

THE COMPETITIVE EDGE



PRULIFE® SVUL PROTECTOR® VS. LINCOLN'S SVUL^{ONE}

The company used in this comparison was identified as a top competitor based on its total premium sales reported to LIMRA as of September 30, 2019, and the overall competitiveness of its product. The information shown reflects specific aspects of our product, chosen to highlight our competitive strengths. Other products may have advantages that are not discussed here. We can verify the accuracy of the values shown only for our product; the other company's values are correct as of the time of research. This data is current as of January 14, 2020.

When comparing products, do not consider price alone; features and benefits are equally important. All exhibits here provide only a general view of relative illustrated values. Different assumptions will produce different results. State variations may apply.

THE COMPARISON

A recent repricing of SVUL Protector not only puts it in the running with Lincoln's SVUL^{ONE} but also makes it an industry leader on lifetime no-lapse guarantees. If cost and value are important to clients, then consider how SVUL Protector has the potential to offer more value in:

- Cash Value
- Internal Rate of Return (IRR)
- Premiums

THE SUPPORT

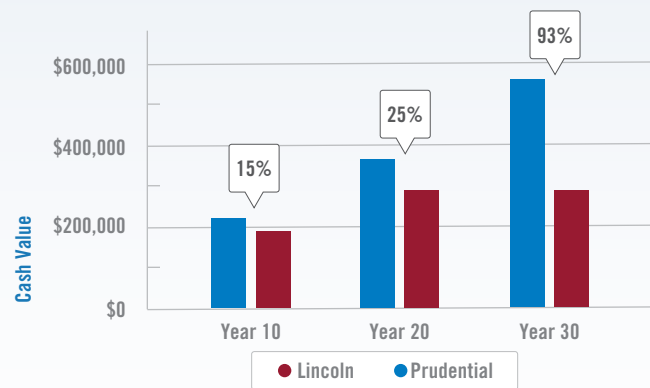
Let's look at some scenarios highlighting how SVUL Protector can excel. Unless stated otherwise, all use these assumptions:

- \$1 million death benefit
- Male/Female, age 60 (Prudential uses age last birthday)
- Hypothetical 6% gross, current charges
- Best non-smoker class
- Lifetime NLG
- Policy will MEC in year 1 for single pay scenario

10 PAYS

CASH VALUE

With base policy charges that are generally lower, SVUL Protector offers more cash value potential throughout the life of the policy.

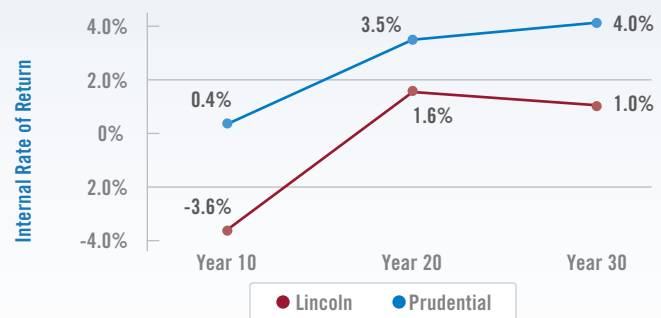


CASH VALUE IRR

Not only does SVUL Protector offer higher cash value potential based on similar estimated returns, it also offers higher IRR on cash value, which indicates better potential performance of the policy.

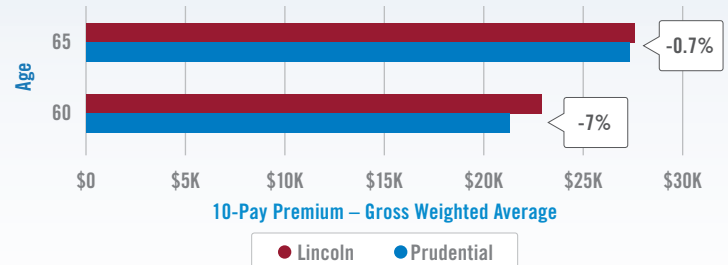
Internal Rate of Return (IRR) indicates return on every premium dollar paid.

Under a 0% illustrated rate and maximum charges, each policy's cash value will fall to \$0 prior to life expectancy, and the death benefit will be maintained under the base guarantee.



