



Product Portfolio

CURRENT PRODUCTS AND RIDERS, KEY FEATURES, AND COMMONLY USED STRATEGIES





Life Insurance

INDIVIDUAL

- ▶ TERM ESSENTIAL®
- ▶ PRUTERM® ONE
- ▶ PRULIFE ESSENTIAL UL®
- ▶ PRULIFE® FOUNDERS PLUS INDEXED UL
- ▶ PRULIFE INDEX ADVANTAGE UL®
- ▶ PRUDENTIAL FLEXGUARD® LIFE IVUL
- ▶ VUL PROTECTOR®
- ▶ PRULIFE® CUSTOM PREMIER II

SURVIVORSHIP

- ▶ PRULIFE® SUL PROTECTOR
- ▶ PRULIFE® SURVIVORSHIP INDEX UL
- ▶ PRULIFE® SVUL PROTECTOR



A FINANCIAL LEADER FOR OVER 145 YEARS

Prudential Financial is a worldwide financial leader with a long tradition of serving the public interest. Prudential Financial has approximately 50 million customers. The well-known Rock symbol is an icon of strength, stability, expertise, and innovation that has stood the test of time.

A Portfolio That Makes It Easier to Help Clients

Prudential's life insurance portfolio offers policies that cover a wide variety of needs for clients, making it easier to find a policy for them.

Our policies can help clients address challenges and pursue opportunities, such as:

- Protecting their family or their business
- Accumulating cash value
- Providing income
- Offering living benefits to protect their lives
- Creating a legacy for family members or a charity

Each policy offers features that can help with some of these goals as well as riders that can be used to expand the role a policy plays in a client's portfolio.

WHAT DOES THE CLIENT NEED?



Prudential's policies cover the entire risk and reward spectrum so that clients have options to meet their needs. Some policies also have features and benefits that allow clients to refine the risk and reward.

Temporary Insurance Options

	Term Essential®				
	INDIVIDUAL TERM				
PRODUCT FOCUS	Affordable, temporary protection				
DESIGN HIGHLIGHTS	 Guaranteed 10-, 15-, 20-, and 30-year level-premium periods. After the level premium period, premiums increase annually to age 95. Convertible to any permanent product For issue ages 59 and younger, the conversion period ends on whichever comes first: 1. The end of the level-premium paying period, or 2. The 1st policy anniversary on or after the insured's 65th birthday. For issue ages 60 – 75, the conversion period ends on the 5th policy anniversary. Ability to convert two term policies to 1 SUL (subject to change). Age Last Birthday 				
COMMON INDIVIDUAL USES (for more info see pages 11 – 13)	 Income Protection Mortgage Protection Loan Collateral College Funding Protection 				
COMMON BUSINESS USES (for more info see page 14)	Buy/Sell Key Person Loan Collateral				
TARGET FUNDING PATTERNS	Level-Term Period. Premiums will increase annually				
ISSUE AGES ¹ (Some limits may apply) ²	Non-Smokers: Term Essential 10				
MINIMUM FACE AMOUNT	\$100,000				
RIDERS/FEATURES ³	 Accidental Death Benefit Children's Protection Rider Living Needs Benefit SM 4 Waiver of Premium 				

Temporary Insurance Options

	PruTerm® One			
	INDIVIDUAL TERM			
PRODUCT FOCUS	Short-term protection for 1 – 5 years			
DESIGN HIGHLIGHTS	 Annual renewable term insurance Premiums guaranteed for one year. After 1st year, premiums increase annually and are not guaranteed Annual premium payment mode only Convertible to any permanent product: – The conversion period ends on the 5th policy anniversary – Ability to convert two term policies to one SUL (subject to change) Age Last Birthday 			
COMMON INDIVIDUAL USES (for more info see pages 11 – 13)	 Short-Term Income Protection Short-Term Mortgage Protection Short-Term Loan Collateral 			
COMMON BUSINESS USES (for more info see page 14)	Short-Term Buy/Sell Short-Term Key Person Short-Term Loan Collateral			
TARGET FUNDING PATTERNS	Renew annually			
ISSUE AGES ¹ (Some limits may apply) ²	• 18 – 85			
MINIMUM FACE AMOUNT	\$50,000			
RIDERS/FEATURES ³	• Living Needs Benefit SM 4			

Non-Variable Permanent Insurance Options

	PruLife Essential UL®				
	INDIVIDUAL UL				
PRODUCT FOCUS	Cost-effective no-lapse guarantees along with the ability to accumulate cash value through fixed interest crediting				
DESIGN HIGHLIGHTS	 Cost-effective permanent life insurance Ability to add the BenefitAccess Rider⁵ for chronic or terminal illness concerns Extended No-Lapse Guarantee (NLG), with the ability to customize the NLG duration depending on premium amount Death Benefit Options A, B, and C Potential cash value accumulation Age Last Birthday 1st Year Flexibility 				
COMMON INDIVIDUAL USES (for more info see pages 11 – 13)	Wealth Transfer Income Protection Asset Repositioning/Leveraging Preparing for Chronic or Terminal Illness				
COMMON BUSINESS USES (for more info see page 14)	Buy/Sell Key Person Estate Equalization				
AGE RANGE FOCUS	50 – 90				
CLIENT RISK TOLERANCE	Conservative				
INVESTMENT OBJECTIVE	 Prefers low risk and low volatility Wants to minimize exposure of principal to loss or fluctuation 				
TARGET FUNDING PATTERNS	Solve for Premium				
ISSUE AGES ¹ (Some limits may apply) ²	 0 – 90 (86 – 90 for conversion only) 0 – 75 Return of Premium Death Benefit (Type C) 				
MINIMUM FACE AMOUNT	0 – 75 \$25,000 76 – 80 \$100,000 81 – 85 \$250,000 Conversion 0 – 90 \$1				
SURRENDER CHARGE PERIOD	14 years				
RIDERS/FEATURES ³	 Accidental Death Benefit BenefitAccess Rider⁵ Children Level Term Rider Enhanced Cash Value Rider* Living Needs Benefit^{SM 4} Overloan Protection Rider⁶ Waiver of Monthly Deductions Premium Deposit Account (PDA)¹⁴ 				

^{*}The Enhanced Cash Value Rider is only available at face amounts of \$250,000 and above. Not available in New York.

