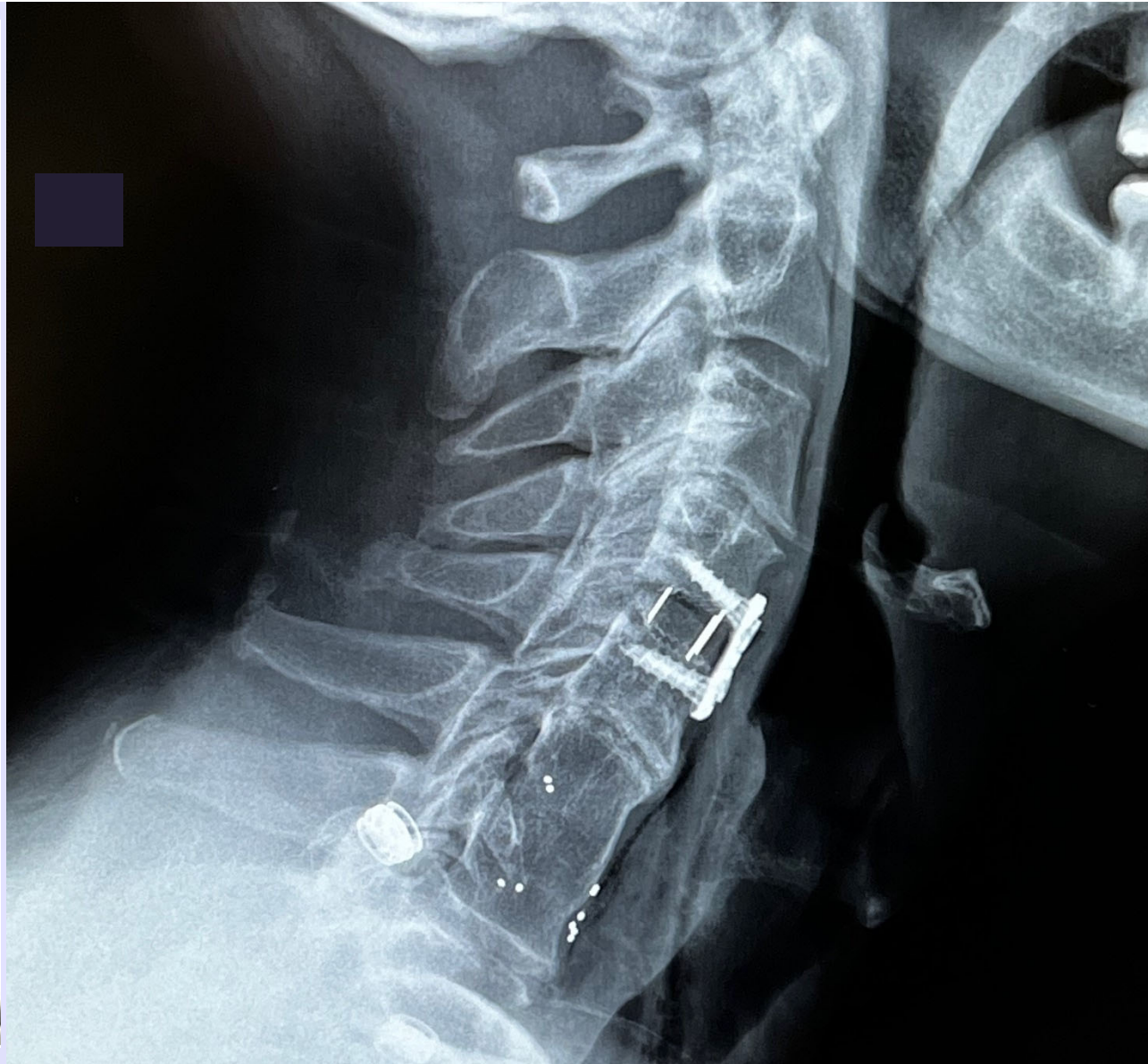
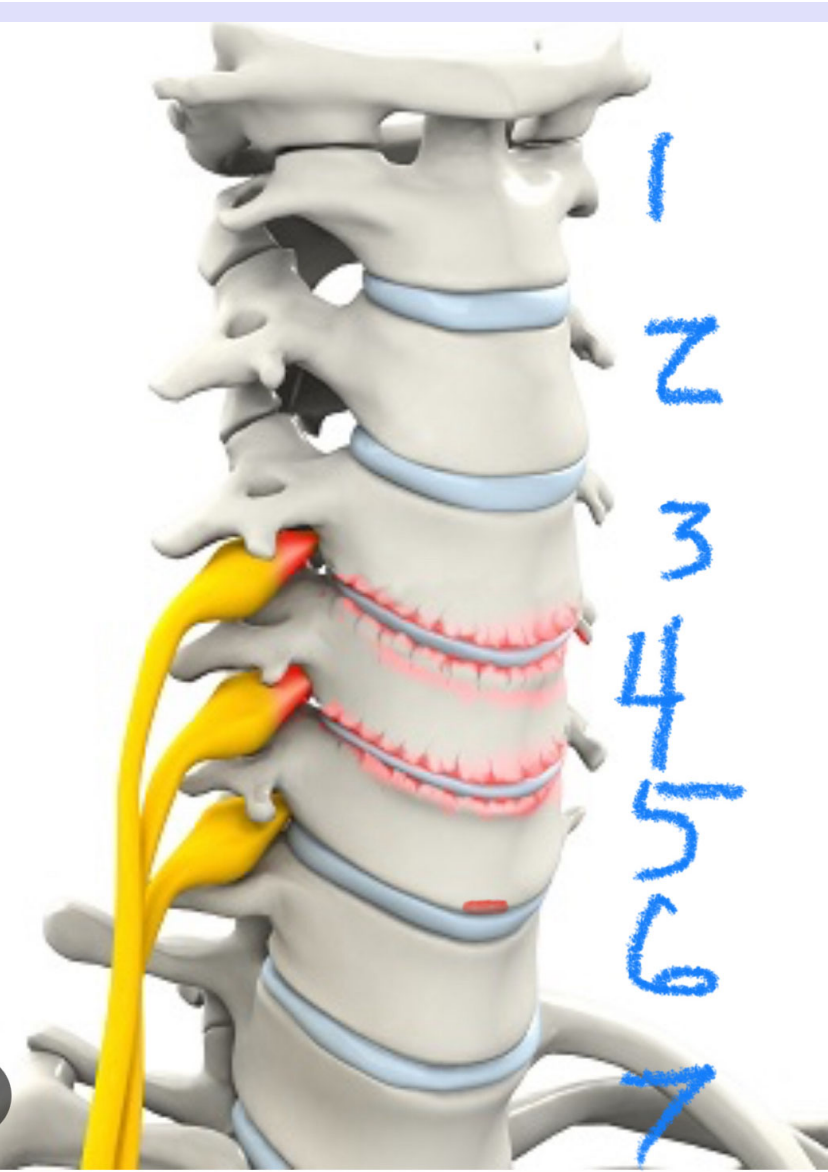




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A decorative graphic consisting of a large, dark purple sphere in the foreground and a smaller, lighter purple sphere floating above it, set against a background of a purple gradient with a large, dark purple arc.

