

State: Arkansas **Filing Company:** The Ohio National Life Insurance Company
TOI/Sub-TOI: L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: Prestige Value III
Project Name/Number: /

Filing at a Glance

Company: The Ohio National Life Insurance Company
Product Name: Prestige Value III
State: Arkansas
TOI: L071 Individual Life - Whole
Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life
Filing Type: Form
Date Submitted: 10/31/2012
SERFF Tr Num: ONFS-128747453
SERFF Status: Closed-Accepted For Informational Purposes
State Tr Num:
State Status: Closed-Accepted for Informational Purposes
Co Tr Num: 13-PW-42.1

Implementation: 01/01/2013
Date Requested:
Author(s): Doris Jackson, Peggy Johnson, Katherine Skerchock
Reviewer(s): Linda Bird (primary)
Disposition Date: 11/05/2012
Disposition Status: Accepted For Informational Purposes
Implementation Date:

State Filing Description:

State: Arkansas **Filing Company:** The Ohio National Life Insurance Company
TOI/Sub-TOI: L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: Prestige Value III
Project Name/Number: /

General Information

Project Name: Status of Filing in Domicile: Pending
Project Number: Date Approved in Domicile:
Requested Filing Mode: Informational Domicile Status Comments: This filing has been submitted to Ohio, our domiciliary state, on 10/29/12. Forms filed in Ohio are deemed approved 30 days after the filing is received, per Ohio Rev. Code Section 395.14.
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Individual Market Type:
Overall Rate Impact: Filing Status Changed: 11/05/2012
State Status Changed: 11/05/2012
Deemer Date: Created By: Doris Jackson
Submitted By: Katherine Skerchock Corresponding Filing Tracking Number:

Filing Description:
Re: Maximum Valuation Interest Rate
Informational Filing
Revised Spec Pages for Previously Approved Whole Life Policies
Forms 06-PW-42.1 and 06-PW-42.1U

Enclosed for your review are new specification pages to be used with the previously approved Whole Life Insurance Policies, Forms 06-PW-42.1 and 06-PW-42.1U, which were approved in your state on 2/14/2006.

In response to the change in the maximum statutory valuation rate, we have repriced all premiums on our Prestige Value II plan and lowered the nonforfeiture rate. The new plan is called Prestige Value III.

The issue ages for the new plan are 0-17 for standard risk classes, 18-80 all other classes.

The application that will be used in applying for the base policy with which these rates are to be used is Form 6420-AR which was approved for use in your state on 11/22/2011, SERFF Tracking # ONFS-127826256.

The policies that these rates and spec pages will be used with will be illustrated and the illustration does comply with the NAIC Illustration requirements.

Enclosed for your information are revised actuarial data for the previously approved base policies, new rates, revised specification pages and a Statement of Variability.

Actuarial questions should be addressed to Laura Muse at 1-513-794-6195. All other questions or concerns should be directed to me. I can be reached at 1-800-366-6654, Dept. 7, Option 2 (press 7 after the initial greeting, the system does not prompt this), via fax at 1-513-794-4522, or at the e-mail address listed below.

Sincerely,

Doris Jackson, FLMI, AIRC, HIA, CCP
Contract Compliance Regulatory Coordinator
Contract Compliance/Product Development

State: Arkansas **Filing Company:** The Ohio National Life Insurance Company
TOI/Sub-TOI: L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: Prestige Value III
Project Name/Number: /

E-mail: Doris_Jackson@ohionational.com

Company and Contact

Filing Contact Information

Doris Jackson, Doris_Jackson@ohionational.com
 One Financial Way 513-794-6440 [Phone]
 Cincinnati, OH 45242 513-794-4522 [FAX]

Filing Company Information

The Ohio National Life Insurance Company	CoCode: 67172	State of Domicile: Ohio
1 Financial Way	Group Code: 704	Company Type: Life and Annuity
Cincinnati, OH 45242	Group Name: ONFS	State ID Number:
(513) 794-6100 ext. [Phone]	FEIN Number: 31-0397080	

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? No
 Fee Explanation: \$50/form
 Per Company: No

Company	Amount	Date Processed	Transaction #
The Ohio National Life Insurance Company	\$100.00	10/31/2012	64443823

SERFF Tracking #:

ONFS-128747453

State Tracking #:

Company Tracking #:

13-PW-42.1

State:

