



FlexLife

Indexed Universal Life Insurance

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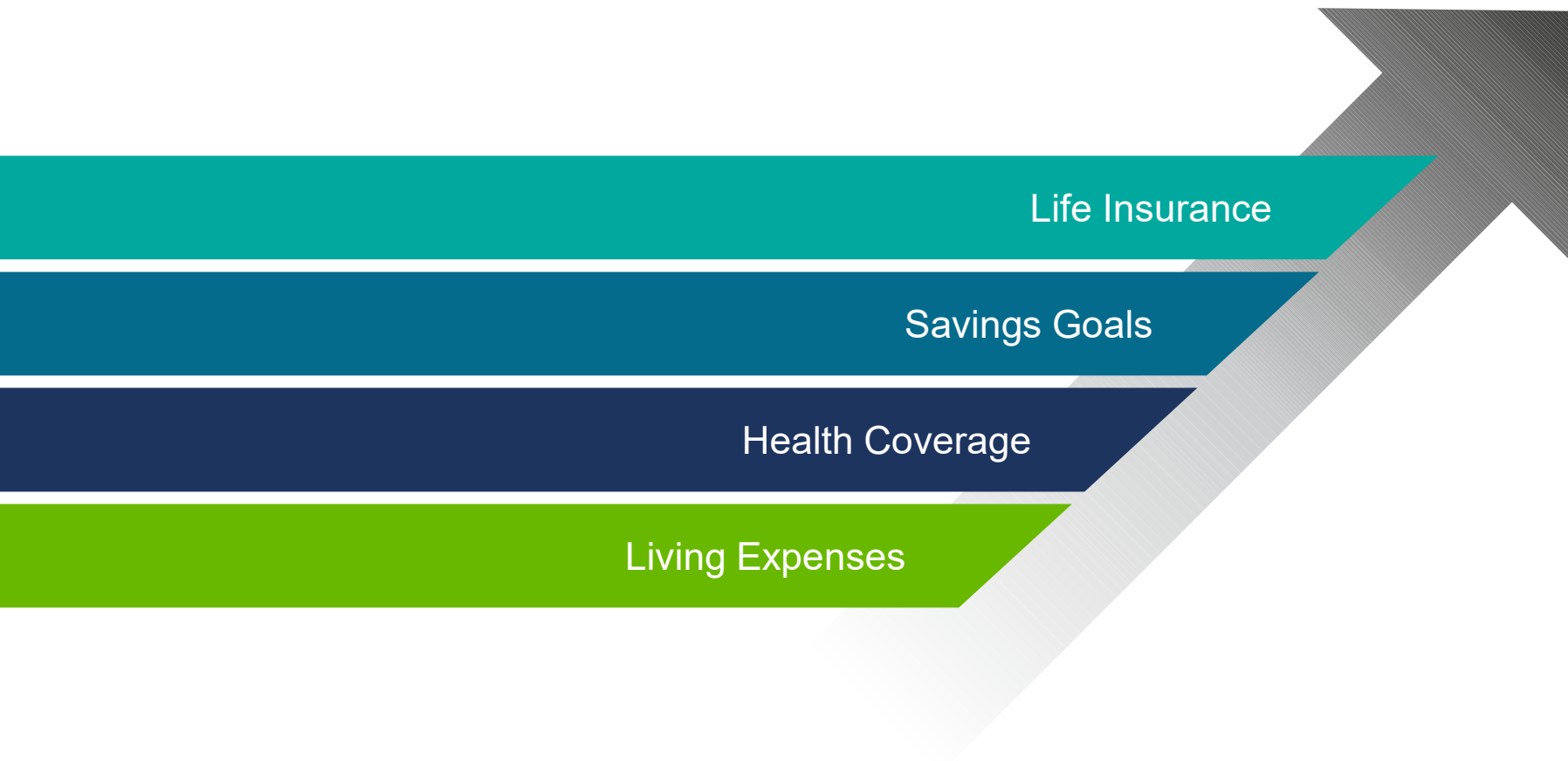
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Hierarchy of Financial Needs



Life Insurance Offers Security

According to the 2023 LIMRA Insurance Barometer Study, life insurance owners feel more secure.

71% of insured parents would feel financially secure if a primary wage earner were to pass way versus **48%** of uninsured parents.

Despite the need, just **52%** of American adults have life insurance coverage

2023 LIMRA Insurance Barometer Study

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Life Insurance Offers Security