What Goes Up... Must Come Down

Little-Known Index Concepts

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Examples used throughout this presentation are intended to be broad overviews designed to convey some basic concepts. Nothing contained herein should be construed as advice or a recommendation. All of the examples and outcomes are hypothetical and are not intended to represent any specific persons' situation or assure any particular outcome.

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Instead, this presentation focuses extensively on Indexing concepts. Primarily, how Caps and Floors work when applied to hypothetical volatility.

Please note that the comparisons ignore the basic costs of the life insurance policies, including monthly policy fees, premium expense loads, rider charges, cost-of-insurance charges, and other policy costs, as well as any taxation or tax reporting associated with any transactions.

The intent of this presentation is to focus on “how indexing works” conceptually, independently of these other policy elements.

The hypothetical examples do not represent any particular investment, product, market or index.

The more you can understand about how indexing works conceptually in a volatile environment, the better you’ll understand how Index Universal Life Insurance works when the principles of indexing are applied within an Index Universal Life Insurance policy.

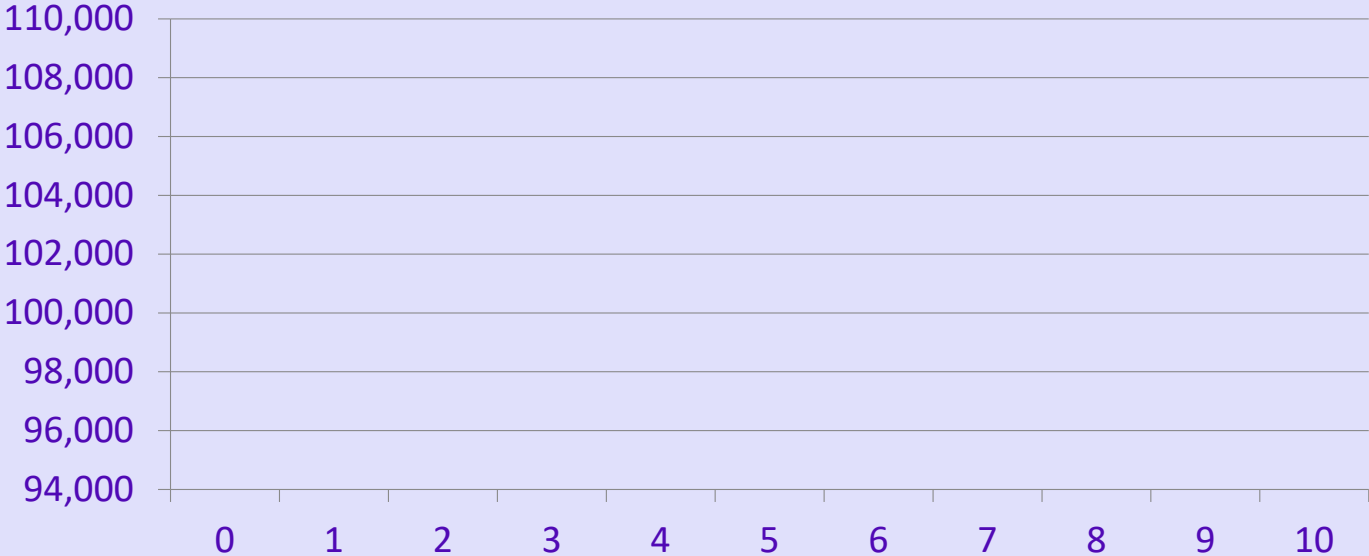
How Indexing Works



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Understanding Indexing Concepts