Arkansas

Filing Company:

The Ohio National Life Insurance Company

TOI/Sub-TOI:

L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life

Product Name:

Prestige Value III

Project Name/Number:

/

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	11/05/2012	11/05/2012

SERFF Tracking #:

ONFS-128747453

State Tracking #:

Company Tracking #:

13-PW-42.1

State:

Arkansas

Filing Company:

The Ohio National Life Insurance Company

TOI/Sub-TOI:

L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life

Product Name:

Prestige Value III

Project Name/Number:

/

Disposition

Disposition Date: 11/05/2012

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Statement of Variability and Annotated Spec pages		Yes
Form	Specification Pages		Yes
Form	Specification Pages		Yes

State: Arkansas **Filing Company:** The Ohio National Life Insurance Company
TOI/Sub-TOI: L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: Prestige Value III
Project Name/Number: /

Form Schedule

Lead Form Number:

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1		Specification Pages	Form 13-PW-42.1	SCH	Initial		0.000	Spec Page 13-PW-42.1.pdf
2		Specification Pages	Form 13-PW-42.1U	SCH	Initial		0.000	Spec Page 13-PW-42.1U.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages

P O L I C Y S P E C I F I C A T I O N S

BENEFIT SPECIFICATIONS

PREMIUM SPECIFICATIONS

BENEFIT AMOUNTS	-----DESCRIPTION OF BENEFITS-----	ANNUAL PREMIUM	YEARS PAYABLE	FORM NUMBER
\$ [100,000]	[PRESTIGE VALUE III] NONSMOKER RISK CLASS	[1260.00]	[86]	06-PW-42.1

NOTES:

TO DETERMINE YOUR TOTAL GUARANTEED VALUES, ADD THE ATTAINED AGE VALUES FROM ALL PAGES 6, 6A AND 6S THAT MAY BE INCLUDED IN YOUR CONTRACT.

POLICY NUMBER
[0000001]

POLICY DATE
[JAN 01 2013]

ISSUE DATE
[JAN 01 2013]

INSURED
[JOHN DOE]

ISSUE AGE & SEX
[35 MALE]

OWNER
[THE INSURED]

TOTAL PREMIUM

	ANNUAL	SEMIANNUAL	QUARTERLY	MONTHLY
\$	[1260.00]	[645.75]	[330.75]	[108.89]

TABLE OF GUARANTEED VALUES

ISSUE AGE: [35]

POLICY AMOUNT: [\$100,000] POLICY PLAN: [PRESTIGE VALUE III]

END OF POLICY YEAR	NEAREST AGE	TABULAR CASH VALUE	PAID-UP INSURANCE#	EXTENDED TERM INSURANCE YEARS & DAYS	
[1	36				
2	37				
3	38	706.00	3,109	5	89
4	39	1,743.00	7,412	10	164
5	40	2,814.00	11,556	14	141
6	41	3,922.00	15,556	17	14
7	42	5,063.00	19,398	19	3
8	43	6,238.00	23,090	20	164
9	44	7,446.00	26,635	21	182
10	45	8,685.00	30,030	22	110
11	46	9,956.00	33,287	22	343
12	47	11,260.00	36,411	23	163
13	48	12,598.00	39,410	23	304
14	49	13,981.00	42,311	24	34
15	50	15,410.00	45,117	24	91
16	51	16,881.00	47,821	24	119
17	52	18,393.00	50,424	24	123
18	53	19,940.00	52,917	24	106
19	54	21,523.00	55,310	24	68
20	55	23,136.00	57,596	24	11
25	60	31,605.00	67,588	22	240
30	65	40,665.00	75,567	20	253
35	70	50,009.00	81,865	18	146
65	100	90,262.00	97,665	6	232]
86	121	100,000.00	100,000		

TO DETERMINE YOUR TOTAL GUARANTEED VALUES , ADD THE ATTAINED AGE VALUES FROM ALL PAGES 6, 6A AND 6S THAT MAY BE INCLUDED IN YOUR CONTRACT.

