



Product Guide

# PROTECTIVE<sup>®</sup> STRATEGIC OBJECTIVES II VUL

## Variable Universal Life Insurance

Investment and insurance products are:

- Not FDIC insured
- Not insured by any federal government agency
- Not a deposit or other obligation of, or guaranteed by, the bank or any of its affiliates
- Subject to investment risks, including possible loss of the principal amount invested

Protective refers to Protective Life Insurance Company.





## Strong growth potential and lifetime protection

Life insurance provides financial protection for your loved ones. But it's also a flexible tool with benefits you can use during your lifetime to help build the future you want.

Protective® Strategic Objectives II Variable Universal Life (VUL) is designed to provide death benefit coverage and help you prepare for retirement. It can help you grow tax-deferred cash value over time that you can use to supplement retirement income. And our planning program will help you stay on track. Protective Strategic Objectives II Variable Universal Life can be an important part of your overall financial plan, today and tomorrow.

## Protect your loved ones

Life insurance is about protection, providing security for your loved ones, helping ease their financial burdens should something happen to you.

### Death benefit coverage

In the event of your death, the income tax-free death benefit<sup>1</sup> from your Protective Strategic Objectives II VUL policy will be paid directly to your beneficiaries to help them replace your income and maintain their standard of living. It may also help cover burial and final expenses, as well as other recurring or future expenses. You can increase your policy's face amount after the first policy year (subject to underwriting), or decrease the face amount after the third policy year, without having to buy new coverage if your needs change.

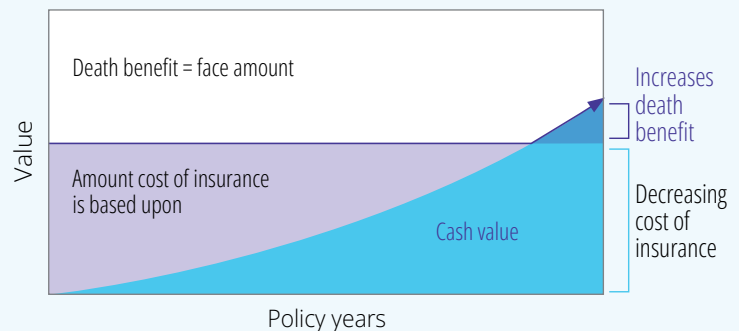
### Choice of death benefit

Depending on whether you want potential cash value growth to lower your cost of insurance or increase your death benefit over time, you have the choice of a level (unchanging) death benefit or an increasing death benefit. The cost of insurance is the amount you pay each month for your base policy (a policy with no additional riders or benefits) and is based on the difference between your death benefit and your cash value.

#### Option A (Level)

A level death benefit is generally less expensive over time, and upon your death provides your beneficiaries the face amount of the policy as the death benefit. As cash value grows, the cost of insurance decreases. What's more, the death benefit actually increases if cash value exceeds the level face amount of the policy.

#### Level death benefit

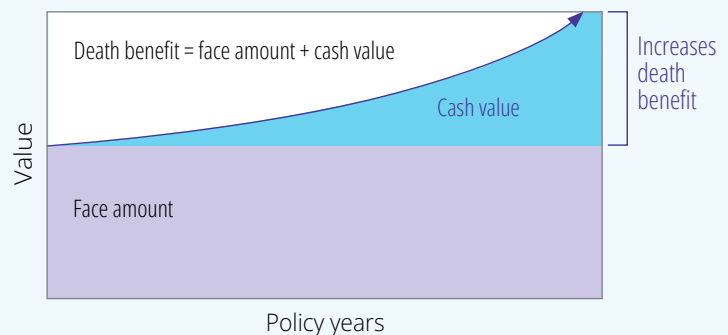


#### Option B (Increasing)

With an increasing death benefit, cash value growth does not lower the cost of insurance.

Instead, cash value is added to the face amount of the policy as the death benefit.

#### Increasing death benefit



<sup>1</sup>The tax treatment of life insurance is subject to change. Neither Protective Life Insurance Company nor its representatives offer legal or tax advice. Purchasers should consult with their attorney or tax advisor regarding their individual situation.

