



FAST FACTS

PruLife Essential ULSM

Overview	<p>PruLife Essential UL is a flexible premium current assumption universal life insurance product that provides clients with a cost-effective death benefit, meaningful no-lapse guarantees, and the ability to accumulate cash value through fixed interest crediting. In some common premium payment scenarios, the no-lapse guarantee may go to age 90 or beyond.</p> <p>Additionally, PruLife Essential UL can be enhanced with Prudential's optional BenefitAccess Rider, which can accelerate the policy's death benefit and provide income to clients who become chronically or terminally ill and meet the other terms of the rider. BenefitAccess is available for an additional cost and additional underwriting requirements apply. Please refer to the BenefitAccess Rider Fast Facts for more information.</p>																															
Target Markets	<table border="0"> <tr> <td style="vertical-align: top;"> Individual Market Clients with a death benefit need, who may <ul style="list-style-type: none"> ▶ Want cost-effective protection ▶ Be interested in benefits for chronic or terminal illness (available through optional riders) ▶ Have estate planning or wealth transfer needs ▶ Want the flexibility of cash value </td> <td style="vertical-align: top; padding-left: 20px;"> Business Market <ul style="list-style-type: none"> ▶ Business owner clients who need funding for a key person or continuation strategy ▶ Business owner clients with legacy equalization needs </td> </tr> </table>	Individual Market Clients with a death benefit need, who may <ul style="list-style-type: none"> ▶ Want cost-effective protection ▶ Be interested in benefits for chronic or terminal illness (available through optional riders) ▶ Have estate planning or wealth transfer needs ▶ Want the flexibility of cash value 	Business Market <ul style="list-style-type: none"> ▶ Business owner clients who need funding for a key person or continuation strategy ▶ Business owner clients with legacy equalization needs 																													
Individual Market Clients with a death benefit need, who may <ul style="list-style-type: none"> ▶ Want cost-effective protection ▶ Be interested in benefits for chronic or terminal illness (available through optional riders) ▶ Have estate planning or wealth transfer needs ▶ Want the flexibility of cash value 	Business Market <ul style="list-style-type: none"> ▶ Business owner clients who need funding for a key person or continuation strategy ▶ Business owner clients with legacy equalization needs 																															
Design Highlights	<table border="0"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ▶ Cost-effective permanent life insurance ▶ Ability to add the BenefitAccess Rider for chronic or terminal illness concerns ▶ Extended No-Lapse Guarantee (NLG), with the ability to customize the NLG duration depending on premium amount </td> <td style="vertical-align: top; padding-left: 20px;"> <ul style="list-style-type: none"> ▶ Potential cash value accumulation ▶ Age Last Birthday ▶ 1st Year Flexibility </td> </tr> </table>	<ul style="list-style-type: none"> ▶ Cost-effective permanent life insurance ▶ Ability to add the BenefitAccess Rider for chronic or terminal illness concerns ▶ Extended No-Lapse Guarantee (NLG), with the ability to customize the NLG duration depending on premium amount 	<ul style="list-style-type: none"> ▶ Potential cash value accumulation ▶ Age Last Birthday ▶ 1st Year Flexibility 																													
<ul style="list-style-type: none"> ▶ Cost-effective permanent life insurance ▶ Ability to add the BenefitAccess Rider for chronic or terminal illness concerns ▶ Extended No-Lapse Guarantee (NLG), with the ability to customize the NLG duration depending on premium amount 	<ul style="list-style-type: none"> ▶ Potential cash value accumulation ▶ Age Last Birthday ▶ 1st Year Flexibility 																															
