

Discover how cash value has value

Life insurance offers protection from the unexpected – protection for your family, business and legacy. Permanent life insurance, such as indexed universal life, and variable universal life policies, offers performance-driven results through the indexed accounts and investment options within your policy. These policies have cash value growth potential. If there is growth, you can access the cash value for whatever you need, throughout your lifetime. So, whether your need is to boost potential retirement income, minimize taxes or the comfort of a rainy day fund – cash value life insurance can help. This solution delivers a powerful fusion of protection and performance designed to help maximize your financial potential. Sounds great, doesn't it? Let's take a closer look at the possibilities Lincoln offers with our suite of performance-driven solutions.

It's all about the core benefits. Performance-driven solutions can help you:

- 1. Protect:** Your policy's death benefit will transfer income tax-free – and potentially estate tax-free – to your loved ones, maximizing your legacy and the value of your assets.
- 2. Access:** You can use your cash value as an income tax-free financial resource for whatever you need, whenever you need it without a penalty or charge.¹
- 3. Build:** The potential to accumulate cash value continues your journey through life and offers tax-deferred growth potential.

With any VUL product, there are certain fees and costs, including monthly cost of insurance, administrative expense and premium load charges, as well as daily charges on assets invested in the variable investment options for mortality and expense risk, and asset management fees. Please consult the prospectus or ask your financial professional for more detailed information.



¹Distributions are taken through loans and withdrawals, which reduces a policy's cash surrender value and death benefit and may cause the policy to lapse. Loans are not considered income and are tax-free. Withdrawals and surrenders are tax-free up to the cost basis, provided the policy is not a modified endowment contract (MEC).

Insurance products issued by:
The Lincoln National Life Insurance Company

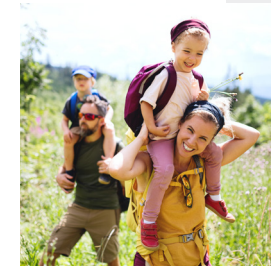
The true value of cash value

Permanent life insurance is invaluable, but let's talk specifically about the cash value associated with this solution. While you have total flexibility in how and when you access the cash value inside your policy, it is important to remember it will reduce the policy's values.¹ Some examples are:

1. Supplemental Retirement Plan (SRP)
2. Unexpected expenses
3. College funding
4. Gifting
5. Vacation



Cash value can grow your death benefit and increase the size of your legacy.



Cash flow effects

Cash flow from a properly designed life insurance policy² is not considered income in certain planning scenarios



Does not increase taxes



Has no effect on Social Security benefits



Has no effect on Medicare premiums

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²Life insurance policies can be structured a number of ways. Minimizing expenses may be an important consideration when deciding how to design a policy to not only provide valuable death benefit protection but to also provide potential cash flow. Many expenses in your policy are directly tied to the amount of death benefit. Premium flexibility may also be a factor. Each policy will have a limit to the amount of premium that can be paid. If you pay more than that premium then the policy becomes a Modified Endowment Contract (MEC), which may cause distributions from your policy to become taxable.

Add advantages to your financial checklist

We've already talked about the benefits of permanent cash value life insurance and how it can help you plan ahead for moments that matter. But how does life insurance compare to other financial products? Here's a snapshot of how it stacks up against various investments.

	Properly designed life insurance policy ¹	Taxable investment ²	401(k) and traditional IRA ³	Roth IRA ⁴	Municipal bonds ⁵
Funded with after-tax dollars	Yes	Yes	No	Yes	Yes
Tax-deferred growth	Yes	No	Yes	Yes	No
Income tax-free distributions ¹	Yes	No	No	Yes	Yes
No additional tax for early withdrawals	Yes ²	Yes	No	No	Yes
Withdrawals are subject to surrender charges or penalty	Yes	No	No	No	No
Will not increase tax expenses, Social Security taxation, or Medicare premiums	Yes	No	No	Yes	No
Income tax-free death benefits ³	Yes	No	No	No	No
IRS contribution limits	No	No	Yes	Yes	No

All investments and financial products differ in regard to features, benefits, costs, expenses and risks. A life insurance policy is a contract with a premium and a death benefit. Some policies offer cash value growth potential. Differing financial assets also experience different tax treatment. Consult your financial professional regarding any of these issues before making a purchase or investment decision.

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²A taxable investment, such as property, mutual funds and securities are subject to various tax rules and capital gains taxes. They are subject to risks, including loss of principal but may also gain in value. Their liquidity is subject to market conditions.

³401(k) contributions are pretax dollars with subsequent distributions taxed at an individual's tax rate at that time. If you are covered by a qualified retirement plan at work, traditional IRA contributions are fully deductible if your adjusted gross income is a maximum of \$64,000 for a single filer and up to \$103,000 for married filing jointly. Distributions are taxed at your existing tax rate and early withdrawals are subject to penalties.

⁴Contributions to a Roth IRA are from after-tax dollars. Distributions from a Roth IRA are income tax-free if they meet all requirements for a qualified distribution, including a 5-year waiting period, or the distribution is made to a beneficiary on or after the death of the individual), or it is a nonqualified distribution to the extent of after-tax contributions (basis) (IRC Sec. 408A).

⁵Interest earned on municipal bonds is generally tax-free, but some bonds may be subject to state or federal taxation. Also, some bonds may be subject to capital gains at the sale.

Life insurance that's easy from purchase to policy management

Lincoln has created processes that not only help you understand what you are getting before purchase, but also help you manage your policy after purchase. Partnering with your financial professional may help ensure that your policy continues to match your goals and needs throughout your life.

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

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Ready to learn more about adding performance-driven protection to your financial journey? Take the next step by talking with your financial professional. Don't have one? No problem! [Click here](#) to get connected to one.

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All guarantees and benefits of the insurance policy are subject to the claims-paying ability of the issuing insurance company. They are not backed by the broker-dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

Lincoln variable universal life insurance is sold by prospectuses. Carefully consider the investment objectives, risks, and charges and expenses of the policy and its underlying investment options. Prospectuses are available upon request and should be read carefully before investing or sending money. For current prospectuses, please call 800-444-2363 or go to www.LincolnFinancial.com.

Policy values will fluctuate and are subject to market risk and to possible loss of principal. Products, riders and features are subject to state availability. Limitations and exclusions may apply.

With life insurance, it is possible coverage will expire when either no premiums are paid following the initial premium, or subsequent premiums are insufficient to continue coverage.