

# **FAST FACTS**

# PruLife® Universal Plus

#### Overview

PruLife Universal Plus is a universal life product that in addition to death benefit protection can accumulate cash value. It offers flexible premiums, two guarantees against lapse, and death benefit types A, B, and C.

# PruLife Universal Plus is available for:

- conversion from individual policies (including spouse and child riders).
- ▶ exercise of OPAI options.
- ▶ conversion from a Children Level Term Rider.
- ▶ an exchange option from the joint and survivor policy (no longer available for sale).
- an exchange option from a Divorce and Tax Law Rider or the Policy Split Rider.
- ▶ new business applications (as outlined below).

# **Target Markets**

# Individual Market

- ► Mass affluent to high-net-worth consumers
- ▶ Foreign nationals

### **Business Market**

- ▶ Business owners
- ▶ Executives

#### **Design Highlights**

- ▶ Two No-Lapse Guarantee periods:
  - Short-Term No-Lapse Guarantee: 10 years for all ages
  - Limited No-Lapse Guarantee: The lesser of 25 years or age 75, but not less than the Short-Term No-Lapse Guarantee period
- ▶ Cash value accumulation potential
- ▶ Age Last Birthday

### Auto Issue/Jumbo Limits

## \$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 plus inforce coverage). Both limits can 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.

# **Underwriting Categories**

# We offer six underwriting categories, including four Non-Smoker and two Smoker categories

Non-Smoker	Smoker
Preferred Best	Preferred Smoker
Preferred Non-Tobacco	Smoker*
Non-Smoker Plus	
Non-Smoker*	

\*Only categories available for policies under \$100,000, for issue ages under 18, and for certain substandard ratings and extras.

Continued on next page.



Underwriting Ca (continued)	tegories	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.					
	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
Death Benefit Ty	ypes	<ul> <li>Fixed Death Benefit (Type A)</li> <li>Variable Death Benefit (Type B)</li> <li>Return of Premium Plus Interest (Type C)—Interest rates range from 0% to 8% in 0.50% increments</li> </ul>					
Issue Ages <sup>1</sup>		0 – 90 0 – 75 for policies issued with Death Benefit Type C					
Minimum Face	Amounts	Issue Age of Insured Minimum Face Amount $0-75 \qquad \qquad \$25,000 \\ 76-80 \qquad \qquad \$100,000 \\ 81-90 \qquad \qquad \$250,000^2$ Note: Minimum face amount for UL policies with Death Benefit Type C is $\$250,000$ of total coverage regardless of age.			e C is		
[Tiered Commiss	sion Target Premium	The Tiered Commission Target Premium (TCTP) is a second commission target premium that increases first-year CTP by 10 – 20% for large up-front premium cases (i.e., Maximum 7-Pay Non-MEC cases).  When eligible first-year premiums equal or exceed a specified premium amount, known as the Tiered Commission Threshold, your CTP is then increased by 10 – 20%. This increase is compensated at first-year commission levels. Meeting or exceeding the Tiered Commission Threshold must occur within the policy's first 12 months (i.e., approximately the 7-Pay Maximum Non-MEC).  Eligible first-year premiums exclude premiums received from non-commission conversion credits and internal rollovers from any Prudential policy.]					

<sup>&</sup>lt;sup>1</sup> There are no extended or exception issue ages.

<sup>&</sup>lt;sup>2</sup> 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 between \$200,000 and \$249,000 must be submitted using the paper application.

#### Enhanced Cash Value Rider (ECV)

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 suitable primarily for business-owned or premium-financed 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:

- ▶ 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 from the first monthly deduction on the policy.
- ▶ 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 Section 1035 of the IRS Code will not receive the higher values.

#### **Interest-Crediting Rate**

- ▶ There is a 2% guaranteed minimum effective annual interest rate.
- ▶ Additional interest may be credited.
- A bonus interest rate of up to 0.50% may also apply beginning in the 11th policy year.

#### No-Lapse Guarantee

The No-Lapse Guarantee provides a death benefit protection period, assuming required premiums are received on or before the due date and no loans or withdrawals are taken.

To guarantee the death benefit, a certain level of premiums must be received. As long as premiums paid into the policy at 3% minus withdrawals accumulated at 3% are equal to or greater than the amount shown in the Table of No-Lapse Guarantee Values in the contract, and the policy has no excess policy debt, the guarantee will remain in effect.

Short Term No-Lapse Guarantee Provision			
Duration (Issue ages 0 – 59)	10 years		
Duration (Issue ages 60 and up)	10 years		
Premium/Withdrawal Accumulation Rate	3.00%		
Limited No-Lapse Guarantee Provision			
Duration (All ages)	Lesser of 25 years or attained age 75 (but not less than the Short Term)		

