



LIFE SOLUTIONS

Term life insurance: 101

Mind the gap

Not a deposit
Not FDIC-insured
May go down in value
Not insured by any federal government agency
Not guaranteed by any bank or savings association

Insurance products issued by:
The Lincoln National Life Insurance Company

LCN-4781603-060922

Basic types of policies

1

Term (Temporary)

2

Permanent



Life insurance gap

106 million Americans have a life insurance gap¹



What type do I need?



How much does it cost?



How much coverage is right?

¹2022 Insurance Barometer Study, LIMRA and Life Happens.

Pop quiz

1



Do you have life insurance through work?

2



How many years will a 1-year term policy cover you?

To be insured or not to be insured:
That is the question!

Five common reasons for getting life insurance today



**Income
replacement**



**Pay final
expenses**



**Transfer wealth or
create an inheritance**



**Pay off the
mortgage**



**Protect a family
business**

Putting off life insurance?

Why not



I have it through work!



I don't have kids or young dependents.

Here's why



Lose your job, lose your 1-year Term coverage.



37% of households would feel financial hardship within six months.¹

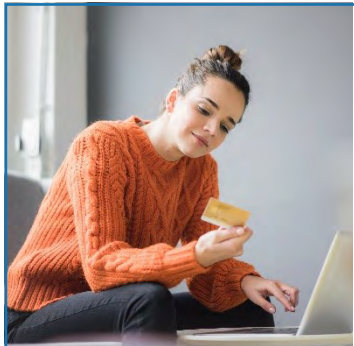
¹"Help Protect Our Families," LIMRA, April 2022.

Putting off life insurance?

Why not



Getting life insurance sounds difficult.



I like the idea, but it's just too expensive for me right now.

Here's why



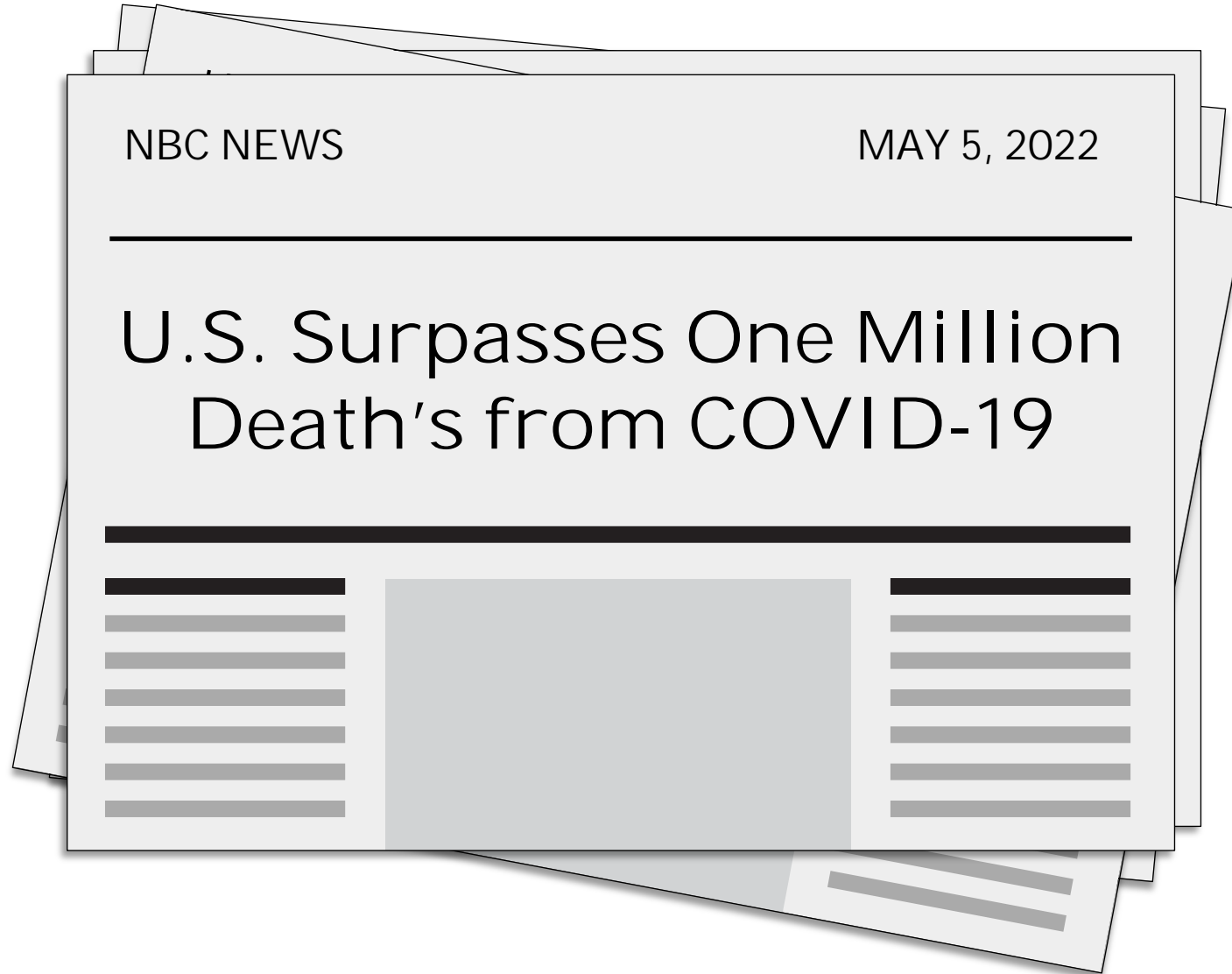
It's simpler than you think. Term life insurance coverage in as little as a day



