

**AMERICAN SAVINGS LIFE
INSURANCE COMPANY**



**Annual Stockholders Meeting
April 10, 2007**

Fortify Our Foundation

Further Our Growth

**AMERICAN SAVINGS LIFE
INSURANCE COMPANY**



President's Report - April 2007 Annual Stockholders Meeting

Presentation Outline

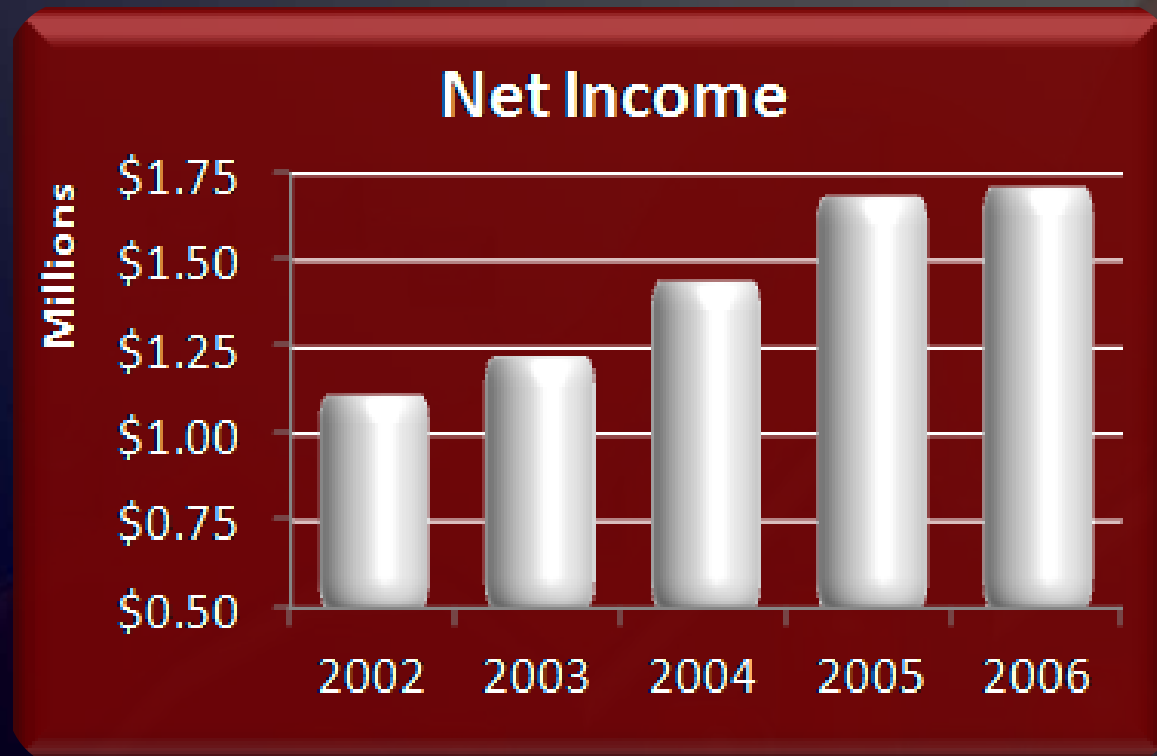
- 1) 2006 Highlights & Performance
- 2) Why grow?
- 3) Growth strategies
- 4) Company restructuring
- 5) A glimpse of 2012

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2006 Highlights & Performance

Key Financial Measurements



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2006 Highlights & Performance

Key Financial Measurements



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2006 Highlights & Performance