PREMIUM

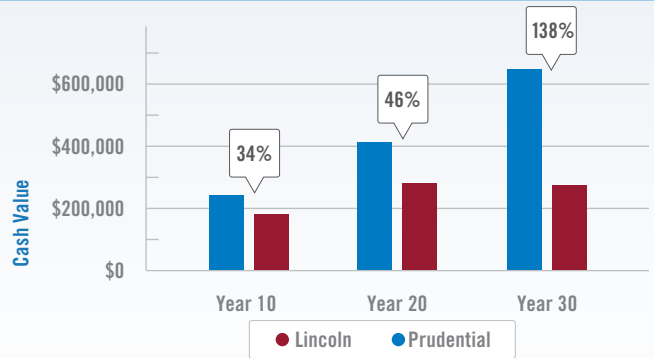
SVUL Protector generally offers lower premiums that guarantee to age 120.



SINGLE PAYS

CASH VALUE

SVUL Protector offers more cash value potential throughout the life of the policy. This is because the base policy charges are generally lower.

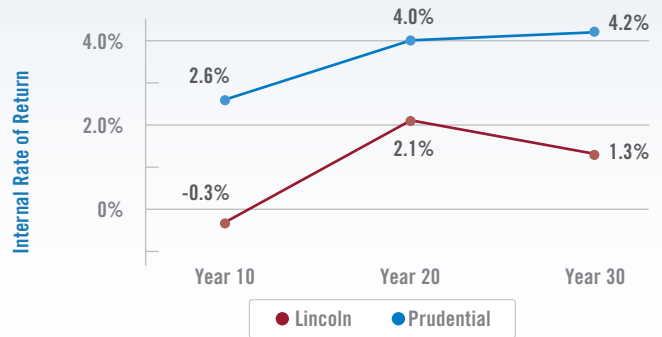


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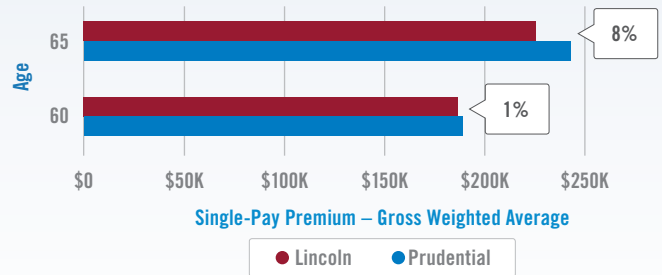
Internal Rate of Return (IRR) indicates return on every premium dollar paid.

Under a 0% illustrated rate and maximum charges, each policy's cash value will fall to \$0 prior to life expectancy, and the death benefit will be maintained under the base guarantee.



PREMIUM

SVUL Protector offers competitive premiums that guarantee to age 120.



REMEMBER THE VALUE OF UNDERLYING INVESTMENT OPTION ALLOCATION FREEDOM

Since Lincoln holds the right to restrict the underlying investment option allocation for lifetime NLG policies and Pru does not, clients have more freedom to design their allocations with SVUL Protector. This means they can choose the underlying investment options they feel can best help them achieve their goals.

SEE FOR YOURSELF

Run an illustration today to see how competitive SVUL Protector could be on cash value accumulation potential, value, and premiums for clients you're working with.

QUESTIONS? CONTACT YOUR PRUDENTIAL LIFE WHOLESALER OR REGIONAL SALES VICE PRESIDENT.

Loans are charged interest; they are usually not taxable. Withdrawals are generally taxable to the extent they exceed basis in the policy. Loans that remain unpaid when the policy lapses or is surrendered while the insured is alive will be taxed immediately to the extent of gain in the policy. Unpaid loans and withdrawals reduce cash values and death benefits; may reduce the duration of the guarantee against lapse, which may lapse the policy; and may have tax consequences.

Distributions from Modified Endowment Contracts (MECs) (such as loans, withdrawals, and collateral assignments) are taxed less favorably than distributions from policies that are not MECs to the extent there is gain in the policy. For distributions from a MEC prior to age 59½, an additional 10% federal income tax penalty may apply to the extent there is gain in the policy. However, death benefits are still generally received income tax-free pursuant to IRC §101(a). The death benefit will be reduced by any withdrawals or loans (plus unpaid interest). Clients should consult a tax advisor.

Clients should consider the investment objectives, risks, and charges and expenses carefully before investing in the contract and/or underlying portfolios. The prospectus and, if available, the summary prospectus contain this information as well as other important information. A copy of the prospectus(es) may be obtained by contacting your Prudential Life Wholesaler or from prudential.com. Clients should read the prospectus(es) carefully before investing.

It is possible to lose money by investing in securities.

Guarantees are based on the claims-paying ability of the issuing insurance company and do not apply to the underlying investment options.

PruLife SVUL Protector is issued by Pruco Life Insurance Company except in New York, where it is issued by Pruco Life Insurance Company of New Jersey and offered through Pruco Securities, LLC (member SIPC). All are Prudential Financial companies located in Newark, NJ.

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