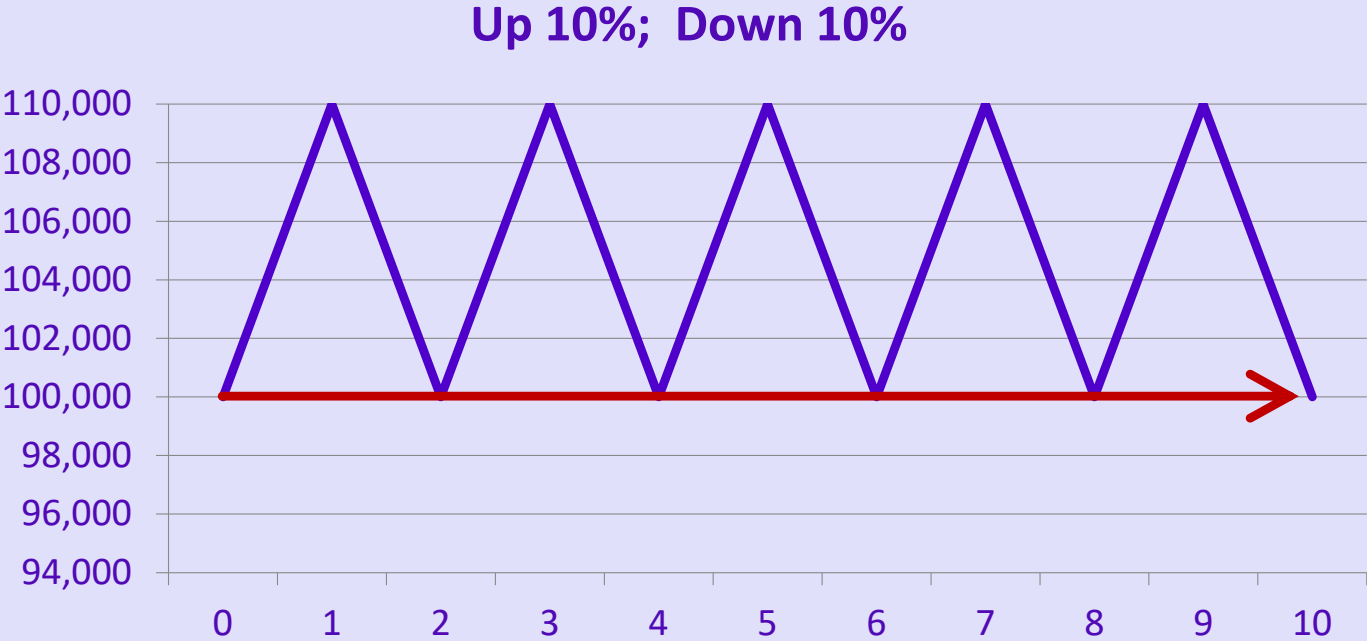
Up 10%; Down 10%



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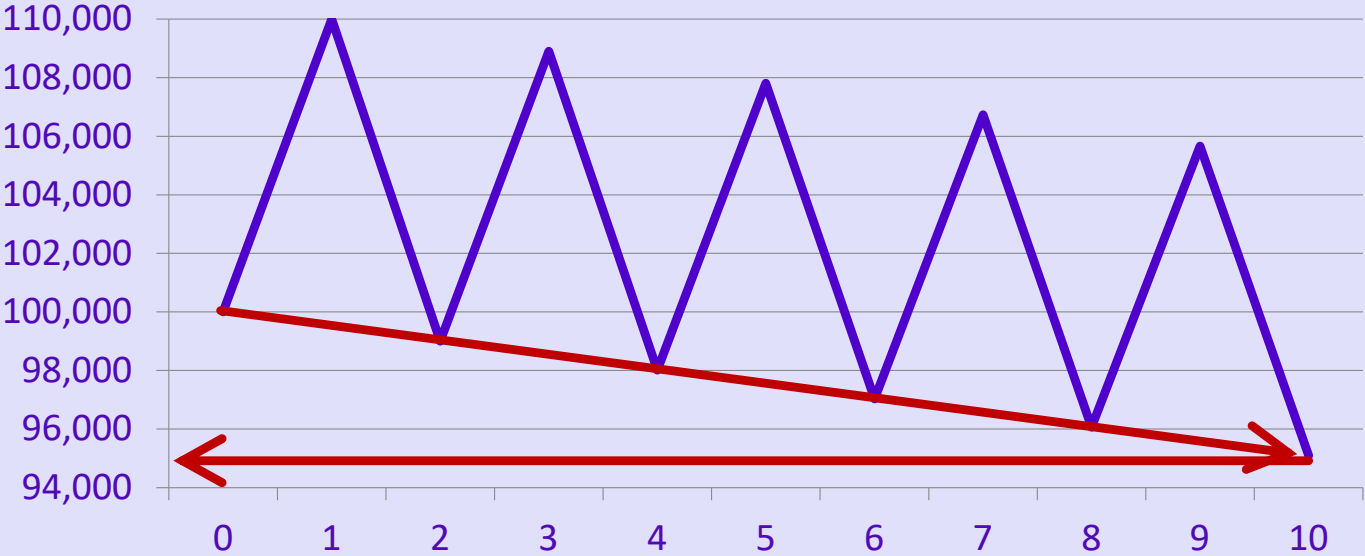
Understanding Indexing Concepts



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Understanding Indexing Concepts

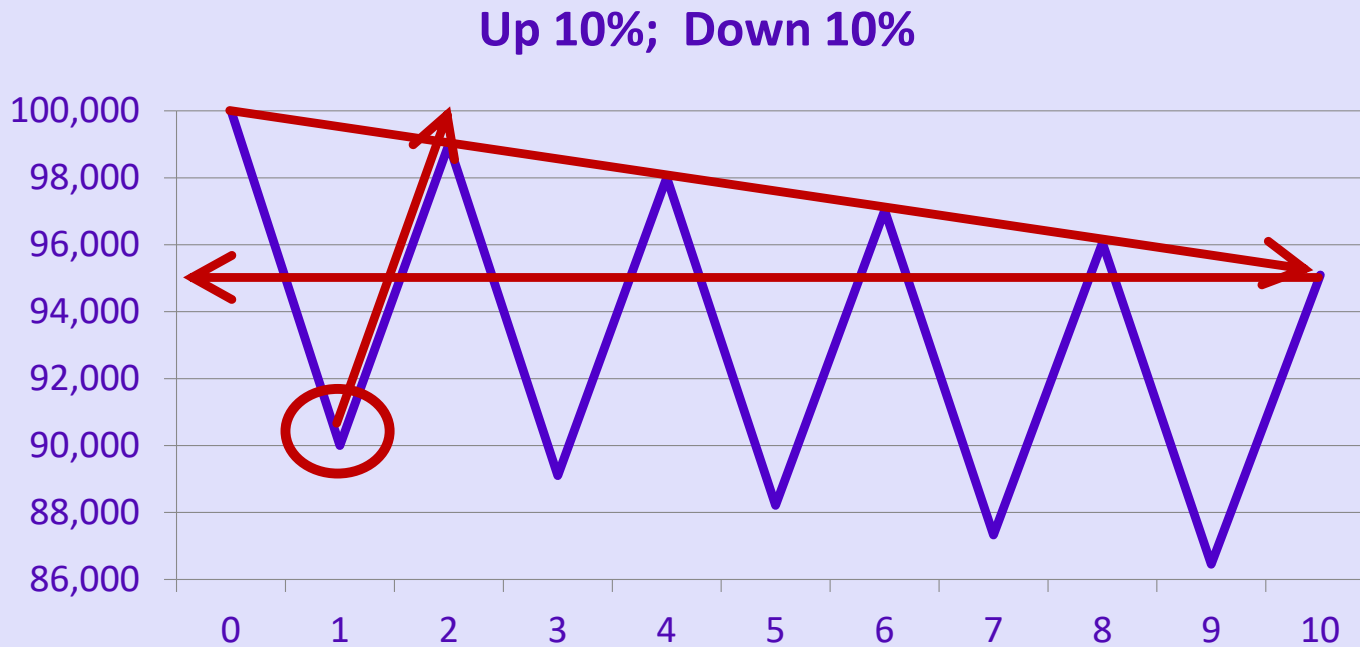
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Understanding Indexing Concepts

