John Hancock INSURANCE

TOP FIVE REASONS TO CHOOSE Protection UL OVER GUARANTEED UL

Current market conditions have resulted in a rise in demand for universal life policies. While Guaranteed ULs remain a popular choice, their value proposition has changed in recent years due in part to a combination of higher premiums, lower IRRs, and little to no funding flexibility, which is why **Protection UL is often a better fit**. Here are the **top five reasons** why you should consider Protection UL over traditional Guaranteed UL (GUL) policies.

1. It's lower in cost

Protection UL is one of the lowest-cost permanent life insurance policies in our portfolio, and in many cases, it's the most affordable UL product on the market.[1] In fact, there is often a 10% or more price differential compared to leading competitors' GUL and current assumption products. Plus, Protection UL offers competitive cash value accumulation potential when compared to GUL policies, and these cash values can be used to provide for various future income needs like college expenses.[2]

2. It offers living benefits for extra protection from the unexpected

When you enhance Protection UL with our most popular living benefits — the Critical Illness Benefit rider,[3] the Long-Term Care (LTC) rider,[4] and John Hancock Vitality — your clients can have comprehensive coverage for today and tomorrow, plus the motivation and support to live a healthy lifestyle.

3. Now, Protection UL has even longer guarantees

Guarantees on our new Protection UL '18 are even longer than before — often averaging anywhere from three to ten years longer — and many times extending to life expectancy and beyond.

$5B

YOUR CLIENTS HAVE ENTRUSTED US WITH OVER $5 BILLION IN PROTECTION UL PREMIUMS, making it our #1 selling permanent product. With competitive pricing and longer guarantees, plus our popular living benefits, John Hancock's Protection UL is specifically engineered to provide your clients with much more than GUL.

4. It offers LifeTrack to help your clients stay on track

LifeTrack is a first-of-its kind policy management service from John Hancock that helps ensure clients are paying the right amount of premium to meet their insurance goals. Clients will receive personalized communications designed to help them understand the amount they need to pay to keep pace with their insurance objectives as their actual policy experience unfolds. Plus, if the client elects the Vitality Program, they will receive an email that shows why their premium changed as well as how much they can save by reaching a higher Vitality Status level.

5. It offers greater flexibility

GUL policies are inflexible when it comes to timeliness of premium payments, which can result in costly catch-up premiums or lapses. Protection UL offers the flexibility to change funding after issue, as well as an opportunity for lower premiums if crediting rates increase, plus lengthy no-lapse guarantee periods that protect your clients in the event of declining crediting rates.

HOW DO CREDITING RATES COME INTO PLAY?

There are three directions in which crediting rates can trend: they can increase, remain the same, or decrease. In many scenarios, **Protection UL is clearly a better choice than GUL**.

WHAT IF RATES RISE?
Higher rates could allow for increased cash values and lower premiums, and a Protection UL policy owner can often surrender the policy for more value than a GUL, or keep the coverage for a lower premium — even lower than originally illustrated.

WHAT IF RATES STAY FLAT?
The policy will behave similarly to the sales illustration, delivering higher surrender value and lower premiums than the typical GUL.

WHAT IF RATES FALL?
If the client dies early, the death benefit is secured by Protection UL's No-Lapse Guarantee, and the premium outlay is likely to be much lower than what is required for a GUL. If the client lives a very long time and crediting rates stay very low throughout that period, GUL might make sense, but even then it depends on how long the client lives and how low rates fall.

With lower premiums, higher potential cash values, more flexibility and additional coverage options, John Hancock's Protection UL is an attractive alternative to guaranteed UL across a wide array of scenarios.

Run an illustration today!

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1. Insurance policies and/or associated riders and features may not be available in all states. Some riders may have additional fees and expenses associated with them.
2. Loans and withdrawals will reduce the death benefit and the cash surrender value, and may cause the policy to lapse. Lapse or surrender of a policy with a loan may cause the recognition of taxable income. Withdrawals in excess of the cost basis (premiums paid) will be subject to tax and certain withdrawals within the first 15 years may be subject to recapture tax. Additionally, policies classified as Modified Endowment Contracts may be subject to tax when a loan or withdrawal is made. A federal tax penalty of 10% may also apply if the loan or withdrawal is taken prior to age 59½. Cash value available for loans and withdrawals may be more or less than originally invested. Withdrawals are available after the first policy year.
3. The Critical Illness Benefit rider provides a one-time, lump sum benefit for covered critical illnesses subject to eligibility requirements. The benefit will not be paid for critical illnesses initially diagnosed before the rider effective date or during the waiting period. The rider is not available in all states and state variations may apply.
4. The Long-Term Care (LTC) rider is an accelerated death benefit rider and may not be considered long-term care insurance in some states. There are additional costs associated with this rider. The Maximum Monthly Benefit Amount is $50,000. When the death benefit is accelerated for long-term care expenses it is reduced dollar for dollar, and the cash value is reduced proportionately. Please go to www.jhsaleshub.com to verify state availability.