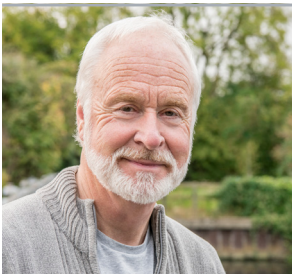


Offset the Cost of Life Insurance with the Step Premium Strategy

Clients want to protect their families with life insurance — but the additional cost of a policy may seem overwhelming for their current budget.

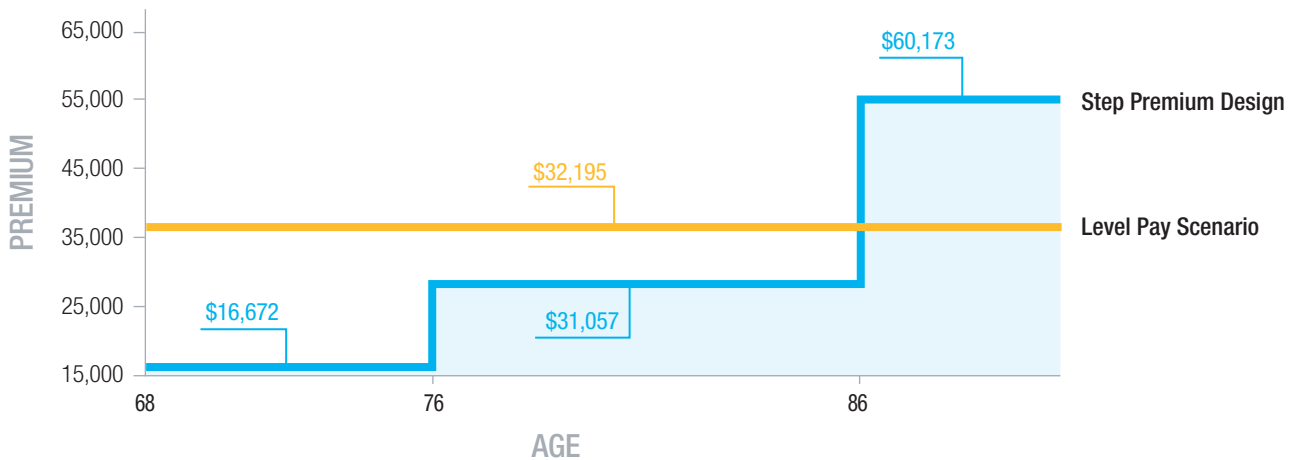
With Protective Advantage Choice UL’s step premium strategy, clients can initially pay less for the coverage they need, and make larger, stepped-up premium payments in the future to extend their coverage.



Meet Luke: Age: 68, non-smoker | Wants \$1,000,000 Guaranteed Death Benefit to age 105.

Luke wants to purchase insurance coverage now at a more affordable price, and use his required minimum distributions (RMDs) in the future to cover the higher premiums. With the step premium strategy, **his first seven years of premium would be almost half of the level pay amount.**

HOW IT WORKS



Benefits of the Step Premium Strategy

1. Client pays less out-of-pocket premium up front, saving them money in the early years of the policy. In this example, the client saves approximately \$120,041 over the level pay scenario.
2. Flexibility to schedule the step-up premiums when the client’s finances allow.
3. Maximize internal rate of return through life expectancy. In this example, there’s an 8.4% internal rate of return at age 86 vs. 5.5%.
4. Advantage Choice UL offers rolling targets for the step premium strategy.

Additional information on next page.

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Let's talk more about how Protective Advantage Choice UL could be the right fit for your client.

If underwriting criteria is satisfied for Protective Advantage Choice UL, the proposed insured may qualify for the rates shown. Different premium payment modes have different premium amounts. More frequent payment modes typically require higher premiums. This is a hypothetical example. For current information on Protective Life Insurance Company's products, please use ELI or contact our sales desk for an illustration specific to your client.

Protective Advantage Choice UL (UL-21) is a universal life insurance policy issued by Protective Life Insurance Company, Brentwood, TN. Policy form numbers, product features and availability may vary by state. Consult policy for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply.

The tax treatment of life insurance is subject to change. Neither Protective Life nor its representatives offer legal or tax advice. Please consult with your legal or tax advisor regarding your individual situation before making any tax-related decisions.

All payments and all guarantees are subject to the claims-paying ability of Protective Life Insurance Company.

Protective is a registered trademark of Protective Life Insurance Company and Advantage Choice is a trademark of Protective Life Insurance Company.



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| No Bank or Credit Union Guarantee | Not FDIC/NCUA Insured May Lose Value |