Protection against loss has greater impact than you might think

You may know Warren Buffett's famous saying: "Rule No. 1: Never lose money. Rule No. 2: Don't forget rule No. 1." While his investing strategy may be a bit more sophisticated than that, he is right about how important it is to minimize investment loss—especially as you approach retirement with less time to recover.

Why? Because losses hurt more than gains help. You would need a return greater than the loss to get back to the investment's original value. That means if a 10% loss is followed by a 10% gain, you still carry a loss. You would actually need 11% to fully recover. And, as losses increase, your money needs to work even harder—just to break even.

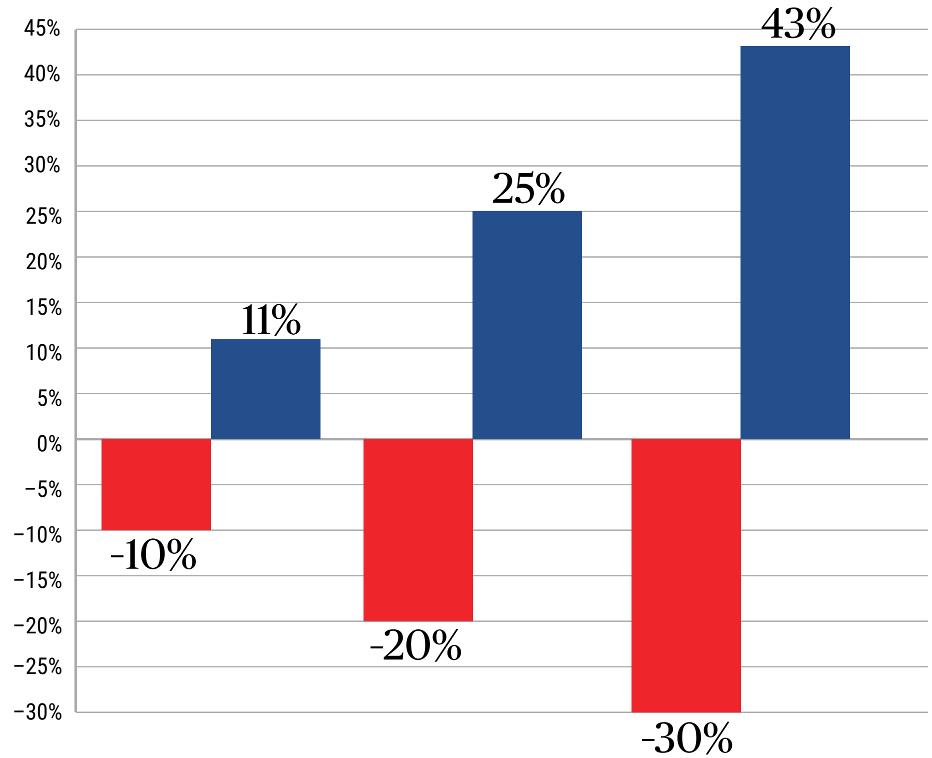
Consider a strategy built to protect your portfolio from a market decline. With a Lincoln fixed indexed annuity, you have crediting strategies designed to provide 100% downside protection. Because you're safeguarded from market losses, even small gains will keep your money growing and working toward your income goals.

With a Lincoln fixed indexed annuity, you'll never lose money with 100% downside protection.[1]

[1] If you do not withdraw the premium payment(s) or any interest from the annuity, the value of your money cannot go down.

Recovery needed from setbacks

The example below shows the cumulative gains needed over five years to break even after dips in the market.



If the market suffers a 10% loss, the investment has to recover by 11% to return to its original value.

As losses get larger, the return needed to break even increases. To regain a 30% loss over five years, a cumulative return of 43% is needed.

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The Lincoln National Life Insurance Company

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For more about how a fixed indexed annuity can help protect your savings from a volatile market, contact your financial professional.

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A fixed indexed annuity is intended for retirement or other long-term needs. It is intended for a person who has sufficient cash or other liquid assets for living expenses and other unexpected emergencies, such as medical expenses. A fixed indexed annuity is not a registered security or stock market investment and does not directly participate in any stock or equity investments, or index.

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This annuity does not participate directly in any stock or equity investment and does not include the purchase of shares of stock or an index. The indexed accounts use an outside market index as a benchmark for determining indexed account earnings. Any dividends paid on the stocks on which the index is based do not increase the annuity earnings. All payments and values provided by the contract, when based on performance of the indexed account, are not guaranteed to be equivalent to the benchmarking index. The composition of the index and the methodology used by the index to calculate its performance are not guaranteed and may be changed at any time by the index provider.

The exact terms of the annuity are contained in the contracts and any attached riders, endorsements and amendments, which will control the issuing company's contractual obligations. For more information about the annuity, please also read the Client Guide, Disclosure Statement and Fact Sheet, or contact your representative.

Income taxes are due upon withdrawal and if withdrawn before age 59½, an additional 10% federal tax may apply. Withdrawals and surrenders may be subject to surrender charges and a Market Value Adjustment.

There is no additional tax-deferral benefit for contracts purchased in an IRA or other tax-qualified plan, since they are already afforded tax-deferred status.

Product and features are subject to state availability. Limitations and exclusions may apply.

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