

Protective Life Bulletin

DATE: March 2, 2021

Protective[®] Lifetime Assurance UL Change

We have some important information regarding our product, Protective Lifetime Assurance UL. Effective March 2, 2021, we are slightly increasing rates for our product. This price change enables us to continue offering this solid, well-designed protection solution that meets customers' expectations and helps us deliver on our promises — together. We will also be adding a \$500,000 face amount band to the product.

New face amount bands

- Band 1: \$50,000 - \$99,999
- Band 2: \$100,000 - \$249,999
- Band 3: \$250,000 - \$499,999
- Band 4: \$500,000 - \$999,999
- Band 5: \$1,000,000+

Transition Rules:

If you have any questions, please contact your Protective Life representative.

- For ticket business and direct writers: applications must be signed and received on or before Monday, March 29 to receive current rates.
- For paper business: applications must be signed and received on or before Monday, March 15 to receive current rates.
- Any application in underwriting on Monday, March 15 may choose between the old and new version of the product, but will retain the rates initially quoted unless otherwise requested up until the case has been approved.

Let's deliver on our promises. Together.



Protective and Protective Life refer to Protective Life Insurance Company. Protective is a registered trademark and Lifetime Assurance is a trademark of Protective Life Insurance Company.

Protective Lifetime Assurance UL (UL-20) is a universal life insurance policy issued by Protective Life Insurance Company, Nashville, TN. Policy form numbers, product features and availability may vary by state. Consult policies for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply.

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 payments 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.

All payments and all guarantees are subject to the claims-paying ability of Protective Life Insurance Company.

The tax treatment of life insurance is subject to change. Neither Protective Life nor its representatives offer legal or tax advice. Please consult with your legal or tax advisor regarding your individual situation before making any tax-related decisions.

