

# **FBL Financial Group, Inc. - Strategy, SWOT and Corporate Finance Report**

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## **Abstracts**

### **SUMMARY**

FBL Financial Group, Inc. - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### **KEY FINDINGS**

Detailed information on FBL Financial Group, Inc. required for business and competitor intelligence needs

A study of the major internal and external factors affecting FBL Financial Group, Inc. in the form of a SWOT analysis

An in-depth view of the business model of FBL Financial Group, Inc. including a breakdown and examination of key business segments

Intelligence on FBL Financial Group, Inc.'s mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about FBL Financial Group, Inc., such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data

and key trends

## REASONS TO BUY

Gain understanding of FBL Financial Group, Inc. and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess FBL Financial Group, Inc. as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on FBL Financial Group, Inc.'s business structure, strategy and prospects.

## KEY HIGHLIGHTS

FBL Financial Group, Inc. (FBL) is an insurance holding company based in the US. It offers life insurance products through its subsidiary, Farm Bureau Life Insurance Company (Farm Bureau). The company offers products such as universal life insurance, term life insurance, whole life insurance, accident insurance, health insurance, life insurance and annuities. In addition, it offers advisory, marketing, distribution and leasing services. FBL also manages the operations of Farm Bureau Property and Casualty Insurance Company and Western Agricultural Insurance Company, which provide personal and commercial property-casualty insurance products. The company sells its products through a network of multiline 1,849 exclusive Farm Bureau agents across the US. FBL operates across Midwestern and Western states of the US. FBL is headquartered in West Des Moines, Iowa, the US. The company reported total premiums earnings of US\$321.2 million in FY2015, representing an annual increase of 4% over its previous year.

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### COMPANIES MENTIONED

FBL Financial Group, Inc.

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