com.

Questions to Consider:

- *Who is my primary contact person?*
- *Is he/she a representative of an investment advisor or a broker -dealer?*
- *Who can I talk to if I have concerns about how this person is treating me?*