### Phrases you cannot say:

Life insurance is a retirement plan – life insurance has the potential to supplement your retirement

Tax-Deferred income –
Tax-Deferred (when using policy loans)
Income needs to be distributions

When talking about living benefits you cannot separate from the death benefit. **Death Benefit** with living benefits...

3 to 1 loans - needs to say up to 3 to 1

Rates LIBOR + 1.75% without, rates are subject to change

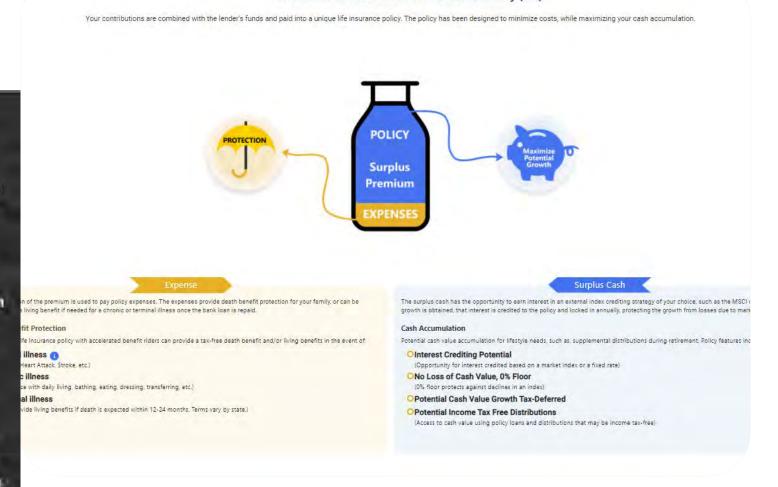
NON RECOURCE – limited to your policy contributions

Market growth – IUL's have the potential to earn interest without market risk

Guaranteed – unless describing the principle guarantee of the carrier general account



Receipt of benefits depends on rider and meeting certain qualifications and riders vary by state. The use of one benefit may reduce or eliminate other policy and rider benefits. Payment of living benefits will reduce the cash value and death benefit. Policy loans and withdrawals reduce the policy's cash value and death benefit and may result in taxable event. Substantial tax ramifications could result upon contract lapse or surrender. Surrender charges may reduce the policy's cash value in early years. It is possible that coverage will expire when either no premiums are paid following the initial premium, or subsequent premiums are insufficient to continue coverage. The Kai-Zen<sup>(8)</sup> Strategy is dependent on the client making contributions for the first 5 years therefore not defaulting on the policy, which could result in policy lapse and surrender charges. The client will not have access to the policy, the cash values, the death benefits or the living benefits until the loan is repaid and assignment is released. The (lender) has the right to discontinue funding new premiums, exit the market, or to demand loan repayment based on the terms and conditions signed by the mester Trust. See the Master Trust documents for additional information. There are some exceptions to the rule. Please consult a tax professional for advice concerning your individuel situation.



# When talking about a carrier's product...

Use the disclosures provided by the carrier for that content. Check with your carrier compliance to get the specific wording.

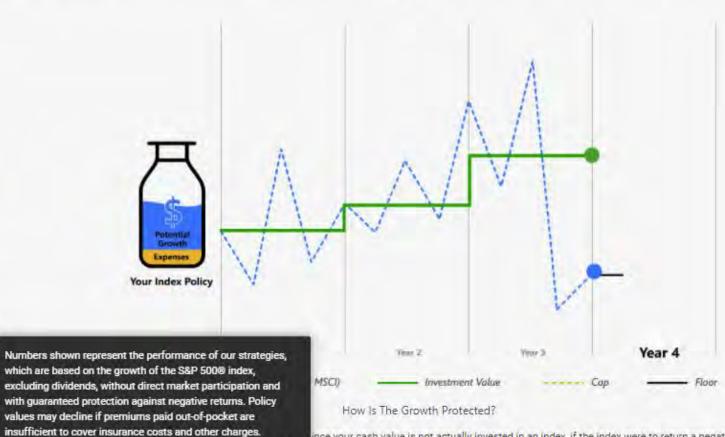
## When describing IUL growth

#### **Achieving Growth**

Your policy's potential for growth is based on a market index like the S&P 500 or MSCI.

The point-to-point strategy gives you the potential for growth based on a chosen index (i.e. S&P 500) and a set period of time, (i.e. January 2018 to January 2019).

At the end of the period, if the index is positive, your policy is credited a portion of the growth based on current caps and participation rates. Growth is locked in annually and cannot be lost due to market declines.



This uni

issuing company.

Guarantees are dependent upon the claims-paying ability of the

ince your cash value is not actually invested in an index, if the index were to return a negative return, your policy would return leclining due to the policy's crediting rate. However, policy expenses would still come out of the policy.

Disclaimer.

### When describing IUL caps



**0% Floor** protects your cash value against declines in the market index



Mentify deductions continue to be taken from the account value, including a monthly policy fee, monthly expense charge, cost of insurance charge, and applicable rules charges. Surrender charges may reduce the policy's cash value if maney is with them from the policy in the early years.

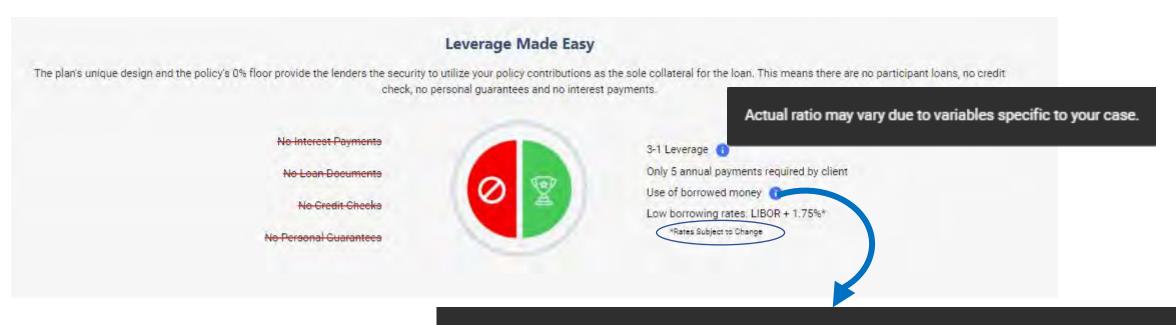
Using an Index Universal Life (IUL) Product provides an added layer of security when using leverage. IUL products have a guaranteed floor so that in any year where the index is negative, your policy would record a 0% credit instead of realizing the market loss.

This 0% floor dramatically reduces the risk profile vs an index fund, making it safer to use leverage versus other types of loans, such as margin loans, on index funds that have full market risk.

This safety feature is part of the reason why the Kai-Zen® lenders do not have to underwrite YOU for the loan.

### When talking about the Kai-Zen loan...

Use the disclosures provided by NIW or you can find on ilia or the product brochures.



The loan terms are dependent on the lender and are not guaranteed for the full term of the plan. Financing life insurance premiums has certain inherent risks including interest rate fluctuations, financial market performance, credit availability, lender financial strength, funds availability, insurance company ratings and stability which can result in bank loan exiting and/or policy surrender.