## Built-in and optional lapse protection<sup>2</sup>

Market volatility can have a significant effect on surrender value, or the amount you receive when the policy is cancelled. Especially during the early years of the policy, surrender value may not be sufficient to cover monthly charges and deductions, and the policy can lapse. Because you want the assurance of continued protection and income for loved ones, Protective Strategic Objectives II VUL offers two options for lapse protection.

### Lapse protection endorsement

This built-in provision offers short-term lapse protection and remains in effect for a specified period of time based on the insured's age when the policy is issued. It is available at no additional cost.

Insured's age	Lapse protection period (in years)
0-49	20
50-64	Guaranteed to age 70
65-80	5

### Extended No-Lapse Guarantee

This optional rider guarantees the policy death benefit will remain in force for the duration of the guarantee up to age 121 and does not cover cash or surrender value. It is only available at issue for an additional cost on level death benefit policies.

### Premium flexibility

Because our lives are always changing and financial needs vary widely, flexibility is a must. Protective Strategic Objectives II VUL offers premium flexibility.<sup>3</sup> You can make unscheduled premium payments to repay policy loans or contribute to cash value, subject to certain minimums and limitations. As your life and budget change, you may decide later on to pay higher premiums to grow more cash value. This can be advantageous if you expect your income to grow.

<sup>2</sup> Lapse protection does not guarantee any cash or surrender value. Failure to make premium payments as planned may cause the policy to lose lapse protection, and premiums required to restore it could be significantly higher. Payment of the premium required to maintain the lapse protection does not guarantee that the policy will remain in force after the end of the lapse protection period. Additional premium payments may be required after the lapse protection period ends. Refer to the product prospectus, contract, and endorsements for complete terms, conditions and limitations.

<sup>3</sup> Unplanned premium payments must be at least \$150 per transaction (\$50 if paid monthly by a pre-authorized payment arrangement). Protective Life reserves the right to limit the amount of any premium payment. In addition, aggregate premiums paid under a policy may not exceed limitations for life insurance policies as set forth in the Internal Revenue Code. Please see the product prospectus for more detailed information.

## Grow your earnings tax deferred

### Grow accessible cash value on a tax-deferred basis

In addition to providing a death benefit, Protective Strategic Objectives II VUL lets you allocate to the variable account, fixed account or both to help grow tax-deferred cash value.<sup>4</sup> Investments to the variable account are not guaranteed to grow and can lose money.

### The variable account

The policy's variable account gives you access to a wide variety of highly rated investment options that emphasize quality, performance track record and top fund managers. Other investment features include:

- Model portfolios
- Portfolio rebalancing
- Dollar-cost averaging (DCA)

The variable account is subject to the performance of your selected variable universal life investment options. There are investment risks, including the potential loss of principal. Should performance be unfavorable, cash value will decrease, and monthly deductions will increase.

### The fixed account

Allocations to the fixed account are credited with a declared annual interest rate that will never be less than the minimum guaranteed by your policy.

You can make transfers among the investment options in the variable account or between the variable account and fixed account, subject to certain conditions. Transfers can help you maintain your preferred level of diversification as your assets grow at different rates of return. Protective reserves the right to limit the number of transfers per policy year.

Learn more in the Investment Options Guide and the product prospectus.

### Policy value credit

Beginning after the 6th policy year, Protective may apply a monthly credit to your cash value. When applied, it is consistent with your current allocation instructions and is based on the "un-loaned" policy value amount at that time. Please see the product prospectus for more information.

<sup>4</sup>The tax treatment of life insurance is subject to change. Neither Protective Life Insurance Company nor its representatives offer legal or tax advice. Please consult with your attorney or tax advisor regarding your individual situation before making any tax-related decisions.

## Make your policy work for you, now and later

Use the cash value you grow to supplement your retirement income or for unexpected expenses.