Key Financial Measurements



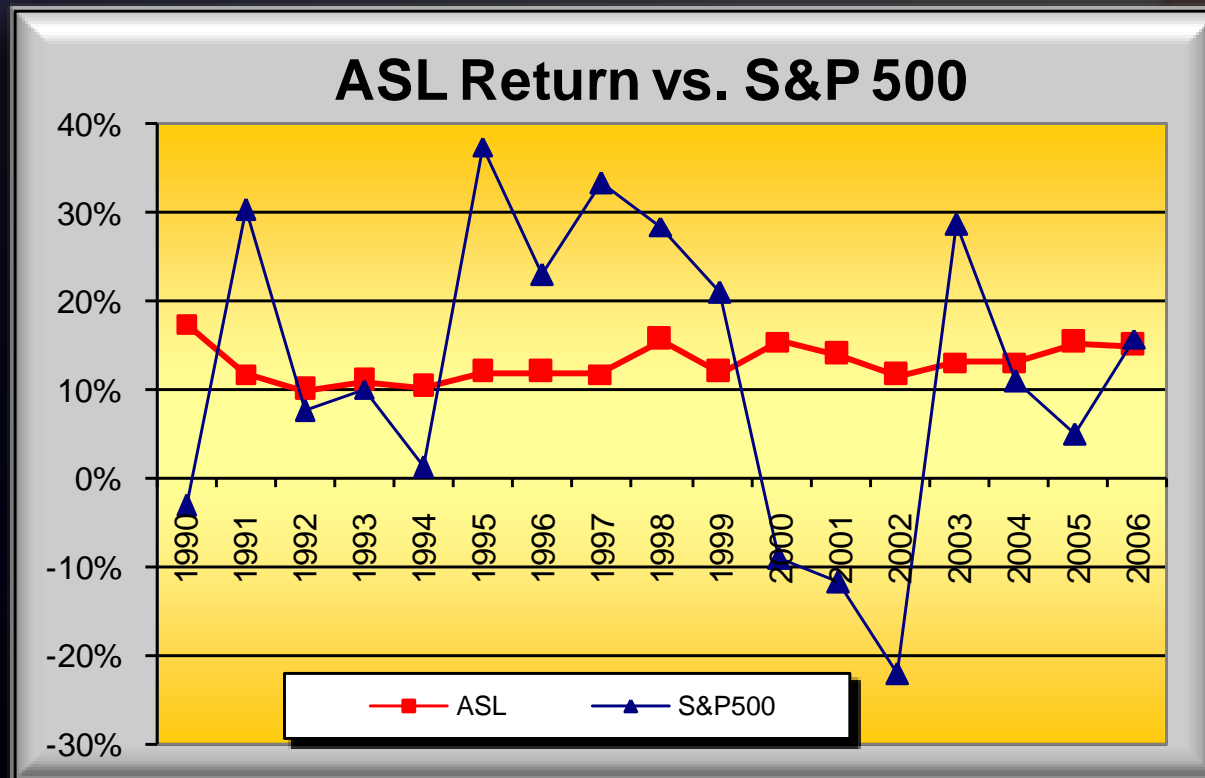
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2006 Highlights & Performance

Key Financial Measurements



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2006 Highlights & Performance

Key Financial Measurements

Performance since 1990

Stock	Low	High	Average
S&P 500	< 22% >	+ 38%	12.2%
American Savings Life	+ 10%	+ 17%	+ 13.0%