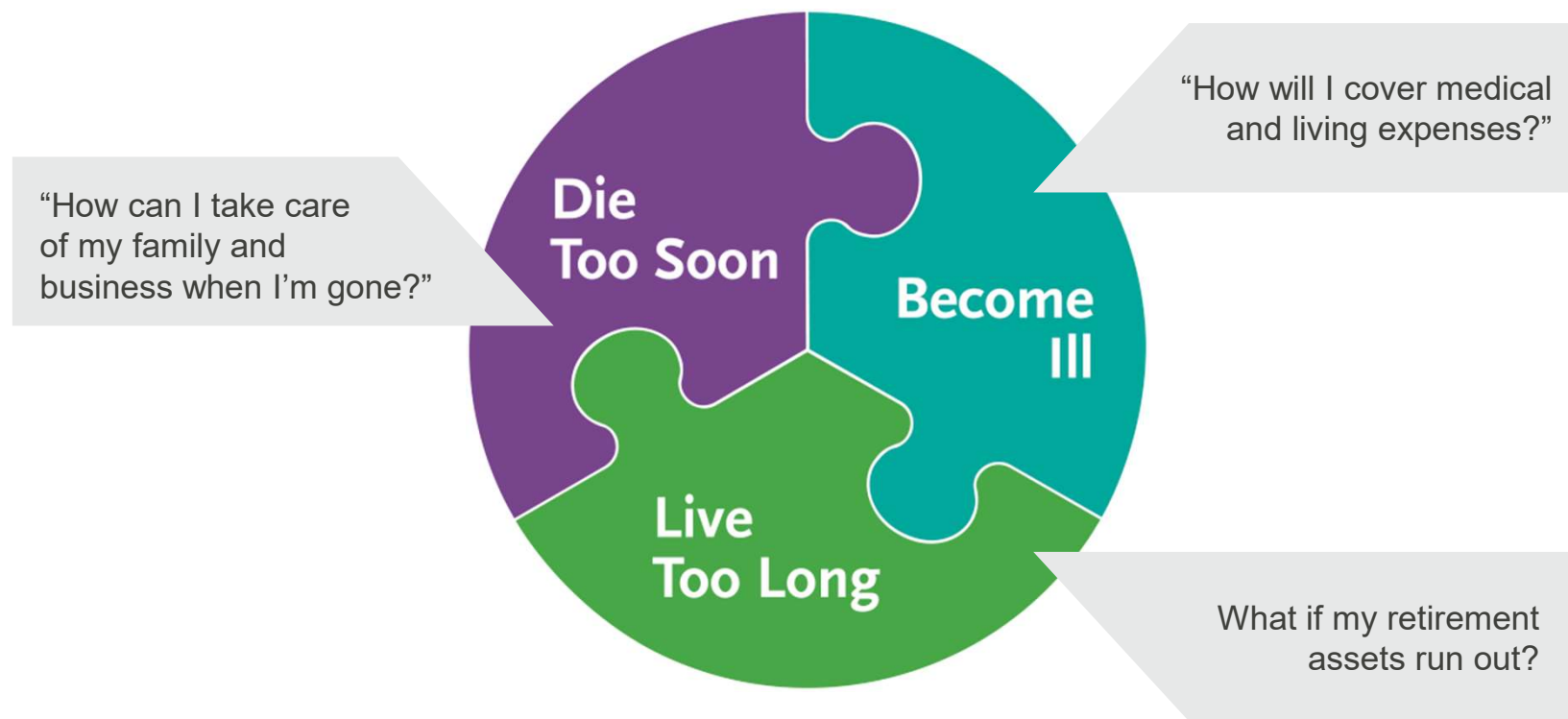
Across all ages, ethnicities, and income levels, a significant percentage of people are uninsured or underinsured.

TABLE 2: Life Insurance Need and Market Sizing, by Demographic Segment and Ownership*

Demographic Group	Percent With Need			Number With Need (in millions)		
	Owners	Non-owners	Total	Owners	Non-owners	Total
GENDER				in MM	in MM	in MM
Male	12%	26%	38%	15	32	47
Female	11%	34%	45%	14	42	56
GENERATION						
Gen Z	6%	43%	49%	3	18	21
Millennials	9%	37%	46%	6	27	33
Gen X	16%	29%	45%	11	19	30
Baby Boomers	11%	16%	27%	8	11	19
RACE/ETHNICITY						
Black	17%	32%	49%	6	11	17
Hispanic	13%	40%	53%	6	18	24
White	9%	28%	37%	14	43	57
LGBTQ+	7%	39%	46%	1	8	8
HOUSEHOLD INCOME						
Under \$50K	9%	47%	56%	6	31	37
\$50–\$149K	12%	28%	40%	16	34	50
\$150K or more	14%	14%	28%	8	8	16

*Owner + non-owners may not equal total due to rounding.

Breaking Down Life's Financial Puzzle



Permanent Life Insurance



Death Benefit Protection



**Cash Value
Accumulation**

Lifetime Income Benefit
Rider (LIBR)



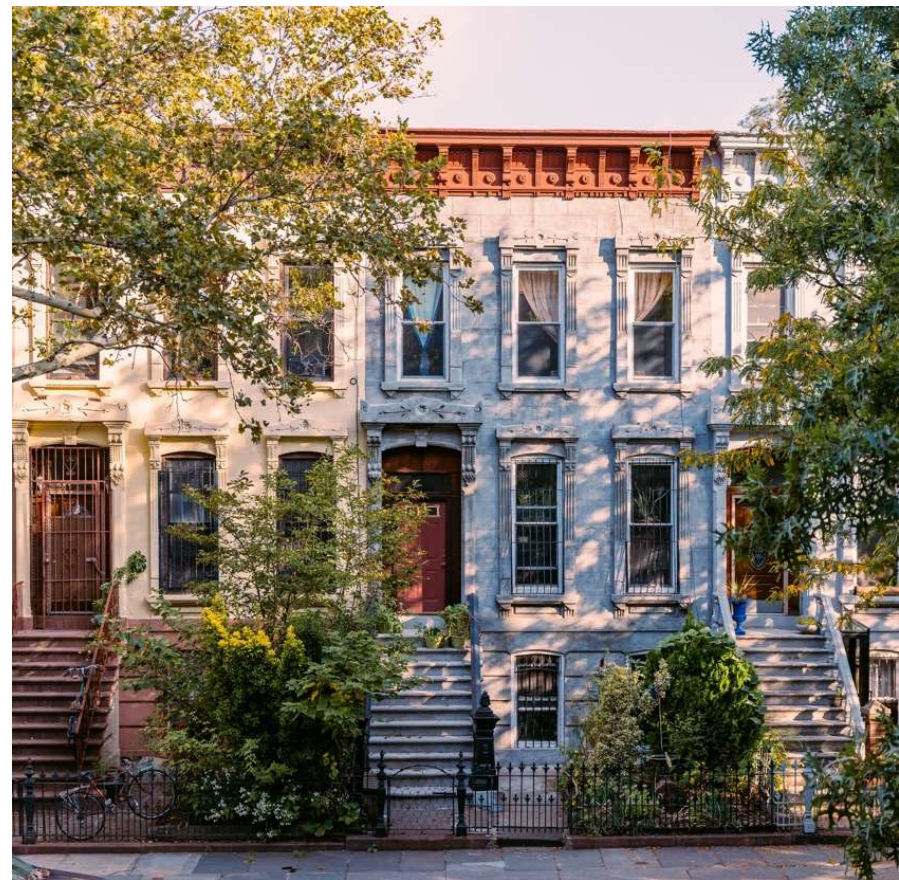
**Accelerated
Benefit Riders**

Agenda

Indexed Universal Life

National Life's FlexLife

Case Studies & Resources



Where Does Indexed Universal Life Fit?