### Retirement planning

Because Protective Strategic Objectives II VUL provides protection and tax-deferred cash value growth potential, your policy can be part of a life insurance retirement plan strategy for supplementing your retirement income. Sufficient funding of the policy, combined with market performance, can help grow your cash value.

### Tax-advantaged loans and withdrawals

To meet or help cover life's unexpected expenses, you can access your cash value through loans and withdrawals once your policy's cash value is sufficient. Withdrawals and loans can be made anytime after the first policy year and can potentially be tax free.<sup>5</sup> Loans and withdrawals must be a minimum of \$500 and may impact your policy's death benefit and in-force status.

<sup>5</sup> Though interest is charged on loans, in general, loans are not taxable. Withdrawals are taxable to the extent they exceed basis in the policy. Loans outstanding at policy lapse or surrender before the insured's death will cause immediate taxation to the extent of gain in the policy. Unpaid loans and withdrawals reduce cash values and policy benefits. The tax treatment of life insurance is subject to change. Neither Protective Life nor its representatives offer legal or tax advice. Please consult with your legal or tax advisor regarding your individual situation before making any tax-related decisions.





## Overloan protection benefit

It's important to carefully consider the impact withdrawals and loans will have on the cash value and death benefit of your policy. Policy gains related to any outstanding loan balances could be taxed if the policy lapses or you surrender the policy prior to your death.

Overloan protection helps ensure that withdrawals and loans remain tax advantaged as intended. With this benefit, your policy will not lapse, and the minimum death benefit will be \$10,000 under the following conditions:

- The policy has been in force for at least 20 years.
- The insured is at least 65 years old.
- Withdrawals in an amount equal to the total premiums paid have been taken.
- The policy debt is at least 95% of the cash value.
- The policy debt exceeds the face amount of the policy.

There are other conditions that must be met before invoking this benefit; restrictions and a one-time charge apply. Please see the product prospectus for more information.



## More about Protective Strategic Objectives II VUL

### Important details on how the policy works and what you can expect

When you apply for a Protective Strategic Objectives II VUL policy, you are placed in an underwriting category — a classification based on your current health and insurance risk factors that determines your policy rates. The policy also has defined issue ages:

Juvenile	Select Preferred	Preferred	Non-Tobacco	Tobacco
0-17	18-75	18-80	18-80	18-80

The minimum policy face amount (death benefit) is \$100,000. You can allocate to the variable account, fixed account or a combination of both. If you need to access your policy's cash value after the first policy year, the minimum withdrawal is \$500.

