

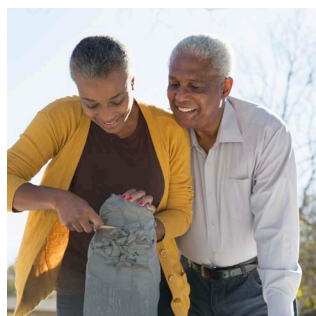
A single-pay solution that guarantees lifetime protection

The one solution for a guaranteed death benefit with growth potential

*Lincoln VUL^{ONE}** is a variable universal life insurance policy that gives clients the freedom to pursue market-driven, cash value growth opportunities with the assurance that the value of the death benefit is guaranteed no matter how their investment options perform.¹

Clients receive:

- **Tax-efficient growth** potential to help them achieve their wealth accumulation goals
- **Permanent rewards** for positive investment option performance
- **The confidence to choose** any investment option without impacting the guarantees¹
- **Lifetime guaranteed death benefit protection** — regardless of market performance¹



Meet Tom

Age 65, retired

Tom and his wife are enjoying retirement. The house is paid off, their son has finished college, and they are ready to travel. With all their major expenses behind them, they worked with a financial professional to identify assets that could help them leave a larger legacy for their son.

In this hypothetical example, a \$100,000 single-pay premium will guarantee a death benefit amount of \$228,147 for Tom.

With *Lincoln VUL^{ONE}*, you can customize the premium schedule based on what works best for your clients.

His goals



to create a legacy for his son, Ken



have opportunities to build more wealth that can provide financial flexibility for the future

His concerns



market and tax risk

Single-pay premium	\$100,000
Guaranteed death benefit	\$228,147
Cash value at 20th year	\$270,144
Cash value at age 100	\$787,446
Target	\$8,407

→ **Death benefit when Tom is 100**

Assumptions: Male age 65, preferred nontobacco, \$100,000 single premium; policy is a MEC; 8.00% gross/7.49% net rate of return; current charges. This is a Level Death Benefit and uses the Guideline Premium Test.

At 0% interest, cash values are zero in year 15, and at age 100, the total illustrated death benefit would equal the guaranteed death benefit.

Insurance products issued by:
The Lincoln National Life Insurance Company

Why choose *Lincoln VUL^{ONE}*?

- A competitive solution in single- and short-pay scenarios and 1035-exchange designs
- A low-cost lifetime, no-lapse guarantee, regardless of market performance
- The freedom to choose investment options with no restrictions and without impacting the guaranteed death benefit protection
- More than 75 investment options in all risk tolerance classes
- Rewards for positive investment performance, including the ability to stop paying premiums and access to excess policy cash value
- Optional protection for permanent chronic or terminal illness



For more information about *Lincoln VUL^{ONE}* single-pay designs, contact your Lincoln representative.

* *Lincoln VUL^{ONE}* (2019).

¹ Assumes the policy is funded as specified. To maintain the guaranteed death benefit protection, automatic rebalancing is required and the use of the money market investment option is limited to the right-to-examine period, or as an account from which to transfer funds for the dollar cost averaging (DCA) program. We reserve the right to establish investment restrictions in the future under limited conditions as described in the prospectus.

A MEC policy is one in which the life insurance limits exceed certain high levels of premium, or the cumulative premium payments exceed certain amounts specified under the Internal Revenue Code. For policies that are MECs, distributions during the life of the insured, including loans, are first treated as taxable to the extent of income in the contract, and an additional 10% federal income tax may apply for withdrawals made prior to age 59½.

This case study is hypothetical and for illustrative purposes, and may not be appropriate for all investors.

Guarantees are subject to the claims-paying ability of the issuing company. Limitations and conditions apply.

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Variable products are sold by prospectuses, which contain the investment objectives, risks, and charges and expenses of the variable product and its underlying investment options. Read carefully before investing.

Policy values will fluctuate and are subject to market risk and to possible loss of principal. Products, riders and features are subject to state availability. Limitations and exclusions may apply. Not for use in the state of New York. Check state availability.

For broker-dealer use only. Not for use with the public.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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