Auto Issue/Jumbo Limits¹	<p>\$75 million/\$100 million. "Auto-issue" refers to the maximum face amount that can be applied for on any one policy. "Jumbo" refers to the maximum total line that can be considered without review by Prudential's reinsurance partners (applied for + inforce coverage). Both limits can be reduced by amounts in force and applied for and can also be reduced by factors such as age, ratings, residence, travel, and occupation. Higher capacity amounts will be considered on a case-by-case basis and may be subject to the availability of reinsurance.</p>																															
Underwriting Categories	<p>We offer six (four Non-Smoker and two Smoker) underwriting categories.</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr style="background-color: #2c4e64; color: white;"> <th style="width: 50%;">Non-Smoker</th> <th style="width: 50%;">Smoker</th> </tr> </thead> <tbody> <tr> <td>Preferred Best</td> <td>Preferred Smoker</td> </tr> <tr> <td>Preferred Non-Tobacco</td> <td>Smoker</td> </tr> <tr> <td>Non-Smoker Plus</td> <td></td> </tr> <tr> <td>Non-Smoker</td> <td></td> </tr> </tbody> </table> <p>The chart below is a general correlation of underwriting categories and is provided as a guideline to help prepare initial illustrations. Underwriting categories are not meant to represent any specific company's rating classes, and the names of the underwriting categories may vary between companies.</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr style="background-color: #d9e1f2;"> <th style="width: 15%;">Prudential</th> <th style="width: 15%;">Preferred Best</th> <th style="width: 15%;">Preferred Non-Tobacco</th> <th style="width: 15%;">Non-Smoker Plus</th> <th style="width: 15%;">Non-Smoker</th> <th style="width: 15%;">Preferred Smoker</th> <th style="width: 15%;">Smoker</th> </tr> </thead> <tbody> <tr> <td style="background-color: #d9e1f2;">Companies with 3 Non-Smoking classes</td> <td>Super Preferred</td> <td>Preferred Non-Smoker</td> <td colspan="2">Standard Non-Smoker</td> <td>Preferred Smoker</td> <td>Smoker</td> </tr> <tr> <td style="background-color: #d9e1f2;">Companies with 4 Non-Smoking classes</td> <td>Super Preferred</td> <td>Preferred Non-Smoker</td> <td>Standard Plus</td> <td>Standard Non-Smoker</td> <td>Preferred Smoker</td> <td>Smoker</td> </tr> </tbody> </table>	Non-Smoker	Smoker	Preferred Best	Preferred Smoker	Preferred Non-Tobacco	Smoker	Non-Smoker Plus		Non-Smoker		Prudential	Preferred Best	Preferred Non-Tobacco	Non-Smoker Plus	Non-Smoker	Preferred Smoker	Smoker	Companies with 3 Non-Smoking classes	Super Preferred	Preferred Non-Smoker	Standard Non-Smoker		Preferred Smoker	Smoker	Companies with 4 Non-Smoking classes	Super Preferred	Preferred Non-Smoker	Standard Plus	Standard Non-Smoker	Preferred Smoker	Smoker
Non-Smoker	Smoker																															
Preferred Best	Preferred Smoker																															
Preferred Non-Tobacco	Smoker																															
Non-Smoker Plus																																
Non-Smoker																																
Prudential	Preferred Best	Preferred Non-Tobacco	Non-Smoker Plus	Non-Smoker	Preferred Smoker	Smoker																										
Companies with 3 Non-Smoking classes	Super Preferred	Preferred Non-Smoker	Standard Non-Smoker		Preferred Smoker	Smoker																										
Companies with 4 Non-Smoking classes	Super Preferred	Preferred Non-Smoker	Standard Plus	Standard Non-Smoker	Preferred Smoker	Smoker																										
Issue Ages²	<ul style="list-style-type: none"> ▶ 0 – 85 ▶ 0 – 70 (Type C) 																															
Death Benefit Types	<ul style="list-style-type: none"> ▶ Fixed Death Benefit (Type A) ▶ Variable Death Benefit (Type B) ▶ Return of Premium Death Benefit (Type C) 																															