NONFORFEITURE FACTORS
PER 1000 OF BENEFIT AMOUNT
POLICY YEARS FACTORS
[1 THRU 86] [11.166]

GUARANTEED POLICY INTEREST RATES
POLICY LOAN RATE * [4.40%] PER YEAR IN ADVANCE
VALUES CALCULATION RATE [4.00%] PER YEAR

* GUARANTEED FIRST YEAR ONLY

#CHANGING THIS POLICY TO A REDUCED PAID-UP POLICY MAY HAVE ADVERSE TAX EFFECTS

P O L I C Y S P E C I F I C A T I O N S

BENEFIT SPECIFICATIONS

PREMIUM SPECIFICATIONS

BENEFIT AMOUNTS	-----DESCRIPTION OF BENEFITS-----	ANNUAL PREMIUM	YEARS PAYABLE	FORM NUMBER
\$ [100,000]	[PRESTIGE VALUE III] NONSMOKER RISK CLASS	[1228.00]	[86]	06-PW-42.1U

NOTES:

TO DETERMINE YOUR TOTAL GUARANTEED VALUES, ADD THE ATTAINED AGE VALUES FROM ALL PAGES 6, 6A AND 6S THAT MAY BE INCLUDED IN YOUR CONTRACT.

POLICY NUMBER	POLICY DATE	ISSUE DATE
[0000002]	[JAN 01 2013]	[JAN 01 2013]

INSURED	ISSUE AGE
[JOHN DOE]	[35]

OWNER
[THE INSURED]

TOTAL PREMIUM

	ANNUAL	SEMIANNUAL	QUARTERLY	MONTHLY
\$	[1228.00]	[629.35]	[322.35]	[106.22]

TABLE OF GUARANTEED VALUES

ISSUE AGE: [35]

POLICY AMOUNT: [\$100,000] POLICY PLAN: [PRESTIGE VALUE III]

END OF POLICY YEAR	NEAREST AGE	TABULAR CASH VALUE	PAID-UP INSURANCE#	EXTENDED TERM INSURANCE YEARS & DAYS	
[1	36				
2	37				
3	38	665.00	2,996	5	54
4	39	1,677.00	7,295	10	190
5	40	2,723.00	11,439	14	163
6	41	3,804.00	15,433	17	36
7	42	4,919.00	19,276	19	29
8	43	6,068.00	22,972	20	200
9	44	7,249.00	26,518	21	234
10	45	8,462.00	29,919	22	178
11	46	9,707.00	33,182	23	62
12	47	10,985.00	36,313	23	260
13	48	12,297.00	39,321	24	47
14	49	13,651.00	42,225	24	150
15	50	15,047.00	45,026	24	217
16	51	16,483.00	47,725	24	254
17	52	17,958.00	50,320	24	267
18	53	19,467.00	52,808	24	256
19	54	21,009.00	55,191	24	225
20	55	22,581.00	57,472	24	174
25	60	30,841.00	67,450	23	70
30	65	39,709.00	75,459	21	112
35	70	48,933.00	81,846	19	32
65	100	89,890.00	98,373	7	302]
86	121	100,000.00	100,000		

TO DETERMINE YOUR TOTAL GUARANTEED VALUES , ADD THE ATTAINED AGE VALUES FROM ALL PAGES 6, 6A AND 6S THAT MAY BE INCLUDED IN YOUR CONTRACT.

NONFORFEITURE FACTORS
PER 1000 OF BENEFIT AMOUNT

POLICY YEARS FACTORS
[1 THRU 86] [10.894]

GUARANTEED POLICY INTEREST RATES

POLICY LOAN RATE * [4.40%] PER YEAR IN ADVANCE
VALUES CALCULATION RATE [4.00%] PER YEAR

* GUARANTEED FIRST YEAR ONLY

#CHANGING THIS POLICY TO A REDUCED PAID-UP POLICY MAY HAVE ADVERSE TAX EFFECTS

SERFF Tracking #:

ONFS-128747453

State Tracking #:

Company Tracking #:

13-PW-42.1

State:

Arkansas

Filing Company:

The Ohio National Life Insurance Company

TOI/Sub-TOI:

L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life

Product Name:

Prestige Value III

Project Name/Number:

/

Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Statement of Variability and Annotated Spec pages		
Comments:			
Attachment(s):	Statement of Variability.pdf Annotated Spec Pages - Sex D and Unisex.pdf		

STATEMENT OF VARIABILITY

This statement is applicable to specification pages for Whole Life Policy Forms 06-PW-1 and 06-PW-1U

