

## IAUL TALKING POINTS

## 5 CONVERSATION POINTS HELP YOU SUCCESSFULLY LEAD THE IAUL CLIENT DISCUSSION

As of February 26, 2018 pending state approvals, you'll be able to offer your clients the enhanced PruLife Index Advantage UL® (IAUL). Lower costs, a new bonus potential, and additional features your clients want and need make the product even more attractive.

### The ideal IAUL client:

- Has a need to provide a death benefit to loved ones
- Typically ages 30 to 60 and can generously pay policy premiums
- Wants upside potential with downside protection
- Looking to use the policy's potential cash value for supplemental income during retirement
- Has chronic or terminal illness concerns
- May be a business owner who needs to fund a business continuation strategy

### LEAD ACTIONABLE CLIENT CONVERSATIONS WITH THESE DISCUSSION POINTS:

Enhancement	Additional Points for Discussion
<p><b>1</b> The product is now even more affordable with <b>lower charges</b>. That may mean your policy's cash value has the potential to accumulate faster than before this change was made.</p>	<p>The Asset Based Charge will be reduced by 50 basis points, going from 75 basis points to 25 basis points.</p> <p>The duration of the per \$1,000 charge has been reduced from 15 years to 7 years.</p> <p>Your primary goal is death benefit protection for the people you love. If your secondary goal is cash value accumulation, this enhancement may be especially attractive. Here's why: it gives your policy the potential to accumulate more cash value to supplement your income in later years, including in retirement.</p>
<p><b>2</b> For clients between ages 71 and 75, PruLife Index Advantage UL now offers <b>Death Benefit Option C up to age 75</b>.</p>	<p>Death Benefit Option C is commonly referred to as "return of premium" and provides the people you love with a death benefit equal to the face amount, plus total premiums paid, less any withdrawals or unpaid loans.</p> <p>If this is the death benefit option that you prefer, you now have an opportunity to select it.</p>

*Continued on next page*

Enhancement	Additional Points for Discussion
<p><b>3</b> This policy offers you an optional rider called the <b>BenefitAccess Rider</b>.</p>	<p>If you become chronically or terminally ill, this rider can help you by accelerating, or making available, your death benefit while you're still alive. You can use this money for yourself in any way you want.</p> <p>The BenefitAccess Rider has been enhanced by now allowing you to take advantage of it even if you're expected to recover. It is not Long-Term care (LTC) insurance.</p> <p>To add this rider to your policy, you'll have to go through additional underwriting for the rider and pay an additional cost. Also keep in mind that accelerating the death benefit will reduce, and may even eliminate, the death benefit for your policy's beneficiaries. Terms and conditions apply and some benefit payments may be subject to a fee.</p>
<p><b>4</b> The product continues to offer an optional <b>Enhanced Cash Value Rider</b> for an additional cost. Now, the guaranteed factors are the same as current factors. <i>(Not available in NY.)</i></p>	<p>Let's say you have a need to give up, or surrender, your policy in its early years. When you have this rider, it can help your policy gain higher cash value.</p> <p>What's more, if you decide to use this policy as collateral for a loan, the improved Enhanced Cash Value Rider makes it more attractive to lenders.</p> <p><b>If your client is a business owner:</b> As a business owner, this may be an attractive option to you if you have key person life insurance policies or buy/sell agreements funded by life insurance.</p> <p><i>(Not available in NY.)</i></p>
<p><b>5</b> With the +20 Bonus, PruLife Index Advantage UL offers you the potential to get a <b>20% bonus on your indexed interest</b>.</p>	<p>When your policy qualifies for this bonus interest, you'll have the potential to enhance the performance of your policy. This bonus is in addition to your indexed linked interest.</p> <p>Here's how you get it: By the end of year 10, meet a predetermined, cumulative premium level. It's calculated by taking into account your age, gender, rating, and face amount.</p> <p>Here's an example of how the bonus is determined for clients who qualify: Index segments created in policy years 11 through 40 and that mature in policy years 12 through 41, will receive a bonus of 20% of the index interest earned. For example, if an index segment earns \$100 of index interest, the bonus will be \$20. The Minimum Guaranteed Bonus Rate is 20%. So, as long as you meet the cumulative premium level and the index segment earns interest, that index interest will increase by at least 20%.</p> <p>This bonus is something your policy may qualify for if you plan on paying your premiums at moderate-to-high levels.</p> <p>You can find the cumulative premium level in the policy illustration, your contract, and your annual statement. The +20 Bonus is referred to as the Premium Credit in illustrations and contracts.</p>

## THE AVAILABILITY OF THE NEW PRODUCT IS SUBJECT TO STATE APPROVALS

### Discover More About PruLife IAUL

Give your Life Wholesaler a call to uncover opportunities that may already be in your book. Your Life Wholesaler can guide you on how to lead actionable conversations with clients and prospects.