¹ The capacity, or maximum face amount, may be subject to availability of reinsurance.

² There are no extended or exception issue ages.

FAST FACTS

PRULIFE ESSENTIAL ULSM

Death Benefit Option Changes³	<ul style="list-style-type: none"> ▶ Changes from option A and C to B and B and C to A are allowed. ▶ Changes from option A and B to C are not allowed. ▶ Option C can be changed to A or B but cannot be changed back to C. 												
Definition of Life Insurance Test	Choice of Cash Value Accumulation Test (CVAT) or Guideline Premium Test (GPT)												
Face Amount Bands	<table border="1"> <thead> <tr> <th>Band</th> <th>Minimum Face Amount</th> <th>Maximum Face Amount</th> </tr> </thead> <tbody> <tr> <td>Band 1</td> <td>\$100,000</td> <td>\$249,999</td> </tr> <tr> <td>Band 2</td> <td>\$250,000</td> <td>\$999,999</td> </tr> <tr> <td>Band 3</td> <td>\$1 million and up</td> <td></td> </tr> </tbody> </table>	Band	Minimum Face Amount	Maximum Face Amount	Band 1	\$100,000	\$249,999	Band 2	\$250,000	\$999,999	Band 3	\$1 million and up	
Band	Minimum Face Amount	Maximum Face Amount											
Band 1	\$100,000	\$249,999											
Band 2	\$250,000	\$999,999											
Band 3	\$1 million and up												
Minimum Face Amounts	<table border="1"> <thead> <tr> <th>Issue Age of Insured</th> <th>Minimum Face Amount</th> </tr> </thead> <tbody> <tr> <td>0 – 80</td> <td>\$100,000</td> </tr> <tr> <td>81 – 85</td> <td>\$250,000⁴</td> </tr> </tbody> </table>	Issue Age of Insured	Minimum Face Amount	0 – 80	\$100,000	81 – 85	\$250,000 ⁴						
Issue Age of Insured	Minimum Face Amount												
0 – 80	\$100,000												
81 – 85	\$250,000 ⁴												
Face Amount Decreases³	<p>Face amount decreases are permitted at any time after policy issue, upon request, provided the total coverage, after the decrease, is not below the company's minimum requirement. Surrender charges may apply.</p> <ul style="list-style-type: none"> ▶ Minimum decrease: \$5,000 for base coverage 												
Premiums⁵	<ul style="list-style-type: none"> ▶ Premiums can be paid to attained age 121. 												
Billing Modes	<ul style="list-style-type: none"> ▶ Annual ▶ Semi-Annual ▶ Quarterly ▶ Monthly (Electronic Funds Transfer only) <p><i>Note: Payment modes other than Annual may result in higher aggregate premiums.</i></p>												
Minimum Initial Premium	<ul style="list-style-type: none"> ▶ 8.6% of the Limited No-Lapse Guarantee Premium 												
Target Premium	During the first 24 months, first year commissions will be paid until the Commission Target Premium is reached. This does not apply to policies issued in NY.												
No-Lapse Guarantee	<p>The product makes use of two lapse protection features, a premium-based Limited No-Lapse Guarantee during the first 10 years of the policy before switching to the shadow account guarantee. The Limited No-Lapse Guarantee protects against lapse provided a certain level of premiums is received. As long as premiums paid into the policy, minus withdrawals, are equal to or greater than the amounts shown in the Table of No-Lapse Guarantee Values in the contract, and the policy has no excess contract debt, the policy will not lapse.</p> <p>During the early years of the policy, the shadow account's No Lapse Guarantee Value accrues, but does not provide lapse protection. Once the Limited No-Lapse Guarantee expires, a positive No Lapse Guarantee Value provides a guarantee against lapse, assuming there is no excess contract debt. The length of this guarantee is "dialable" based on the desired level of funding and may be used to guarantee lifetime coverage. Generally, the more premiums paid, the longer the guarantee will last. However, any alteration of the contract or premium payments has the potential to shorten the No-Lapse Guarantee period (e.g., timing and amount of premium payments, face amount changes, policy loans or withdrawals, death benefit type changes). The no-lapse guarantee may not last for the length of time your client wants to keep the policy. If the policy lapses, the No-Lapse Guarantee can be reinstated.</p>												
Coverage Beyond Age 121⁵	<p>Basic Insurance Amount coverage continues beyond the insured's attained age 121, provided the policy is in effect at the time (subject to state approval).</p> <p>If coverage is extended beyond age 121, the policy will continue to be credited with interest. However, premiums will no longer be accepted and charges, other than interest on any outstanding policy loans, will no longer be deducted.</p>												
1st Year Flexibility	<p>Important information regarding premiums received in the first policy year.</p> <ul style="list-style-type: none"> ▶ 1st Year Flexibility: The No-Lapse Guarantee (Shadow Account) structure allows for increased flexibility around the timing of premium payments received in the first policy year. As long as premiums illustrated within the first year are actually received within that year, the No-Lapse Guarantee period will not be reduced. This is very beneficial for 1035 exchanges and backdated policies where there is uncertainty regarding the timing of premium payments. This flexibility only applies during the first policy year. In subsequent years (year 2+) premiums must be received within the month in which they are due in order to maintain the No-Lapse Guarantee period. ▶ Sufficient premiums are still required throughout year 1 to maintain the Limited No-Lapse Guarantee and prevent the policy from lapsing. ▶ Late premium payments in any year will always impact policy cash values. 												

³ Decreasing the face amount or changing the death benefit option could cause the policy to become a Modified Endowment Contract (MEC).