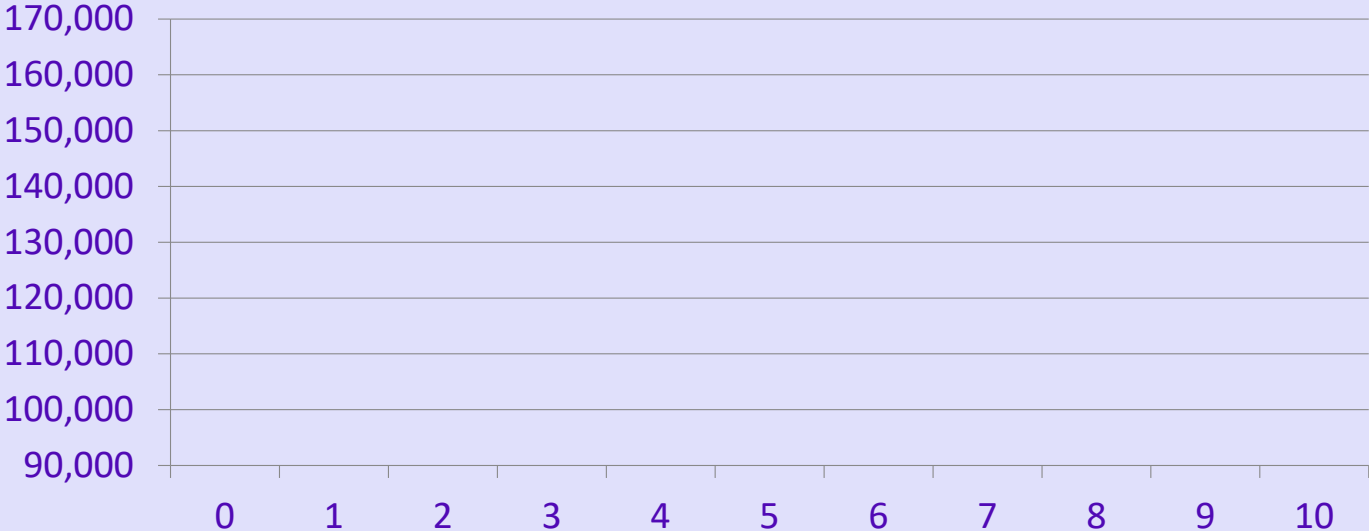


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Understanding Indexing Concepts

Up 10%; Down 10% -- **with a 10% Cap and 0% Floor**



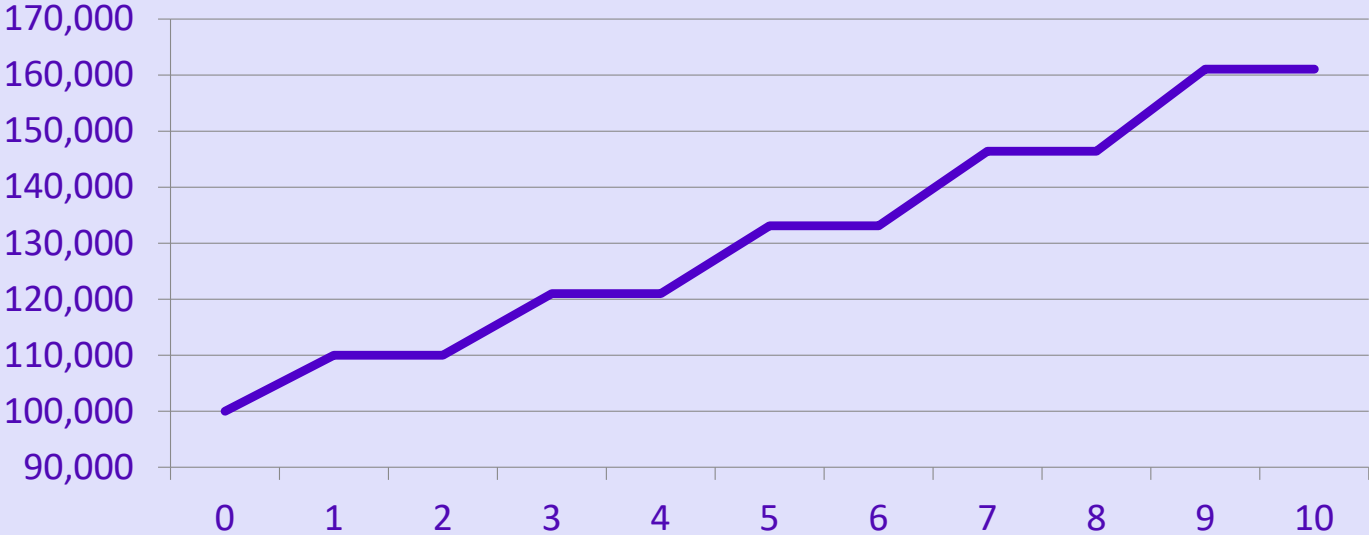
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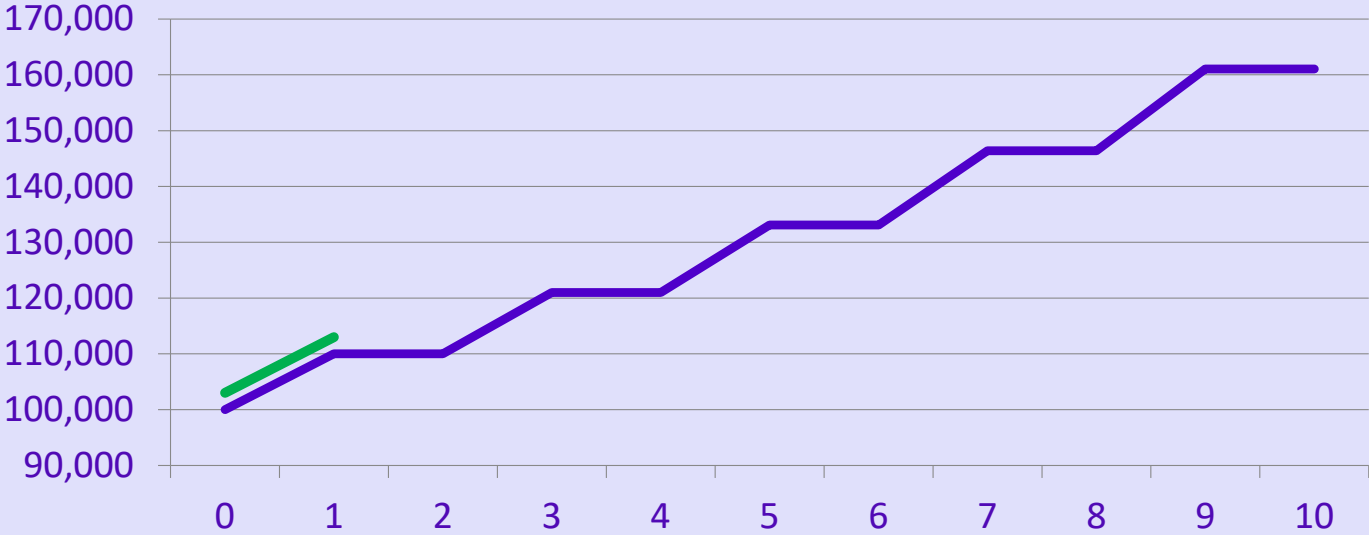