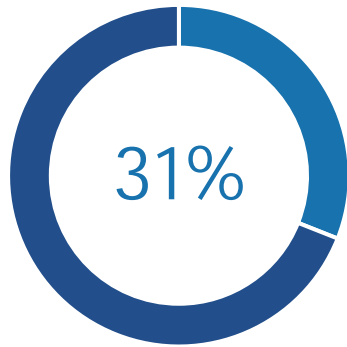
50% of Americans overestimate the cost by 3X¹

¹"2021 Insurance Barometer Study Reveals Common Misconceptions That Prevent Americans from Getting Life Insurance They Know They Need," LIMRA, April 12, 2021.

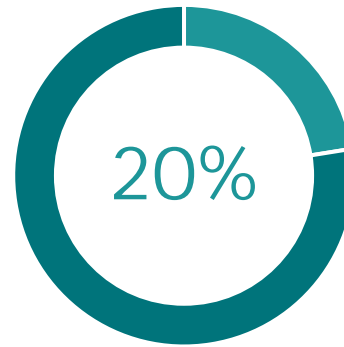
The impact of the pandemic



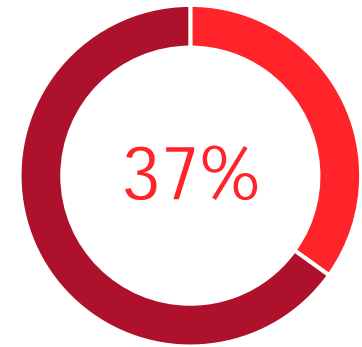
The impact of the pandemic



**more likely to buy life insurance
because of the pandemic¹**



**Overall financial concern
rose 20%¹**



**plan to buy life
insurance this year¹**

¹ 2021 Insurance Barometer Study, LIMRA and Life Happens.

Advantages to locking in rates sooner than later



**Young and healthy =
affordable**



**It's never too late,
so don't wait**



**Lock in the same rate
for 10 to 30 years**

Meet Erika and Roger



Monthly rate

Age 30 \$21.47

Age 40 \$31.81

Hypothetical example based on female, preferred¹, 10-year term, \$1 million face amount.

¹Preferred rates are **the lowest available and bestowed upon people in the optimum health**ance Barometer Study, LIMRA and Life Happens.



Monthly rate

Age 30 N/A

Age 40 \$47.83

Roger pays 33% more each month because he waited.

Hypothetical example based on male, preferred¹, 10-year term, \$1 million face amount.



Bonus

- Underwriting approval is generally easier at a younger age
- Coverage² and benefits start after first premium is paid

^{2C} Coverage may stop if payments are not paid.

Hypothetical example based on Lincoln LifeElements® Level Term (2019) and is issued on policy form TRM6063 and state variations by The Lincoln National Life Insurance Company, Fort Wayne, IN, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer. The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.



Approximately 16 million customers rely on Lincoln Financial solutions to help protect, grow and transfer wealth

Why Lincoln for life

The importance of financial strength

	The Lincoln National Life Insurance Company	Lincoln Life & Annuity Company of New York
AM Best	A+ (2nd highest of 16)	A+ (2nd highest of 16)
Fitch	A+ (5th highest of 19)	A+ (5th highest of 19)
Moody's	A1 (5th highest of 21)	A1 (5th highest of 21)
S&P	AA- (4th highest of 21)	AA- (4th highest of 21)

These ratings apply only to the company's claims-paying ability as of May 3, 2022. All ratings are subject to revision or withdrawal at any time by the rating agencies. The ratings are not recommendations to buy, sell or hold our securities. For more information on ratings, including rating agency outlooks, see www.LincolnFinancial.com/investor.

Why Lincoln for life



- Options to suit your needs
- Lincoln makes life easier
- Experience



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Order code: LIF-TERM-PPT002
6/22 Z01

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Thank You