

Protective[®] Classic Choice Term

Life Insurance

Product Guide



Not a Deposit	Not Insured By Any Federal Government Agency
No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured May Lose Value


Protective[®]
Protect Tomorrow. Embrace Today.™

Simple & Affordable Protection

Life insurance helps provide security for your loved ones when they need it most. Providing them with this protection can help them rest assured that they won't face the added financial burden should something happen to you.

At Protective Life, we design client-focused products — taking your needs and the changes you experience in your life into account. With Protective Classic Choice term, you can get simple and affordable protection with an easy-to-understand policy.

TERM: Life insurance that doesn't break the bank

Term life insurance is generally a more budget-friendly option that's designed to provide pure death benefit protection for a set period of time, usually between 10 and 40 years. Term insurance is a good option if you:



Have a limited budget



Have a family with young children



Want to supplement an existing life insurance policy



Have short-term financial needs

Myths & Facts

One of the most common myths about life insurance is around the cost. 15% of consumers say they haven't bought life insurance because it's too expensive and more than 65% overestimate its true cost.¹

For instance, a 30-year-old could buy a policy for only \$15 a month. That's about one-third of what the cost per month of coffee is.¹



Protective Classic Choice term policy, 10-year guarantee, Preferred Non-Tobacco, \$250,000 death benefit. Premiums increase annually after the initial guaranteed premium period.

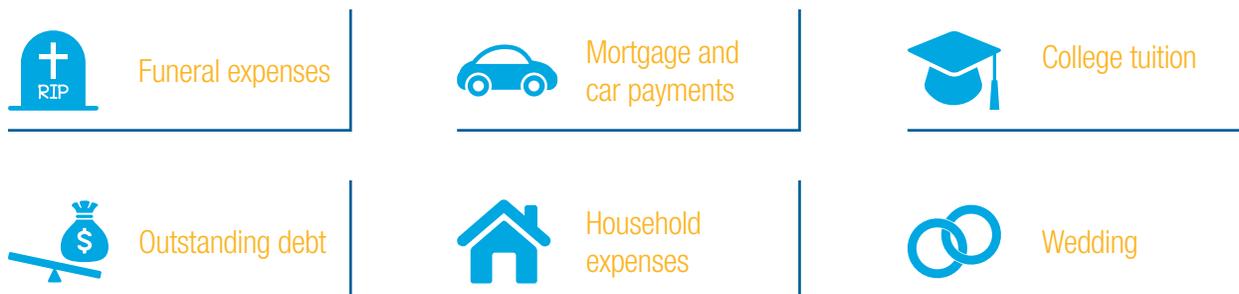
How Protective Classic Choice term works

With Protective Classic Choice term, you can choose the amount of life insurance coverage you need from one of the following term periods:

10 years **15** years **20** years **25** years **30** years **35** years **40** years

The death benefit on your policy will be guaranteed and you'll have the same recurring payment (known as a "premium") each year during your term period. If you decide to keep your policy after the term period ends, the policy premiums will increase annually but the death benefit amount will remain guaranteed.

The death benefit from your policy can help cover:



What's next?

If you decide that Protective Classic Choice term is the right fit for you, the application process begins.

- 1 Your financial professional will have some forms for you to sign and might need to ask a few questions about your personal history for the application.
- 2 In most cases, a medical professional will contact you to schedule a checkup (usually done in your own home).
- 3 Your application will be sent to Protective Life for the underwriting process.
- 4 After the application is approved, you will receive a copy of your policy and you should notify your beneficiaries.
- 5 By paying your premiums on time, you can take comfort that your loved ones will be protected.

The Protective Way

Delivering what's promised. 100 years and counting.

Other companies talk about values. But with us it's more than a slogan. In fact, our core principles — value, integrity and strength and stability — inform everything we do, from our business model to the design of our products.

Simply put, we believe in doing the right thing in every action and decision, large and small. We're careful about the promises we make — and make sure we deliver on them. It's how we continue to build trust and relationships that last.

¹ LIMRA and LIFE Foundation 2019 Insurance Barometer Study.

Protective and Protective Life refer to Protective Life Insurance Company (PLICO) and its affiliates, including Protective Life & Annuity Insurance Company (PLAIC). Protective Classic Choice (TL-21) is a term life insurance policy issued by Protective Life Insurance Company in all states except New York where it is issued under form (TL-21-NY) by Protective Life and Annuity Insurance Company. PLICO is located in Brentwood, TN and PLAIC is located in Birmingham, AL. Policy form numbers, product features, and availability may vary by state. Consult the 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. All payments and guarantees are subject to the claims-paying ability of the issuing company.

Protective is a registered trademark and Classic Choice is a trademark.



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