

Life at Protective

Prioritizing Culture, Giving and Wellness

OUR CULTURE AND VALUES

Our Culture

At Protective Life, our values form the basis of our culture. They inform our behavior and shape our interactions with customers and each other. We believe strongly in our mission, and employees are actively engaged in making it come alive to ensure a customer focus.

Our Values

- Do the Right Thing
- Build Trust
- Serve People
- Aspire for Better

Our Commitments

- You at the center
- More within your reach
- Promises delivered, always
- Going further for you

WELLNESS PROGRAM

For over 30 years, Protective has offered a robust and comprehensive wellness program to its employees. At the Birmingham corporate office, employees have access to an on-site fitness center, an acute care clinic staffed with a nurse practitioner, a registered dietitian, an employee assistance program counselor and a massage therapist. Protective also builds partnerships with health resources around its footprint to encourage participation among employees outside the Birmingham corporate office. All employees can participate in Proactive Rewards, an online wellness platform and pedometer program to earn incentives and cash rewards for participating in various wellness activities such as:

- Completing a health screening
- Participating in a tobacco cessation program or certifying non-tobacco status
- Exercising
- Getting a flu vaccination
- Completing health education quizzes



THE PROTECTIVE LIFE FOUNDATION AND CORPORATE GIVING PROGRAM

The Objectives of the Protective Life Foundation

1. To contribute to the welfare and quality of life of the local community;
2. To be a corporate leader and a pacesetter in giving; and,
3. To work in partnership with other organizations, corporations and individuals to find solutions for some of the difficult human and economic situations in our community.

BY THE NUMBERS

\$4.5

MILLIONS

Total Contributions in 2020

242

NONPROFIT ORGANIZATIONS

And Protective Life Foundation Scholars Impacted in 2020