CREATED EXCLUSIVELY FOR FINANCIAL PROFESSIONALS

CLIENT STRATEGIES

A LEGACY AND LIVING BENEFITS SOLUTION PRULIFE SURVIVORSHIP INDEX UL®

Meet Nancy and Lou:

Nancy and Lou Bowden were high school sweethearts who married when they both graduated from college. That was 38 years ago. They started a family early on, they worked hard, and, when they reached age 60 at the same time, they were ready to retire from their careers to spend more time enjoying family.

The Bowdens have done a great job saving for retirement and have a sizeable amount in assets. In addition, they're quite cognizant of the financial demands and challenges that may stem from a chronic illness. Nancy's late mother, Celia, was chronically ill for several years.

Nancy and Lou called on their financial professional, Marvin Chin. When they sat down with Marvin, they discussed their specific goals and planning needs:

1. A strategy to pass on a **generous legacy** to loved ones to help enrich their lives; they also want to protect that legacy from a potential estate tax obligation
2. A way to **potentially grow their money** while also **protecting it from market volatility**; the Bowdens are moderate risk-takers
3. Options should the **unexpected happen**, such as becoming ill for the long term or suddenly dying

Marvin's Solution

After reviewing the couple's savings and other assets, it was clear that they had enough savings to see them through a comfortable retirement. Marvin knew that PruLife Survivorship Index UL (SIUL) could be the ideal product for them, considering:

1. The **death benefit** provides an immediate and larger legacy for the people they love.
2. SIUL offers a choice of three **Indexed Account options** and one **Fixed Interest option** for potential cash value accumulation with downside protection.
3. SIUL offers the Survivorship **BenefitAccess Rider (SBAR)**, an optional rider that can help Nancy and Lou with the potential impacts of one of them becoming chronically or terminally ill in widowhood (or if they both became chronically or terminally ill at the same time).

See the last page for more information on how SIUL and SBAR work.

Five Reasons Clients Choose Survivorship Index UL

- Efficiently transfers wealth
- Protects against market-based losses
- Cash value growth potential
- Potential to enhance a legacy
- Help paying benefits in the event of a chronic or terminal illness

Prudential

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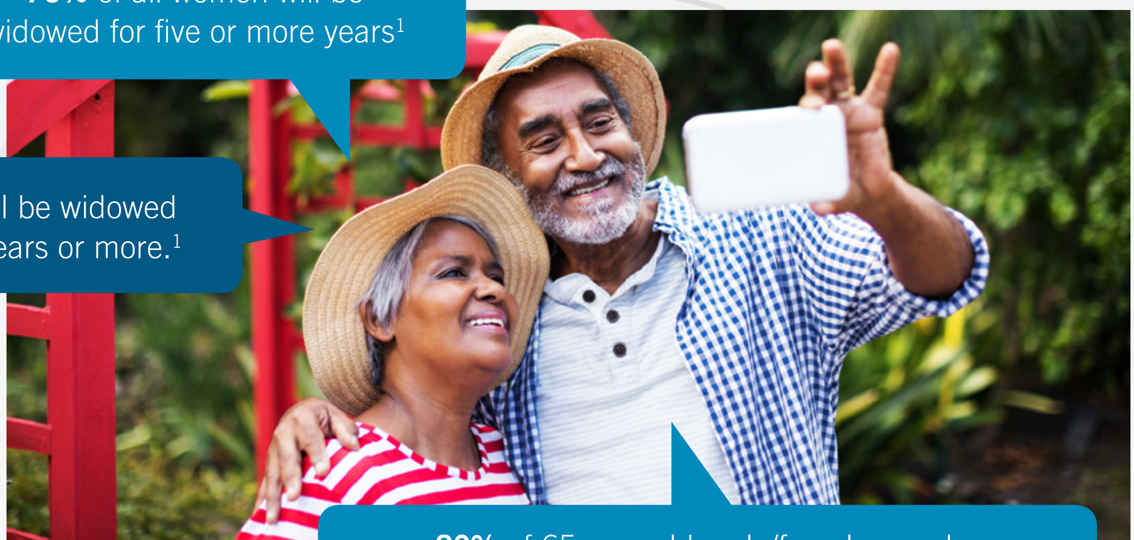
SBAR Is a Solution for the One Left Behind

For married couples, when one spouse dies, the absence of a caregiver becomes a financial risk. *Note that survivorship life insurance and the Survivorship BenefitAccess Rider—(SBAR) are available for two insured individuals who need not be married; marriage is not a requirement to own a survivorship life insurance policy or a survivorship chronic and terminal illness rider.*

Caregiving costs for a chronically or terminally ill widow(er) can significantly deplete assets. Nancy and Lou came to realize this during Celia's long illness.