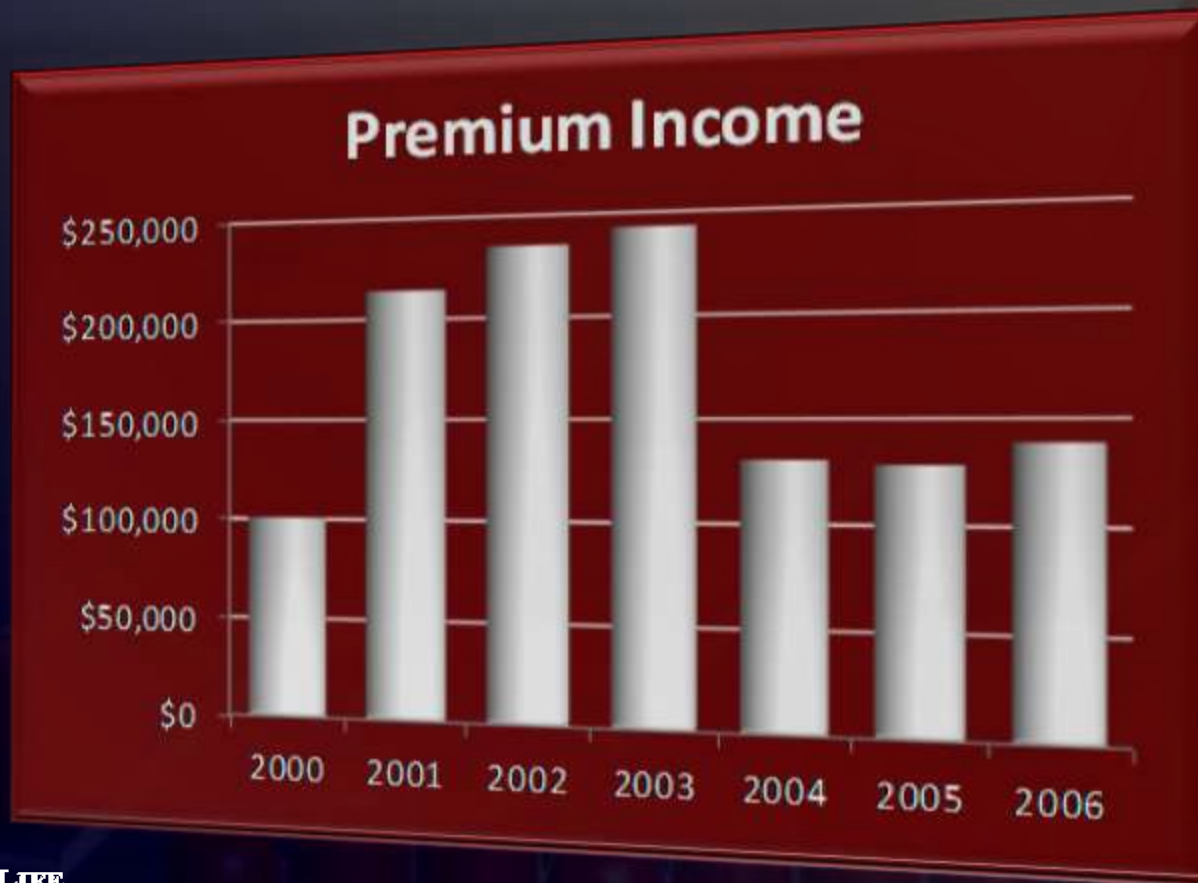
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2006 Highlights & Performance

Life Insurance Business



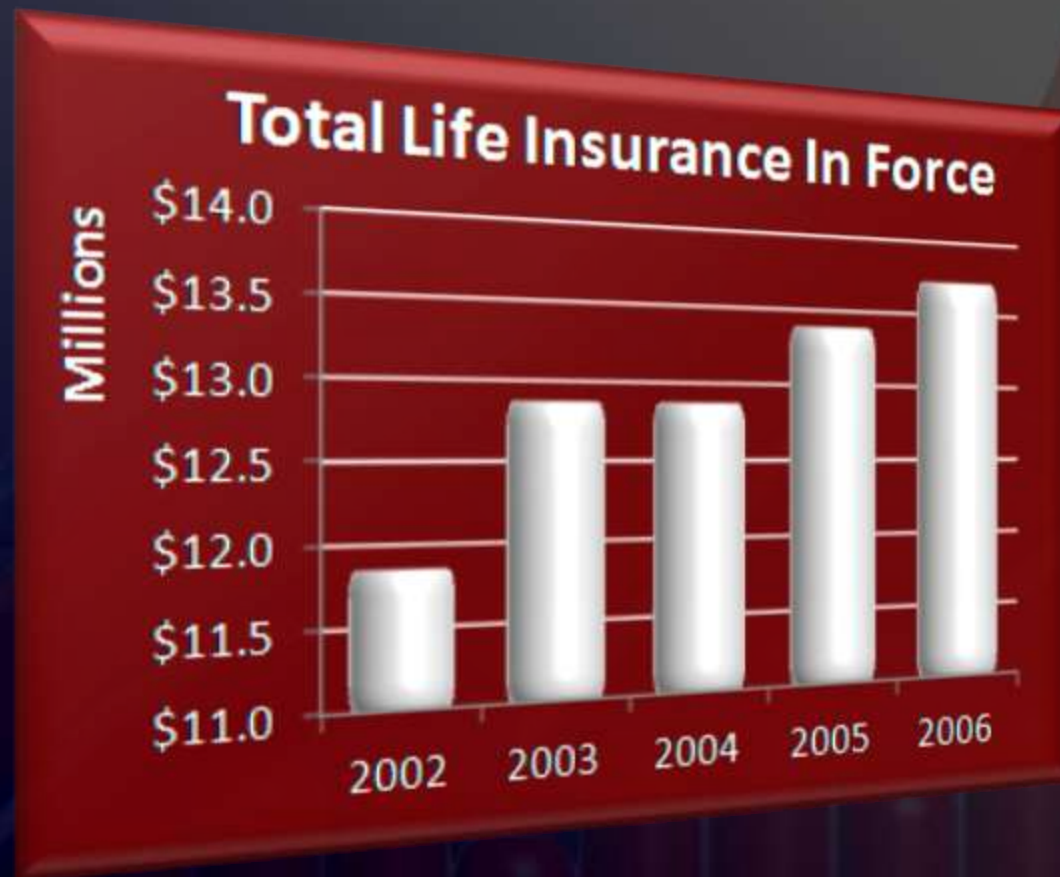
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2006 Highlights & Performance

