## 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

<table>
<thead>
<tr>
<th>Individual Market</th>
<th>Business Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass affluent to high-net-worth consumers</td>
<td>Business owners</td>
</tr>
<tr>
<td>Foreign nationals</td>
<td>Executives</td>
</tr>
</tbody>
</table>

### Design Highlights

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Two No-Lapse Guarantee periods:</td>
<td></td>
</tr>
<tr>
<td>Short-Term No-Lapse Guarantee: 10 years for all ages</td>
<td></td>
</tr>
<tr>
<td>Limited No-Lapse Guarantee: The lesser of 25 years or age 75, but not less than the Short-Term No-Lapse Guarantee period</td>
<td></td>
</tr>
<tr>
<td>Cash value accumulation potential</td>
<td></td>
</tr>
<tr>
<td>Age Last Birthday</td>
<td></td>
</tr>
</tbody>
</table>

### 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:

<table>
<thead>
<tr>
<th>Non-Smoker</th>
<th>Smoker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preferred Best</td>
<td>Preferred Smoker</td>
</tr>
<tr>
<td>Preferred Non-Tobacco</td>
<td>Smoker*</td>
</tr>
<tr>
<td>Non-Smoker Plus</td>
<td></td>
</tr>
<tr>
<td>Non-Smoker*</td>
<td></td>
</tr>
</tbody>
</table>

*Only categories available for policies under $100,000, for issue ages under 18, and for certain substandard ratings and extras.*
Underwriting Categories (continued)

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.

<table>
<thead>
<tr>
<th>Prudential</th>
<th>Preferred Best</th>
<th>Preferred Non-Tobacco</th>
<th>Non-Smoker Plus</th>
<th>Non-Smoker</th>
<th>Preferred Smoker</th>
<th>Smoker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies with 3 Non-Smoking classes</td>
<td>Super Preferred</td>
<td>Preferred Non-Smoker</td>
<td>Standard Non-Smoker</td>
<td>Preferred Smoker</td>
<td>Smoker</td>
<td></td>
</tr>
<tr>
<td>Companies with 4 Non-Smoking classes</td>
<td>Super Preferred</td>
<td>Preferred Non-Smoker</td>
<td>Standard Plus</td>
<td>Standard Non-Smoker</td>
<td>Preferred Smoker</td>
<td>Smoker</td>
</tr>
</tbody>
</table>

Death Benefit Types

- Fixed Death Benefit (Type A)
- Variable Death Benefit (Type B)
- Return of Premium Plus Interest (Type C)—Interest rates range from 0% to 8% in 0.50% increments

Issue Ages

0 – 90
0 – 75 for policies issued with Death Benefit Type C

Minimum Face Amounts

<table>
<thead>
<tr>
<th>Issue Age of Insured</th>
<th>Minimum Face Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 75</td>
<td>$25,000</td>
</tr>
<tr>
<td>76 – 80</td>
<td>$100,000</td>
</tr>
<tr>
<td>81 – 90</td>
<td>$250,000</td>
</tr>
</tbody>
</table>

Note: Minimum face amount for UL policies with Death Benefit Type C is $250,000 of total coverage regardless of age.

Tiered Commission 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.

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1 There are no extended or exception issue ages.
2 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.

**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.

<table>
<thead>
<tr>
<th>Short Term No-Lapse Guarantee Provision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration (Issue ages 0 – 59)</td>
</tr>
<tr>
<td>Duration (Issue ages 60 and up)</td>
</tr>
<tr>
<td>Premium/Withdrawal Accumulation Rate</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Limited No-Lapse Guarantee Provision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration (All ages)</td>
</tr>
</tbody>
</table>
Available Benefits and Riders
- Accidental Death Benefit (ADB)
- Enhanced Cash Value Rider (ECV)
- Living Needs Benefit (LNB)
- Children Level Term Rider (CLT)
- Enhanced Disability Benefit (EDB)
- Overloan Protection Rider

Face Amount Bands
<table>
<thead>
<tr>
<th>Band</th>
<th>Minimum Face Amount</th>
<th>Maximum Face Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1*</td>
<td>$1</td>
<td>$24,999</td>
</tr>
<tr>
<td>2</td>
<td>$25,000</td>
<td>$99,999</td>
</tr>
<tr>
<td>3</td>
<td>$100,000</td>
<td>$249,999</td>
</tr>
<tr>
<td>4</td>
<td>$250,000</td>
<td>$999,999</td>
</tr>
<tr>
<td>5</td>
<td>$1 million and up</td>
<td></td>
</tr>
</tbody>
</table>

* Band 1 is available for individual life contractual conversions only.

Premiums
Premiums can be paid to attained age 121.

Billing Modes
- Annual
- Semi-Annual
- Quarterly
- Monthly (Electronic Funds Transfer only)

Face Amount Increases
- Minimum increase: $25,000 for base coverage ($50,000 in NY for base coverage).
- Face amount increases are available after the first policy anniversary.
- Each increase results in a new surrender charge period and is subject to evidence of insurability for the increased portion of coverage.

Face Amount Decreases
- Minimum decrease: $5,000 for base coverage.
- 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.
- Surrender charges may apply to the decreased amount.

Death Benefit Option Changes
- Changes from Option A or C to B and B or C to A are allowed.
- Option C can be changed to A or B but cannot be changed back to C.

3 All riders, supplemental benefits, and product features may not be available in all states. Additional limitations may apply based on age and underwriting.
4 Available for an additional cost.
5 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 Connecticut, Florida, Massachusetts, New York, or the District of Columbia. This rider is not available in Washington state.
6 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

Minimum amounts of $250

Loans

(Standard & Preferred)

Loans are available at any time provided loan value exists and the policy is not in default.

<table>
<thead>
<tr>
<th>Loan Types</th>
<th>Maximum Amount</th>
<th>Crediting Rate Applied</th>
<th>Interest Rate Charged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard (available any time loan value exists)</td>
<td>100% of cash value</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Preferred (available on or after the 10th policy anniversary)</td>
<td>Equal to the total loan value minus the total premiums paid less withdrawals</td>
<td>3%</td>
<td>3.05%</td>
</tr>
</tbody>
</table>

Note: If Preferred Loans become available, existing Standard Loans will be automatically converted to Preferred Loans.

Coverage Beyond Age 121

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)
  - Non-Smoker
  - Smoker

- Conversions from any individual term policy or selected term rider
  The underwriting categories available will vary based on the policy face amount.
  - Conversion to face amounts of $1 – $99,999:
    - Non-Smoker
    - Smoker—only available at ages 15 or greater
  - Conversion to face amounts of $100,000 and more:
    - 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 for:
- 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 amounts of $100,000.

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7 Life insurance cash values are accessed through loans and withdrawals, which will reduce cash values and death benefits and may have tax consequences.
# FAST FACTS

## CHARGES

### Contract Charges Deducted From Premium Payments

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium-Based Administrative Charges (Taxes)</td>
<td>3.75%</td>
<td>7.5%</td>
</tr>
</tbody>
</table>
| 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 Contract Fund

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<table>
<thead>
<tr>
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</tr>
</thead>
</table>
| 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 | 5 years 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

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<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
</table>
| 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. |
| Withdrawal Charge      | None                | $25                  |
| Living Needs BenefitSM Rider® 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 |