Term Life

"I need simple, no-frills coverage to protect my family and loved ones from inheriting a financial burden, should something happen to me in the next 10–30 years."



Fixed Universal Life

"I'm on a shoestring budget but need to give my family financial security if something were to happen to me today. I also need flexibility with my policy knowing our needs will change and grow down the road."



Index Universal Life

"I want flexibility in terms of my coverage and premium. I also want to grow my cash value by participating in the indices to generate higher potential interest crediting."



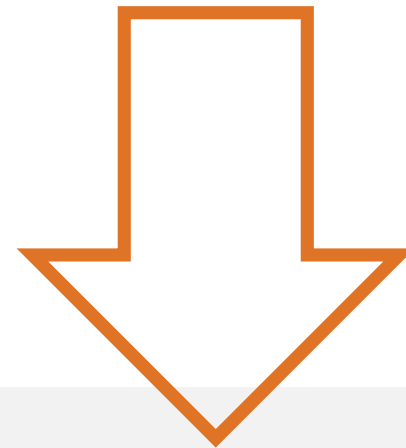
Whole Life

"I need strong protection guarantees for my family if something were to happen to me. I also need a safe way to grow cash value without exposure to the markets and access for my small business."

What Indexed Universal Life Offers



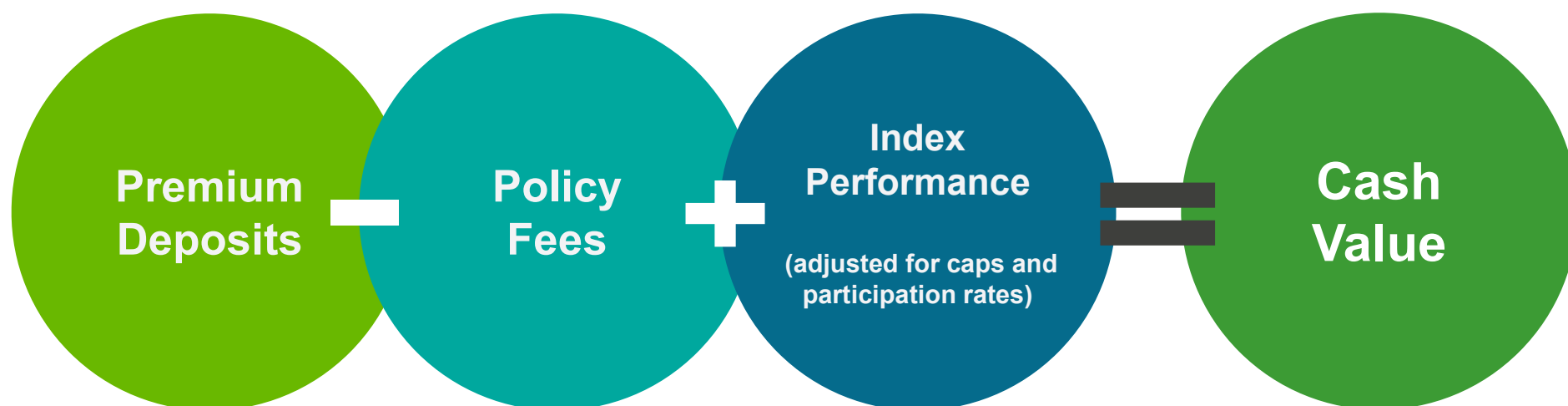
Upside Potential



Downside Protection

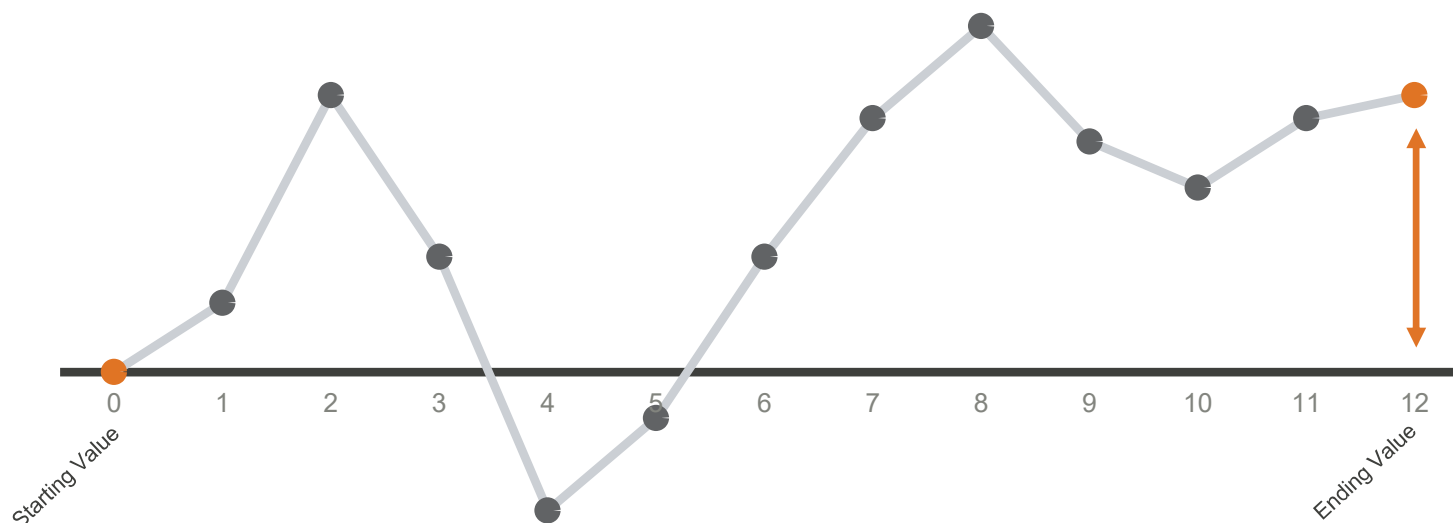
Monthly deductions continue to be taken from the account value, including a monthly policy fee, monthly expense charge, cost of insurance charge, and applicable rider charges, regardless of interest crediting.