Life Insurance Business



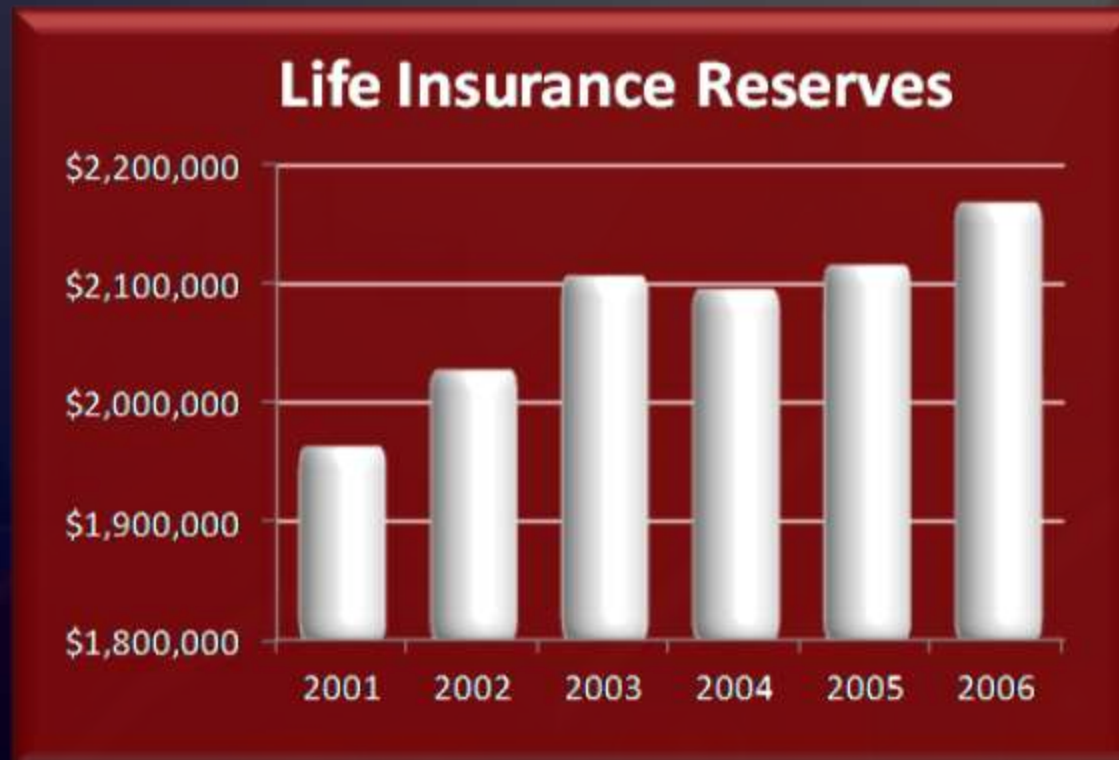
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2006 Highlights & Performance

