Prudential

PruLife® Custom Premier II

Variable Universal Life Insurance

PROTECT LIFE. FUEL THE FUTURE.

Issued by Pruco Life Insurance Company, and by Pruco Life Insurance Company of New Jersey in NY.

INVESTMENT AND INSURANCE PRODUCTS:
- 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
- SUBJECT TO INVESTMENT RISKS, INCLUDING POSSIBLE LOSS OF THE PRINCIPAL AMOUNT INVESTED

About this brochure

This brochure provides an overview of the key features of PruLife® Custom Premier II (VUL-2023 or ICC23-VUL). It does not cover all terms and conditions of the policy or its riders. For those details, review the forms of the policy and riders, the prospectus, illustrations, and related disclosures.

The best way to learn how this life insurance policy works is with the help of a financial professional and a policy illustration. An illustration can show you the effects of various rates of return on your policy; a financial professional can help you assess your needs and offer options to help meet them.

Before buying any variable policy: Carefully consider the contract and the underlying investment options' objectives, risks, and any applicable charges and expenses. The initial summary prospectus for the contract and the prospectus or summary prospectus for each underlying portfolio (collectively, the "prospectuses") contain these facts and other important information. Your financial professional can supply the prospectuses, or you can view them online at prudential.com. Please read them carefully before investing.

It is possible to lose money by investing in securities.

Life insurance protection with fuel for a more secure retirement

Life insurance offers protection that can help provide financial security for your family. It can help replace your income so your family can stay in their home, create the future you dream of, and manage expenses. But PruLife Custom Premier II (Custom Premier II) is designed to do more—to help you strengthen the foundation of your retirement.

Custom Premier II is a variable universal life (VUL) insurance policy. If you need life insurance and can take on moderate risk, it can offer protection for today and flexibility for tomorrow. Unlike other types of permanent or cash-value life insurance, Custom Premier II gives you additional control over your policy by allowing you to select from a broad array of investment options to help you build cash value. This cash value can help you during retirement.

With features you can customize or adjust as your needs change, it offers:

PROTECTION

Life insurance death benefit protection to help take care of those most important to you.

GROWTH

The potential to grow tax-deferred cash value through over 70 underlying investment options.

CUSTOMIZATION

A choice of "living benefits" you can use while you're alive and the ability to design the policy to fit your needs and goals.

With Custom Premier II, as with all life insurance policies, when you die your beneficiaries will receive the death benefit generally free of federal income tax, according to IRC §101(a).

Design your policy

Custom Premier II offers choices to help you design your death benefit.

Choose a type of death benefit

You can choose from three death benefit options that define how much your beneficiaries receive. You should talk to your financial professional about this choice.

- **Fixed Death Benefit:** Generally equal to the face amount
- **Variable Death Benefit:** Generally changes in relation to the policy's cash value
- **Return of Premium Death Benefit:** Generally varies in direct relation to total premiums paid, minus any withdrawals

Protection against lapse

This policy features a no-lapse guarantee that ensures that your policy's death benefit will stay in effect, no matter what happens to your policy's values. This guarantee will last for 10 years or to age 75, whichever is later. Simply pay sufficient premiums* on time and do not take loans or withdrawals. Late or missed premiums, policy loans, or a change in the death benefit type could cause you to lose the guarantee. Guarantees are based on the claims-paying ability of the issuing insurance company.

If at some point you need less protection

You can reduce your death benefit later in life if you no longer need as much protection and would like to focus on building cash value.

Please note that doing so during the first 10 policy years will cause a charge to be taken from the Contract Fund. This charge is called a partial surrender charge. So talk to a financial professional first.

Build your investment strategy for growth potential

Custom Premier II empowers you to drive cash value growth by investing a portion of your premiums in a wide range of underlying investment options. This flexibility allows you to choose the options that fit your risk tolerance and can fuel growth goals.

Consider what you'd like to do with any cash value growth

Having a goal for any cash value that accumulates in your policy can help you determine your investment strategy. Cash value accumulates when the underlying investment options you've chosen rise in value. In general, any cash value growth is income tax deferred. When cash value grows, you can:

Use it during your lifetime
for any purpose—like helping to fund retirement—through loans or withdrawals.*

Leave it in the policy
to potentially increase the death benefit for your beneficiaries or for your use to help cover chronic illness expenses.

