



Protection UL

Talking points

Our new Protection UL can offer a lifetime of affordable security, some of the lowest premiums in the industry, competitive cash value potential, and extended guarantees¹ to life expectancy and beyond. The following talking points can help you determine if a Protection UL policy is the best solution for your clients.

Why you should choose Protection UL over Guaranteed UL

While Guaranteed UL (GUL) products are attractive for many clients, a Protection UL policy is often a better fit and can offer more value. With the new Protection UL, your clients will benefit from:

- Some of the lowest premiums on the market, which can translate to a higher internal rate of return than GUL, meaning clients get the most death benefit value for their dollar
- An even longer no-lapse guarantee, often extending to life expectancy and beyond
- Competitive cash value accumulation potential when compared to GUL policies
- The flexibility to change funding after issue, as well as an opportunity for lower premiums if crediting rates increase
- LifeTrack, an optional and complimentary first-of-its-kind policy-management service to help clients stay on track to meet their insurance goals.

Protection UL is a stable product even in challenging times

Protection UL has delivered consistent customer value since launching in 2011:

- Customers can benefit from John Hancock's institutional investment expertise in both fixed income and alternative long-duration assets.

- Alternative assets include investments like commercial real estate, farmland, and timberland, which can provide consistently stronger results and have helped us maintain a more stable credit-ing-rate history than a portfolio exclusively allocated to fixed income investments.

Additional living benefits deliver even more value on Protection UL

When you enhance a Protection UL policy with our popular living benefit riders your clients will have coverage for today and tomorrow, along with more motivation and support for healthy living.

- **The Critical Illness Benefit rider²**
Offers your clients a lump-sum, income tax-free payment that's separate from — and in addition to — their life insurance benefit.³ This living benefit can help protect them throughout their working years from the financial burdens associated with a covered critical illness event such as heart attack, certain types of cancer or stroke.
- **The Long-Term Care rider⁴** allows policy owners to accelerate their death benefit to help pay for long-term care expenses, should the need arise. Any portion of the death benefit not used to cover these expenses remains in the policy, and remains as part of the death benefit for your clients' beneficiaries.
- **The John Hancock Vitality Program**
Your clients can significantly lower their premiums⁵ (sometimes by as much as 15%), while earning additional rewards and discounts by simply living a healthy life.⁶ In fact, the more they participate, the more they can save.

Protection UL is great for a variety of clients — from business owners to those with estate planning needs

Protection UL has a variety of applications designed for business owners and clients with estate planning needs

- Protection UL can provide liquidity to pay estate taxes and final expenses, equalize an estate among beneficiaries, and/or enhance the legacy left to your clients' loved ones.
- Since Protection UL is so affordable, it's a great choice for funding the buyout of a business via a buy-sell arrangement.
- The product can also be used for key person coverage and in corporate split dollar arrangements.
- For certain financing applications including private split dollar and premium financing, Protection UL's Return of Premium rider provides the policy owner with an additional insurance amount equal to a percentage of the premium paid (up to 100%). This is particularly useful in financing cases and can help ensure that there is sufficient death benefit to repay the loan and provide a benefit to the insured's heirs.

For more information, call your regional **John Hancock Sales Representative** or **National Sales Support** at **888-266-7498, option 2.**

1. Protection UL policies automatically include a no-lapse guarantee called Death Benefit Protection. This feature guarantees that the policy will not default, even if the cash surrender value falls to zero or below, provided that the Death Benefit Protection Value remains greater than zero and policy debt never exceeds the Policy Value. Once terminated, the Death Benefit Protection feature cannot be reinstated. See the producer guide for additional details. Life expectancy calculations are based on 2008 VBT mortality table.

2. The Critical Illness Benefit Rider provides a one-time, lump-sum benefit for covered critical illnesses subject to eligibility requirements. The benefit will not be paid for critical illnesses initially diagnosed before the rider effective date or during the waiting period. The rider is not available in all states and state variations may apply.

3. John Hancock anticipates that the Critical Illness Benefit paid under this rider will generally be excludable from income under Internal Revenue Code Section 104(a) (3). However, the benefit may not qualify for this exclusion with certain third-party ownership arrangements. John Hancock will treat the monthly rider charges as distributions from the life insurance policy for federal income tax purposes, and thus such charges may be includable in your clients' taxable income if the policy is a MEC or the cost basis is less than the rider charges. If the policy is a MEC, a 10% penalty tax may also apply to the amount includable in income.

4. The Long-Term Care (LTC) rider is an accelerated death benefit rider and may not be considered long-term care insurance in some states. There are additional costs associated with this rider. The Maximum Monthly Benefit Amount is \$50,000. When the death benefit is accelerated for long-term care expenses, it is reduced dollar for dollar, and the cash value is reduced proportionately. Please go to JHSalesHub.com to verify state availability.

5. Premium savings are in comparison to the same John Hancock policy without the John Hancock Vitality Program. Annual premium savings will vary based upon policy type, the terms of the policy, and the level of the insured's participation in the Vitality program.

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Insurance policies and/or associated riders and features may not be available in all states. Some riders may have additional fees and expenses associated with them.

Vitality is the provider of the John Hancock Vitality Program in connection with the life insurance policy and Healthy Engagement Rider.

Premium savings will apply based on the Vitality Status attained by the life insured. Paying a premium amount that differs from an originally illustrated amount could reduce the duration of the policy's Death Benefit Protection feature or impact other features of the policy.

Rewards and discounts are subject to change and are not guaranteed to remain the same for the life of the policy.

Guaranteed product features are dependent upon minimum premium requirements and the claims-paying ability of the issuer.

Insurance products are issued by John Hancock Life Insurance Company (U.S.A.), Boston, MA 02116 (not licensed in New York) and John Hancock Life Insurance Company of New York, Valhalla, NY 10595.

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