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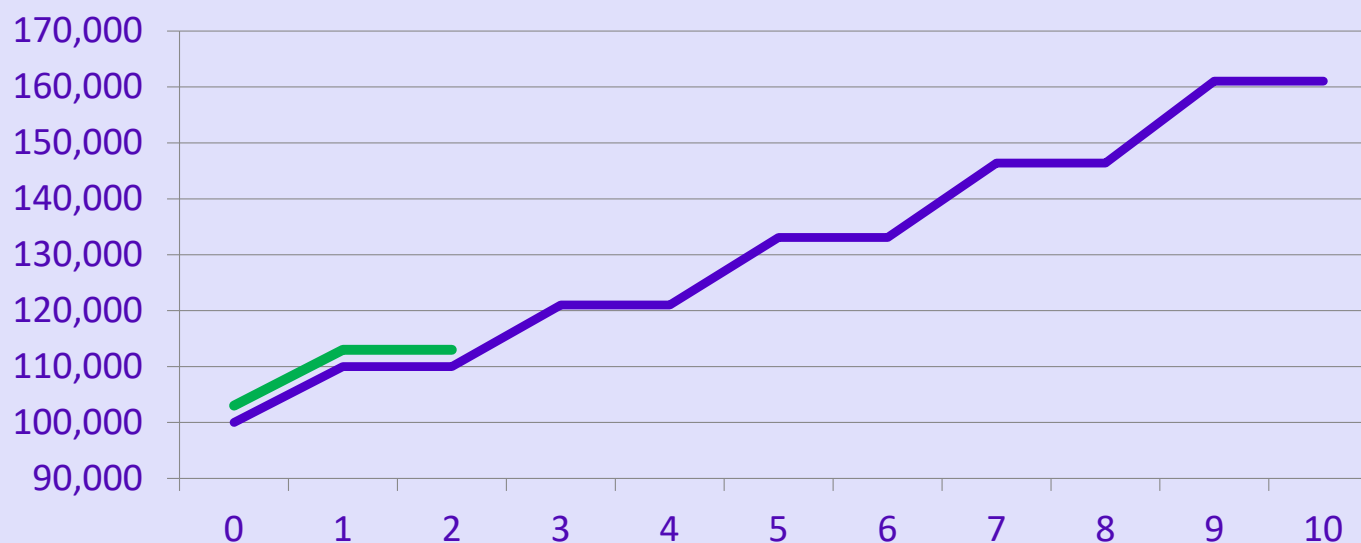


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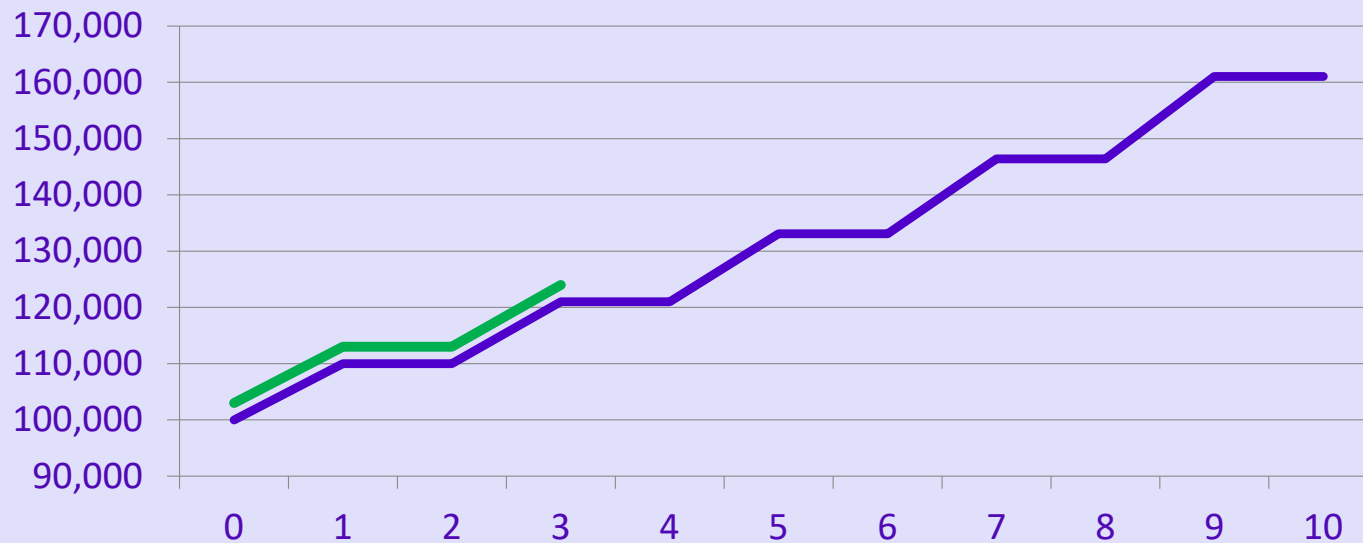