Non-Variable Permanent Insurance Options

	PruLife® Founders Plus Indexed UL
	INDEXED UL
PRODUCT FOCUS	Cost-effective, permanent death benefit protection, with a meaningful No-Lapse Guarantee and the potential for cash value accumulation
DESIGN HIGHLIGHTS	 Flexible premium, permanent life insurance with a focus on death benefit protection with the added flexibility of cash value accumulation potential and access Cash value accumulation potential with downside protection is based on a choice of a Fixed Account, S&P 500 Indexed Account, and/or Goldman Sachs Voyager Indexed Account.⁷ A client may also choose to allocate between the three account options for a blended approach. Account option(s) selected determines interest crediting methodology applied to Contract Fund. The Fixed Account is the account to which all premiums (net of premium-based charges) are initially allocated. Amounts allocated to the Fixed Account earn interest credits daily, at a rate guaranteed to be no less than 2.50% annually. The S&P 500 Indexed Account offers interest credits based on the performance of the S&P 500® Index (excluding dividends), using an annual point-to-point calculation method, participation rate, cap, and floor. The Goldman Sachs Voyager Indexed Account offers interest credits based on the performance of the Goldman Sachs Voyager Index, using an annual point-to-point calculation method, participation rate, and floor. This account option does not use a cap. In addition to indexed interest, the Goldman Sachs Voyager account includes a fixed interest rate component, the Daily Interest Advantage, that credits interest not linked to an underlying index. The Daily Interest Advantage credits daily at a declared interest rate. Designated Transfer Amount (DTA): This feature provides clients with the ability to create multiple indexed account segments with one premium, allowing diversification of index interest earnings by having more segments tracking against the accompanying index throughout the year. Adjustable No-Lapse Guarantee period based on the number, amount, and timing of premium payments Age Last Birthday Death Benefit Options: A, B, and C 1st Year Flexibility
COMMON INDIVIDUAL USES (for more info see pages 11 – 13)	Wealth Transfer Income Protection Preparing for Chronic or Terminal Illness
COMMON BUSINESS USES (for more info see page 14)	Buy/Sell Key Person Loan Collateral
AGE RANGE FOCUS	45 – 75
CLIENT RISK TOLERANCE	Conservative/Moderate
INVESTMENT OBJECTIVE	Willing to assume a little/moderate amount of market risk and volatility in the pursuit of modest/moderate returns
TARGET FUNDING PATTERNS	Solve for Premium
ISSUE AGES ¹ (Some limits may apply) ²	• 0 – 85 • 0 – 75 (Type C)
MINIMUM FACE AMOUNT	0 – 80 \$100,000 81 – 85 \$250,000 ⁸
SURRENDER CHARGE PERIOD	14 years
RIDERS/FEATURES ³	 Accidental Death Benefit BenefitAccess Rider⁵ Children Level Term Rider Enhanced Cash Value Rider* Living Needs Benefit^{SM 4} Overloan Protection Rider⁶ Waiver of Monthly Deductions Premium Deposit Account (PDA)¹⁴

^{*}The Enhanced Cash Value Rider is only available at face amounts of \$250,000 and above. Not available in New York.

Non-Variable Permanent Insurance Options

	PruLife Index Advantage UL®				
	INDIVIDUAL UL				
PRODUCT FOCUS	Permanent death benefit protection with cash value accumulation potential through basic (fixed) and indexed interest options				
DESIGN HIGHLIGHTS	 Flexible premium, permanent life insurance that offers death benefit protection and is designed for greater cash value accumulation potential. Cash value accumulation potential with downside protection through three distinct account options: – The Fixed Interest Account offers traditional fixed interest crediting that is declared by Prudential. – The Indexed Account offers index interest potential based on the performance of the S&P 500 Index, excluding dividends (based on a 100% participation rate, a current cap, and a 0% floor). Clients may wish to consider this account when anticipating usual growth market conditions. (This account is subject to a participation rate, cap, and floor that are subject to change.) Uncapped Indexed Account offers index interest potential based on the performance of the S&P 500, excluding dividends, with the safety of a floor, no cap, but limited by the account spread that is deducted from the interest earned. Clients may wish to consider this account when anticipating high growth market conditions (based on a 100% participation rate and a 0% floor and spread that is subject to change). Designated Transfer Amount (DTA): This feature provides clients the ability to create multiple Indexed Account segments when allocating their premium payment to the fixed interest account, allowing diversification of index interest earnings by having more segments tracking against the S&P 500 throughout the year. Limited No-Lapse Guarantee protects the policy from lapse during key accumulation years (earlier of 20 years or age 70, but at least 10 years). Age Last Birthday Death Benefit Options: A, B, and C 				
COMMON INDIVIDUAL USES (for more info see pages 11 – 13)	Cash Value Accumulation Potential Supplementing Retirement Income Preparing for Chronic or Terminal Illness Estate Planning				
COMMON BUSINESS USES (for more info see page 14)	Buy/Sell Deferred Compensation Executive Bonus Key Person				
AGE RANGE FOCUS	60 – 70				
CLIENT RISK TOLERANCE	Moderate				
INVESTMENT OBJECTIVE	Willing to assume a moderate amount of market risk and volatility in the pursuit of moderate returns				
TARGET FUNDING PATTERNS	Overfunded up to Max Level Funding and short duration funding				
ISSUE AGES ¹ (Some limits may apply) ²	● 0 – 85 ● 0 – 75 (Type C)				
MINIMUM FACE AMOUNT	0 - 80 \$100,000 81 - 85 \$250,000 ⁸				
LOANS	Fixed and Participating loans available				
SURRENDER CHARGE PERIOD	15 years				
RIDERS/FEATURES ³	 Accidental Death Benefit BenefitAccess Rider⁵ Children Level Term Rider Enhanced Cash Value Rider* Enhanced Disability Benefit Living Needs Benefit^{SM 4} Overloan Protection Rider⁶ Premium Deposit Account (PDA) 				

^{*}The Enhanced Cash Value Rider is only available at face amounts of \$250,000 and above. Not available in New York.

Indexed accounts are subject to a cap, floor, and spread as applicable that are non-guaranteed and subject to change. These can change based on market conditions and other factors. To see what the current rates are at any given time, see www.prudential.com/universallife.

Once an index segment is created, its Participation Rate, Index Growth Floor, Index Growth Cap, and Index Spread will not change.

Indexed Variable Permanent Insurance Options

	Prudential FlexGuard® Life IVUL					
	INDIVIDUAL IVUL					
PRODUCT FOCUS	indexed strategies,12 variable investm	rith cash value accumulation potential through traditional and buffered ent options, and a fixed rate. Offers a five-year No-Lapse Guarantee and two LG through age 90, or a lifetime. Product is not available in New York.				
DESIGN HIGHLIGHTS	rate option, and index strategies the 1 yr. S&P 500° Cap Rate – 0% performance of the S&P 500° In current cap, and 0% floor). The 1 yr. S&P 500° Cap Rate – 10% performance of the S&P 500° Ir a current cap, and a 10% buffer segment). The cap rate is subjected 1 yr. S&P 500° Step Rate Plusthe performance of the S&P 500° a 10% buffer, 12 which protects a index return is zero or positive, the multiplied by the index return. A Diverse portfolio of underlying value bond, money market, and asset a The Fixed Rate Option offers trae. Designated Transfer Amount (DTA) amount from the Fixed Rate Option allocation unless selecting the Extractions.	b Buffer Index Strategy offers indexed interest upside potential based on the idex, excluding dividends (based on 100% guaranteed participation rate, 1,12 which protects against the first 10% of market loss at the end of the it to change. 10% Buffer Index Strategy offers index interest upside potential based on 10% Index, excluding dividends (based on a participation rate, step rate, and 10% index, excluding dividends (based on a participation rate, step rate, and 10% index, excluding dividends (based on a participation rate, step rate, and 10% index, excluding dividends (based on a participation rate, step rate, and 10% index, excluding dividends (based on a participation rate, step rate, and 10% index, excluding dividends (based on a participation rate, step rate, and 10% index segment). When the 10% index is credited the greater of the step rate or the participation rate is negative index return is reduced by the buffer. 1. **Initialization funds**. Variable investment options do not offer downside protection. Indication funds. Variable investment options do not offer downside protection. Indication funds. Variable investment options do not offer downside protection. Indication funds. Variable investment options do not offer downside protection. Indication funds. Variable investment options do not offer downside protection. Indication funds. Variable investment options do not offer downside protection. Indication funds. Variable investment options do not offer downside protection. Indication funds. Variable investment options do not offer downside protection. Indication funds. Variable investment options do not offer downside protection. Indication funds. Variable investment options do not offer downside protection. Indication funds. Variable investment options do not offer downside protection on funds. Variable investment options do not offer downside protection on funds. Variable investment options do not offer downside protection on funds. Variable investment options do not offer downside protection on				
COMMON INDIVIDUAL USES (for more info see pages 11 – 13)	Cash Value Accumulation Potential Supplementing Retirement Income	 Preparing for Chronic or Terminal Illness Estate Planning Trusts Wealth Transfer 				
COMMON BUSINESS USES (for more info see page 14)	Deferred Compensation Executive Bonus Buy/Sell	Key PersonSplit Dollar				
AGE RANGE FOCUS	35 – 75					
CLIENT RISK TOLERANCE	Moderate					
INVESTMENT OBJECTIVE	Willing to assume a moderate amount	of market risk and volatility in the pursuit of moderate returns				
TARGET FUNDING PATTERNS	Overfunded up to Max Level Fundi Solve for Premium or No-Lapse Gu					
ISSUE AGES ¹ (Some limits may apply) ²	0 – 85					
MINIMUM FACE AMOUNT	• 0 - 17 = \$50,000 • 18 - 75 = \$75,000	 76 - 80 = \$100,000 81 - 85 = \$250,000, with exceptions permitted at \$200,000⁸ 				
LOANS	Fixed loans available					
SURRENDER CHARGE PERIOD	15 years					
RIDERS/FEATURES ³	 Extended NLG Rider Extended Plus NLG Rider Living Needs Benefit^{SM4} Accidental Death Benefit Overloan Protection Rider⁶ 	 Enhanced Cash Value Rider* Enhanced Disability Benefit Children Level Term Rider BenefitAccess Rider (BAR)⁸ Premium Deposit Account (PDA)¹⁴ 				

All are subject to state availability. Refer to the latest highlighter on each rider for more information.

^{*}The Enhanced Cash Value Rider is only available at face amounts of \$250,000 and above. Not available in New York.

Variable Permanent Insurance Options

	VUL Protector®	PruLife® Custom Premier II			
	INDIVIDUAL VUL	INDIVIDUAL VUL			
PRODUCT FOCUS	Permanent death benefit protection with a meaningful No-Lapse Guarantee (up to lifetime*) utilizing a variety of underlying investment options from well-known fund companies	Permanent death benefit protection with cash value accumulation potential through a variety of underlying investment options from well-known fund companies			
DESIGN HIGHLIGHTS	 Flexible premium, permanent life insurance that has the potential to provide cash value accumulation Adjustable No-Lapse Guarantee period up to lifetime* (based on the number, amount, and timing of premium payments) Over 60 underlying investment options covering a broad range of asset classes and styles from well-known fund companies Age Last Birthday Death Benefit Options: A and B only 	 Flexible premium, permanent life insurance designed for greater cash value accumulation potential 20th-year cash value accumulation potential Two No-Lapse Guarantee Periods: 1. Short Term (Ages 0 – 59: 8 years and Ages 60+: 6 years); 2. Limited (All ages: greater of 10 years or age 75). Designed to provide early protection from lapse while the policy is just starting out and may not have sufficient value to withstand market volatility Over 50 underlying investment options covering a broad range of asset classes and styles from well-known fund companies Age Last Birthday Death Benefit Options: A, B, and C 			
COMMON INDIVIDUAL USES (for more info see pages 11 – 13)	Wealth Transfer Income Protection Preparing for Chronic or Terminal Illness	 Cash Value Accumulation Potential Supplementing Retirement Income Preparing for Chronic or Terminal Illness 			
COMMON BUSINESS USES (for more info see page 14)	Deferred CompensationExecutive BonusKey PersonSplit DollarBuy/Sell	 Deferred Compensation Executive Bonus Key Person Split Dollar Buy/Sell 			
AGE RANGE FOCUS	35 – 55	30 – 55			
CLIENT RISK TOLERANCE	Moderate	Aggressive			
INVESTMENT OBJECTIVE	Willing to assume a moderate amount of market risk and volatility in the pursuit of moderate returns	Willing to assume a high level of risk and volatility in pursuit of higher returns			
TARGET FUNDING PATTERNS	Solve for Premium or No-Lapse Guarantee	Overfunded up to Max Level Funding			
ISSUE AGES ¹ (Some limits may apply) ²	• 0 – 85	• 0 – 85 • 0 – 75 (Type C)			
MINIMUM FACE AMOUNT	0 - 17 \$50,000 18 - 75 \$75,000 76 - 80 \$100,000 81 - 85 \$250,0008	0 - 17 \$50,000 ¹⁰ 18 - 75 \$75,000 ¹⁰ 76 - 80 \$100,000 81 - 85 \$250,000 ⁸			
SURRENDER CHARGE PERIOD	14 years	10 years			
RIDERS/FEATURES ³	 Accidental Death Benefit BenefitAccess Rider⁸ Children Level Term Rider Enhanced Cash Value Rider** Enhanced Disability Benefit Living Needs Benefit^{SM 4} Overloan Protection Rider⁶ Other Goods and Services Rider Premium Deposit Account (PDA)¹⁴ 	 Accidental Death Benefit BenefitAccess Rider⁸ Children Level Term Rider Enhanced Cash Value Rider** Enhanced Disability Benefit Living Needs Benefit^{SM 4} Overloan Protection Rider⁶ S&P 500® Indexed Account Rider¹¹ (Not available in New York state for new policies applied for on and after 02/14/2022.) 			

 $^{^{*}\}mbox{ln}$ New York, maximum no-lapse guarantee is through age 90. Please see policy for details.

^{**}The Enhanced Cash Value Rider is only available at face amounts of \$250,000 and above. Not available in New York.

Second-to-Die Permanent Insurance Options

	PruLife® SUL Protector	PruLife® Survivorship Index UL		
	SURVIVORSHIP UL	SURVIVORSHIP UL		
PRODUCT FOCUS	Lifetime death benefit guarantees paying on the death of the second person	Cost-effective, permanent death benefit protection for two lives, with a meaningful No-Lapse Guarantee and the potential for cash value accumulation		
DESIGN HIGHLIGHTS	 Flexible premium, permanent life insurance with a focus on death benefit protection covering two lives, with long-term, up-to-lifetime No-Lapse Guarantees. The death benefit is paid upon the death of the second insured. Adjustable No-Lapse Guarantee period based on the number, amount, and timing of premium payments. Age Last Birthday Death Benefit Options: A only 	 Flexible premium, permanent life insurance with a focus on death benefit protection covering two lives, with solid No-Lapse Guarantees (90+), and the flexibility of cash value accumulation potential and access Cash value accumulation potential with downside protection through four distinct account options: – The Fixed Interest Account offers traditional fixed interest crediting that is declared by Prudential. The Indexed Account offers index interest potential based on the performance of the S&P 500® Index, excluding dividends (based on a 100% participation rate, a current cap, and a 0% floor).⁷ Clients may wish to consider this account when anticipating usual growth market conditions. (This account is subject to a participation rate, cap, and floor that are subject to change.) The Indexed Account with Multiplier offers index interest potential based on the performance of the S&P 500®, excluding dividends, in excess of what is offered on the 100% participation rate index strategy, but is limited by a lower cap.⁷ Clients may wish to consider this account when anticipating modest growth market conditions. (This account is subject to a participation rate, floor, cap, and multiplier that are subject to change.) Uncapped Indexed Account offers index interest potential based on the performance of the S&P 500®, excluding dividends, with the safety of a floor, no cap, but limited by the account spread that is deducted from the interest earned. Clients may wish to consider this account when anticipating high growth market conditions. (This account is subject to a participation rate, floor, and spread that are subject to change.) Designated Transfer Amount (DTA): This feature provides clients the ability to create multiple Indexed Account segments with one premium, allowing diversification of index interest earnings by having more segments tracking against the S&P 500 throughout the year. Adjustable No-Lapse Guarantee period based on the number, amount,		
COMMON INDIVIDUAL USES (for more info see pages 11 – 13)	 Estate Planning Trusts Wealth Transfer	Estate PlanningTrustsWealth Transfer		
COMMON BUSINESS USES (for more info see page 14)	Estate Equalization	Estate Equalization		
AGE RANGE FOCUS	40 – 75	45 – 75		
CLIENT RISK TOLERANCE	Conservative	Moderate		
INVESTMENT OBJECTIVE	Prefers low risk and low volatility	Willing to assume a moderate amount of market risk and volatility in the pursuit of moderate returns		
TARGET FUNDING PATTERNS	Lifetime No-Lapse Guarantee	No-Lapse Guarantee		
ISSUE AGES ¹ (Some limits may apply) ²	 18 – 85 Maximum age difference between the insureds is 25 years. 	• 18 – 85		
MINIMUM FACE AMOUNT	\$250,000	0 - 80 \$200,000 81 - 85 \$250,000 ⁸		
SURRENDER CHARGE PERIOD	19 years	14 years		
RIDERS/FEATURES ³	Estate Protection RiderGuaranteed Policy Split Rider	 Enhanced Cash Value Rider* Estate Protection Rider Guaranteed Policy Split Rider Survivorship Benefit Access Rider⁹ Overloan Protection Rider⁶ 		

Second-to-Die Permanent Insurance Options

	PruLife® SVUL Protector				
	SURVIVORSHIP VUL				
PRODUCT FOCUS	Cost-effective, permanent death benefit protection for two lives, with a meaningful No-Lapse Guarantee (up to lifetime*) and the potential for cash value accumulation utilizing a variety of underlying investment options from well-known fund companies				
DESIGN HIGHLIGHTS	 Flexible premium, permanent life insurance with a focus on death benefit protection covering two lives, with the potential to provide cash value accumulation, with the ability to access it Adjustable No-Lapse Guarantee period (based on the number, amount, and timing of premium payments) 50 underlying investment options covering a broad range of asset classes and styles from well-known fund companies Age Last Birthday Death Benefit Options: A, B, and C 				
COMMON INDIVIDUAL USES (for more info see pages 11 – 13)	 Estate Planning Wealth Transfer Trusts 				
COMMON BUSINESS USES (for more info see page 14)	Estate Equalization				
AGE RANGE FOCUS	45 – 65				
CLIENT RISK TOLERANCE	Moderate				
INVESTMENT OBJECTIVE	Willing to assume market risk and volatility in the pursuit of modest/moderate returns depending on the underlying investment options chosen				
TARGET FUNDING PATTERNS	Solve for premium No-Lapse Guarantee				
ISSUE AGES ¹ (Some limits may apply) ²	• 18 – 85				
MINIMUM FACE AMOUNT	18 - 80 \$200,000 81 - 85 \$250,000 ⁸				
SURRENDER CHARGE PERIOD	14 years				
RIDERS/FEATURES ³	 Enhanced Cash Value Rider** Estate Protection Rider Guaranteed Policy Split Rider Overloan Protection Rider⁶ Survivorship Benefit Access Rider⁹ Premium Deposit Account (PDA)¹⁴ 				

 $^{^{*}}$ In New York, maximum no-lapse guarantee is through age 90. Please see policy for details.

^{**}The Enhanced Cash Value Rider is only available at face amounts of \$250,000 and above. Both insureds must be 70 or younger. Not available in New York.

Product Riders & Features

Visit PruXpress for individual highlighters on many of these product

riders. Some r		lighters on many of these product ailable in all states, and some are	TERM ESSENTIAL	PRUTERM ONE	ESSENTIAL UL	FOUNDERS PLUS IND	NDEX ADVANTAGE U	FLEXGUARD LIFE IVU	VUL PROTECTOR	CUSTOM PREMIER II	SUL PROTECTOR	SURVIVORSHIP INDE	SVUL PROTECTOR
BENEFIT TYPE	RIDER	DESCRIPTION	TERM	PRUTE	ESSEN	FOUND	INDEX	FLEXGL	VUL PR	CUSTO	SUL PR	SURVIN	SVUL P
	BenefitAccess Rider (BAR)	Provides the ability to accelerate the death benefit to use however the client wishes if they are diagnosed with a chronic or terminal illness.			•	•	•	•	•	•			
LIVING BENEFITS	Survivorship Benefit Access Rider (SBAR)	Provides the ability to accelerate the death benefit to use however the client wishes in the event that the surviving insured is diagnosed with a chronic or terminal illness or both insureds are chronically/terminally ill at the same time.										•	•
	Living Needs Benefit (LNB)	Provides the ability to accelerate the death benefit if the insured is diagnosed with a terminal illness or is permanently confined to a nursing home.	•	•	•	•	•	•	•	•			
	Waiver of Premium	Pays policy premiums if a client becomes disabled so that their valuable life insurance coverage remains intact.	•										
WAIVER OF PREMIUM	Enhanced Disability Benefit (EDB)	Pays the greater of the amounts shown under the contract's Schedule of Disability Benefits (9% of the annual Limited No-Lapse premium) and monthly charges if a client becomes disabled so that their valuable life insurance coverage can remain intact.					•	•	•	•			
	Waiver of Monthly Deductions (WMD)	Pays policy charges if a client becomes disabled so that their valuable life insurance coverage remains intact.			•	•							
CHILDREN'S	Children's Protection Rider	Option to provide life insurance on a client's children while they are young. It can be converted to a permanent policy at a later time.	•										
RIDER	Children Level Term Rider (CLT)	Option to provide life insurance on a client's children while they are young. It can be converted to a permanent policy at a later time. Provides paid-up protection on the death of the primary insured.			•	•	•	•	•	•			
	Accidental Death Benefit Rider (ADB)	Pays additional amount of death benefit if death is the direct result of an accident. Not available in Massachusetts.	•		•	•	•	•	•	•			
	Overloan Protection Rider	A benefit that, for a one-time charge when exercised, may keep a client's policy from lapsing if they have an outstanding loan.			•	•	•	•	•	•		•	•
OTHER	Enhanced Cash/ Surrender Value Rider (ECV/ESV)	Provides higher cash surrender values in the early years of the policy, usually used in business situations. Not available in New York.			•	•	•	•	•	•		•	•
	Guaranteed Policy Split Rider (GPSR)	Allows a survivorship policy to be split into two individual policies in the event of divorce or a repeal of the unlimited marital deduction.									•	•	•
	Estate Protection Rider (EPR)	Increases the death benefit by up to 100% if both insureds die before the policy's 4th anniversary.									•	•	•
	S&P 500® Indexed Account Rider	Offers the ability to provide certain goods and services that Prudential may offer. Subject to state approval.								•			
	Extended No-Lapse Guarantee Rider	Extends the No-Lapse Guarantee through age 90^{13}						•					
	Extended Plus No- Lapse Guarantee Rider	Extends the No-Lapse Guarantee through age 120^{13}						•					
	Premium Deposit Account (PDA)	One time deposit that credits guarantees interest and pays premium over 2-10 years.			•	•	•	•	•				•

Common Strategies

STRATEGY	SUMMARY	COMMONLY USED
INCOME PROTECTION	Purchasing life insurance to replace lost income due to premature death. Settlement options are available for those looking for guaranteed income.	 Term Essential Essential UL Founders Plus Indexed UL FlexGuard Life VUL Protector
DEBT/LOAN PROTECTION	Purchasing life insurance to offset debts (e.g., mortgage, college loans) owed due to premature death.	 Term Essential Essential UL Founders Plus Indexed UL FlexGuard Life VUL Protector
COLLEGE FUNDING PROTECTION	Purchasing life insurance to replace lost college funding due to premature death.	• Term Essential
LIFE INSURANCE IN RETIREMENT PLANNING (LIRP)	Placing the maximum amount of premium into a cash value accumulation policy without creating a Modified Endowment Contract (MEC) and potentially utilizing withdrawals and/or loans from the policy to supplement income during retirement.*	Index Advantage ULFlexGuard LifeCustom Premier II
CHRONIC/TERMINAL ILLNESS PROTECTION NEEDS	There are clients who have concerns about becoming chronically or terminally ill when they get older. They may be concerned about who will take care of them, where they will live, how they will afford the care they need, etc. This strategy provides permanent life insurance protection with a chronic or terminal illness rider that allows them to accelerate their death benefit to help out financially once the claim is approved.	 Essential UL Founders Plus Indexed UL Index Advantage UL FlexGuard Life VUL Protector Custom Premier II Survivorship Index UL SVUL Protector

^{*}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. For policies that are Modified Endowment Contracts (MECs), distributions (including loans) are taxable to the extent of income in the policy; an additional 10% federal income-tax penalty may apply. Clients should consult their tax advisor for advice about their own situations.

Asset Repositioning/Leveraging

All of these strategies involve the repositioning of assets that are not needed for retirement and that are not being used for day-to-day living expenses.

STRATEGY	SUMMARY	COMMONLY USED
ACTIVATE YOUR ASSETS	Involves the idea of repositioning certificates of deposit. Such monies could be repositioned to life insurance to create, enhance, or leave a legacy.	 Essential UL Founders Plus Indexed UL FlexGuard Life VUL Protector SIUL
BRINGING STOCK To Life	Involves the idea of repositioning a portion of a concentrated stock portfolio. This concept does not discuss any particular stock or security. Rather, it focuses conceptually on repositioning a portion of monies generated by diversification strategies to a life insurance policy to reduce the amount of market volatility for assets earmarked for a client's legacy planning.	 Essential UL Founders Plus Indexed UL FlexGuard Life VUL Protector SUL Protector SIUL SVUL Protector
CHARITABLE PLANNING	In the asset repositioning/leveraging context, charitable planning typically involves using life insurance in a variety of ways primarily to enhance or leverage the amount of money ultimately passing to charity. Where traditional measures of economic loss may not be present in the facts and where the case may not fit Prudential's traditional underwriting guidelines, the charitable planning case may be considered a leveraged gifting type of case and may be considered under the asset repositioning/leveraging underwriting guidelines. Therefore, it is included in this list of concepts.	 Essential UL FlexGuard Life VUL Protector SUL Protector SIUL SVUL Protector
COMPLETE THE DREAM	Involves the idea of repositioning a portion of assets (after taxes and/or surrender charges) with the goal of reducing the amount of market volatility for assets earmarked for a client's legacy planning.	• Essential UL
LEGACY ADVANTAGE	Involves the idea of repositioning assets that may be tax-inefficient from a wealth transfer perspective (e.g., IRAs and annuities). IRAs and annuities are subject to income taxes at death, which may make them inefficient from a wealth transfer perspective. Such assets (after taxes and/ or surrender charges) or a portion of the income from such assets may be repositioned to life insurance to create, enhance, or leave a legacy.	 Essential UL Founders Plus Indexed UL FlexGuard Life VUL Protector SUL Protector SIUL

If the asset or income being repositioned becomes fully exhausted, premiums may have to be paid using other assets or income to keep the life insurance policy in force.

Legacy Planning

STRATEGY	SUMMARY	COMMONLY USED
ACCESS TRUSTS	Irrevocable trust with provisions permitting distributions to non-grantor spouse.	 Essential UL Founders Plus Indexed UL Index Advantage UL FlexGuard Life VUL Protector Custom Premier II SIUL SVUL Protector
CHARITABLE REMAINDER TRUST (CRT) WITH WEALTH REPLACEMENT	Customers will make gifts of highly appreciated property (e.g., stock) to a charitable remainder trust. They receive income from the CRT for a term of years or for life. The remainder passes to charity. To replace the wealth gifted away, the customer will sometimes establish an irrevocable trust, which will purchase life insurance.	Essential ULFlexGuard Life
ESTATE PLANNING	Purchasing life insurance to offset estate tax liabilities.	 Essential UL Founders Plus Indexed UL FlexGuard Life VUL Protector SUL Protector SIUL SVUL Protector
ROTH IRA PLANNING	Involves general discussions of (1) the benefits of Roth IRAs, (2) comparisons of conversion options regarding traditional IRAs to Roth IRAs, (3) modeling the general tax impacts that may be involved in the conversion, and (4) discussing how life insurance can be integrated into overall planning and can be used to provide an enhanced legacy to heirs.	 Essential UL Founders Plus Indexed UL FlexGuard Life VUL Protector SUL Protector SIUL SVUL Protector
SPECIAL NEEDS	Irrevocable trust designed to supplement governmental benefits, usually holding life insurance as a funding vehicle.	 Essential UL Founders Plus Indexed UL FlexGuard Life VUL Protector SUL Protector SIUL SVUL Protector

14

Business Strategies

STRATEGY	SUMMARY	COMMONLY USED
BUY/SELL	Purchase of life insurance to fund obligation created by agreement to purchase a business interest.	 Term Essential PruTerm One (for short term) Essential UL Founders Plus Indexed UL FlexGuard Life VUL Protector Custom Premier II
ESTATE EQUALIZATION	Purchasing life insurance for children who will not inherit the business or farm.	 Essential UL Founders Plus Indexed UL FlexGuard Life VUL Protector SUL Protector SIUL SVUL Protector
EXECUTIVE BONUS/ RESTRICTIVE EXECUTIVE BONUS	Business provides bonuses to executive who, in turn, purchases a life insurance policy.	 Essential UL Index Advantage UL FlexGuard Life VUL Protector Custom Premier II
KEY PERSON	Business purchases life insurance to protect against the loss due to premature death of a key person.	 Term Essential PruTerm One (for short term) Essential UL Founders Plus Indexed UL Index Advantage UL FlexGuard Life VUL Protector Custom Premier II
PRIVATE FINANCING & SPLIT DOLLAR**	Premium-sharing arrangement used by employers to finance insurance purchase.	 Essential UL Founders Plus Indexed UL FlexGuard Life VUL Protector Custom Premier II

^{**}The Sarbanes-Oxley Act makes it a crime for publicly traded companies to, directly or indirectly, enter into a loan with certain directors and officers. It is unclear whether the Act applies to split dollar arrangements. Clients should contact their tax or legal advisors for the most recent developments.

- ¹There are no extended or exception issue ages.
- ² Product and rate availability can vary by state. Minimum age may vary by face amount.
- 3 All benefits, riders, and product features may not be available in all states. Additional limitations may apply based on age and underwriting. Some riders are available at an additional cost.
- ⁴The 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 (\$100 in Florida) processing fee is deducted. If more than one policy is used for the claim, each policy will have a processing fee of up to \$150 deducted (\$100 in Florida). Portions of the Living Needs Benefit payment may be taxable, and receiving an accelerated death benefit may affect a client's eligibility for public assistance programs. The federal income-tax treatment of payments made under this rider depends upon whether the insured 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. In Oregon, term policies must include the waiver of premium benefit to be eligible for this rider.
- ⁵The BenefitAccess Rider is an optional rider that accelerates the life insurance death benefit when the insured is terminally ill or is chronically ill as defined in the rider. It is not Long-Term Care (LTC) insurance. Benefits received under the rider will reduce and may deplete the death benefit. Electing the BenefitAccess Rider results in an additional charge and underwriting requirements. Some benefit payments may be subject to a fee. Other terms and conditions apply and can vary by state. Clients should consult their tax and legal advisors.

For New York contracts: Please also note the rider is not subject to the minimum requirements of New York law, does not qualify for the New York State Long-Term Partnership Program, and is not a Medicare supplement policy. In addition, receiving accelerated death benefits may affect clients' eligibility for public assistance programs and such benefits may be taxable. Benefit payments may only be made if the payments are subject to favorable tax treatment by the federal government. When determining whether the benefit payments will receive favorable tax treatment, the payment of benefits from all insurance policies must be considered. Benefit payments may be reduced or unavailable if they are expected to exceed the maximum amount eligible under Internal Revenue Code Section 101(g)(1) and all other applicable sections of federal law for favorable tax treatment.

- ⁶The Overloan Protection Rider is available only on policies with GPT. Please note that the Internal Revenue Service (IRS) has not ruled on the tax consequences associated with exercising the rider or whether loans in excess of cash value may be treated as taxable distributions.
- ⁷The potential to build cash value in the S&P 500 Indexed Account is based in part on the performance of the S&P 500® Index (using an index growth cap and floor) on an annual point-to-point basis based on a 100% participation rate (subject to change). The potential to build cash value in the Goldman Sachs Voyager Indexed Account is based in part on the performance of the Goldman Sachs Voyager Index (using a participation rate and floor) on an annual point-to-point basis. The Goldman Sachs Voyager Indexed Account does not have an index growth cap. Money that is placed in an Indexed Account is not a direct investment in the underlying Index. Founders Plus is not a variable contract or an investment contract.

The Index Growth Cap is generally stated as a percentage, which is the maximum rate of interest that will be credited at the end of the one-year Indexed Account Segment duration, regardless of changes to the designated index. The Index Growth Cap may be raised or lowered at our discretion before the segment is created but will not be lower than the guaranteed minimum index growth cap stated in the policy (currently, 3% in all states). Once an Indexed Account Segment is created, its Index Growth Cap will not change. Changes to the Index Growth Cap could result in different values than shown here. Changes are not tied to the performance of the underlying index and may be based on interest rates, market volatility, and other factors. Index Growth Caps and Floors may be different in selected states.

The Participation Rate is a factor applied to the growth rate experienced by the designated index when determining the Index Interest credited. For example, an insurance company may set the Participation Rate at 100%, which means the policy would be credited interest based on 100% of the positive growth experience by the designated index, subject to the Index Growth Cap (where applicable) and Index Growth Floor. The Participation Rate will be declared for each Index Account Segment in advance of each segment start date. Once an index segment is created its Participation Rate will not change.

Please refer to www.prudential.com/universallife for the current Growth Cap Rates and Participation Rates.

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There is no guarantee that the Index will not underperform some or all of the underlying assets. In particular, the Index may have a significant weight in one of those assets at the time of a sudden drop, or no exposure to one of those underlyings at a time it has a strong performance, or a significant weight to the cash component. Different indices with a different set of underlying assets may significantly outperform the Index. The Index is not actively managed, and Goldman Sachs does not exercise discretion in constructing, calculating, or executing the strategy. For further information and disclosure about the strategy, including relevant risk factors, please refer to the related transaction documentation. The Index was launched on June 7, 2019.

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 \$249,999 must be submitted using the paper application.

- ⁹The Survivorship BenefitAccess Rider is an optional rider that accelerates the life insurance death benefit when the surviving insured is chronically or terminally ill as defined in the rider, or both insureds are chronically or terminally ill as defined in the rider. It is not Long-Term Care (LTC) insurance. Benefits received under the rider will reduce and may deplete the death benefit. Electing the Survivorship BenefitAccess Rider results in additional charges and underwriting requirements. Some benefit payments may be subject to a fee. Other terms and conditions apply and can vary by state. If your survivorship policy is owned by a trust or non-living entity, you should consult a tax advisor prior to electing the Survivorship BenefitAccess Rider. Clients should always consult their tax and legal advisors when considering the purchase of a life insurance policy and/or accelerated death benefit rider.
- 10 \$100,000 minimum face amount in New York state.
- 11 The Indexed Account Rider offers interest credits based in part on the performance of the S&P 500® Index (excluding dividends), using an annual point-to-point calculation method.

Money that is placed in the Indexed Account is not a direct investment in the S&P 500® Index.

- Each Index Segment is protected by an Index Growth Floor (the "Floor") and limited by an Index Growth Cap (the "Cap"), which means it will never earn a rate of interest that is less than the Floor (guaranteed never to be less than 1.00%) or greater than the Cap (guaranteed never to be less than 3.00%).
- The Floor and Cap are declared for each Index Segment in advance, and they will not change once an Index Segment is created. For new Index Segments, Floors and Caps are subject to change at our discretion, both up and down. Changes to the Floor and Cap may be based on one or more factors including but not limited to expenses, investment earnings, and profit.
- Premiums allocated to the Indexed Account and transfers into the Indexed Account will first be deposited into the Fixed Holding Account. On the next Transfer Date (15th of each month), all value in the Fixed Holding Account will be transferred to a unique one-year index segment. The Indexed Account can have up to 12 segments active at any given time.
- The Fixed Holding Account earns interest daily at a rate guaranteed to be no less than 1%.
- Includes a Designated Transfer Amount feature, which allows monthly transfers of a specified amount from the Fixed Rate Option to the Indexed Account.
- The Indexed Account Rider may be added at time of application or post-issue.
- For more information, please see the S&P 500® Indexed Account Rider Prospectus Supplement.
- ¹² Buffers available on index-crediting strategies only. Variable investment options are available but do not offer protection levels.
- 13 There are allocation restrictions with the Extended Plus NLG Rider. Please refer to the policy Initial Summary Prospectus (ISP) for more information.
- ¹⁴ Available in all states, except PA; available as an optional rider in IL, IN, KS, MI, TN, TX, and WA.

PruLife SVUL Protector, PruLife Essential UL, Prudential FlexGuard Life, VUL Protector, PruLife Custom Premier II, PruLife Founders Plus Indexed UL, PruLife Index Advantage UL, PruLife SUL Protector, PruTerm One, Term Essential, and PruLife Survivorship Index UL are issued by Pruco Life Insurance Company except in New York, where, if available, they are issued by Pruco Life Insurance Company of New Jersey. Variable life policies are offered through Pruco Securities, LLC (member SIPC). All are Prudential Financial companies, located in Newark, NJ.

These comparisons highlight some of the many features and benefits of our products. Clients should carefully consider all of the features and benefits of a product before purchasing.

Overfunding may cause a policy to become a Modified Endowment Contract, and there may be tax consequences.

A policy's cash value may not be guaranteed and can change. Life insurance policy values are accessed through loans and withdrawals. Loans and withdrawals will reduce the policy's cash value and death benefit and may have tax consequences. Face amounts are subject to our retention limits. Face amounts in excess of our retention limits will be considered on a case-by-case basis, subject to the availability of reinsurance.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company and do not apply to the underlying investment options. Policy guarantees and benefits are not backed by the broker-dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

Some subaccounts or underlying investment options may not be available through all broker-dealers. Please contact your financial professional for more information.

Investors 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 and the prospectus for the index strategies contain this information as well as other important information. A copy of the prospectus(es) may be obtained from <u>prudential.com</u>. Clients should read the prospectus(es) carefully before investing.

Remind clients that it is possible to lose money by investing in securities.

This material is being provided for informational or educational purposes only and does not take into account the investment objectives or financial situation of any clients or prospective clients. The information is not intended as investment advice and is not a recommendation about managing or investing a client's retirement savings. Clients seeking information regarding their particular investment needs should contact a financial professional.

Index-linked variable universal life products are complex insurance and investment vehicles and are long-term investments designed to provide death benefit protection with cash growth accumulation potential. There is risk of loss of principal if negative index returns exceed the selected protection level. Gains or losses are assessed at the end of each term. Early withdrawals may result in a loss in addition to applicable surrender charges. Please reference the prospectus for information about the levels of protection available and other important product information.