

CNO Financial Group, Inc.  
 Form 3  
 April 20, 2016

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * Å Holding Erik M (Last) (First) (Middle)  C/O CNO FINANCIAL GROUP, INC., Å 11825 N. PENNSYLVANIA STREET (Street)  CARMEL, Å IN Å 46032 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 04/11/2016	3. Issuer Name and Ticker or Trading Symbol CNO Financial Group, Inc. [CNO]	4. Relationship of Reporting Person(s) to Issuer  (Check all applicable)  <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) EVP and CFO	5. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	12,560 <sup>(1)</sup>	D	Å

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Stock Options	02/28/2015	02/28/2019	Common Stock	5,750	\$ 7.51	D	Â
Stock Options	Â <u>(2)</u>	02/27/2020	Common Stock	15,200	\$ 10.88	D	Â
Stock Options	Â <u>(3)</u>	03/20/2021	Common Stock	12,710	\$ 19.15	D	Â
Stock Options	Â <u>(4)</u>	02/25/2025	Common Stock	14,530	\$ 16.42	D	Â
Stock Options	Â <u>(5)</u>	02/23/2026	Common Stock	17,300	\$ 17.38	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Helding Erik M C/O CNO FINANCIAL GROUP, INC. 11825 N. PENNSYLVANIA STREET CARMEL, IN 46032	Â	Â	Â EVP and CFO	Â

## Signatures

Erik M. Helding                      04/20/2016

\*\*Signature of  
Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- (1) Includes 2,900 shares of restricted stock that vest in two equal annual installments commencing September 2, 2016 and 5,300 shares of restricted stock that vest in three equal annual installments commencing March 25, 2017.
- (2) One-half of these options became exercisable on February 27, 2015 and the other one-half became exercisable on February 27, 2016.
- (3) One-half of these options became exercisable on March 20, 2016 and the other one-half becomes exercisable on March 20, 2017.
- (4) One-half of these options becomes exercisable on February 25, 2017 and the other one-half becomes exercisable on February 25, 2018.
- (5) One-half of these options becomes exercisable on February 23, 2018 and the other one-half becomes exercisable on February 23, 2019.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.