



Division of Insurance Market Regulation

January 10, 2022

TO: Insurance Companies Writing Life Insurance and Annuities

FROM: Missouri Department of Commerce and Insurance

RE: Annual Statement Filing
Certificate of Compliance with Advertising Rules

Missouri Regulation 20 CSR 400-5.100(8)(C) requires all insurance companies, which issue life insurance contracts and/or annuities in the State of Missouri, to file with the Director with its Annual Statement the Certificate of Compliance with Advertising Rules (included with this memo) indicating that the company's advertisements complied with Missouri Regulation 20 CSR 400-5.100. The regulation requires that an authorized officer of the company, who has knowledge of the company's compliance with this regulation, execute this certificate.

Notarization of this document is required. Any document that is normally required to be notarized should be signed by an authorized officer of the company, notarized, scanned and submitted electronically as a .pdf document. We have included the Certificate of Compliance with Advertising Rules form with this memo. Once completed save the PDF by the company's name and return the certificate by email to the Market Conduct Examination Section of the Missouri Department of Commerce and Insurance at MarketConduct@insurance.mo.gov. If the form is submitted electronically to the e-mail address provided, the electronic notarization process can be utilized. If the hard copy is mailed to the department, a physical notarization of the document is required.

For any questions, please contact the Market Conduct Examination Section by telephone at (573)751-2430.



STATE OF: _____

COUNTY OF: _____

NAIC #: _____

AFFIDAVIT

CERTIFICATE OF COMPLIANCE WITH ADVERTISING RULES

Before me, the undersigned authority, personally appeared _____ who, being by me duly sworn and deposited, stated as follows:

1. My name is _____ and I am of sound mind, capable of making this affidavit and personally acquainted with the facts herein stated.
2. I am an officer of the _____ Insurance Company, an entity authorized to sell life insurance and/or annuities in the State of Missouri.
3. I am authorized to make this affidavit on behalf of the _____ Insurance Company.
4. I am knowledgeable about the requirements contained in Missouri Regulation 20 CSR 400-5.100.
5. To the best of my knowledge, information and belief, the advertisements which were disseminated by or on behalf of the _____ Insurance Company during the calendar year prior to the date of this affidavit complied or were made to comply in all respects with the provisions of Missouri Regulation 20 CSR 400-5.100.

In witness whereof, I have hereunto subscribed by name and affixed my official seal this ____ day of _____ 20____.

Signature of Authorized Officer

Address

Signature of Notary (seal)

City, State, Zip

Telephone Number

Email Address