



Protection VUL talking points

How does the new Protection VUL enhance your “Protection” product portfolio?

We continue to believe that John Hancock’s Protection UL and IUL products offer many clients the optimal combination of strong guarantees, low premiums and cash value growth potential to meet their needs. However, we also recognize that there are customers who are willing to pay a little more for longer guarantees and more growth potential — and that’s where our new Protection VUL stands out. Let’s look more closely at how Protection VUL fits with other UL protection products in three key areas.

1 Building on our mission to deliver strong customer value

Protection VUL continues John Hancock’s mission of providing **real, long-term customer value** with products that are **designed to outperform their guarantees**:

- Since we first launched Protection UL, guarantees have been an important part of our products’ value — but not the only part
- We have set our guarantees based on market conditions, and in recent years we’ve been able to strengthen guarantees on Protection UL and Protection IUL
- As the market continues to rationalize on the cost of guarantees, we are now able to strengthen Protection VUL with a competitive guarantee to age 100 — and strong performance beyond that

2 Offering clear customer choice

Our “Protection” portfolio also reflects our product mission to provide more customer value by offering a variety of strong solutions to help customers better meet their specific needs:

- **Protection UL and SUL** — utilizing a diversified investment strategy that has withstood a decade of decreasing interest rates
- **Protection IUL and SIUL** — offering clear customer choice and strong performance for a variety of risk tolerances
- **And now, Protection VUL** — providing access to the equity market and a competitive guarantee to age 100 — giving customers confidence to “stay the course” with their financial plan

3 Meeting the moment: Helping clients’ address their financial & physical health

As with all products in our protection portfolio, Protection VUL demonstrates that our commitment to customers is not a slogan, it’s our core business:

- Not only can customers access John Hancock Vitality with a Protection VUL policy, but their **Vitality credits are built into the guarantee** — this means that by engaging in the program, they can lower their guaranteed premium without sacrificing their guarantee duration
- Never before has it been more important for customers to take control of their financial and physical health — Protection VUL is built to meet that demand

What market niche does Protection VUL fit?

Protection VUL is a great fit for insurance clients ages 35+, looking for a balance of low-cost, guaranteed death benefit protection with equity market growth potential.

What are the new Protection VUL's key features?

- **Standout level-pay scenarios** at the top-three risk classes (#1 vs. key VUL competitors at almost every issue age)
- **Guaranteed death benefit** to age 100 — directly competing against guaranteed VUL market leaders
- **Strong cash value growth potential** through a broad choice of diversified investment accounts
- **No investment restrictions** to maintain age 100 guarantee; customers have access to more than 50 investment options in a variety of asset classes
- **Comprehensive living benefit coverage** for added financial protection against the unexpected with Long-Term Care and Critical Illness Benefit riders
- **Additional savings and rewards for living healthy** with the John Hancock Vitality Program — Vitality PLUS credits are built into the guarantee, so engagement can lower guaranteed premiums
- **Access to John Hancock Aspire**, the only life insurance solution designed for people living with diabetes

What are Protection VUL's key selling points?

The new **Protection VUL offers customers real value**, including:

- **Confidence to “stay the course” with their financial plan** by offering an ideal combination of downside protection and upside potential
- **An answer for customers’ increased focus on taking control of both their financial and physical health**, with growth potential for future needs such as supplemental retirement income, college costs, etc. and motivation and rewards for living a healthy life
- **Innovative and differentiating features that:**
 - Help customers obtain additional protection to meet the unexpected (through **Long-Term Care** and **Critical Illness Benefit** riders)
 - Support customers’ goal of living a longer, healthier life (with **John Hancock Vitality & Aspire Programs**)

Why John Hancock?

At John Hancock, we are committed to providing innovative solutions that empower people to feel confident about the future by helping them protect their loved ones, grow their savings and preserve their wealth. With more than 155 years of experience, and backed by strong financial ratings that are some of the highest in the industry, we have a proud history of providing financial solutions to almost 1.6 million* inforce life insurance policyholders and delivering on our promises with over \$5 billion* in claims paid annually.

Meeting consumers' needs

What's more, no matter how simple or complex your clients' financial goals are, John Hancock has a life insurance solution that is right for them. We deliver competitive and innovative products, comprehensive support, cutting-edge technology and experience that few carriers can match, with:

- **Diverse product solutions** that can be tailored to meet clients' unique needs
- **Progressive, competitive and flexible underwriting**
- **Industry-leading Advanced Markets support**
- **John Hancock Vitality Program** and **John Hancock Aspire**, integrated life insurance and wellness programs
- **An ongoing focus on leveraging technology** to make selling and buying life insurance as easy as possible

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

*Based on internal data through December 2020.

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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.

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

Loans and withdrawals will reduce the death benefit, cash surrender value, and may cause the policy to lapse. Lapse or surrender of a policy with a loan may cause the recognition of taxable income. Policies classified as modified endowment contracts may be subject to tax when a loan or withdrawal is made. A federal tax penalty of 10% may also apply if the loan or withdrawal is taken prior to age 59½.

Variable universal life insurance has annual fees and expenses associated with it in addition to life insurance-related charges. Variable universal life insurance products are subject to market risk and are unsuitable as a short-term savings vehicle. Cash values are not guaranteed and will fluctuate, and the policy may lose value.

Variable life insurance is sold by product and fund prospectuses, which should be read carefully. They contain information on the investment objectives, risks, charges and expenses of the variable product and its underlying investment options. These factors should be considered carefully before investing.

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. See the product producer guide for additional details.

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

Insurance policies and/or associated riders and features may not be available in all states.

Vitality is the provider of the John Hancock Vitality Program in connection with policies issued by John Hancock.

Aspire is not available in New York, Idaho and Puerto Rico.

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 and securities are offered through **John Hancock Distributors LLC** through other broker/dealers that have a selling agreement with John Hancock Distributors LLC, 197 Clarendon Street, Boston, MA 02116.

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