How Indexed Universal Life Insurance Works



How Index Interest Crediting Works: Point-to-Point

Compares the Starting Value of an Index Segment to the Ending Value of the same Index Segment to determine the Index Growth



How Interest Crediting Works: Cap and Floor

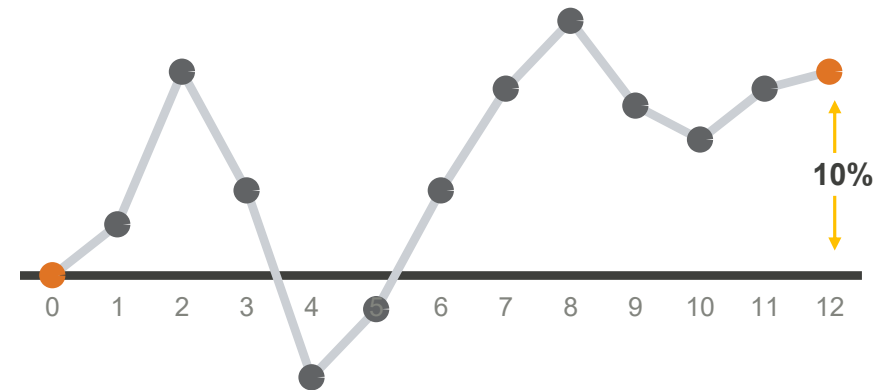
Current Cap: 6.00%

Assume 100% participation rate

Index Strategy: 10% increase

Client Credited: 6.00%

Cap Example



What if the index declines?

In the event the index declines, there is a 0% interest crediting floor on most strategies, plus a strategy with a 1% floor.

How Interest Crediting Works: Participation Rate

Participation Rate Example

Participation Rate: 140%

Current Cap: 6%

One year increase
in the index: 4.5%

This amount would be capped if applicable to the strategy

- In the above example, the interest credited would be 6.00%.
- Here is how it is calculated. The Participation Rate would first be applied. In this example it would be $4.5\% \times 140\% = 6.3\%$. Then the Current Cap is taken into account, so the interest credited for this scenario is 6%.



FlexLife

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Product Details

Minimum Face Amount: \$50,000

Banding:

- Band 1: Minimum face amount to \$249,999.99
- Band 2: \$250,000.00 to \$999,999.99
- Band 3: \$1,000,000.00 to \$1,999,999.99
- Band 4: \$2,000,000.00 and above

Accumulated Value Bonus Interest:

- Begins in policy year 2 
- Guaranteed to be 0.25%, but may be higher based on crediting strategy or if a Participating Declared Rate loan is outstanding

Additional Features

EZ Underwriting Limits

- Up to \$3 million for ages 18–50

Multiple interest crediting options for different risk tolerances

Numerous riders including Living Benefits to protect in times of serious illness or injury

Potential for guaranteed lifetime income options through LIBR



EZ Underwriting

Potential to accelerate cases through Underwriting without a paramedical exam or blood profile

Less invasive for your client

Final underwriting decision could be made at initial review

All applications are fully underwritten



EZ Underwriting Limits

Ages 18–50

Up to and including \$3M

Ages 51–60

Up to and including \$1M

Ages 61–65

Up to \$250,000

Interest Crediting Strategies

US Pacesetter Index¹

Participation Focus Strategy (Point-to-Point)

- Participation Rate will always be equal to or greater than 50%.
- We guarantee no Cap on this strategy.
- Guaranteed 0% Floor.

Balanced Trend Index¹

Participation Focus Strategy (Point-to-Point)

- Participation Rate will always be equal to or greater than 50%.
- We guarantee no Cap on this strategy.
- Guaranteed 0% Floor.

Standard & Poor's Composite Index of 500 Stocks (S&P 500®)

Cap Focus Strategy (Point-to-Point)

- Higher Cap Rate than our other strategies.
- Participation Rate will always be equal to or greater than 100%.
- Guaranteed Minimum Cap 3.1%.
- Guaranteed 0% Floor.

Participation Focus Strategy (Point-to-Point)

- Higher Participation Rate than our other S&P strategies.
- Participation Rate will be at least 110% or greater.
- Guaranteed Minimum Cap 3.0%.
- Guaranteed 0% Floor.

1% Floor Strategy (Point-to-Point)

- Guarantees a Floor of 1%.
- Participation Rate will always be equal to or greater than 100%.
- Guaranteed Minimum Cap is 2.1%

Fixed Accounts

Fixed Term Strategy

- Credited daily, a fixed interest rate declared by the company and guaranteed for one year.
- 1.75% Guaranteed

¹ Not available in New York

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Additional Riders

- Accelerated Benefit Riders
- Premium Chronic Care Rider
- Additional Protection Benefit
- Balance Sheet Benefit Rider
- Benefit Distribution Option
- Charitable Matching Gift
- Children's Term Rider
- Death Benefit Protection Rider
- Fertility Journey Rider
- Guaranteed Insurability Option



NEW

- Lifetime Income Benefit Rider
- Other Insured Rider
- Overloan Protection Rider
- Premium Deposit Account
- Qualified Plan Exchange Privilege
- Systematic Allocation Rider
- Value-Added Services Rider
- Waiver Specified Premiums
- Waiver of Monthly Deductions



NEW

Rider availability subject to state approval. See rider availability in the National Life Group agent portal.