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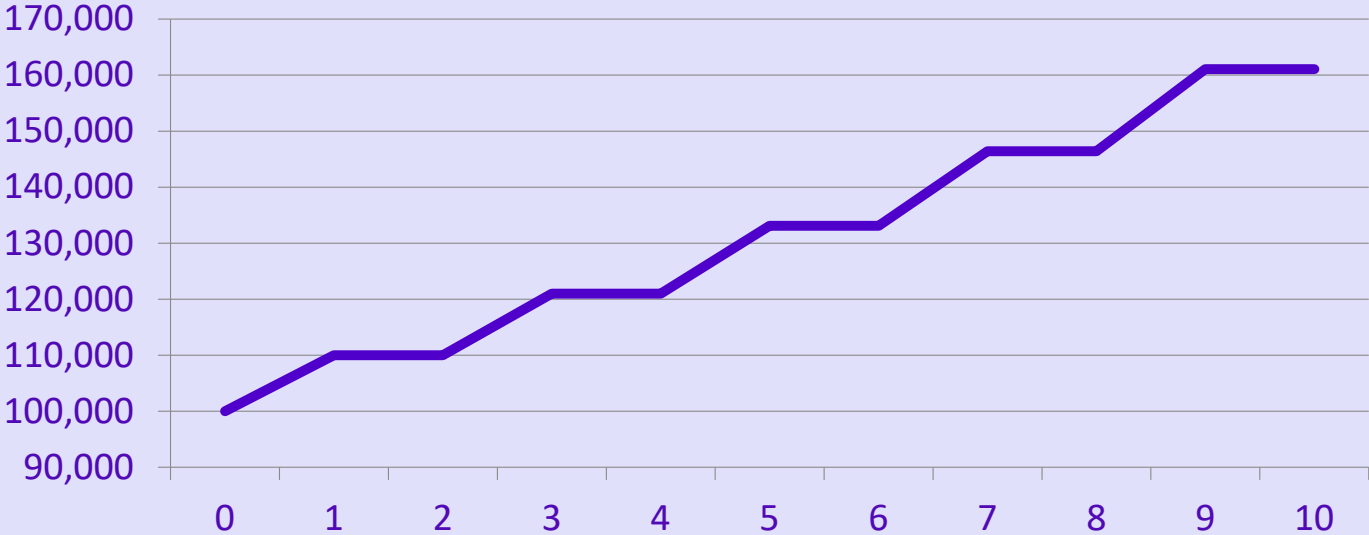


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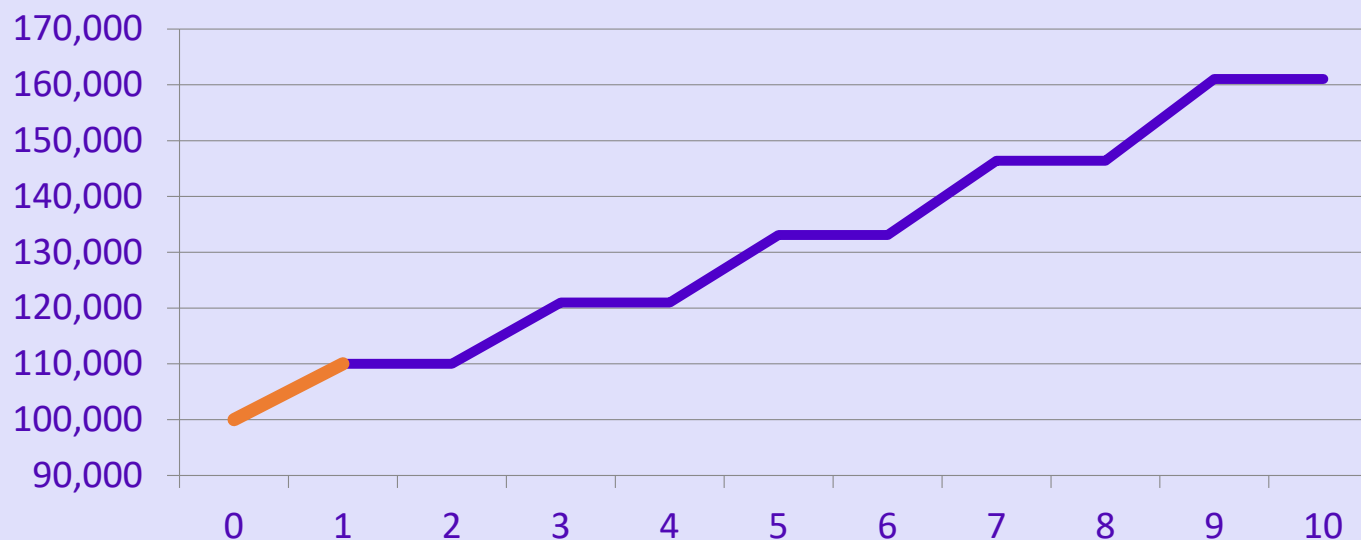


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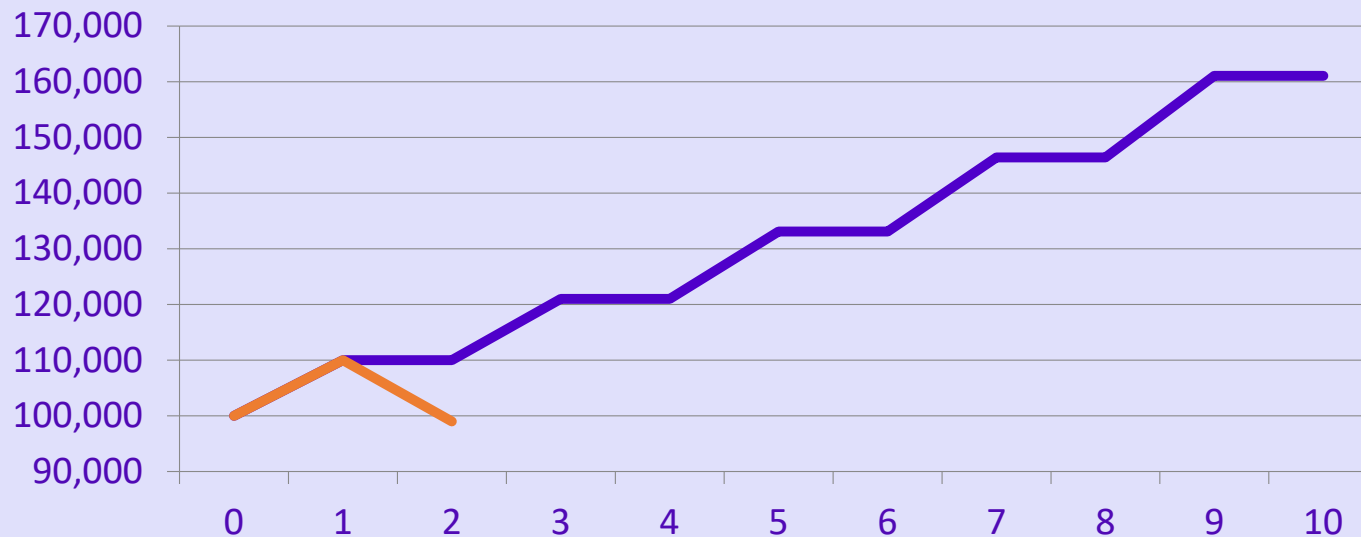