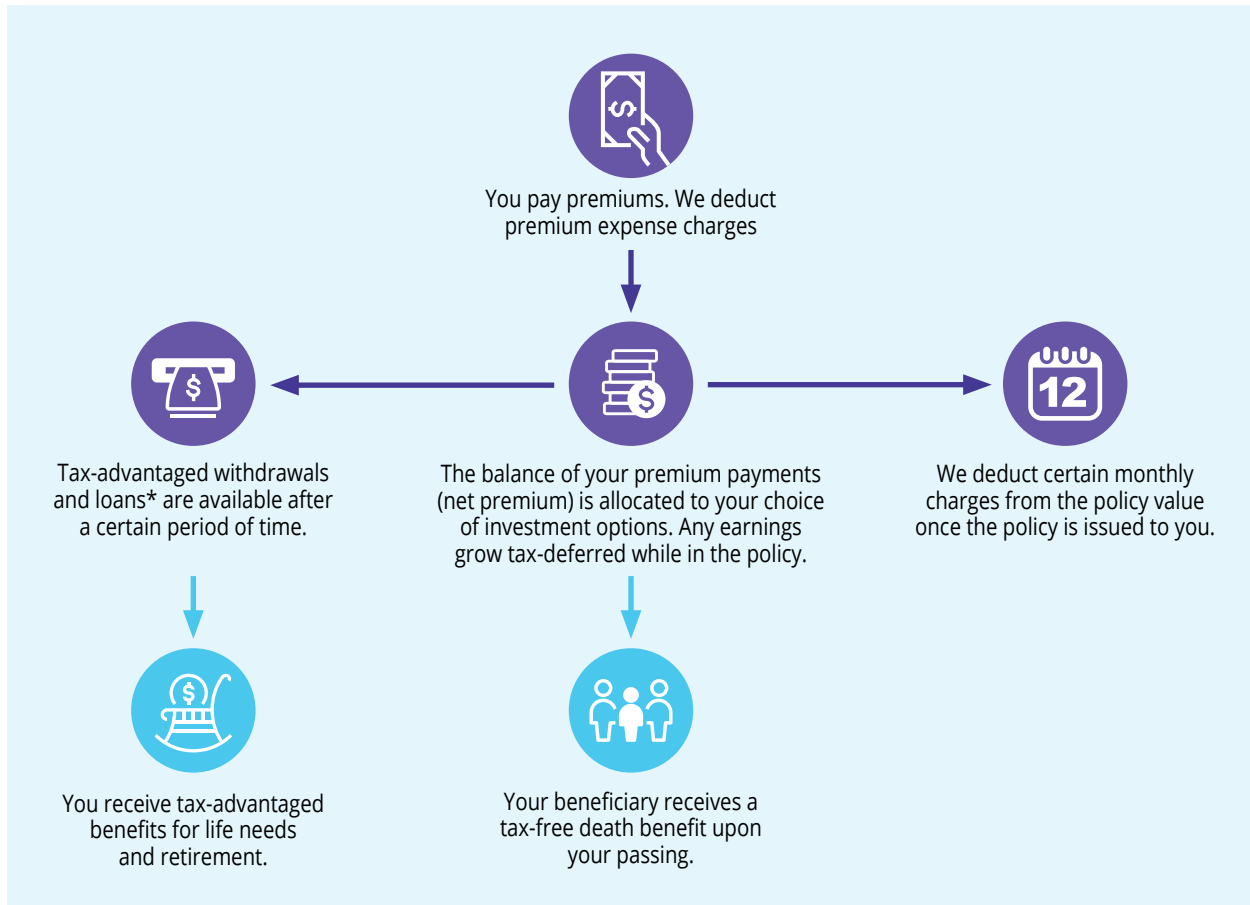
Each withdrawal will be charged with the lesser of \$25 or 2% of the amount withdrawn as well as a surrender charge if applicable, and may reduce your policy's death benefit amount. Loans are available after the first year and once the policy's cash value is sufficient, and interest will be charged in arrears for all policy years. The guaranteed maximum net charge for loans is 4% during the first 14 policy years and 2.25% thereafter. The current net charge is 2% during the first 14 policy years and 0% thereafter and is subject to change at the discretion of Protective Life. If you decide to fully surrender your policy, decrease the initial face amount, make a withdrawal causing a decrease in the initial face amount or if the policy lapses during the first 14 policy years, you will be subject to a surrender charge that varies by age, gender and underwriting class and declines each policy year until it reaches 0% in policy year 15.

There are certain fees and charges associated with a Protective Strategic Objectives II VUL policy:

<b>Premium load</b>	3.5% current, with 5% guaranteed per premium payment
<b>Monthly standard administrative fee</b>	\$9 — applies during all policy years but discontinues at age 121
<b>Monthly administrative charge</b>	For initial face amount: Per \$1,000 of face amount and varies by age, gender and underwriting class. It discontinues at age 121. For increase in face amount: Per \$1,000 of face amount and varies by age, gender and underwriting class during the first 12 months following the increase
<b>Monthly cost of insurance charge</b>	Varies by issue age, gender, underwriting class, policy year and any ratings; discontinues at age 121
<b>Mortality and expense risk charge</b>	Applies to the variable account. Current annually: 0.20% (policy years 1-10; 0.10% in years 11+) Guaranteed annually: 0.60% (right reserved to charge this in all years)
<b>Transfer fee</b>	12 free transfers per policy year (right reserved to charge \$25 per transfer thereafter)
<b>Fund expenses</b>	Investment option values reflect investment advisory and other expenses incurred by the fund in which the investment option invests



## Where your premium goes



Each time you make a premium payment, Protective deducts a charge to cover certain sales and premium tax expenses.