*Unpaid loans and withdrawals reduce cash values and death benefits; may reduce the duration of the guarantee against lapse, which may lapse the policy; and may have tax consequences.

If your needs change and you decide to surrender the policy, be aware that surrender charges may apply. Surrender charges are highest in the early years of the policy and will decline to zero by the end of the 10th year.

Choose your investment options

Custom Premier II offers a robust menu of options to help you meet your goals and investment preferences. You help the policy build cash value by creating a custom portfolio from a range of investment styles and options, including domestic equity, fixed income, international and global equity, and a fixed-rate option, or by choosing a ready and continuously managed asset allocation strategy.

While they don't guarantee against loss, asset allocation and diversification can help you effectively manage risk and reward.

Take advantage of included investment features

This policy offers many ways to manage your underlying investment options at no additional cost. Since your needs will likely change over time, these features can help make it easier to keep your policy in line with your goals. For example, you can:

- **Allocate charges:** Specify the underlying investment options from which you'd like to have the monthly charges deducted.
- **Keep investment allocations in line:** Auto-rebalancing automatically adjusts your underlying investment options (except the Fixed-Rate Option) to match your selected allocation.
- **Spread risk and costs over time:** Dollar cost averaging can help you manage risk by spreading your payments into the underlying investment options over time. Payments are made to the Money Market Portfolio* and then regularly transferred to the underlying investment options you choose.
- **Enjoy free transfers:** You can transfer amounts between underlying investment options up to 12 times a year for no charge. One transfer per year is allowed from the Fixed-Rate Option, and the amount allowed is limited. (See the prospectus for more information.)
- **Use a strategy to help balance market uncertainty:** You can decrease the chance of "bad timing" when you move your cash value into the S&P 500® Indexed Account Rider through the Designated Transfers option. With Designated Transfers, you pick the dollar amount you want to transfer each month from the Fixed-Rate Option into the S&P 500® Indexed Account Rider.

The Investment Options Guide explains more about the investment options and portfolio strategies you can use.

* You can lose money by investing in the fund. Although the fund seeks to preserve the value of your investment at $1.00 per share, it cannot guarantee it will do so. An investment in the fund is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. The fund's sponsor has no legal obligation to provide financial support to the fund, and you should not expect that the sponsor will provide financial support to the fund at any time.

Make your policy uniquely yours

Custom Premier II lets you customize the policy through its many features, letting you design the policy for your specific needs and goals.

One way to customize your policy is through add-ons, called riders, that can help you manage investment risk or provide living benefits:

To customize your protection or address specific concerns, you can choose add-ons (riders) that can provide:

- **Living benefits:** You can choose one of two riders that allow you to tap into your policy's death benefit while you're alive (That's why they're called living benefits). These options can ease financial concerns if you become chronically or terminally ill.
- **Ways to enhance early cash values and further protect against lapse:** One rider can help you gain higher cash value in the early years; another can keep your policy from lapsing because of outstanding loans.
- **A way to help offset investment risk:** The S&P 500® Indexed Account Rider offers the potential for lower volatility while also having a guaranteed floor of 1%. It's important to remember that this is not a direct investment in the S&P 500® Index. (Not available in NY.)
- **Additional protection for your beneficiaries:** You can opt to increase the death benefit if your death is due to an accident, provide life insurance on your children when they're young, or pay policy charges if you become disabled.

Pages 8 and 9 lists all the riders and provide more information about their availability in your state.

Enhance your protection with optional riders (add-ons)

Choose from the wide array of optional riders available with Custom Premier II. Use this flexibility to make the policy uniquely your own. You can choose from among the following riders, depending on your state.