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Value-Added Services Rider

Partnered with Homethrive
Homethrive will be point of contact

No cost rider

Provide 24/7 access to care giving resources such as home services, medical navigation, housing, legal & financial and social & emotional support

Policyholder can access as soon as policy issued



A group of about ten people are gathered in a rooftop garden courtyard. Some are seated at a small wooden table, while others stand nearby. The area is lush with greenery, including ivy-covered walls and various plants. String lights are strung along the wall, and a large, textured, barrel-shaped planter is visible in the foreground. The background shows a building with a white brick facade and green-tiled accents.

Accelerated Benefit Riders

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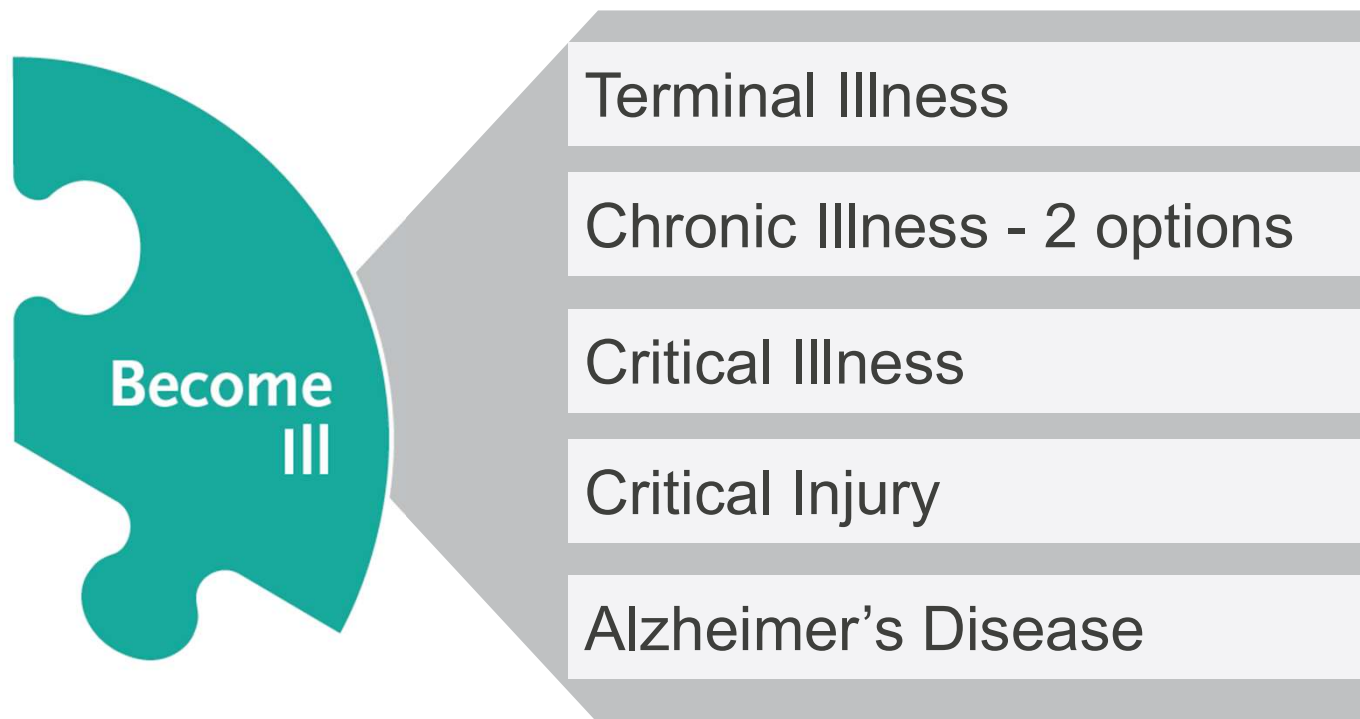
Life Insurance You Don't Have to Die to Use

Accelerated Benefits Riders² allow access to all or part of your death benefit, while living, if you experience a qualifying terminal, chronic, or critical illness, critical injury, or a qualifying diagnosis of Alzheimer's disease or Lewy Body Dementia.

2 Accelerated Benefit Riders are optional, may require additional premium and may not be available in all states or on all products. Receipt of Accelerated Benefits will reduce the Cash Value and Death Benefit otherwise payable under the policy, may result in a taxable event, and may affect your client's eligibility for public assistance programs. Riders are supplemental benefits that can be added to a life insurance policy and are not suitable unless the client has a need for life insurance.



Accelerated Benefit Riders (ABRs)



Accelerated Benefit Riders (ABRs)

Chronic Illness now offers two options

NEW

Premium Chronic Care¹

- Up to \$3 Million per insured
- Issue age 18-75
- Benefit/Payout Option of 2% or 4% monthly of death benefit – **no discounting**. % is chosen at time of policy issue
- Subject to annual IRS Per Diem limit
- No waiting period
- Annual re-certification required

No Charge

- Up to \$1.5 Million per insured
- Issue age 0-85
- Benefit/Payout Option determined based on discounting calculation at time of claim
- 30 day waiting period
- Annual re-certification required

¹ Available on FlexLife 2025 (Not yet approved in CA or NY)

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Premium Chronic Care - Availability

- New sales of FlexLife IUL only
- Issue Ages up to Age 75
- Risk Classes eligible up to 200% sub-standard (Express NT1)
- Either GPT and CVAT can be used
- Rider is optional and is chosen at issue
- Not available on pension cases
- Not available with Benefit Distribution Option rider or Guaranteed Insurability rider
- Available for Term Conversions (future)
- Not approved in CA or NY
- Qualification Trigger (same as current Chronic Illness) - Certified by a licensed health care practitioner
 - Unable to perform two out of 6 ADL's for at least 90 consecutive days
 - Severe Cognitive Impairment for at least 90 consecutive days

Premium Chronic Care – Other Considerations

- Lifetime limit is \$3 million per insured.
- Benefit payment is not discounted.
- Payout is elected at Issue – 2% or 4% monthly payout. Can be annualized, subject to adjustment.
- Percentage can be changed from 4% to 2% after issue, but not 2% to 4%. Change not available once benefit are being paid.
- Each benefit period is 12 months. Re-certification is required.
- Subject to the IRS Per Diem limit.
- All policy and rider charges are waived during Benefit Period after the policy account value is exhausted.
- Repayment of Policy Charges at end of Benefit Period is NOT Required!
- No policy changes during benefit period (ex. face increase/decrease, death benefit option change, partial W/Ds, loans, etc.).