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Available Benefits and Riders <sup>3</sup>	<ul> <li>Accidental Death Benefit (ADB)<sup>4</sup></li> <li>► Enhanced Cash Value Rider (ECV)<sup>4</sup></li> <li>► Living Needs Benefit (LNB)<sup>5</sup></li> <li>► MyNeeds Benefit Rider</li> </ul> <ul> <li>Children Level Term Rider (CLT)<sup>4</sup></li> <li>► Enhanced Disability Benefit (EDB)<sup>4</sup></li> <li>► Overloan Protection Rider<sup>4</sup></li> </ul>			
Face Amount Bands	Band  1* 2 3 4 5 * Band 1 is available for	\$1 \$25,000 \$100,000 \$250,000 \$1 million and up	\$24,999 \$99,999 \$249,999 \$249,999 \$999,999 conversions only.	
Premiums <sup>6</sup>	Premiums can be paid to attained age 121.			
Billing Modes	<ul> <li>▶ Annual</li> <li>▶ Quarterly</li> <li>▶ Monthly (Electronic Funds Transfer only)</li> <li>Note: Payment modes other than annual may result in higher aggregate premiums.</li> </ul>			
Face Amount Increases	<ul> <li>Minimum increase: \$25,000 for base coverage (\$50,000 in NY for base coverage).</li> <li>Face amount increases are available after the first policy anniversary.</li> <li>Each increase results in a new surrender charge period and is subject to evidence of insurability for the increased portion of coverage.</li> </ul>			
Face Amount Decreases	<ul> <li>Minimum decrease: \$5,000 for base coverage.</li> <li>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.</li> <li>Surrender charges may apply to the decreased amount.</li> </ul>			
Death Benefit Option Changes	<ul> <li>Changes from Option A or C to B and B or C to A are allowed.</li> <li>▶ Option C can be changed to A or B but cannot be changed back to C.</li> </ul>			

<sup>&</sup>lt;sup>3</sup> All riders, supplemental benefits, and product features may not be available in all states. Additional limitations may apply based on age and underwriting.

<sup>&</sup>lt;sup>4</sup> Available for an additional cost.

<sup>&</sup>lt;sup>5</sup> The Living Needs Benefit 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 (\$100 in Florida) deducted. Portions of the Living Needs Benefit 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 the recipient of the benefit and 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 Benefit 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.

<sup>&</sup>lt;sup>6</sup>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.

Definition of Life Insurance Test	Choice of Cash Value Accumulation Test (CVAT) or Guideline Premium Test (GPT)				
Withdrawals <sup>7</sup>	Minimum amounts of \$250				
Loans (Standard & Preferred)	Loans are available at any time provided loan value exists and the policy is not in default.				
	Loan Types	Maximum Amount	Crediting Rate Applied	Interest Rate Charged	
	Standard (available any time loan value exists)	100% of cash value	3%	4%	
	Preferred (available on or after the 10th policy anniversary)	Equal to the total loan value minus the total premiums paid less withdrawals	3%	3.05%	
	Note: If Preferred Loans become available, existing Standard Loans will be automatically converted to Preferred Loans.				
Coverage Beyond Age 121 <sup>6</sup>	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). 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.				
Minimum Initial Premium	9% of the Short-Term Premium				
Underwriting Categories for Conversions	The underwriting categories available for all PruLife Universal Plus policies issued as a result of:  Exercising the Option to Purchase Additional Insurance (OPAI)  Conversions from any individual term policy or selected term rider The underwriting categories available will vary based on the policy face amounts of \$1 - \$99,999:  Conversion to face amounts of \$100,000 and more:			Plus policies	
				cy face amount. amounts	
	➤ Non-Smoker ➤ Smoker—only a ages 15 or grea	Preferred Best Preferred Non-Tobacco Non-Smoker Plus Non-Smoker Preferred Smoker Smoker			
	[See Term Conversion Highlighter for additional conversion information.]  Please note that only the Smoker and Non-Smoker categories are available fo – Policies under \$100,000  Issue ages under 18  Substandard table ratings A – H, permanent flat extras (occupational ratings), aviation extras, or temporary extra premiums apply.  Permanent flat extras, applied only for hazardous avocations or foreign travel, are also available in the Non-Smoker Plus category.  Preferred categories are only available for policies with minimum face amoun of \$100,000.			mation. ]	
				foreign travel,	
				m face amounts	

 $<sup>^{7}</sup>$  Life insurance cash values are accessed through loans and withdrawals, which will reduce cash values and death benefits and may have tax consequences.

CHARGES				
Contract Charges Deducted From Premium Payments				
	Current	Maximum		
Premium-Based Administrative Charges (Taxes)	3.75%	7.5%		
Charges for Sales Expenses (on all premiums)	Policy Year 1—4.50% Policy Year 2—3.75% Policy Years 3 – 10—3.00% Policy Year 11+—1.00% (In NY: 3.00% on all premiums)	All Years—8% on all premiums paid		
Charges Deducted Monthly From the C	Contract Fund			
Administrative Charges	Policy Years 1 – 2—\$20 per month Policy Years 3+—\$10 per month (In NY: \$15.00 per month in all years)	All Years—\$20 per month		
Monthly per \$1,000 Charge	<b>5 years</b> per \$1,000 charge Varies by sex, issue age, duration, premium class, and rating class	All years per \$1,000 charge (except in NY: 5 years per \$1,000 charge)  Varies by sex, issue age, duration, premium class, and rating class		
Cost of Insurance Charges	Varies by sex, issue age, duration, band, and premium class	Varies by sex, issue age, duration, and premium class		
Charges for Riders and/or Supplemental Benefits	Based on riders and/or supplementary benefits selected	Same as current		
Transaction Charges Deducted From the Contract Fund				
Surrender Charge	Based on client's age, face amount, and underwriting category. Declines annually after issue or increase in coverage. See schedule of maximum surrender charges in the contract data pages for more detail.	Same as current		
Withdrawal Charge	None	\$25		
Living Needs Benefit <sup>sM</sup> Rider <sup>5</sup> Charge	Up to \$150 processing fee each time a claim is paid	Same as current		
Overloan Protection Rider Charge	3.5% of the contract fund amount	Same as current		
Administrative Charge for Any Change in Basic Insurance Amount	None	\$25 per increase or decrease in Basic Insurance Amount		

PruLife® Universal Plus 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 in Newark, NJ.

This information does not supersede contractual provisions. Not all products, features, and guarantees are available in all states. Guarantees are based on the claims-paying ability of the issuing company.

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