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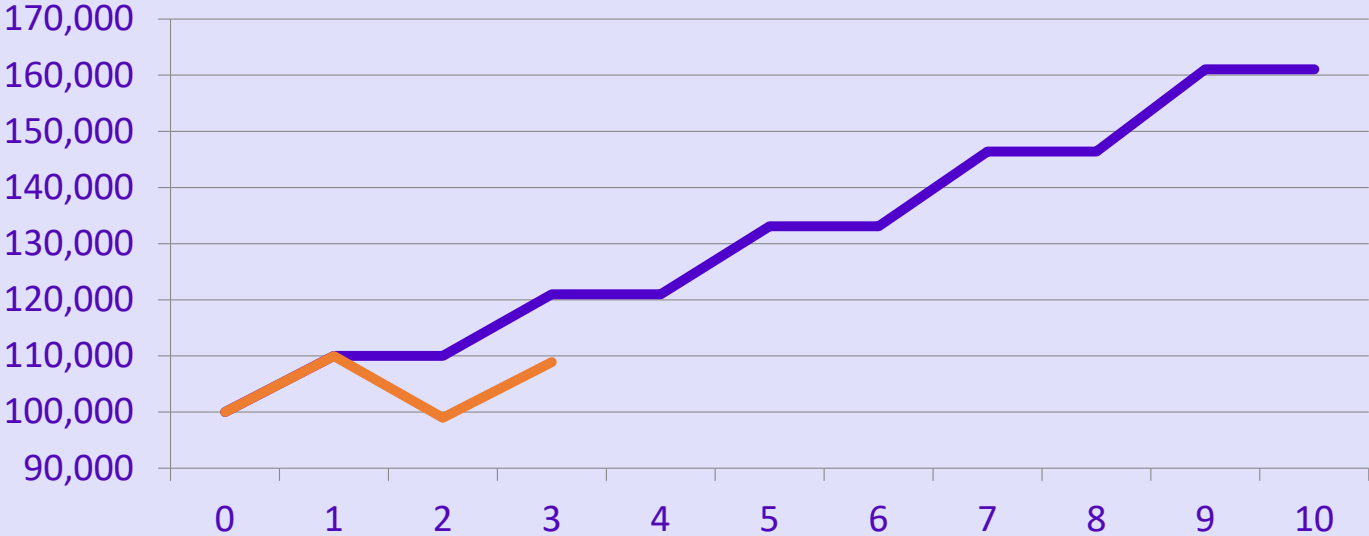


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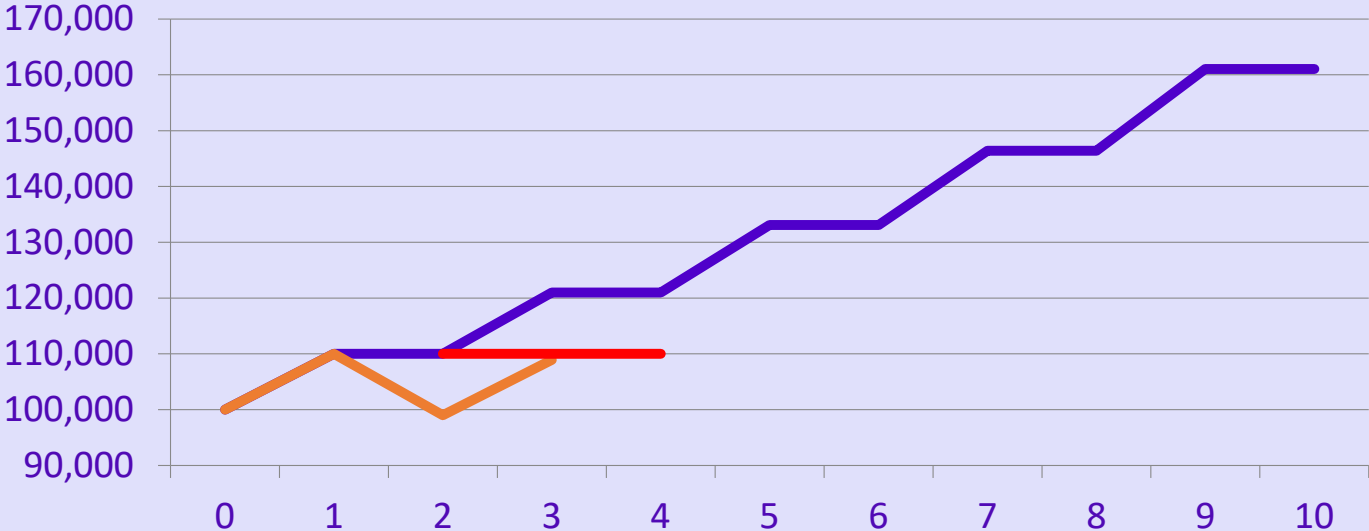


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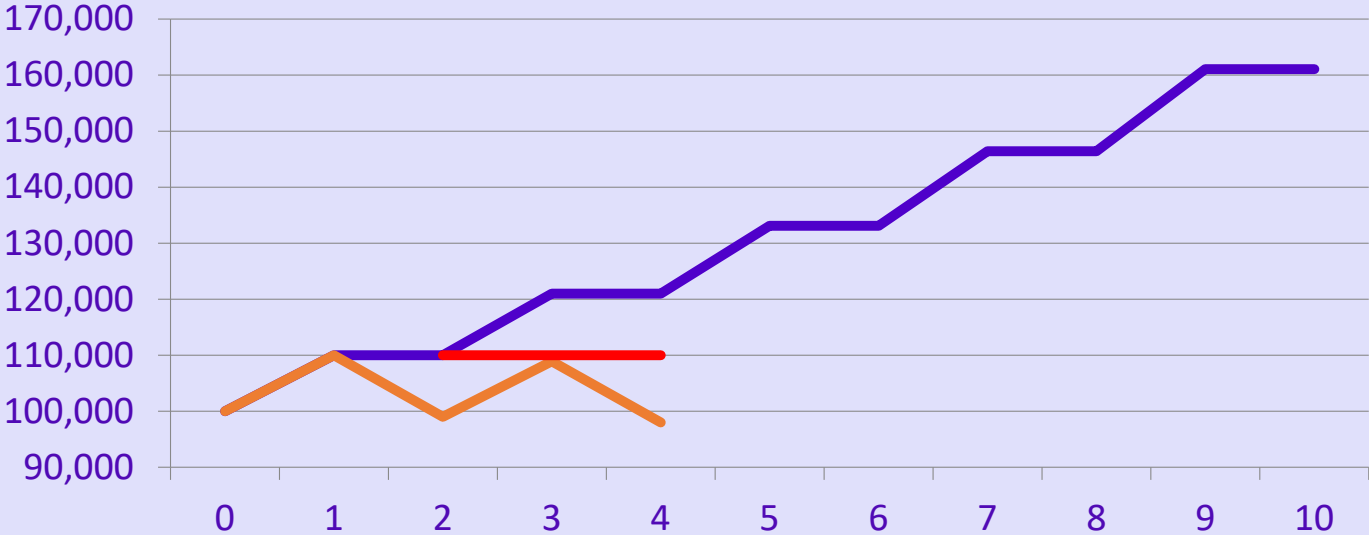


