

TALKING POINTS

BenefitAccess Rider (BAR) Enhancements

BAR. SAME RIDER. JUST BETTER.

Effective October 16, 2017 Prudential is enhancing the BenefitAccess Rider (BAR) on PruLife® Universal Protector and VUL Protector®. BAR has always enabled your clients to access their death benefit if they became chronically or terminally ill and met the terms of the rider. With the enhancements in place, the benefit is more flexible and can be used in more situations than ever before.

WHAT'S NEW ABOUT BAR?

The biggest enhancement is around the qualification requirements:

- ▶ Prior to October 16, individuals could only qualify for chronic illness benefits if they were certified as unlikely to recover.
- ▶ After October 16, individuals can also qualify for chronic illness benefits if they are expected to be chronically ill for at least 90 days, even if they are expected to eventually recover. Depending on the expected duration of the illness, an elimination period may apply.

HOW DOES THIS BENEFIT CLIENTS?

- ▶ Clients can use BAR in more situations.
- ▶ Clients who qualify will be able to access benefits, even if they are expected to recover.
- ▶ As always, clients can use the money for anything they choose—no receipts, no restrictions.

HOW IS CHRONIC ILLNESS DEFINED?

Being chronically ill means that the insured has been certified by a licensed health care professional as:

1. Being unable to perform (without substantial assistance from another individual) at least two activities of daily living for a period of at least 90 days due to a loss of functional capacity, or
2. Requiring substantial supervision for protection from threats to health and safety due to severe cognitive impairment.

This definition would include accidents and conditions where recovery is delayed, but eventually occurs.

For example, these conditions may include, but are not limited to:

- ▶ Serious automobile accidents
- ▶ Some brain and spinal cord injuries
- ▶ Some fractures and surgical procedures
- ▶ Any other medical condition that causes a chronic illness where recovery is expected

WHAT IS THE ELIMINATION PERIOD?

The new version of BAR can still offer benefit payments with no elimination period. Depending on the expected duration of the claim, an elimination period may apply. That determination is made at the time of claim.

Continued on the next page.

WHAT IS THE ELIMINATION PERIOD? (CONTINUED)

For Individuals Expected to Recover

If the insured is certified as chronically ill with an expectation that they will recover from the condition (and all other conditions of eligibility are met), a 90-day elimination period will apply. The elimination period is 90 consecutive calendar days and begins on the day Prudential receives written certification that the insured is chronically ill. The insured can expect benefit payments to begin following the elimination period.

For Individuals Unlikely to Recover

If the insured is certified as chronically ill and not likely to recover from their chronic illness condition (and all other conditions of eligibility are met), benefit payments will begin promptly after Prudential approves the claim—no elimination period will apply.

Please note: Both individuals expected to recover and those not expected to recover will need to be re-certified on an annual basis.

WILL THE APPLICATION PROCESS BE IMPACTED?

The application process and supplemental BAR underwriting questions will not change.

IS THERE A CHANGE IN PRICE?

The cost of BAR has increased modestly to reflect the more flexible design. The increase in BAR price depends on the age, gender, and underwriting class of the insured.

WHICH PRODUCTS WILL OFFER THE ENHANCED BAR?

Starting October 16, 2017, the enhanced BAR will be available on the following products:

- ▶ PruLife Universal Protector
- ▶ VUL Protector

We will continue to offer the current version of BAR on all other products that offer the rider. Eventually, the enhanced version will be made available on those products as well.

Please Note: Availability of the enhanced version of BAR on VUL Protector is contingent on the Securities and Exchange Commission (SEC) completing the review of the revised rider and prospectus.

WHAT ARE THE KEY DATES?

October 16, 2017 is the “Ready to Sell” Date. On this date, the new version of BAR will be in effect on those products where states have approved it and changes will be reflected in our sales illustration system. States that approve the re-pricing after October 16, 2017 will have their “Ready to Sell Date” and “Transition Period End Date” adjusted.

As with prior product revisions, a transition period will apply, allowing clients to choose the older version of BAR, if desired. Detailed transition rules will be communicated separately, prior to launch.

Need More Information or Help Starting the Chronic Illness Conversation?

Contact your local wholesaler or call our national sales desk at 1-800-800-2738, option 1.

The BenefitAccess Rider is an optional rider that accelerates the life insurance death benefit when the insured is terminally ill or is chronically ill and otherwise meets the terms of the rider. It is not Long-Term Care (LTC) insurance. Benefits received under the rider will reduce and may deplete the death benefit. Electing the BenefitAccess Rider results in an additional charge and underwriting requirements. Some benefit payments may be subject to a fee. Other terms and conditions apply and can vary by state. Clients should consult their tax and legal advisors.

PruLife Universal Protector and VUL Protector are issued by Pruco Life Insurance Company in all states except New York, where it is issued by Pruco Life Insurance Company of New Jersey. VUL Protector is offered through Pruco Securities, LLC (member SIPC). All are Prudential Financial companies located in Newark, NJ.

Your client should consider the investment objectives, risks, and charges and expenses carefully before investing in the contract, and/or underlying portfolios. The prospectus and, if available, the summary prospectus contain this information as well as other important information. A copy of the prospectus(es) may be obtained by contacting your Prudential Life Wholesaler or from prudential.com. Your clients should read the prospectus carefully before investing.

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