75% of all women will be widowed for five or more years[1]

50% will be widowed for 10 years or more.[1]



80% of 65-year-old male/female couples will find that one or both will one day deal with a chronic illness.[1]

Estimates are that out-of-pocket medical expenses for an average 65-year-old couple retiring in 2021 will be **$300,000** and even more if chronic illness care is needed.[2]

Telling the SBAR Story

Clients may not realize just how at risk they are of becoming chronically or terminally ill and how such circumstances could put them in financial jeopardy. SBAR can be a needed resource for the one left to carry on alone.

SBAR is a living benefit that pays for the condition, not the care. Clients will never be asked to submit receipts, and they can use the money however they choose.

SIUL WITH SBAR IS A POWERFUL COMBINATION THAT CAN HELP COUPLES MEET THESE CHALLENGES.

[1] *2012 Individual Annuitant Mortality (2012 IAM) Basic Table. Society of Actuaries.*
[2] *How to Plan for Rising Health Care Costs. Fidelity Investments. April 18, 2021.*

THE VALUE SIUL DELIVERS

Marvin presented a product illustration to show the Bowdens how SIUL with SBAR works.

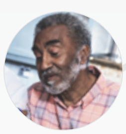
After determining that Nancy and Lou had a $2 million protection need, Marvin presented them with a hypothetical illustration using Death Benefit Option A. After both Nancy and Lou die, their beneficiaries will receive the $2 million death benefit.

Marvin also illustrated a scenario where, in 15 years, the couple stops paying premiums because Lou becomes terminally ill. Lou's condition creates extra expenses, so the couple withdraws $100,000 per year from the policy for two years.

Note that unpaid loans and withdrawals reduce cash values and death benefits; may reduce the length of the guarantee against lapse, which may lapse the policy; and may have tax consequences.

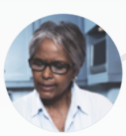
Couple's Age	Annual Premium	Distribution	SBAR Annualized Max Monthly Benefit	Surrender Value	Death Benefit
60	$47,986			0	$2,000,000
70	$47,986			$508,772	$2,000,000
79	–	-$100,000		$899,246	$1,900,000
80	–	- $100,000		$830,522	$1,800,000
85	–		$226,749	$881,039	$1,569,659
86	–		$231,284	$788,271	$1,334,711
87	–		$235,909	$680,497	$1,095,064

This hypothetical example is for illustrative purposes only. Actual results will vary. The numbers above are based on SIUL with SBAR illustration for a 60-year-old couple, both preferred non-tobacco and paying premiums for 15 years, and based on a non-guaranteed indexed account rate of 5.22% with current charges.



At age 70: *Lou* becomes terminally ill; the couple withdraws $100,000 each year for two years.

At age 80: *Lou* passes away.



At age 85: *Nancy* becomes chronically ill and uses her maximum SBAR benefit to pay for:

- Needed accommodation renovations in her home, and
- Reimbursing family members caring for her who have lost income due to time away from work

At age 87: Over three years, the total amount of accelerated death benefit is $693,942. *Nancy* passes away and a death benefit of $1,095,064 passes income-tax free, per IRC §101(a), to her policy's beneficiaries.

SUMMARY OF TOTAL POLICY BENEFITS

Total cumulative premiums: **$719,790**

Total cumulative cash taken from the policy: **$200,000**

SBAR benefits paid to the chronically ill individual for the first three years: **$693,942**

Total death benefit paid to the beneficiaries: **$1,095,064**

Nancy and Lou's decision to purchase SIUL with SBAR afforded them an immediately larger death benefit, tax advantages, cash value that they could leverage when they needed it, and SBAR.

SIUL is a powerful wealth transfer solution that, when combined with SBAR, offers clients flexibility and access to help meet the potential challenges of chronic illness and widowhood.

Discover Concierge Care Services

Prudential makes Concierge Care Services available to all customers in approved states who purchase a life insurance policy with the Survivorship BenefitAccess Rider attached.