⁴ Consideration will be given for face amounts as low as \$200,000. You should submit an inquiry to Underwriting before submitting an insurance request on an individual over age 80 for guidance on whether the risk may be considered. If the case can be submitted, requests below \$250,000 must be submitted using the paper application.

⁵ The contract may not qualify as life insurance under federal tax law after the insured has attained age 100 and may be subject to adverse tax consequences. A tax advisor should be consulted before choosing to continue the contract after the insured reaches age 100.

NOT FOR CONSUMER USE.

FAST FACTS

PRULIFE ESSENTIAL ULSM

Interest Crediting Rate	▶ Guaranteed minimum effective annual interest rate of 2%.												
Minimum Withdrawal Amount⁶	\$250												
Fixed Loans⁶ (Standard & Preferred)	Loans are available at any time provided loan value exists and the policy is not in default.												
	<table border="1"> <thead> <tr> <th>Loan Types</th> <th>Maximum Amount</th> <th>Crediting Rate Applied</th> <th>Interest Rate Charged</th> </tr> </thead> <tbody> <tr> <td>Standard <i>(available in years 1 – 10)</i></td> <td>100% of cash value</td> <td>3%</td> <td>4%</td> </tr> <tr> <td>Preferred <i>(available on or after the 10th policy anniversary)</i></td> <td>100% of cash value</td> <td>3%</td> <td>3.05%</td> </tr> </tbody> </table>	Loan Types	Maximum Amount	Crediting Rate Applied	Interest Rate Charged	Standard <i>(available in years 1 – 10)</i>	100% of cash value	3%	4%	Preferred <i>(available on or after the 10th policy anniversary)</i>	100% of cash value	3%	3.05%
	Loan Types	Maximum Amount	Crediting Rate Applied	Interest Rate Charged									
	Standard <i>(available in years 1 – 10)</i>	100% of cash value	3%	4%									
Preferred <i>(available on or after the 10th policy anniversary)</i>	100% of cash value	3%	3.05%										
<i>Note: After 10 years, all new and existing loans will be considered preferred loans and be charged the preferred loan rate.</i>													

CHARGES

CONTRACT CHARGES DEDUCTED FROM PREMIUM PAYMENTS		
	Current (non-guaranteed)	Maximum
Premium-Based Administrative Charges (Taxes)	▶ 2.50%	▶ 2.50%
Charges for Sales Expenses (on all premiums)	▶ 3.44%	▶ 3.44%
CHARGES DEDUCTED MONTHLY FROM THE CONTRACT FUND		
	Current (non-guaranteed)	Maximum
Administrative Charges	▶ All years: \$7.50 per month	▶ All years: \$10.00 per month
Monthly per \$1,000 Charge	▶ 7 years per \$1,000 charge Varies by sex, issue age, duration, premium class, and rating class	▶ All years per \$1,000 charge (except in NY: 7 years per \$1,000 charge). Varies by sex, issue age, duration, premium class, and rating class
Cost of Insurance Charge	Varies by such factors as sex, issue age, premium class, rating class, duration, and face amount band and tier (where tier is a classification for portions of the total Net Amount at Risk (NAR) on a policy, based on the relationship of the NAR to the face amount).	Varies by sex, attained age, smoker status, and rating class
Charges for Riders and/or Supplementary Benefits	Based on riders and/or supplementary benefits selected	Same as current
TRANSACTION CHARGES DEDUCTED FROM THE CONTRACT FUND		
	Current (non-guaranteed)	Maximum
Surrender Charge	During the first 14 years, surrender charges are deducted from the Contract Fund if the policy is surrendered or the face amount is decreased. Charges are based on client's sex, age, premium class, rating class, face amount, issuing company, and duration (declining annually after issue). See schedule of maximum surrender charges in the contract data pages for more detail.	Same as current

⁶ Life insurance cash values are accessed through loans and withdrawals, which will reduce cash values and death benefits and may have tax consequences. The Internal Revenue Service may take the position that the preferred loan should be treated as a distribution for tax purposes because of the relatively low differential between the loan interest rate and the contract's crediting rate. Distributions are subject to income tax. Were the Internal Revenue Service to take this position, Pruco Life would take reasonable steps to attempt to avoid this result, including modifying the contract's loan provisions, but cannot guarantee that such efforts would be successful.

NOT FOR CONSUMER USE.