Life Insurance Business



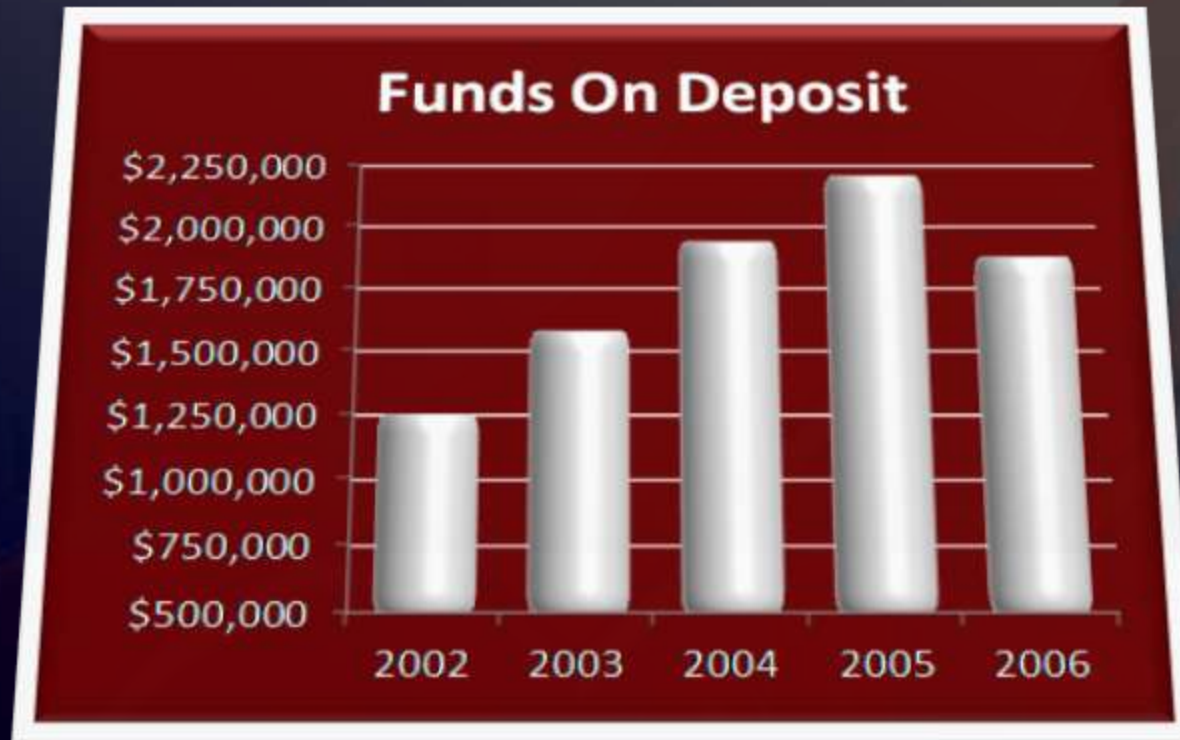
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2006 Highlights & Performance