These services will be available immediately and can help you:

- Reduce the challenges of finding care and determine the costs of care
- Match with local care providers and facilities
- Devise a plan to help you stay in your home and remain as independent as possible

Two Ways to Access Available Resources

1. Caregiver Advocate Website

- Search a database of 150,000+ providers
- View informative articles, videos, and tip sheets
- Explore an interactive map to compare costs of care across locations and care settings

2. Caregiver Advocate Hotline

- Talk to a live caregiver advocate
- Get information about senior care services, adult day care, meal services, memory care, and other community resources
- Get assistance with setting up an online account

These services are provided by LTCG®, a third-party vendor. For more than two decades, they've been providing care services and solutions that help people through some of the most challenging times in their lives.

Consider your financial and emotional well-being when planning for chronic and terminal illness to help protect yourself and your family.

WE'RE READY TO HELP YOU CLOSE YOUR NEXT SIUL CASE.

WHO DO YOU KNOW?

Chances are, there are folks in your book of business who could benefit from SIUL with SBAR. Identify and call them—tell them this story. It's one they'll want to hear.

Discover more about SIUL with SBAR

Contact your Prudential Regional Life Wholesaler or call us at **800-800-2738**, Option 1, for assistance with PruLife Survivorship Index Life with SBAR.

The characters used in this story are fictional and do not represent actual clients. However, their circumstances are common.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. Policy guarantees and benefits are not obligations of, nor 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.

PruLife Survivorship Index UL (SIUL) is issued by Pruco Life Insurance Company in all states except in New York, where it is issued by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ, and are solely responsible for their own financial condition and contractual obligations.

SIUL is not an investment or a variable contract. The Fixed Account earns a fixed interest rate, declared by Prudential. The current rate is subject to change. The minimum interest-crediting rate is guaranteed never to be less than 2%. As of May 15 2022, the Indexed Account may credit interest as high as 8%, and similarly, the Indexed Account with Multiplier may credit as high as 6.75% times the "Multiplier." The Uncapped Indexed Account removes the restriction of a Cap, allowing the account to earn what the market bears, minus a "Spread" determined by Prudential.

Components of SIUL Indexed Accounts

The three Indexed Account Options earn interest based on a 100% participation rate of the performance of the S&P 500® Index (excluding dividends). Money that is placed in any of the indexed accounts begins an index segment that is not a direct investment in the S&P 500® Index. Any interest credited to the Indexed Account Options is calculated on an annual point-to-point basis that's based from the month of deposit and using an Index Growth Cap, Floor, Multiplier, and Spread as applicable.

- **Index Growth Cap**—The maximum percentage rate of interest that may be credited at the end of the one-year Index Segment Duration, regardless of changes to the S&P 500® Index. The Cap is guaranteed never to be less than 3.00% on the Indexed Account or 2.75% on the Indexed Account with Multiplier.
- **Floor**—The minimum percentage rate of interest that may be credited at the end of the one-year Index Segment Duration, regardless of changes to the S&P 500® Index. The Floor is guaranteed never to be less than 0%.
- **Multiplier** (only on the Indexed Account with Multiplier)—A factor that the earned interest rate will be multiplied by after applying the Index Growth Cap. The Multiplier is guaranteed never to be less than 1.15.
- **Spread** (only on the Uncapped Indexed Account)—The percentage that will be subtracted from the earned interest rate subject to the Floor. The Spread is guaranteed never to be higher than 30%.

Each factor above is set in advance and will not change once an index segment is created. They may be different in certain states. The Index Growth Cap, Multiplier, and Spread can be changed for future index segments at our discretion, both up and down, but never more than the stated guaranteed amounts. Changes may be based on interest rates, market volatility, and other factors and could result in different values.

If amounts in an index segment are withdrawn during the segment duration, they can still earn index interest at segment maturity, pro-rated, based on the amount of time they were in the segment.

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The Survivorship BenefitAccess Rider is an optional rider that accelerates the life insurance death benefit when the surviving insured is chronically or terminally ill as defined in the rider, or both insureds are chronically or terminally ill as defined in the rider. It is not Long-Term Care (LTC) insurance. Benefits received under the rider will reduce and may deplete the death benefit. Electing the Survivorship BenefitAccess Rider results in additional charges and underwriting requirements. Some benefit payments may be subject to a fee. Other terms and conditions apply and can vary by state. If a client's survivorship policy is owned by a trust or non-living entity, they should consult a tax advisor prior to electing the Survivorship BenefitAccess Rider. Clients should always consult their tax and legal advisors when considering the purchase of a life insurance policy and/or accelerated death benefit rider.

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