FAST FACTS

PRULIFE ESSENTIAL ULSM

Withdrawal Charge	\$0	\$25
Charges for Riders and/or Supplementary Benefits	Based on riders and/or supplementary benefits selected	Same as current
Administrative Charge for Any Change in Basic Insurance Amount	None	\$25 per decrease in Basic Insurance Amount
Available Benefits and Riders⁷	<ul style="list-style-type: none"> ▶ Accidental Death Benefit (ADB)* ▶ Children Level Term Rider (CLT)* ▶ Enhanced Cash Value Rider (ECV)* ▶ Overloan Protection Rider¹⁰ ▶ BenefitAccess Rider^{8, *} ▶ Enhanced Disability Benefit (EDB)* ▶ Living Needs BenefitSM (LNB)⁹ <p>*Available for an additional cost.</p>	
Enhanced Cash Value Rider (ECV)	<p>The Enhanced Cash Value (ECV) Rider is an optional rider that, during the early years, provides an additional amount to the cash surrender value of the policy. ECV is usually considered primarily for business-owned or premium-financed¹¹ insurance. It may be added to a policy only at issue and cannot be removed after the New Business Change Period. When adding ECV to the policy, it is important to consider the following:</p> <ul style="list-style-type: none"> ▶ There is a \$250,000 minimum face amount. ▶ While short-term cash values may be higher, the long-term cash values may be lower. ▶ ECV enhances the policy's cash surrender value; however, it does not enhance the policy's Contract Fund value. ▶ ECV does not enhance the policy's loan value. ▶ There will be a one-time charge of \$0.75 per thousand of coverage amount for ECV. The charge will be deducted as part of the first monthly deduction. ▶ Compensation rates and structure differ on policies with ECV. A portion of first year compensation is earned and payable in policy year 1. Provided the policy remains in force, contingent future commission is payable in policy years 2 – 6. ▶ Policies surrendered as part of an exchange under Sec. 1035 of the IRS Code will not receive the higher values (except in FL). <p>Not available in NY.</p>	

⁷ All riders, supplemental benefits, and product features may not be available in all states. Additional limitations may also apply based on age and underwriting.

- BenefitAccess Rider may not be added to the same policy as Enhanced Disability Benefit and Living Needs BenefitSM.
- Living Needs BenefitSM may not be added to the same policy as BenefitAccess Rider.
- Enhanced Disability Benefit may not be added to the same policy as BenefitAccess Rider.
- Overloan Protection may not be added to the same policy as Accidental Death Benefit.

⁸ The BenefitAccess Rider is an optional rider for chronic or terminal illness that accelerates the life insurance death benefit. It is not Long-Term Care (LTC) insurance. Benefits received under the rider will reduce and may deplete the death benefit. Electing the BenefitAccess Rider results in an additional charge and underwriting requirements. Some benefit payments may be subject to a fee. Other terms and conditions apply. Clients should consult their tax and legal advisors.

⁹ The Living Needs BenefitSM 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 BenefitSM payment may be taxable, and receiving an accelerated death benefit may affect 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 that clients seek assistance from a personal tax advisor regarding the implications of receiving Living Needs BenefitSM 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 California, Connecticut, Florida, Massachusetts, New York, or the District of Columbia. This rider is not available in Washington state. In Oregon, term policies must include the waiver of premium benefit to be eligible for this rider.

This rider is offered on policies issued by The Prudential Insurance Company of America, Pruco Life Insurance Company, and Pruco Life Insurance Company of New Jersey. All are Prudential Financial companies located in Newark, NJ.

¹⁰ Only available when using the Guideline Premium Test (GPT).

¹¹ Prudential's sole role with regard to any premium finance arrangement is that of a product provider. Prudential is endorsing neither the use of the premium finance strategy nor the use of any premium finance concept sponsor.

NOT FOR CONSUMER USE.

Prudential Financial and its financial professionals do not give legal or tax advice. Clients should consult with their own advisors.

PruLife Essential UL 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. Both are Prudential Financial companies located at 213 Washington Street, Newark, NJ 07102-2992.

This information does not supersede contractual provisions. Not all products, features, and guarantees are available in all states.

NOT FOR CONSUMER USE.

© 2017 Prudential Financial, Inc. and its related entities.
0302280-00001-00 Ed. 02/2017 Exp. 11/30/2018

Investment and Insurance Products:

Not Insured by FDIC, NCUSIF, or Any Federal Government Agency.
May Lose Value. Not a Deposit or Guaranteed by Any Bank,
Credit Union, Bank Affiliate, or Credit Union Affiliate.