

THE INDEXED ACCOUNTS IN ACTION

Prudential Momentum IULSM

An indexed universal life insurance policy

Issued by Pruco Life Insurance Company and Pruco Life Insurance Company of New Jersey.



Momentum IUL gives you options

In addition to its death benefit, Momentum IUL offers living benefits, like the ability to accumulate cash value. To help build cash value, you can choose to allocate to one or multiple accounts that credit fixed interest or interest based on how a financial index or indexes perform.*

Your policy's cash values can fluctuate over time based on performance of the indexed accounts you choose.

The two indexes and their account options

Your options are aligned to two well-known market indexes. All offer downside market protection with 0% floors. Each offers a 1-year capped account, and the S&P 500[®] also offers an uncapped account and a 6-month segment duration capped account. A segment is the span of time until any interest is credited.

STANDARD & POOR'S

S&P 500[®] A stock market index tracking the performance of 500 of the largest companies listed on the stock exchanges in the United States. Momentum IUL offers two S&P 500[®] capped and one uncapped account choices. One capped option has a 6-month segment duration while the others are for a year.



Nasdaq-100[®] A stock market index composed of 100 of the largest and most innovative non-financial companies listed on the Nasdaq. This includes a wide range of industries, including technology, consumer goods, healthcare, and more. Momentum IUL offers one Nasdaq-100[®] capped account with a 1-year duration.

INVESTMENT AND INSURANCE PRODUCTS ARE:

- NOT FDIC INSURED
- NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY
- NOT A DEPOSIT OR OTHER OBLIGATION OF, OR GUARANTEED BY, ANY BANK OR ITS AFFILIATES

**Note that money in an IUL policy is not directly invested in any of the indexes and doesn't include dividends.*

Understanding the indexed accounts

Choosing capped or uncapped accounts

Momentum IUL offers three capped accounts and one uncapped account.

Capped accounts

These offer upside potential up to a stated limit, or cap. This is an attractive option if you're looking for moderate returns because you participate at 100%.

- 6-Mo. S&P 500® Capped Indexed Account
- 1-Yr. S&P 500® Capped Indexed Account
- 1-Yr. Nasdaq-100® Capped Indexed Account

The uncapped account

This allows you to capture upside potential subject to a participation rate.* Uncapped accounts can allow you to earn more index interest than a capped account in years with higher index returns because there is no cap.

- 1-Yr. S&P 500® Uncapped Indexed Account (with a participation rate)

Choosing a segment duration

Within the S&P 500® capped accounts, you can also choose whether you'd like to have segment durations of 6 or 12 months. A segment is the period of time within an account from its start date to the date when interest is credited.

Each option has its advantages. The 1-year option generally offers higher caps, while the 6-month option offers these unique benefits:



See performance sooner on your policy statement.



Reset the clock more quickly if the segment is not performing as you hoped it would.



Take advantage of compound interest when the first segment performs well.

* Participation rate is the maximum percentage rate times the index return that will be credited at the end of the segment.

Caps, segments, and accounts in action

To illustrate how the indexed options could perform, here is a hypothetical example showing each type of account responding to varying market returns. These examples assume a 10% cap and 60% participation rate on the 1-year accounts and a 4.5% cap on the 6-month account.

Hypothetical 1-year capped and uncapped accounts

If the index return is	Capped	Uncapped
	With a 10% cap, your account would earn	With a 60% participation rate, your account would earn
-10%	0% <i>(Protected by the floor)</i>	0% <i>(Protected by the floor)</i>
7%	7%	60% of 7%
20%	10% <i>(Cap)</i>	12.00% <i>(60% of 20%)</i>

Hypothetical 6-month capped account

If the index return is		With 4.5% cap, your account would earn		Annualized compounded return
In the first 6 months	In the second 6 months	In the first 6 months	In the second 6 months	At the end of one year (remaining in this option with the hypothetical cap)
-15%	5%	0% <i>(Protected by the floor)</i>	4.5% <i>(Cap)</i>	4.5%
5%	2%	4.5% <i>(Cap)</i>	2%	6.59%
6%	14%	4.5% <i>(Cap)</i>	4.5% <i>(Cap)</i>	9.20%

