

Protective Life Bulletin

DATE: April 29, 2016
TO: Protective Life Distributors
FROM: Protective Life Insurance Company
RE: Increases to Underwriting Limits

Effective May 2, 2016, Protective Life is proud to introduce positive changes to certain underwriting limits which could help you more easily place your larger cases with us. During a time in the life insurance industry when good news seems hard to find, these increases also demonstrate the stability of Protective Life as a company, as well as our deep commitment to our distribution partners and customers.

We are pleased to announce changes to the following limits:

- Retention limit increases from \$2 million to \$5 million for most ages and certain products (see tables below)
- The first-year premium limit increases from \$1 million to \$2 million for all products
- Auto bind limit increases from \$40 million to \$50 million for most ages and certain products; this limit may decrease for ratings
- Jumbo limit increases from \$50 million to \$65 million for most ages and certain products

These new limits will apply to applications signed May 2 or later. Please see the information below for details about the retention limits.

| Maximum Retention Limit – Single-Life Policies | | | | |
|--|--|----------|---|----------|
| Issue Ages | <i>Standard through Table 4 or \$0.00-\$10.00 Flat Extra</i> | | <i>Tables 5 – 8 or \$10.01-\$20.00 Flat Extra</i> | |
| | New | Previous | New | Previous |
| 75 or less | \$5M | \$2M | \$5M | \$2M |
| 76 – 80 | \$2.5M | \$1M | \$1M | \$500K |
| 81 – 85 | \$750K | \$500K | \$0 | \$0 |

| Maximum Retention Limit – Survivor UL Policies (all ratings) | | |
|--|---------------|----------|
| Issue Ages | New | Previous |
| 75 or less | \$5M | \$2M |
| 76 – 85 | \$2.5M | \$2M |

The new maximum retention, auto bind and jumbo limit guidelines apply to the following fully underwritten products:

- Protective Custom Choice UL 10-30
- Protective Advantage Choice UL
- Protective Indexed Choice UL
- Protective Investors Choice VUL
- Protective Survivor UL

The following fully underwritten products are excluded from this maximum retention, auto bind and jumbo limit update and will continue to use the previous limits:

- Protective Non-Par Whole Life
- Protective Premiere III
- Protective Preserver II/Plus
- Protective ProClassic UL/ProClassic UL NY
- Protective Survivorship Term

At Protective Life, we take pride in helping you deliver for your clients with our competitive underwriting and product portfolio. We look forward to helping you sell what matters and be THE resource for helping your clients manage risk while offering them both protection and satisfaction.

If you have questions, please call your Protective Life wholesaler or the Protective Life Sales Desk at 877.778.3500, option 1.