The remaining amount is then applied to the variable account and/or fixed account based on your investment allocations. The variable account value will fluctuate based on the performance of selected investment options. The fixed account earns a guaranteed rate of interest. Policy charges and expenses are deducted monthly from the policy value.

Loans and withdrawals are available after the first policy year if you need to access your accumulated cash value for future expenses or to carry out a life insurance retirement plan strategy.

Your Protective Strategic Objectives II VUL policy's death benefit is paid to your beneficiaries upon your death.

\* Loans and withdrawals may negatively impact policy value, investment performance, the death benefit and any lapse protection. Whether loans and/or withdrawals (or other amounts deemed to be distributed) constitute income depends, in part, on whether the policy is considered a Modified Endowment Contract (MEC). Under some circumstances, you may not be permitted to access policy value through either a loan or withdrawal. This would include requests for policy loans and withdrawals that would cause the policy to fail to qualify as a life insurance contract under applicable tax laws. Policies in early years may be more susceptible to these situations. You should consider this carefully, particularly if access to policy value is important to you.

Loans and withdrawals from MECs may be subject to income tax and may be subject to a 10% IRS penalty tax if taken prior to age 59½. Taxation may occur upon withdrawal, surrender, lapse or maturity. See the product prospectus for more complete information about loans and withdrawals.



## What happens next?

**If you decide a Protective Strategic Objectives II VUL is right for you, the application process begins.**

With your financial professional, you'll start by signing some forms and answering a few medical questions. You'll also complete the application and select your face amount (death benefit) and any optional benefits or riders.

In most cases, a medical professional will then contact you to schedule a life insurance physical examination, usually in your own home. Your application is then sent to us for underwriting, where, over the next few weeks, your application and physical exam results are reviewed. Medical records or additional underwriting criteria may be required to determine your health risk and qualification for the policy.

If approved, you will receive a copy of your policy. Be sure to file this with your other important documents, notify your beneficiaries and begin paying your premiums according to the schedule you established.



**We encourage you to review your policy and annual report regularly to make sure your strategy continues to be aligned with your goals.**





[protective.com](https://protective.com)

Protective refers to Protective Life Insurance Company (PLICO), Omaha, NE. Securities offered by Investment Distributors, Inc. (IDI), a broker-dealer and the principal underwriter for registered products issued by PLICO. IDI is located in Birmingham, AL.

**Product guarantees are backed by the financial strength and claims-paying ability of the issuing company.**

Protective is a registered trademark of PLICO. The Protective trademarks, logos, and service marks are property of PLICO and are protected by copyright, trademark, and/or other proprietary rights and laws.

Variable universal life insurance involves the risks of investing in stocks, bonds and other securities; market, interest rate and credit risk; and, loss of principal. If the performance of underlying investments is poorer than expected (or if sufficient premiums are not paid), the policy may lapse or not accumulate sufficient value to fund the intended application. Investments in variable universal life insurance policies are subject to fees and charges from both the insurance company and the managers of the underlying investments. Loans and withdrawals may negatively impact policy value, investment performance, death benefit, and any Lapse Protection.

The tax treatment of life insurance is subject to change. Neither Protective nor its representatives offer tax advice. Purchasers should consult their attorney or tax advisor regarding their individual situation.

Protective Strategic Objectives II VUL is a variable universal life insurance policy issued by PLICO under policy form number ICC19-V15 and state variations thereof. Product features and availability may vary by state.

**Investors should carefully consider the investment objectives, risks, charges and expenses of Protective Strategic Objectives II Variable Universal Life insurance and its underlying investment options before investing. This and other information is contained in the prospectus for Protective Strategic Objectives II Variable Universal Life and its underlying investment options. Investors should read the prospectus carefully before investing. Prospectuses may be obtained by contacting PLICO at 800-456-6330.**

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and insurance  
products are:

- Not FDIC insured
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- Not a deposit or other obligation of, or guaranteed by, the bank or any of its affiliates
- Subject to investment risks, including possible loss of the principal amount invested