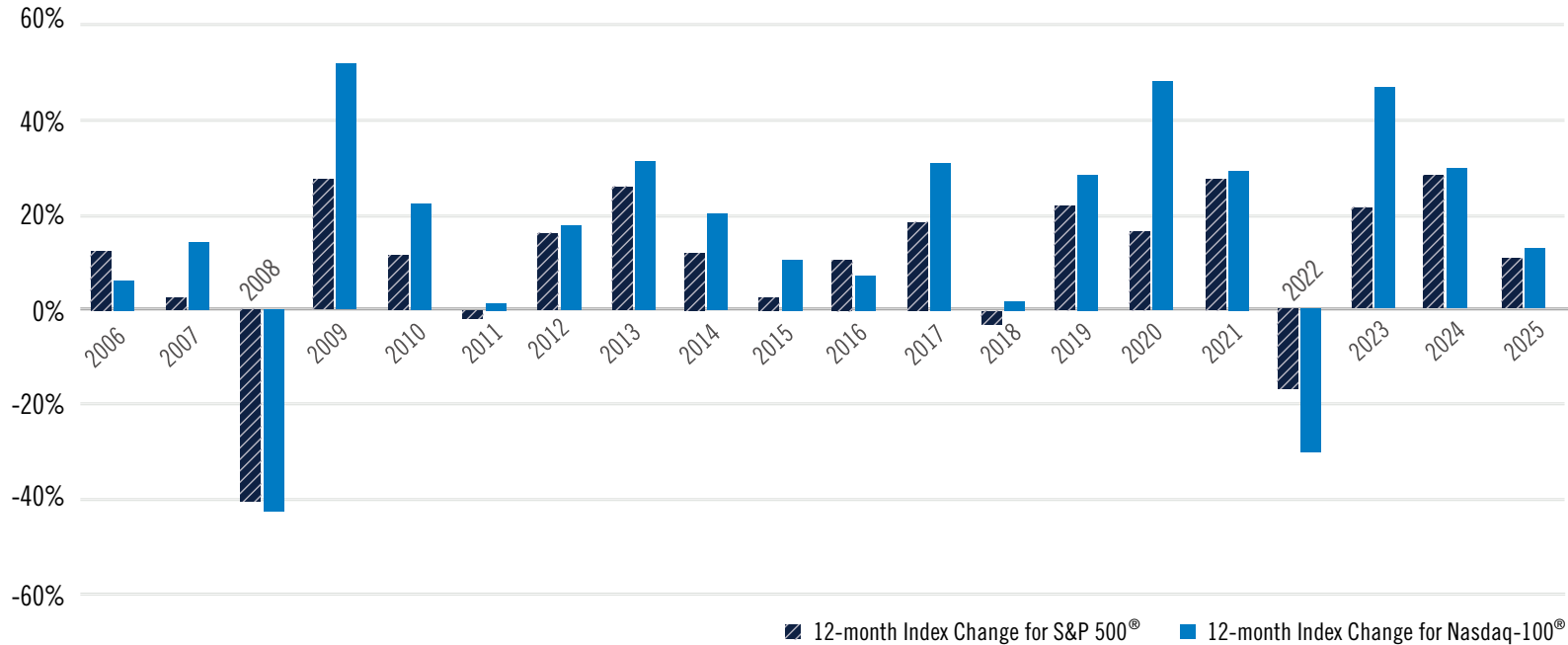
These hypothetical scenarios show that each account option can offer performance benefits based on the underlying index's returns. Allocating to more than one account may allow you to take advantage of diversification.

To put this in a broader context, let's look at how the indexes have performed over time.

History of the markets

An indexed universal life policy's cash value growth is unique because its growth (upside) potential comes with loss (downside) protection. While past performance does not predict or ensure future results, it is important to consider the performance of the market over time to help understand these features.

History of S&P 500® and Nasdaq-100® Index Returns



Summary

12-month returns:	S&P 500®	Nasdaq-100®
20-year average	8.76%	14.39%
% of time above 10%	70%	70%
% of time below 0% return	20%	10%

What's next?

Work with your financial professional to take advantage of the strengths of each option as you design your approach.

Note that Momentum IUL's indexed account options are not directly invested in the index and exclude dividends.

Source: S&P 500® & Nasdaq-100® performance information provided by Bloomberg.

To determine the allocation that's right for you, speak with your financial professional today.

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