

Predictable Protection

Life Products Overview



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


Protective[®]
Life Insurance Company
Protect Tomorrow. Embrace Today.™



The Protective life mission is in our name

We help clients protect their tomorrows — and we take that responsibility seriously. In order to deliver on our promises, we are careful to examine how our products serve you — both now and down the road.

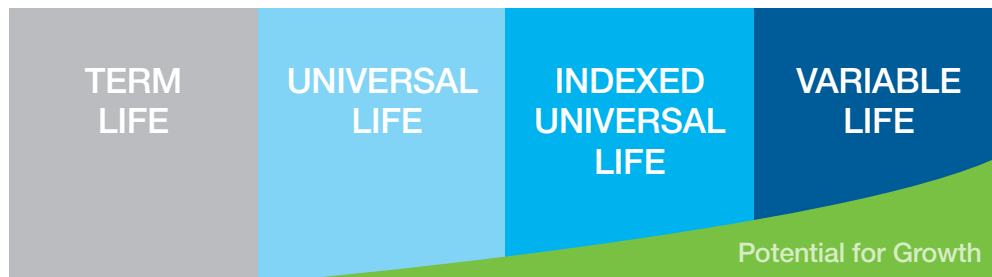
We believe that our approach is one that you can count on, with:

- Products with predictable protection that can be a great fit for your needs, thanks to responsible design and flexible features.
- Transparency and a straightforward cost structure with no surprises.
- Solutions focused on lifetime protection and potential for building cash value.

The Life Insurance Spectrum

As demonstrated below, you'll find different life insurance categories on a spectrum ranging from simple to complex. This guide follows this spectrum, starting with an overview of our more simple products and ending with those that are more complex.

Simple ----- Complex



Short-term Solutions Portfolio

Term life insurance offers coverage at a lower cost for a specified period of time. At Protective Life, we offer two solid choices for affordable short-term life insurance needs: a term product to cover immediate needs, and a universal life product that offers more flexibility down the road.

Protective® Classic Choice Term

Streamlined coverage for those who want protection at the most affordable price.

Highlights

- Easy-to-understand policy for those who need to stick to a budget
- Coverage only when you need it (10, 15, 20, 25, 30, 35 or 40 years)

Issue Ages and Risk Classes

Select Preferred, Preferred, Non-Tobacco, Tobacco

- 10-year plan: ages 18 – 80 (18 – 75 for Tobacco)
- 15-year plan: ages 18 – 75 (18 – 68 for Tobacco)
- 20-year plan: ages 18 – 70 (18 – 62 for Tobacco)
- 25-year plan: ages 18 – 60 (18 – 52 for Tobacco)
- 30-year plan: ages 18 – 58 (18 – 43 for Tobacco)
- 35-year plan; ages 18 – 50 (18 – 40 for Tobacco)
- 40-year plan; ages 18 – 45 (18 – 40 for Tobacco)

Available Riders and Benefits

- Accidental Death Benefit Rider
- Children's Term Life Insurance Rider
- Income Provider Option
- Terminal Illness Accelerated Death Benefit Rider (included)
- Waiver of Premium Rider

Protective Custom ChoiceSM UL (10 – 30)

Flexible, affordable coverage with benefit period ranging from 10 to 30 years.

Highlights

- 61-day premium grace period — twice that of most term insurance policies
- option to continue decreased coverage after initial coverage period without increases to premium
- Flexible exchange options after the first policy year through year 20, up to age 70

Issue Ages and Risk Classes

Select Preferred, Preferred, Non-Tobacco, Tobacco

- 10-year plan: ages 18 – 75
- 15-year plan: ages 18 – 70
- 20-year plan: ages 18 – 65 (18 – 63 for Tobacco)
- 25-year plan: ages 18 – 55 (18 – 52 for Tobacco)
- 30-year plan: ages 18 – 55 (18 – 43 for Tobacco)

Available Riders and Benefits

- Accidental Death Benefit Rider
- Children's Term Life Insurance Rider
- Income Provider Option
- Terminal Illness Accelerated Death Benefit Rider (included)
- Waiver of Specified Premium Rider

Universal Life (UL)

Universal life is a versatile type of permanent life insurance designed to meet a variety of long-term needs. With flexibility around premium payments and death benefit coverage and optional features, universal life insurance can help you tailor a policy to fit your exact needs with lifetime protection and potential cash value growth.

Protective Advantage ChoiceSM UL

Versatile guaranteed UL solution that offers affordable premiums and opportunity for cash value growth.

Highlights

- Guaranteed death benefit coverage with built-in lapse protection¹
- Flexible premium options that can be adjusted as life changes
- Cash value potential for future expenses that may be unplanned

Issue Ages and Risk Classes

- Select Preferred: ages 18 – 75
- Preferred: ages 18 – 85
- Non-Tobacco: ages 18 – 85
- Tobacco: ages 18 – 85

Available Riders and Benefits

- Accidental Death Benefit Rider
- Children's Term Life Insurance Rider
- ExtendCareSM Rider
- Income Provider Option
- Return of Premium Endorsement
- Terminal Illness Accelerated Death Benefit Rider (included)
- Waiver of Specified Premium Rider

Protective Lifetime AssuranceSM UL

Guaranteed UL solution that combines predictability with affordability to provide guaranteed life insurance coverage that fits within your budget.