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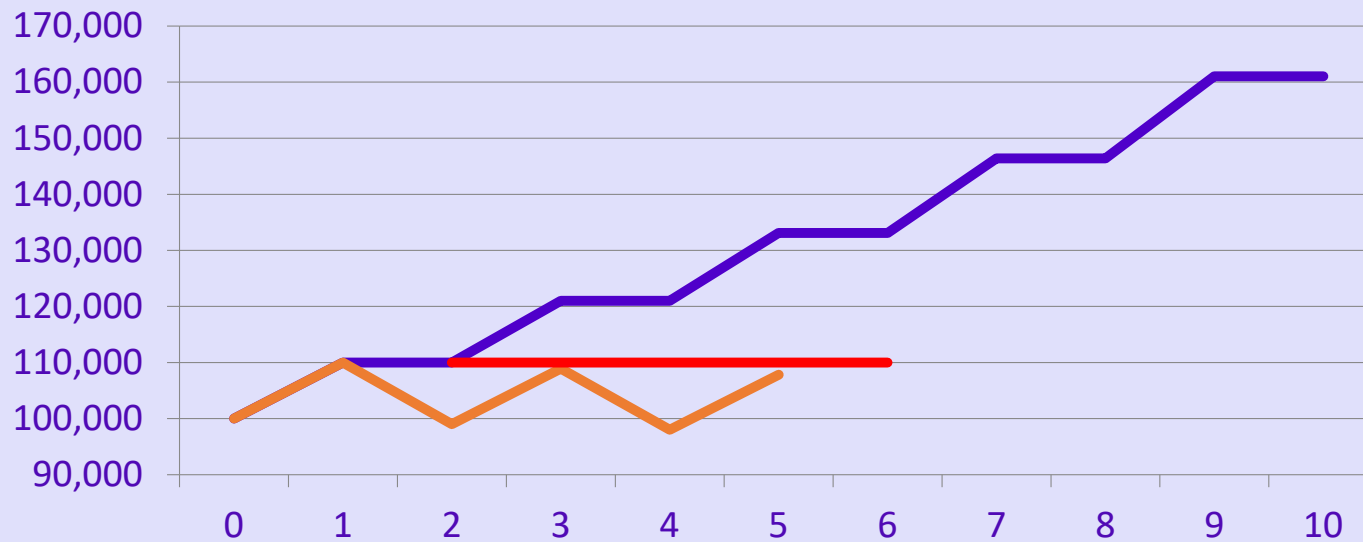


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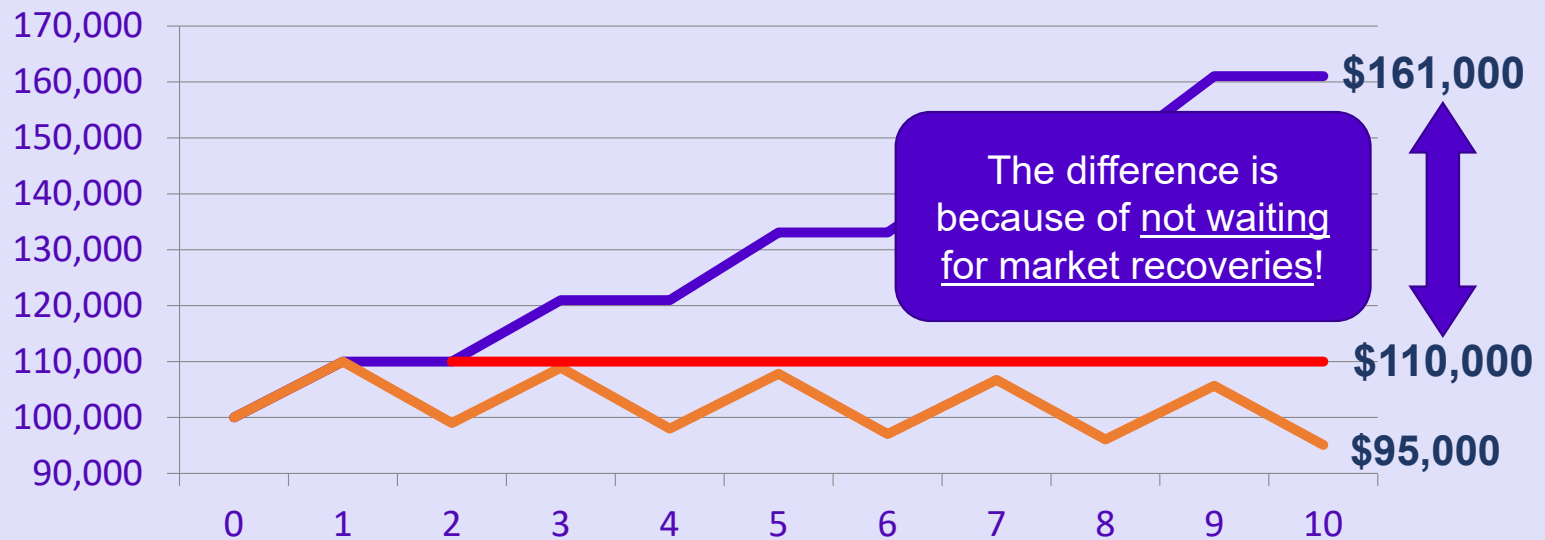


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Key Take-Aways

Know the WHOLE story... Not HALF of the story!

1. Upside Market Potential; No Downside Market Risk
- 2. NO WAITING FOR MARKET RECOVERIES**

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Remember:

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