Premium Chronic Care – Rider Cost

Cost based on.....

- Payout option chosen – 2% or 4%.
- Issue Age
- Gender
- Risk Class
- Face Amount
- Policy Duration

New Illustration Output

My Planned Life Insurance Offers

I will start my policy by paying:

\$176.77
Monthly

Die
Too Soon

If I Die Tomorrow...

Those I have chosen
will receive:

\$100,000

Live
Too Long

If I Need Cash...

I can take a loan or
withdrawal from my
policy's Cash Value¹.

The projected Cash Value for my policy is:



Become
III

If I Become III²...

With the Premium
Chronic Care, I can
access my full death
benefit.
Additionally, with the
Accelerated Benefit
Riders, I can access a
portion of my death
benefit.

The projected **Premium Chronic Care** values on my policy
for Valued Client (base) at age 65 are:

2% Monthly Benefit Amount: **\$2,000 Per Month**

The projected **Accelerated Benefit Rider**³ Values on my
policy for Valued Client (base) at age 65 are:

Terminal Illness Benefit:	\$86,262 Lump Sum
Chronic Illness Benefit:	\$1,512 Per Month
Critical Illness Benefit:	Up to \$80,404 Lump Sum
Critical Injury Benefit:	Up to \$80,404 Lump Sum
Alzheimer's Disease Benefit:	\$77,002 Lump Sum

PCC

The use of one benefit may reduce or eliminate other policy and rider benefits.

New Illustration Output

The optional Accelerated Benefit Riders (ABR) offer you flexibility to access your death benefit if you have a qualifying illness or injury

If the full available death benefit is accelerated on Valued Client (Base), the benefit² is projected to be:



Premium Chronic Care

Age 60

Monthly Payout Percentage: 2%

Monthly Benefit Amount: **\$2,000**

If the full available death benefit is accelerated on Valued Client (Base), the discounted benefit is projected to be:

Terminal Illness ¹	Chronic Illness (Monthly Benefits) ¹	Alzheimer's Disease ¹
Age 65 \$86,262	Age 60 \$1,344 Age 70 \$1,802 Age 75 \$2,693 Age 85 \$5,736	Age 60 \$72,878 Age 70 \$90,148 Age 75 \$134,626 Age 85 \$286,331

Critical Illness OR Critical Injury¹ - based on impact on life expectancy

What does this mean for me and my family?
Depending on the severity of the Critical Illness OR Critical Injury, the discounted benefit on Valued Client is projected to be between:

At age 60, between \$34,212 and \$79,460.
At age 70, between \$89,374 and \$90,425.
At age 75, between \$134,518 and \$135,167.
At age 85, between \$278,664 and \$285,740.

Home Thrive Flyer

Care Smarter

Homethrive makes caring for a loved one easier and more rewarding by tackling the time, cost, and stress of caregiving with:

You can also share Homethrive with anyone in your Care Circle who helps support your loved one.

24/7 access to personalized caregiving resources like

- Instant product and service recommendations
- Medication tracking
- Educational articles, toolkits, videos, and podcasts

Live assistance from experienced Care Guides who can

- Coach you through challenging situations
- Provide emotional support
- Save you time and energy by handling the research, making phone calls, and helping you tackle everyday tasks

We help anyone caring for a loved one due to age, disability, chronic condition, even if that's you!

Alzheimer's & Dementia Support Disabilities + Chronic Conditions Veterans and VA Navigation Medicare Navigation Hospice/Bereavement Legal + Financial Senior Living and In-Home Support

3 Ways to Register

1. Scan the QR code
2. Visit app.homethrive.com
3. Call 844-708-4475 Monday through Friday 8am – 8pm EST for help enrolling

Homethrive is available to you at no cost, courtesy of National Life Group.

How ABRs Work

Once you meet the eligibility to accelerate your death benefit, there are no restrictions on how you use ABR proceeds (except in MA)³ and may be used for any purpose, including, but not limited to:



Medical Expenses



Home Renovations



Additional Care



Business Expenses

³ ABR proceeds for chronic illness in the state of Massachusetts can only be used to pay for expenses incurred for Qualified Long-Term Care services which are defined as the necessary diagnostic, preventative, therapeutic, curing, treating, mitigating and rehabilitative services, and maintenance or personal care services that are required by a chronically ill individual and are provided pursuant to a plan of care prescribed by a licensed health care practitioner.

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Lifetime Income Benefit Rider (LIBR)

Rider helps clients turn their policy's cash value into guaranteed lifetime income.

Automatically added to policy issue.