Life Insurance Business



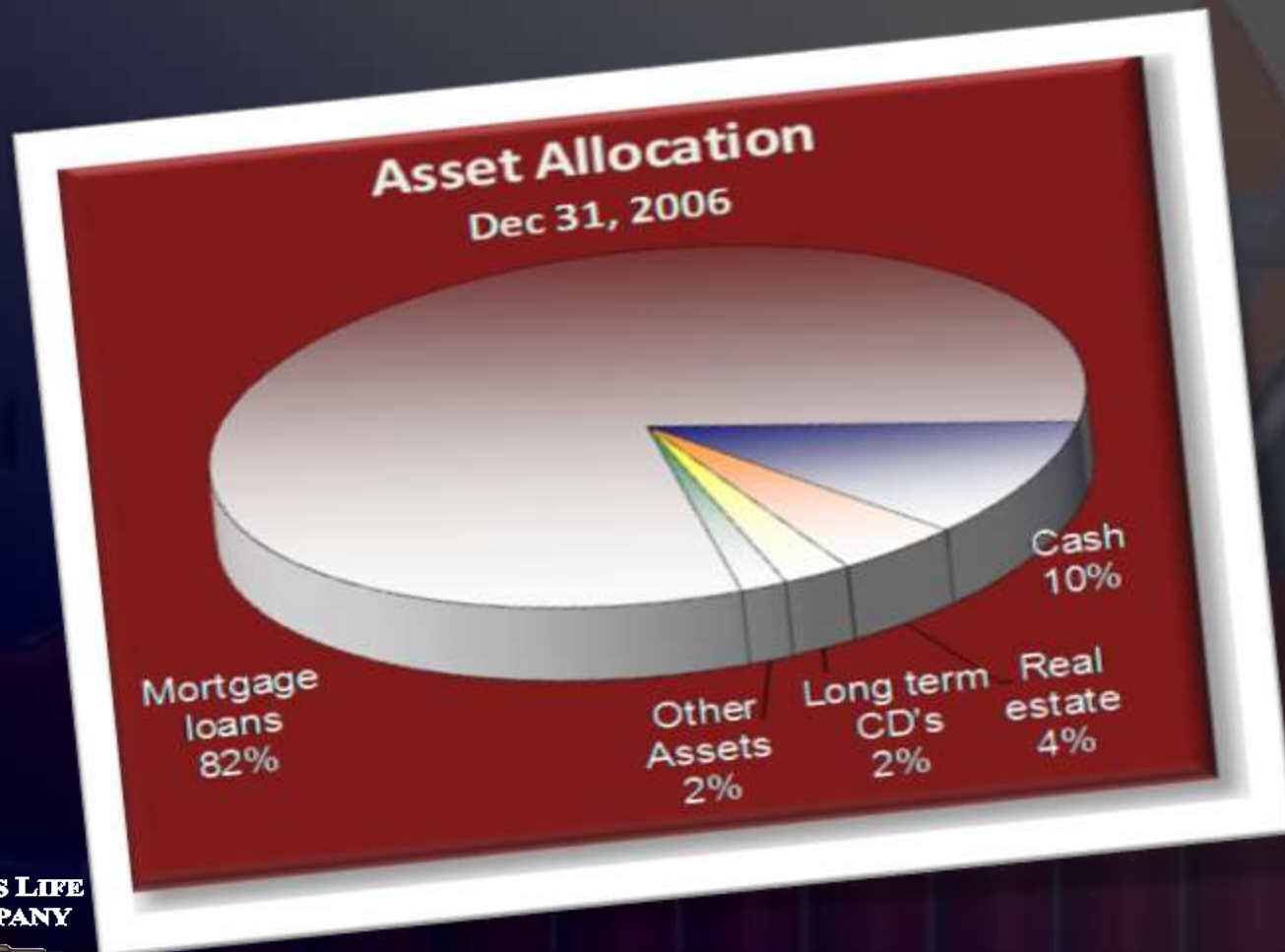
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2006 Highlights & Performance

Investment Performance



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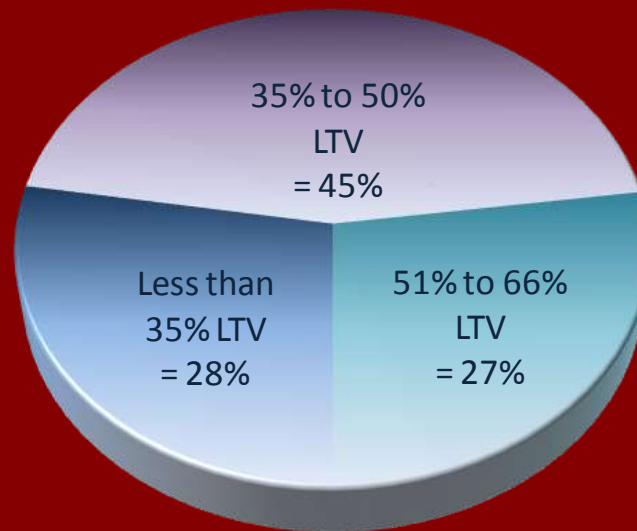
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2006 Highlights & Performance

Investment Performance

LOAN ORIGINATION BUSINESS

Loan Portfolio By Loan-To-Value



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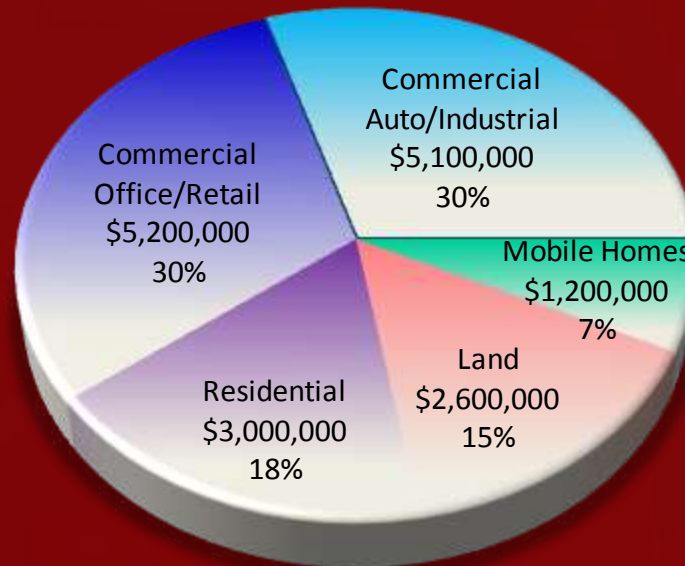
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Investment Performance