- A. Benefit Amounts: \$25,000 to \$25 million
- B. Marketing Name: Based on product plan
- C. Annual Premium: Based on Benefit Amount
- D. Years Payable: Based on Insured's Age
- E. Total Annual Premium: Based On Insured's Age & Coverage Chosen
- F. Total Semiannual Premium: $.5125 * \text{Total Annual Premium}$
- G. Quarterly Annual Premium: $.2625 * \text{Total Annual Premium}$
- H. Monthly Annual Premium: $.0865 * \text{Total Annual Premium}$
- I. Table of Guaranteed Values: Based on the Annual Premium, issue age, sex (male, female or unisex) and underwriting class.
- J. Policy Loan Rate: This rate may change only at the beginning of each Policy Year. It will never be more than an adjustable maximum interest rate as allowed by law.
- K. Policy Years: Based on product design
- L. Factors: Based on nonforfeiture values, age, sex (male, female or unisex), and underwriting class
- M. Values Calculation Rate: The nonforfeiture rate based on product plan. Range: valuation rate to $1.25 * \text{valuation rate}$.

P O L I C Y S P E C I F I C A T I O N S

BENEFIT SPECIFICATIONS

PREMIUM SPECIFICATIONS

BENEFIT AMOUNTS	-----DESCRIPTION OF BENEFITS-----	ANNUAL PREMIUM	YEARS PAYABLE	FORM NUMBER
\$ [100,000]	B [PRESTIGE VALUE III]	[1260.00]	[86]	06-PW-XX
A	NONSMOKER RISK CLASS	C	D	

NOTES:

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POLICY NUMBER
[0000001]

POLICY DATE
[JAN 01 2013]

ISSUE DATE
[JAN 01 2013]

INSURED
[JOHN DOE]

ISSUE AGE & SEX
[35 MALE]

OWNER
[THE INSURED]

TOTAL PREMIUM

	ANNUAL	SEMIANNUAL	QUARTERLY	MONTHLY
\$	[1260.00]	[645.75]	[330.75]	[108.89]
	E	F	G	H

TABLE OF GUARANTEED VALUES

ISSUE AGE: [35]

POLICY AMOUNT: [\$100,000] POLICY PLAN: [PRESTIGE VALUE III]

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2	37				
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NONFORFEITURE FACTORS
PER 1000 OF BENEFIT AMOUNT
POLICY YEARS FACTORS
[1 THRU 86] [11.166]
K L

GUARANTEED POLICY INTEREST RATES
POLICY LOAN RATE * **J**[4.40%] PER YEAR IN ADVANCE
VALUES CALCULATION RATE [4.00%] PER YEAR
M

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#CHANGING THIS POLICY TO A REDUCED PAID-UP POLICY MAY HAVE ADVERSE TAX EFFECTS

P O L I C Y S P E C I F I C A T I O N S

BENEFIT SPECIFICATIONS

PREMIUM SPECIFICATIONS

BENEFIT AMOUNTS	-----DESCRIPTION OF BENEFITS-----	ANNUAL PREMIUM	YEARS PAYABLE	FORM NUMBER
\$ [100,000]	B [PRESTIGE VALUE III]	[1228.00]	[86]	06-PW-XXU
A	NONSMOKER RISK CLASS	C	D	

NOTES:

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POLICY NUMBER
[0000002]

POLICY DATE
[JAN 01 2013]

ISSUE DATE
[JAN 01 2013]

INSURED
[JOHN DOE]

ISSUE AGE
[35]

OWNER
[THE INSURED]

TOTAL PREMIUM

	ANNUAL	SEMIANNUAL	QUARTERLY	MONTHLY
\$	[1228.00]	[629.35]	[322.35]	[106.22]
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30	65	39,709.00	75,459	21	112
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65	100	89,890.00	98,373	7	302]
86	121	100,000.00	100,000		

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NONFORFEITURE FACTORS PER 1000 OF BENEFIT AMOUNT

GUARANTEED POLICY INTEREST RATES

POLICY YEARS [1 THRU 86]

FACTORS [10.894]

POLICY LOAN RATE * J[4.40%] PER YEAR IN ADVANCE
VALUES CALCULATION RATE [4.00%] PER YEAR

K

L

M

* GUARANTEED FIRST YEAR ONLY

#CHANGING THIS POLICY TO A REDUCED PAID-UP POLICY MAY HAVE ADVERSE TAX EFFECTS