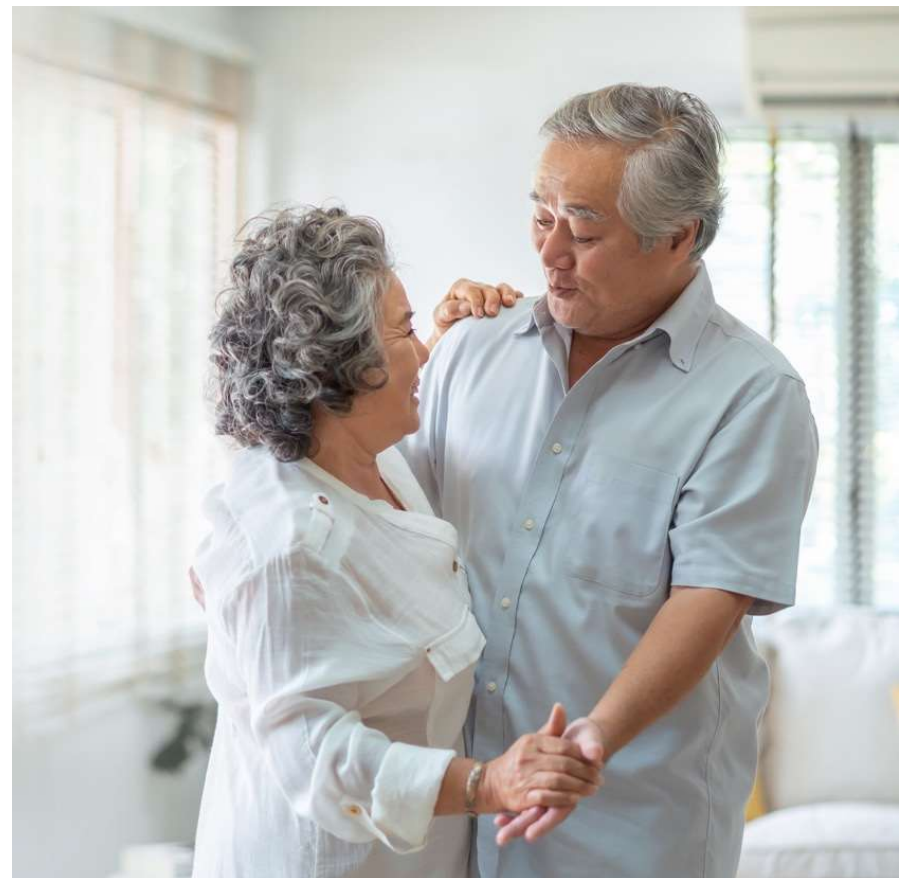
Once conditions are met, income guaranteed for life.


Income payments will lower client's death benefit and cash value.

A portion of both death benefit and cash value are retained for life.

The Lifetime Income Benefit Rider provides a benefit for the life of the insured if certain conditions are met, including but not limited to the insured's attained age being between age 60 and 85, and that the policy has been in force at least 10 years. Insufficient policy values or outstanding policy loans may also restrict exercising the rider.

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Case Studies & Resources

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IUL Prospect Profile #1

People who are looking for death benefit protection and the accumulation of cash surrender value to assist with lifetime expenses such as education costs, and/or to supplement retirement income.

The tax-deferred accumulation and tax-favored distributions make FlexLife an effective vehicle.

Paying more than the minimum premium offers potential for higher cash surrender values and opportunity to use for:

- College expenses
- Tax-Free Retirement Income
- Lifetime Income, guaranteed using LIBR
- Premium flexibility during retirement



The use of cash value life insurance to provide a tax-free resource for retirement assumes that there is first a need for the death benefit protection. The ability of a life insurance contract to accumulate sufficient cash value to help meet accumulation goals will be dependent upon the amount of extra premium paid into the policy, and the performance of the policy, and is not guaranteed. Policy loans and withdrawals reduce the policy's cash value and death benefit and may result in a taxable event. Withdrawals up to the basis paid into the contract and loans thereafter will not create an immediate taxable event, but substantial tax ramifications could result upon contract lapse or surrender. Surrender charges may reduce the policy's cash value in early years.

IUL Prospect Profile #2

Business owners who have a business partner or key employee.

FlexLife may be an ideal solution for business owners who want to fund a buy-sell agreement, executive bonus plan, and non-qualified deferred compensation agreements.

- Protect the business against the loss of the business partner or key employee.
- Provide benefits to the business partner, key employee(s).
- Build retirement security for themselves.
- Attract, retain, and reward top talent.
- Create a business transition plan.