LOAN ORIGINATION BUSINESS

Loan Portfolio by Property Type



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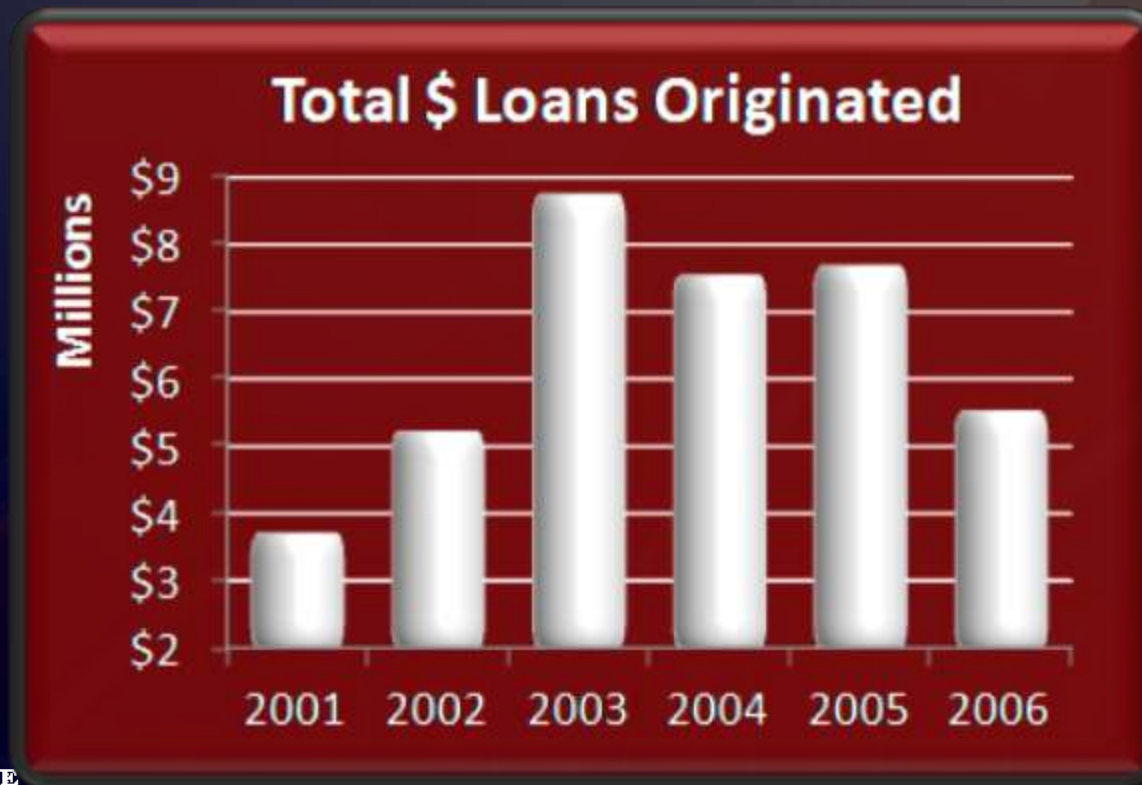


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2006 Highlights & Performance

