

Goldberg Scott L.  
Form 3  
May 15, 2018

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

OMB APPROVAL

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**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 *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â Goldberg Scott L.		(Month/Day/Year)	CNO Financial Group, Inc. [CNO]	
(Last)	(First)	(Middle)	05/09/2018	
C/O CNO FINANCIAL GROUP, INC., Â 11825 NORTH PENNSYLVANIA STREET			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
CARMEL, Â IN Â 46032			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
			President, Bankers Life	

**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	28,593 <sup>(1)</sup> <sup>(2)</sup>	D	Â

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

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**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	Â (3)	03/20/2021	Common Stock	20,070	\$ 19.15	D	Â
Stock Options	Â (4)	02/25/2025	Common Stock	17,095	\$ 16.42	D	Â
Stock Options	Â (5)	02/23/2026	Common Stock	51,000	\$ 17.38	D	Â
Stock Options	Â (6)	02/23/2027	Common Stock	22,120	\$ 21.06	D	Â
Stock Options	Â (7)	02/21/2028	Common Stock	20,620	\$ 23.33	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Goldberg Scott L. C/O CNO FINANCIAL GROUP, INC. 11825 NORTH PENNSYLVANIA STREET CARMEL, IN 46032	Â	Â	Â President, Bankers Life	Â

## Signatures

Karl W. Kindig,  
Attorney-in-Fact

05/15/2018

\_\_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 13,210 shares underlying restricted stock units which vest in annual installments beginning March 25, 2019
- (2) Restricted stock units convert into common stock on a one-for-one basis.
- (3) One-half of these options vested on March 20, 2016 and one-half vested on March 20, 2017.
- (4) One-half of these options vested on February 25, 2017 and one-half vested on February 25, 2018.
- (5) One-half of these options vested on February 23, 2018 and one-half vest on February 23, 2019.
- (6) One-half of these options vest on February 23, 2019 and one-half vest on February 23, 2020.
- (7) One-half of these options vest on February 21, 2020 and one-half vest on February 21, 2021.

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.