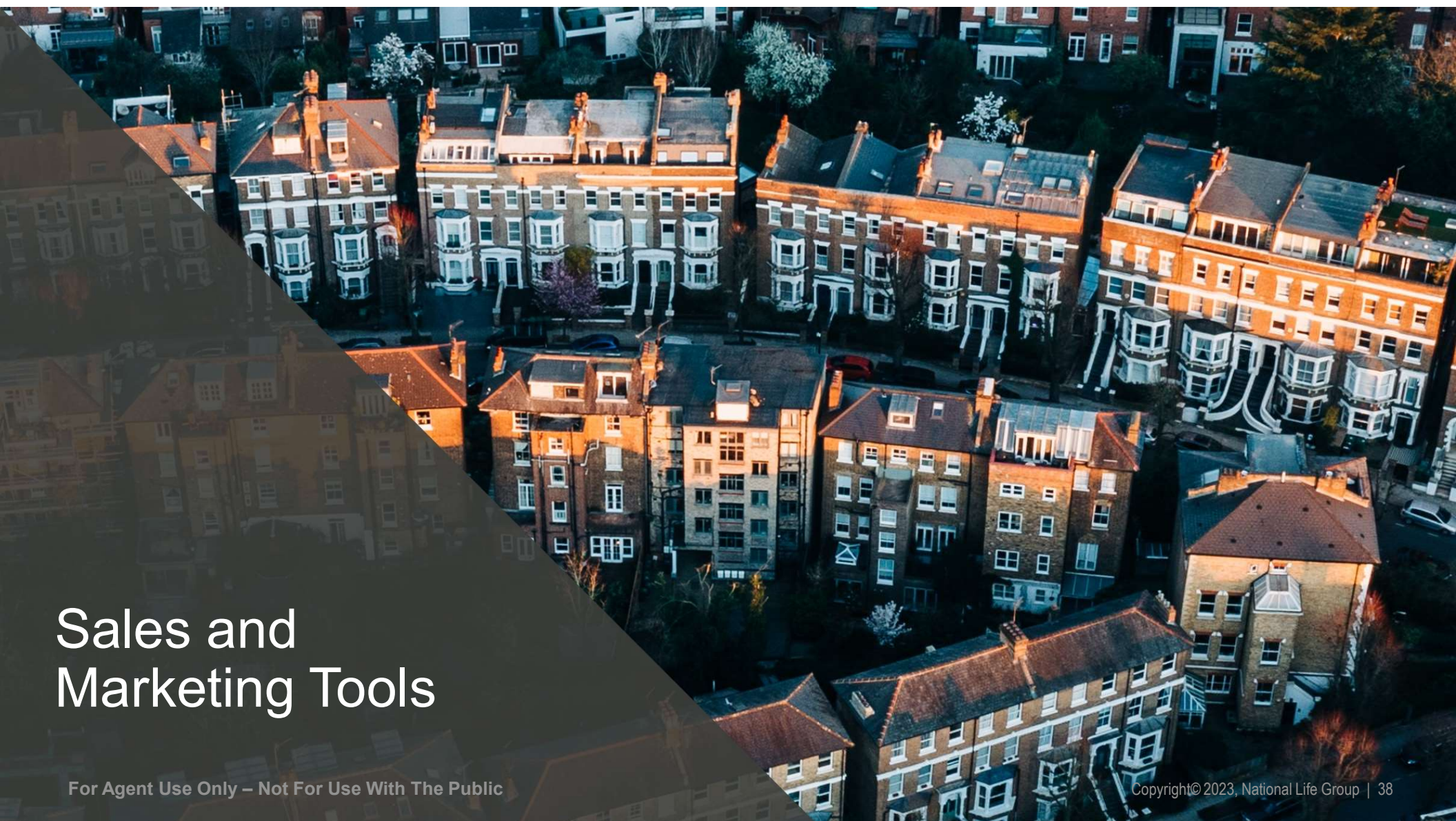


IUL Prospect Profile #3

Individuals in their retirement years who have had successful careers, built significant assets, and are interested in developing a strategy that will allow them to pass on their assets in the most tax-efficient way.

Large estates can be exposed to significant settlement costs, FlexLife provides liquidity to help cover these costs and protect assets that may otherwise have to be sold in less-than-ideal conditions





Sales and Marketing Tools

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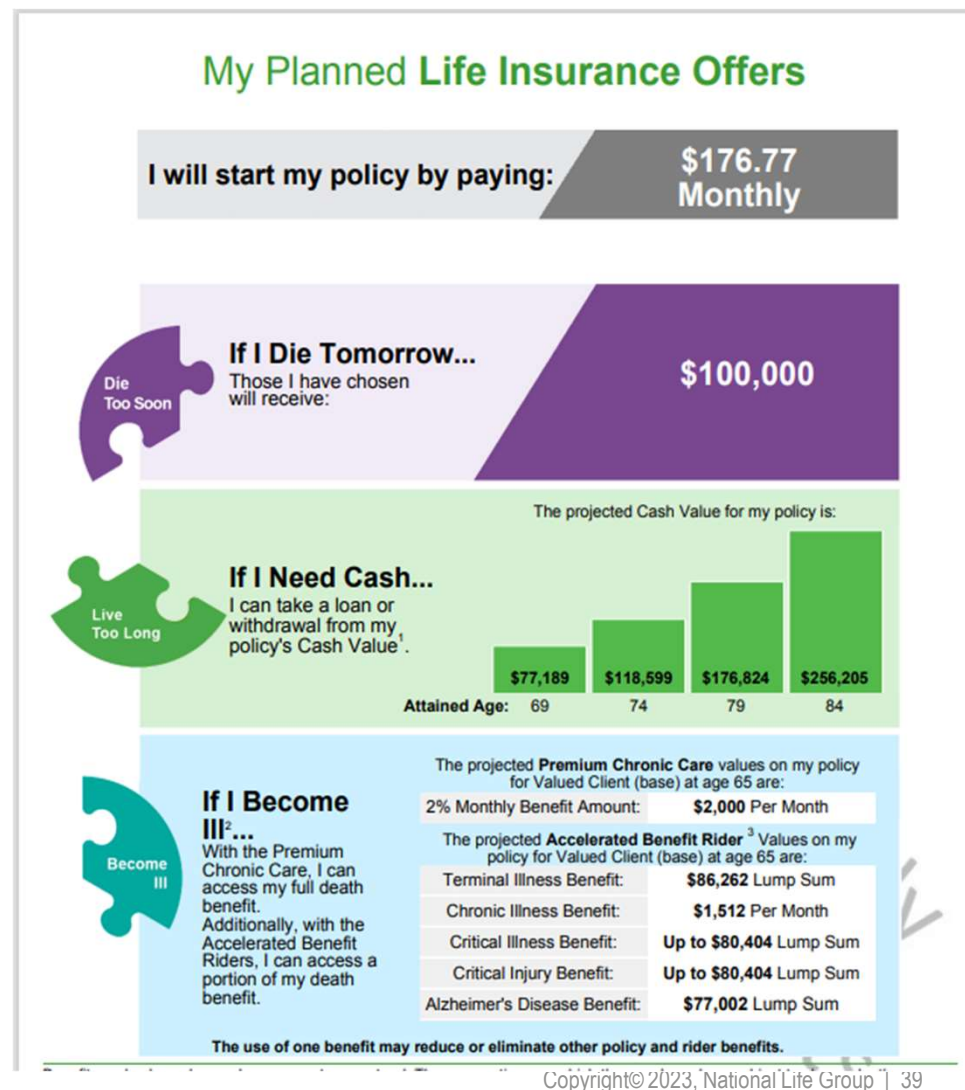
Customizable Illustration Experience

Cover page image matches Product Buyer's Guide

Choices of Sales Presentation pages

Simple highlights of Living Benefits, LIBR and cash values

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IUL Resources



IUL Index eKit



FlexLife Product
& Material Page



Case Study #1
(Meet Fred)



Case Study #2
(Meet Carlos)

Protection For Your Beneficiaries

Protecting who and what
you love is a top priority

Living Benefits

Helping you and your
budget in the event of a
qualifying illness or injury

Potential for Income For Life Guaranteed

Income you can't outlive –
no matter how long you live



At the end of the day

It's about protecting what matters most ... Figuring out life's puzzles.



Questions?

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