Protective

Protective® Aspirations variable annuity with the SecurePay Protector℠ benefit

Take advantage of powerful accumulation potential using compound interest

Many variable annuities with income benefit riders utilize simple interest when calculating benefit base values. That's not the case with Protective Aspirations variable annuity. Powered by the SecurePay Protector benefit, your benefit base — which is the value your guaranteed lifetime income is based on — grows by a guaranteed 7% compounding roll-up rate. Additionally, on your contract anniversary, if the investment growth of your contract value has outperformed the roll-up rate, your benefit base will be stepped up to the higher contract value. That new amount is what future roll-ups will be based on.

Features help you 'stack' compounding roll-ups and market performance

Protective Aspirations variable annuity is designed to deliver strong guaranteed income in retirement through a powerful combination of a compounding benefit base roll-up and competitive withdrawal rates that increase each year during deferral. Let's simplify the process to show you how these features work to help increase income potential.

1. **You start with a guaranteed 7% compounding benefit base roll-up** (During accumulation, your benefit base grows, regardless of market performance.)

2. **Then build your own portfolio with the ability to invest up to 80% in equities during the accumulation[1] period** (Enhancing your potential to increase contract value and benefit base beyond the roll-up rate.)

3. **We'll lock in market gains based on your highest contract anniversary value each year** (Annual step-up opportunities for you to lock in growth beyond the 7% roll-up)

This powerful combination of **roll-up and step-ups** stack together to maximize your guaranteed lifetime income potential.

1. Investing in equity securities involves market risk and potential loss of principal.

Additional information on next page.

Protective refers to Protective Life Insurance Company.

See the difference stacking roll-ups and step-ups can make over 10 years

Let's look through a hypothetical example of the difference that 10 years can have on your benefit base value, with an initial investment of $100,000. We'll compare two scenarios; one in which growth is fueled by only the guaranteed 7% roll-up rate, and one where both roll-ups and step-ups work together, or stack, to further increase growth.

Contract anniversary	Benefit base growth with 7% roll-up only
0	$100,000
1	$107,000
2	$114,490
3	$122,504
4	$131,080
5	$140,255
6	$150,073
7	$160,578
8	$171,819
9	$183,846
10	$196,715
Annual income withdrawal amount:	**$11,802**

Contract anniversary	Benefit base growth with 7% roll-ups and contract value step-ups	Additional benefit base growth from stacking
0	$100,000	–
1	$110,707	$3,707
2	$118,456	$3,966
3	$126,748	$4,244
4	$135,620	$4,540
5	$145,114	$4,859
6	$155,272	$5,199
7	$166,141	$5,563
8	$181,290	$9,471
9	$193,980	$10,134
10	$207,559	$10,844
Annual income withdrawal amount:	**$12,453**	

By stacking roll-ups and step-ups to achieve a higher benefit base, you would get **$651 more income annually**.

For illustrative purposes only. Past performance is not a guarantee or prediction of future results. This hypothetical illustration is not intended as a projection or prediction of future investment results, nor is it intended as investment advice. Calculated by Protective assuming an initial investment of $100,000 purchased at 55 with withdrawals initiating at age 65 for a 6% withdrawal rate under the terms of the SecurePay Protector benefit. "Roll-up only" illustration assumes a hypothetical gross 3.5% return for contract value, resulting in a 7% roll-up to the benefit base each year until income initiation at age 65. "Roll-ups and contract value step-ups" illustration assumes actual performance of a custom Growth & Income allocation from 3/31/13 - 3/31/23, resulting in a combination of 8 roll-ups and 2 contract value step-ups until income initiation at age 65. Assumes current contract charges and deductions, no subsequent investment or withdrawals. SecurePay Protector feature offered as an optional benefit with Protective® Aspirations variable annuity. The benefit base is not the same as your contract value and the growth and protection features of the benefit base do not extend to your contract value. Your financial professional can provide you with a full hypothetical illustration for a more detailed description of the scenario depicted in this material.

Contact your financial professional to learn how Protective Aspirations variable annuity with the SecurePay Protector℠ benefit can help you maximize your guaranteed income potential.

As you determine what annuity might be right for you, remember annuities are intended as vehicles for long-term retirement planning, which is why withdrawals reduce an annuity's remaining death benefit, contract value, cash surrender value and future earnings. Withdrawals from annuities may also be subject to income tax and, if taken prior to age 59½, an additional 10% IRS tax penalty may apply. More frequent withdrawals may reduce earnings more than annual withdrawals. During the withdrawal charge period, withdrawals in excess of the penalty-free amount may be subject to a withdrawal charge. Neither Protective not its representatives offer legal or tax advice. Purchasers should consult their attorney or tax advisor regarding their individual situation.

Protective® Aspirations variable annuity is a flexible premium deferred variable and fixed annuity contract issued by PLICO in all states except New York on policy form VDA-P-2006. SecurePay Protector benefits issued under rider form number VDA-P-6061. Policy form numbers, product availability and product features may vary by state.

Variable annuities are long-term investments intended for retirement planning and involve market risk and the possible loss of principal. Investments in variable annuities are subject to fees and charges from the insurance company and the investment managers.

Investors should carefully consider the investment objectives, risks, charges and expenses of a variable annuity, any optional protected lifetime income benefit, and the underlying investment options before investing. This and other information is contained in the prospectuses for a variable annuity and its underlying investment options. Investors should read the prospectuses carefully before investing. Prospectuses may be obtained by contacting PLICO at 800-456-6330.

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