Investment Performance

LOAN ORIGINATION BUSINESS



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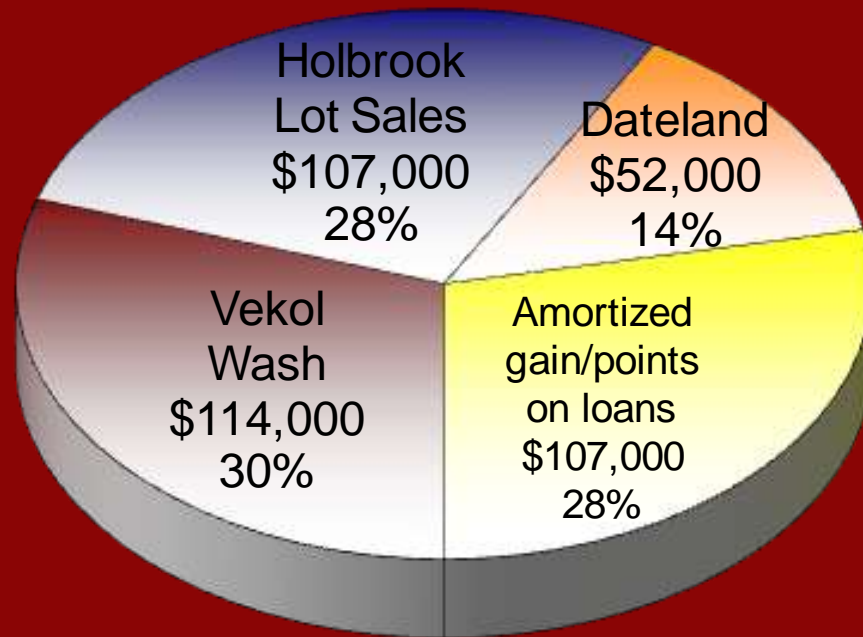
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2006 Highlights & Performance

Investment Performance

REAL ESTATE INVESTMENTS

2006 Realized Capital Gains



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Why Grow ?

Two key reasons to grow:

1) Increased Profitability

- *Higher return on fixed overhead costs*
- *More profitable products*
- *Cross-selling = Greater wallet share*

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Further Our Growth

Why Grow ?

Two key reasons to grow:

- 2) Better service to customers
 - *More products*
 - *More services*

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Further Our Growth

Growth Strategies

Three-Pronged Growth Strategy

- 1) Grow our **Mortgage Loan Origination** business
- 2) Grow our **Real Estate Investment** business
- 3) Grow our **Life Insurance Sales** business

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Growth Strategies

1) Grow our

Mortgage Loan Originations

- Created Mortgage Bank subsidiary
- Be a “correspondent lender” for wholesale lenders.
- Wider range of loan products.
- Earn income on higher % of inquiries

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Growth Strategies

2) Grow our

Real Estate Investments

- Created a Real Estate Department
- Start with \$1 Million investment in Holbrook land
- Reinvest majority of gains from Vekol Wash & Holbrook into other real estate investments.

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Growth Strategies

3) Grow our

Life Insurance Sales

- Our top priority once mortgage co. is on its feet.
- Will begin selling an annuity product this year.
- We will investigate many other growth avenues.

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Growth Strategies

3) Grow our

Life Insurance Sales

- Growth avenues we will investigate:
 - Retirement annuity/life ins products
 - Custodian for IRA products
 - Reinsurance
 - Acquisitions

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Further Our Growth

Company Restructuring

Current Company Structure



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Further Our Growth

Company Restructuring

Why are we restructuring?

- 1) Purpose of **Mortgage Company**,
American Life Financial Corporation
- 2) Purpose of **Holding Company**,
ASL Financial Group, Inc.
- 3) Possibility of **Real Estate Investment Co.**

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Company Restructuring

Purpose of Mortgage Company, *American Life Financial Corp.*

- 1) “Cleans up” ASLIC as a purer life ins. co.
- 2) Increase profits by earning fees on loans we originate for other lenders.
- 2) Retain more business by saying “Yes, we can do that” much more often.
- 3) Plus so much more!

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Company Restructuring

Purpose of Holding Company,
ASL Financial Group, Inc.

- 1) Mortgage company not be subject to Insurance Dept limitations.
- 2) Same with any other future subsidiary companies (like real estate inv. co.)

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Company Restructuring

Purpose of Holding Company,
ASL Financial Group, Inc.

➤ 5-Year Restriction

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Further Our Growth

Company Restructuring

Possible Future Company Structure



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A Glimpse of 2012

Let's get out the crystal ball...

- Three significant new profit centers.
- Mortgage Co. & Real Estate Dept./Co. providing additional profits in excess of \$1 Million per year.
- Life insurance business 10x current level.
- Stock publicly traded or bulletin board.

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We have a lot of work to do.
Any Questions?
Let's Get to Work!

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