

▶ GROUP TERM LIFE INSURANCE



An easy and affordable way to help employees achieve financial wellness

Many people may not be protected financially, if something happens to a loved one. In fact:

- ▶ 66% of people live from paycheck to paycheck.¹
- ▶ About half of all households have less than \$10,000 in savings.²

Even people with life insurance may not have enough. Experts believe Americans need enough insurance to replace six times their income.³

Group term life insurance issued by The Prudential Insurance Company of America (Prudential) can help employees close the financial wellness gap—with little or no direct cost or administrative burden for the employer.

Employer-paid Basic Term Life Insurance

A great way to attract and retain talent:

- ▶ Basic Term Life Insurance can be offered with employee-paid life insurance.
- ▶ Employers can base coverage on salary multiples, flat amounts, length or service, or employee class.

Employee-paid Optional Term Life Insurance

An affordable way for employees to protect themselves, and their loved ones:

- ▶ It can be offered on its own or as an addition to Employer-paid Basic Term Life insurance.

- ▶ Employers can extend coverage to qualified spouse's/ domestic partners and dependents.
- ▶ Coverage can be based on salary multiples or incremental amounts.

Standard and optional features add flexibility.

Standard features:

- ▶ Employees can convert their coverage to a Prudential individual insurance policy when their employment ends, without answering health questions, through the **Conversion Provision**.
- ▶ Terminally ill employees can receive part of their insurance benefit while still living with the **Accelerated Benefit Option**.⁴

Optional features:

- ▶ Qualifying disabled employees may use the **Waiver of Premium** option when it comes to paying life insurance premiums.
- ▶ Employees can continue a certain level of their group coverage when their employment ends with the **Portability Provision**.⁵

▶ EXPERIENCE. SIMPLICITY.

Everything we do is designed to make benefits easier—for employers and their employees. To learn more about Employer-paid and Employee-paid Term Life Insurance, please contact your Prudential representative.

THIS IS NOT A POLICY OF WORKERS' COMPENSATION INSURANCE. THE EMPLOYER DOES NOT BECOME A SUBSCRIBER TO THE WORKERS' COMPENSATION SYSTEM BY PURCHASING THIS POLICY AND IF THE EMPLOYER IS A NON-SUBSCRIBER, THE EMPLOYER LOSES THOSE BENEFITS WHICH WOULD OTHERWISE ACCRUE UNDER THE WORKERS' COMPENSATION LAWS. THE EMPLOYER MUST COMPLY WITH THE WORKERS' COMPENSATION LAW AS IT PERTAINS TO NON-SUBSCRIBERS AND THE REQUIRED NOTIFICATIONS THAT MUST BE FILED AND POSTED.

Seamless implementation with accurate installations

Prudential focuses on making the onboarding experience smooth, collaborative, and successful. We:

- ▶ Power benefit programs with advanced technology.
- ▶ Cover every platform, from TPAs to employers, and pre- to post-enrollment.
- ▶ Provide a single point of contact for onboarding.

Experienced professionals deliver exceptional enrollment experiences

Our team completes all phases of enrollment events—at no extra cost to employers.

Adding Term Life Insurance to the group benefits platform is simple, with:

- ▶ Enrollment Campaign Managers who develop successful enrollment strategies.
- ▶ Enrollment Specialists who offer educational assistance during enrollment meetings and benefit fairs.
- ▶ Non-commissioned and licensed insurance counselors who provide focused enrollment support and guidance (for employers who use our Record Keeping Services).

Driving enrollment and financial wellness

We use the latest consumer research to develop enrollment techniques that encourage employees to take action and get the protection they need. For example, we offer PruPositiveSM, an online enrollment system that pre-populates an employee's benefit choices with a base amount of coverage, generated by our Underwriting team. From there, the employee can confirm to keep the base coverage amount, choose a higher level of coverage or revert to no coverage for a given enrollment period.

Flexible record keeping services

Record Keeping Services are available through any website: the employer's, a third-party administrator, or ours. Employers can choose from two levels of support, Core and Core Plus, all backed by smart technology and caring service professionals.

¹ American Payroll Association, Getting Paid in America Survey, 2014.

² Financial Wellness Index Research, April 2014. Represents the average value of transactional account (e.g., checking account) holdings for families with such accounts. Does not include qualified retirement accounts (e.g., 401(k) accounts, IRAs). Actual level of household savings may be even lower because this analysis only includes households with transactional accounts.

³ Retzlaff, Cheryl D., "Household Trends in U.S. Life Insurance Ownership." LIMRA, 2010, Page 7. LIMRA updates the "Household Trends" study every six years.

⁴ Accelerated Death Benefit option is a feature that is made available to group life insurance participants. It is not a health, nursing home, or long-term care insurance benefit and is not designed to eliminate the need for those types of insurance coverage. The death benefit is reduced by the amount of the accelerated death benefit paid. There is no administrative fee to accelerate benefits. Receipt of accelerated death benefits may affect eligibility for public assistance and may be taxable. The federal income tax treatment of payments made under this rider depends upon whether the insured is the recipient of the benefits and is considered "terminally ill" or "chronically ill." You may wish to seek professional tax advice before exercising this option.

⁵ Special rules may apply to residents of Minnesota.

Term Life Insurance coverage is issued by The Prudential Insurance Company of America, 751 Broad Street, Newark, NJ 07102. The Booklet-Certificate contains all details, including any policy exclusions, limitations, restrictions, which may apply. Contract Series: 83500.

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