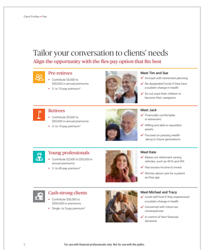
More than a funding solution

Lincoln *MoneyGuard*® Solutions

Leverage this suite of material to elevate your long-term care (LTC) discussions and help show your clients that their financial futures are better protected from unplanned events by having a long-term care strategy that includes a funding solution **AND** the resources and support needed to alleviate the emotional, financial and time-consuming impact on families.

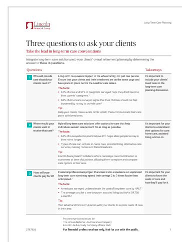
Financial professional materials



Client Profiles

MG-FIN-FLI001

Broaden your book of business by seeing how LTC can help all types of clients.



Three LTC Questions to Ask Your Clients

MGR-3Q-FLI001

Determine the value of asking these three key questions with your clients — it's sure to enhance your conversations.

Are Social Circles Impacting Your Clients' Financial Plans?

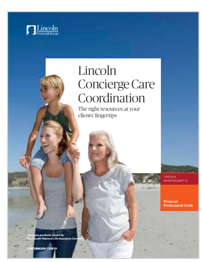
MG-PLAN-FLI001

This whitepaper reveals new research on the importance of financial professionals leading the LTC conversation with their clients.

LTC Planning for Couples Flier

MGR-PLAN-FLI001

See the importance of positioning your clients who are couples and the power of two individual policies.



Financial Professional Concierge Care Brochure

MG-LCCC-BRC002

See the added benefits of planning for long-term care.

Not for use in NY or CA.

Spectrum Flier

MGR-SPEC-FLI001

Easily evaluate the difference and benefits of Lincoln's hybrid product suite.

Client materials

Insurance products issued by:
The Lincoln National Life Insurance Company
Lincoln Life & Annuity Company of New York

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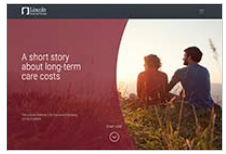
Client materials



A Short Story About Long-term Care Costs Digital Experience

ICC version*

Non-ICC version†

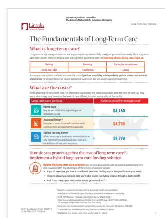
Explore the importance of LTC with clients and their families through videos, fact sheets, fliers, research and printable questionnaires.

The Journey Ahead *MoneyGuard*® video

National client version

Financial professionals can watch this video with their clients to share the advantages of *MoneyGuard*® III — no matter what life brings.

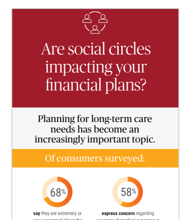
Not for use in NY or CA.


The Fundamentals of Long-Term Care

Fundamentals of LTC

MGR-FUND-FLI001

Share the ABCs of LTC with clients to help them understand what LTC is, costs, the value of hybrids, and the benefits of planning for long-term care.



Research Insights Infographic — Social Circles

MG-PLAN-FLI002

Are your clients talking to the right people about LTC? Most aren't and this infographic is the perfect opportunity to lead the conversation with your clients.

Make LTC planing part of every clients' retirement strategy. For more information and planning resources, contact your Lincoln representative.

Disclosures:

*ICC version is approved in all states except AZ, CA, CT, DC, DE, FL, HI, IN, MT, ND, NJ, NY, SD, and VI.

†Non-ICC version for use in AZ, CA, CT, DC, DE, FL, HI, IN, MT, ND, NJ, NY, SD, and VI.

Lincoln *MoneyGuard*® Solutions are universal life policies with riders that reimburse for qualified long-term care expenses.

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Insurance products issued by:
The Lincoln National Life Insurance Company and Lincoln Life & Annuity Company of New York

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Not insured by any federal government agency
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Affiliates are separately responsible for their own financial and contractual obligations.

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