Rider	Description
Accidental Death Benefit VL 110 B-2000. Not available in MA.	Pays an additional amount of death benefit if death is the direct result of an accident. Available for an additional cost.
Enhanced Cash Value Rider PLI 496-2018 or ICC18 PLI 496-2018. Not available in NY.	Helps your policy have a higher cash value in the early years of the policy in case of surrender. Available for an additional cost.
BenefitAccess Rider[1] In CA: VL 145 B3-2014 CA. In NY: VL 145 B6-2020. All other states except CA and NY: VL 145 B6-2018 or ICC18 VL 145 B6-2018.	Can accelerate your death benefit; since there is unrestricted use of the benefit, this can help ease the financial impact on you and your loved ones if you become chronically or terminally ill and meet the conditions of the rider. Available for an additional cost. Chronic illness means you cannot perform at least two activities of daily living (eating, dressing, bathing, continence, toileting, transferring) or you require supervision due to a cognitive impairment. Terminal illness benefits are triggered when you have a life expectancy of six months or less. In California: Chronic illness means you have been certified by a Licensed Health Care Practitioner in the preceding 12 months as; being unable to perform, without substantial assistance from another individual, two or more activities of daily living, which are Bathing, Continence, Dressing, Eating, Toileting, and Transferring, for a period of at least 90 days due to a loss of functional capacity; or requiring substantial supervision to protect the individual from threats to health safety due to severe cognitive impairment. **In California: The BenefitAccess Rider is a life insurance benefit that gives you, the policyowner, the option to accelerate some or all of your life insurance policy's death benefit if you meet the criteria for a qualifying event described in the policy. This policy or certificate does not provide Long-Term Care insurance subject to California Long-Term Care insurance law. This policy or certificate is not a California Partnership for Long-Term Care program policy. This policy or certificate is not a Medicare supplement (policy or certificate).**

Rider	Description
Living Needs Benefit[2] ORD 87241-90-P. In OR: ORD 87241-92-P. State variations apply. Not available in WA. Nursing home benefit not available in CA.	If you become terminally ill (have a life expectancy of six months or less or 12 months or less in CA) or are confined to a nursing home for six months and are expected to be permanently confined, will accelerate a portion of your death benefit; this can help ease the financial impact you and your loved ones could face. If you elect to use it, an additional cost will be incurred. Benefits and terms can vary by state.
Enhanced Disability Benefit VL 100 B-2017 or ICC17 VL 100 B-2017. State variations apply.	For an additional cost, this benefit provides for payment of at least all monthly costs for insurance and riders if you become disabled, so your valuable life insurance coverage can remain intact.
Overloan Protection Rider PLI 552-2017, PLY 141-2017, or ICC17 PLI 522-2017	May keep your policy from lapsing if you have an outstanding loan. If you elect to use it, an additional cost will be incurred.
S&P 500® Indexed Account Rider ICC18 PLI 555-2018 and PLI 555-2018	Provides an indexed account allocation option that credits interest based in part on the performance of an external index, subject to a Cap and Floor.
Children Level Term Rider VL 182 B-2016 or ICC16 VL 182 B-2016	Gives you the option to provide life insurance on your children while they are young. Available for an additional cost.
Premium Deposit Account (PDA) Available in all states, except PA and as an optional rider (RID-PDA 2021) in IL, IN, KS, MI, TN, TX, and WA.	A single deposit solution that earns interest and pays premiums over a 2- to 10-year period.
Other Goods and Services Rider ICC20-RID-OGS or RID-OGS-2020. Not available in all states.	Gives you access to certain goods and services that Prudential may offer to you. Available at no additional cost.

Put our brand strength to work for you

For over 150 years, Prudential Financial has stood strong. We have been a worldwide financial leader with a long tradition of serving the public interest. We have a global presence, and our well-known Rock symbol is an icon of strength, stability, experience, and innovation that has stood the test of time.

Thank you for considering us to help you secure your family's financial future.

[1] The BenefitAccess Rider is available for an extra premium. Additional underwriting requirements and limits may also apply. Receiving benefits under the terms of the rider will reduce and may eliminate the death benefit.

Benefits paid under the BenefitAccess Rider are intended to be treated for federal tax purposes as accelerated life insurance death benefits under IRC §101(g)(1)(b). Tax laws related to receiving accelerated death benefits are complex, and benefits may be taxable in certain circumstances. Receipt of benefits may affect eligibility for public assistance programs such as Medicaid. Accelerated benefits paid under the terms of the Terminal Illness portion of the rider are subject to a $150 processing fee ($100 in Florida). Please consult your tax and legal advisors before initiating a claim.