The BenefitAccess Rider is an optional rider that accelerates the life insurance death benefit when the insured is terminally ill or is chronically ill and otherwise meets the terms of the rider. It is not Long-Term Care (LTC) insurance. Benefits received under the rider will reduce and may deplete the death benefit. Electing this rider results in an additional charge and underwriting requirements. Some benefit payments may be subject to a fee. Other terms and conditions apply and can vary by state. Clients should consult their tax and legal advisors.

For New York contracts: 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 be made only 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. Benefit payments may be reduced or unavailable if they are expected to exceed the maximum amount eligible under Internal Revenue Code Section 101(g)(1) and all other applicable sections of federal law.

PruLife Index Advantage UL is issued by Pruco Life Insurance Company in all states except in New York, where, if available, it is issued by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ.

PruLife Index Advantage UL® offers death benefit protection with the chance to build cash value over time through indexed account options. It features:

The S&P 500® Index is a product of S&P Dow Jones Indices LLC ("SPDJI"), and has been licensed for use by The Prudential Insurance Company of America for itself and affiliates including Pruco Life Insurance Company and Pruco Life Insurance Company of New Jersey (collectively "Pruco Life"). Standard & Poor's®, S&P®, and S&P 500® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by Pruco Life. Pruco Life's products are not sponsored, endorsed, sold, or promoted by SPDJI, Dow Jones, S&P, or their respective affiliates, and none of such parties make any representation regarding the advisability of purchasing such product(s) nor do they have any liability for any errors, omissions, or interruptions of the S&P 500® Index. S&P 500® index values are exclusive of dividends.

The potential to build cash value through four interest crediting accounts. The three available indexed accounts earn interest based on the performance of the S&P 500® Index (which excludes dividends). Money in the policy is not directly invested in the S&P 500 Index. As of February 1, 2018, the Indexed Account may credit interest as high as 10.00% (the "Cap"), and similarly the Indexed Account with Multiplier may credit interest as high as 8.00% (the "Cap") times the multiplier. The Uncapped Indexed Account removes the restriction of a Cap, allowing you to earn what the market bears (minus a Spread determined by Prudential). All three indexed accounts will never credit interest less than 0% (the "Floor"). Please note that the "Cap" percentages are subject to change at Prudential's discretion. The Fixed Account earns a fixed interest rate, declared by Prudential. The current rate is 4.15% and is subject to change. The minimum interest-crediting rate is guaranteed never to be less than 1%.

Death benefit protection you can guarantee to the earlier of 20 years or age 70, but at least 10 years. You can choose either a Fixed (A), Variable (B) or Return of Premium (C) death benefit.

Fixed (Type A): The death benefit generally remains constant and is usually equal to the face amount. The net death benefit proceeds will generally equal the face amount (also called the basic insurance amount) minus any outstanding policy debt.

Variable (Type B): The death benefit generally fluctuates in direct relation to the value of your Contract Fund. The net death benefit proceeds will generally equal the face amount (also called the basic insurance amount) plus the Contract Fund minus any outstanding policy debt.

Return of Premium (Type C): The death benefit generally varies in direct relation to total premiums paid into the policy, minus any withdrawals. The net death benefit proceeds will generally equal the face amount (also called the basic insurance amount) plus the total premiums paid into the contract, minus any loans and withdrawals.

When your clients pay premiums, a portion of each payment is used to pay administrative and sales charges; what's left, called the "net premium", is applied to the account value, which is also known as the Contract Fund. As monthly charges come due, they are then deducted from the Contract Fund. The Alternate Contract Fund is an alternative way to calculate the insurance benefit and the cash surrender value. Regardless of Fixed Account and Indexed Account performance, the policy will guarantee a cumulative return of 1% annually on net premiums, reduced by monthly charges (other than the asset-based administrative fee), withdrawals, and any partial surrender charges. When the Alternate Contract Fund value is more than the actual Contract Fund value, the Alternate Contract Fund will be used in its place for most policy provisions, including the calculation of surrender value, available loan amount, amount at risk, and death benefits. Please note that there is no guarantee that the Alternate Contract Fund will be a positive value as charges and other reductions can deplete it.

#### **NOT FOR CONSUMER USE.**

© 2018 Prudential Financial, Inc. and its related entities.

0314150-00002-00 Ed. 02/2018