Highlights

- Guaranteed death benefit coverage with built-in lapse protection
- Predictable premium options that fit within your needs

Issue Ages and Risk Classes

- Select Preferred: ages 18 – 75
- Preferred: ages 18 – 85
- Non-Tobacco: ages 18 – 85
- Tobacco: ages 18 – 85

Available Riders and Benefits

- Accidental Death Benefit Rider
- Children's Term Life Insurance Rider
- ExtendCare Rider
- Income Provider Option Endorsement
- Return of Premium Endorsement
- Terminal Illness Accelerated Death Benefit Endorsement
- Waiver of Specified Premium Rider

Protective ProClassic IISM UL

Affordable death benefit protection with flexible coverage options and the potential for cash value growth.

Highlights

- Current assumption universal life policy
- Flexible premium options that can be adjusted as life changes over time
- Cash value accumulation potential
- Option of a level or increasing death benefit

Issue Ages and Risk Classes

- Select Preferred: ages 18 – 75
- Preferred: ages 18 – 75
- Juvenile: ages 0 – 17
- Non-Tobacco: ages 18 – 75
- Tobacco: ages 18 – 75

Available Riders and Benefits

- Accidental Death Benefit Rider
- Children's Term Life Insurance Rider
- ExtendCare Rider
- Income Provider Option
- Overloan Protection Benefit (included)
- Terminal Illness Accelerated Death Benefit Rider (included)
- Waiver of Specified Premium Rider

Indexed Universal Life (IUL)

Indexed universal life is another permanent life insurance solution where premium payments earn interest and help grow the cash value in the policy. IUL grows cash value differently than universal life; as it's based on positive changes in one or more market indexes, with earnings typically protected from downside risk.

Protective Indexed ChoiceSM UL

An IUL product with guaranteed death benefit protection and cash value potential.

Highlights

- Low policy fees and practical illustration rates offer more value
- Cash value potential to supplement retirement, chronic illness coverage or unexpected expenses
- Upside potential based on positive performance (subject to cap) of the S&P 500[®] Index (without dividends), with downside protection

Issue Ages and Risk Classes

- Select Preferred: ages 18 – 75
- Preferred: ages 18 – 80
- Juvenile: ages 0 – 17
- Non-Tobacco: ages 18 – 80
- Tobacco: ages 18 – 80

Available Riders and Benefits

- Accidental Death Benefit Rider
- Children's Term Life Insurance Rider
- ExtendCare Rider
- Income Provider Option
- Overloan Protection Benefit (included)
- Terminal Illness Accelerated Death Benefit Rider (included)
- Waiver of Specified Premium Rider

Variable Life

Variable life insurance blends protection, flexibility and investment options for cash value potential that can be used during your lifetime. Similar to universal life insurance, but a portion of the premium payments are allocated to variable investments for greater cash value potential.

Protective® Strategic Objectives II VUL

Dual-purpose policy combining death benefit protection with potential for deferred cash value growth.

Highlights

- Dual-purpose policy
- Tax-deferred cash value growth that can supplement income

Issue Ages and Risk Classes

- Select Preferred: ages 18 – 75
- Preferred: ages 18 – 80
- Juvenile: ages 0 – 17
- Non-Tobacco: ages 18 – 80
- Tobacco: ages 18 – 80

Available Riders and Benefits

- Accidental Death Benefit Rider
- Children's Term Life Insurance Rider
- ExtendCare Rider
- Income Provider Option
- Overloan Protection Benefit (included)
- Protected Insurability Benefit Rider
- Terminal Illness Accelerated Death Benefit Rider (included)
- Waiver of Specified Premium Rider

The Protective Life Story

Committed to delivering what's promised, for more than 100 years and counting.

Other companies talk about values. But with us it's more than a slogan. Our entire business model is based on our core principles: value, integrity, strength and stability. Simply put, we believe in doing the right thing — and do it every day.

We take it a step further with our products by taking the long view. We're careful about the promises we make — and make sure we deliver on them. It's how we build trust and relationships that last.

¹ Lapse protection guarantees the policy death benefit for the duration of the guarantee and does not cover cash or surrender value. Loans, withdrawals, and other policy and premium changes will affect the cost and length of protection. Failure to make premium payment as planned may cause the policy to lose lapse protection and premiums required to restore it could be significantly higher. Refer to the policy and endorsements for complete terms, conditions, and limitations.

This is only a summary of product features. Consult specific product policies and endorsements/riders for benefits, limitations, and exclusions.

Some optional endorsements and riders available at additional cost. Actual terms and conditions contained in each endorsement and rider govern all benefits provided; assumes medical and financial underwriting qualifications at time of initial application. Policy form numbers, product features and availability may vary by state.

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Investors should carefully consider the investment objectives, risks, charges, and expenses of variable universal life insurance and its underlying investment options before investing. This and other information is contained in the product prospectus and its underlying investment options. Investors should read the prospectuses carefully before investing. Prospectuses may be obtained by calling PLICO at 800-456-6330.

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