California: It is important to understand the differences between the Accelerated Death Benefit (ADB) and Long-Term Care (LTC) insurance.

- BenefitAccess is an ADB rider on a life insurance policy and is not LTC insurance, nor is it intended to replace the need for LTC insurance.
- The insured is not required to incur LTC expenses to receive ADB benefits. Eligibility for ADB benefits is based on the insured's chronic illness condition, not the LTC expenses incurred. LTC benefits must be used by the policyowner for LTC services. LTC benefits are typically based on evidence (such as receipts) that the insured has incurred qualified long-term care expenses, and the benefit payment on an LTC policy amount is equal to the amount of LTC expenses incurred by the insured during that benefit period.
- The total benefit amount available under ADB is the death benefit of the life insurance policy. The total benefit amount available under an LTC insurance policy is based on a benefit level and a pool of money selected by the policyowner at the time of purchase.
- ADB benefits will reduce the death benefit and the use of the proceeds is unrestricted, whereas LTC benefits will not reduce the death benefit that the policyowner's beneficiaries will receive.
- There may be other differences between ADB and any specific LTC insurance policy. You should carefully review the specific details of each before making any decision to purchase.

New York: Please also note the rider is not subject to the minimum requirements of New York law, does not qualify for the New York State Long-Term Partnership Program, and is not a Medicare supplement policy. In addition, receiving accelerated death benefits may affect clients' eligibility for public assistance programs and such benefits may be taxable. Benefit payments may only be made if the payments are subject to favorable federal tax treatment. When determining whether the benefit payments will receive favorable tax treatment, the payment of benefits from all insurance policies must be considered. Accordingly, prior to applying for benefits, you should seek assistance from a qualified tax advisor.

[2] The Living Needs Benefit is an accelerated death benefit and is not a health, nursing home, or long-term care insurance benefit and is not designed to eliminate the need for insurance of these types. There is no charge for this rider but, when a claim is paid under this rider, the death benefit is reduced for early payment, and a $150 processing fee ($100 in Florida) is deducted. If more than one policy is used for the claim, each policy will have a processing fee of up to $150 deducted ($100 in Florida). Portions of the Living Needs Benefit payment may be taxable, and receiving an accelerated death benefit may affect your eligibility for public assistance programs. The federal income tax treatment of payments made under this rider depends upon whether the insured is considered "terminally ill" or "chronically ill" and, if the policy is business related, whether the insured is receiving the benefits. We suggest the policyowner seek assistance from a personal tax advisor regarding the implications of receiving Living Needs Benefit payments. This rider is not available in Minnesota to new purchasers over age 65 until the policy has been in force for one year, and the nursing home option is not available in Connecticut, Florida, Massachusetts, or the District of Columbia. This rider is not available in Washington state. The form numbers for the Living Needs Benefit are ORD 87241 and ORD 87335; there may be state variations.

Protection and guarantees offered by Custom Premier II are subject to the creditworthiness and the claims-paying ability of Pruco Life Insurance Company or Pruco Life Insurance Company of New Jersey.

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 distributed through Pruco Securities, LLC (member SIPC). All are Prudential Financial companies located in Newark, NJ.

Each is solely responsible for its own financial condition and contractual obligations. Custom Premier II is also offered by broker-dealers who have an agreement with Pruco Securities, LLC. The contract number is VUL-2023 or ICC23-VUL and may be followed by a state code.

You 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"), contains this information as well as other important information. A copy of the prospectuses may be obtained from www.prudential.com or from a financial professional. Please read the prospectuses carefully before investing.

It is possible to lose money by investing in securities.

All guarantees and benefits of the insurance policy are subject to the creditworthiness and the claims-paying ability of Pruco Life Insurance Company. Policy guarantees and benefits are not backed by the broker-dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

This material is being provided for informational or educational purposes only and does not consider the investment objectives or financial situation of any client or prospective clients. The information is not intended as investment advice and is not a recommendation about managing or investing your retirement savings. If you would like information about your particular investment needs, please contact a financial professional.

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