

Life Insurance in Retirement Planning (LIRP) eKit

Strong Strategy. Simple Process.

Many high-income and high-net-worth individuals may be taxed on a significant portion of their retirement incomes. In addition to that, they are facing risks to their retirement from uncertain markets, rising costs (i.e., inflation), and longer life spans that require greater diversity in your approaches. Life insurance has strong tax benefits and can give affluent client options. It offers:

- Death benefit protection
- Potential to build cash value that can be used to supplement income

The **LIRP strategy** has a policy design that minimizes the death benefit and maximizes the premiums paid to try to accumulate as much cash value as possible. That cash value can be used to supplement retirement income and mitigate retirement risks, on a tax-advantaged basis.

TAX ADVANTAGES ARE THE CORE OF LIRP

Income tax-free death benefit

A life insurance policy's death benefit offers a typically income-tax free death benefit.2

Tax-deferred cash value

Many life insurance policies offer the potential to accumulate tax-deferred cash value.

Tax-advantaged loans

These life insurance policies also offer the option of taking tax-advantaged loans from the policy's cash value.3

Use our 4-step turnkey approach with the Prudential Advantage

1. IDENTIFY

- **CONSIDER THESE CLIENTS** High-income earners
- · High-net-worth individuals
- Ideally, under age 55
- Those who have maxed out contributions to traditional retirement vehicles
- Business owners

EDUCATION & CLIENT IDENTIFICATION

- > Retirement Planning Client Profiler
- > Client Strategy: Supplementing **Future Income with Life Insurance**
- > Tax Challenge flyer

2. DESIGN

• Over 50 underlying investment options

PRULIFE CUSTOM PREMIER II OFFERS

- S&P 500 Indexed Account Rider⁴ with a 1% floor and fixed rate option for downside protection
- BenefitAccess Rider (BAR) for chronic illness protection
- Custom LIRP illustration report

POINT-OF-SALE — All client approved

- > PruLife Custom Premier II consumer brochure
- > LIRP Customized Illustration example
- > Cash Value Life Insurance brochure

SAVE TIME AND MINIMIZE EFFORT

3. APPLY

- Dynamic underwriting with PruFast Track means accelerated decisions for eligible cases
- Face amounts from \$100,000 to \$3,000,000
- Healthy clients ages 18 to 60 may skip medical exams & blood
- eInterview online 24/7
- Age last birthday advantage

COMPLETING THE SALE

- > PruFast Track brochure
- > eCapabilities digital tool

> eCapabilities By the Numbers

4. MONITOR

Run in-force illustrations anytime

MANAGE POLICIES WITH LIFEINSIGHT

- Track performance
- Get alerts when an illustrative change occurs
- Run a client-approved summary
- Use information provided to remain in contact with clients and identify evolving needs

POST-SALE SUPPORT

- > LifeInsight Overview digital tool
- > BenefitAccess Rider Concierge flyer

Choose the simplicity of Life Insurance in Retirement Planning with Prudential. We make doing business easier for you and clients.

CONTACT YOUR PRUDENTIAL WHOLESALER OR THE NATIONAL SALES DESK. FOR HELP WITH A CASE OR RUNNING AN ILLUSTRATION, CALL 800-800-2738, OPT 1.

information regarding their particular investment needs should contact a financial professional.

PruLife Custom Premier II is issued by Pruco Life Insurance Company in all states except New York, where it is issued by Pruco Life Insurance Company of New Jersey and offered through Pruco Securities LLC (member SIPC). All are Prudential Financial companies located in Newark, NJ.

Clients should consider the investment objectives, risks, and charges and expenses carefully before investing in the contract and/or underlying portfolios. The initial summary prospectus for the contract and the prospectus or summary prospectus for the underlying portfolios (collectively, the "prospectuses"), contain this information as well as other important information which may be obtained by contacting your Prudential Life Wholesaler or from prudential.com. Clients should read the prospectuses carefully before investing.

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- Not FDIC insured Not insured by any federal government
 - Not a deposit or other obligation of, or guaranteed by, any
 - Subject to investment risks, including possible loss of the principal amount invested

¹ Federal tax law limits the amount of premium contributions that can be made to a policy in order for it to retain certain tax advantages. When premium contributions exceed this limit, the policy is classified as a modified endowment contract (MEC). Distributions from MECs (such as loans, withdrawals, and collateral assignments, including distributions made in the two years prior to becoming a MEC) are taxed less favorably than distributions from policies that are not MECs to the extent there is gain in the policy. For distributions from a MEC prior to age 59½, a 10% additional tax penalty may apply to the extent there is gain in the policy. However, death benefits are still generally received income tax-free pursuant to IRC §101(a). The death benefit will be reduced by any withdrawals or loans (plus unpaid interest). Clients should consult a tax advisor.

² Death benefit proceeds are generally received federal income tax-free as provided in Internal Revenue Code Section 101(a).

³ Life insurance policy cash values grow tax-deferred and are potentially income tax-free. Cash values are accessed through withdrawals and policy loans. Withdrawals are generally taxable to the extent they exceed premiums paid into the policy. Any loans that remain unpaid when the policy lapses or is surrendered while the insured is alive will be taxed immediately to the extent of gain in the policy. Unpaid loans and withdrawals will reduce cash values and death benefits.

⁴ The Indexed Account Rider is not available in New York for new policies issued on or after 02/14/2022.

⁵ Source: Prudential Individual Life Insurance internal study — 08/01/2020 – 08/31/2021.

Investment and Insurance Products: