

The Value of Our Term Conversion Privileges

TERM CONVERSION IS VALUABLE TO YOU BECAUSE:

- Your permanent policy's rates will be based on your health when you purchased the term policy—not based on your health when you're older.
- Even if you're no longer considered "insurable" when you decide to convert to permanent coverage, you can continue to be financially protected when you convert one of our term policies to one of our permanent policies.

Term life insurance is a cost-effective way to protect the ones you love for a certain period of time. Term life insurance policies are temporary, but some offer what's called a "conversion" option. It allows you to convert to a permanent life policy where coverage can last your entire life without submitting to another physical examination.¹

THE ADVANTAGE OF SUPERIOR VALUE

We offer one of the most comprehensive term-to-permanent policy conversions in the industry. When comparing life insurance policies from different carriers, look beyond price.

Not all term-to-permanent conversion privileges are the same.

Some Life Insurance Companies ...	While Our Guarantees Give You:
Limit how long you're able to convert.	Freedom to convert when the time is right for you. You can convert from term to permanent life insurance for the full level-term period, up to age 65 and never less than 5 years.
Limit the products you're allowed to convert to.	Ability to convert to any of our permanent life insurance policies.² We let you convert one of our term policies to any of our permanent policies available for purchase at the time of conversion.
Don't put it in writing and only reference their company practices.	Our promises in writing. We guarantee the provisions discussed in this article in your term life insurance policy contract.

¹ Our term policies are issued by Pruco Life Insurance Company or, in New York, by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ. Each is solely responsible for its own financial condition and contractual obligations.

² Our term life insurance policies can be converted to any of our individual permanent policies. Full underwriting for new contracts will be required if a Type C benefit option is requested on the permanent policy. Contact your Prudential representative for more information. This is subject to change.

YOU CAN COUNT ON US

Prudential Financial is one of the most recognized and respected names in the financial services industry. It is composed of several insurance companies including Pruco Life Insurance Company and Pruco Life Insurance Company of New Jersey, which issue term and permanent life insurance.

The financial strength of our domestic insurance company subsidiaries is highly rated by the major independent rating agencies for our ability to meet financial obligations.³

A+ A.M. BEST COMPANY (2nd category of 13) Superior ability to meet ongoing insurance obligations	AA- FITCH RATINGS (4th category of 21) Very strong capacity to meet policyholder and contract obligations	AA- STANDARD & POOR'S (4th category of 22) Very strong financial security characteristics	Aa3 MOODY'S INVESTORS SERVICE (4th category of 21) High quality and very low credit risk
--	--	---	--

DISCOVER HOW WE CAN COVER YOU NOW AND FOR THE REST OF YOUR LIFE

Meet with a financial professional today to help you decide which of our term life insurance policies can help you to protect those who matter to you most.

³The Ratings are for Pruco Life Insurance Company and Pruco Life Insurance Company of New Jersey. Moody's does not rate Pruco Life Insurance Company of New Jersey. Ratings as of May 2, 2023. Ratings ranges: AAA (Extremely Strong) is the highest of 21 ratings that Standard & Poor's extends, the lowest being R (has experienced regulatory action), and is a measure of claims-paying ability. Aaa (offers exceptional financial security) is the highest of 21 ratings that Moody's extends, the lowest being C (having extremely poor prospects of ever offering financial security), and is a measure of financial security. A++ (Superior) is the highest of 16 ratings that A.M. Best extends, the lowest being S (Suspended), and is a measure of claims-paying ability. AAA (Exceptionally Strong) is the highest of 21 ratings that Fitch Ratings extends, the lowest being C (Distressed), and is a measure of insurer financial strength. Ratings are not an indication of any variable portfolio's performance, which fluctuates with market conditions. Ratings are not a guarantee of future financial strength and/or claims-paying ability.

Our policies contain exclusions, limitations, reductions in benefits, and terms for keeping them in force. A financial professional can provide you with costs and complete details.

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 client or prospective clients. The information is not intended as investment advice and is not a recommendation about managing or investing your retirement savings. If you would like information about your particular investment needs, please contact a financial professional.

Life insurance is issued by The Prudential Insurance Company of America, Pruco Life Insurance Company (except in NY), and Pruco Life Insurance Company of New Jersey (in NY). All are Prudential Financial companies located in Newark, NJ.

Investment and Insurance Products:

- Not FDIC insured • Not insured by any federal government agency
- Not a deposit or other obligation of, or guaranteed by, any bank or its affiliates
- Subject to investment risks, including possible loss of the principal amount invested