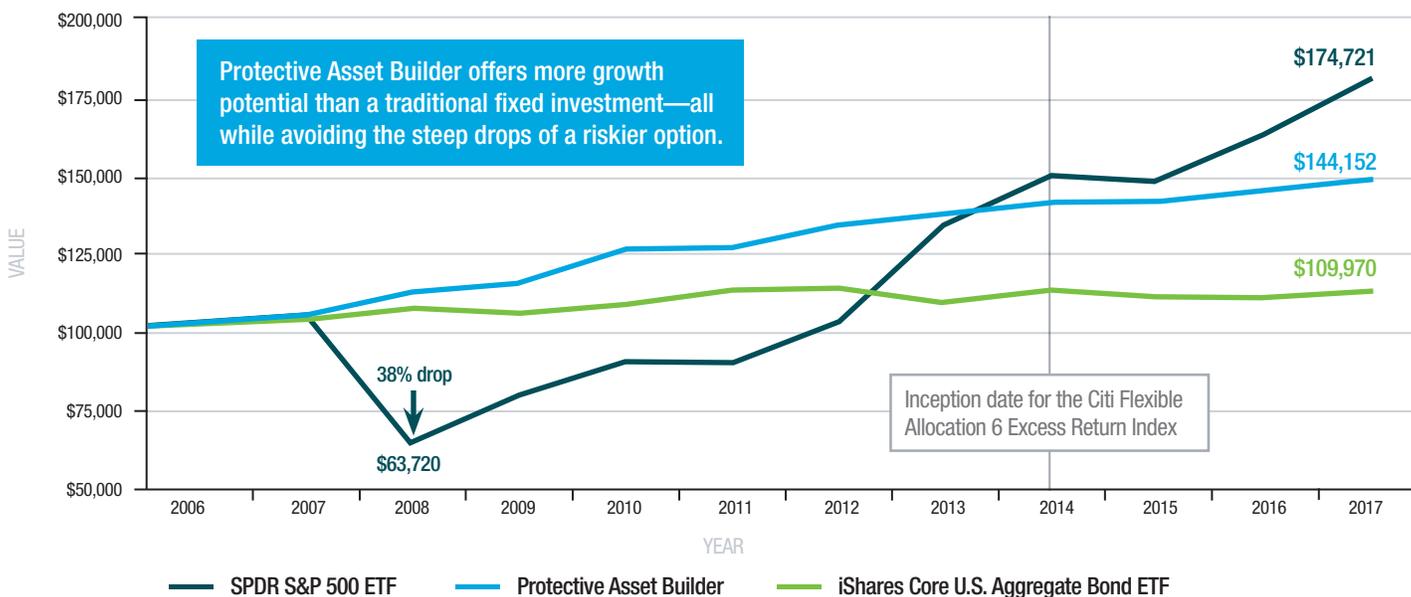


Grow Retirement Savings with Downside Protection

As retirement approaches, balancing volatility risk becomes a higher priority. A sudden market drop can derail your plans if you plan to retire in the near future, but you also can't afford to miss growth opportunities. The solution below opens the door to both outcomes: steady asset growth and downside protection.

HYPOTHETICAL CONTRACT VALUE GROWTH COMPARISON WITH PROTECTIVE® ASSET BUILDER INDEXED ANNUITY



The hypothetical contract value in the above graphic includes contract value growth based on actual historical performance of the S&P 500 Index, and hypothetical back-tested performance of the Citi Flexible Allocation 6 Excess Return Index until its inception date of July 18, 2014, and actual performance of the Citi Index after July 18, 2014. Hypothetical example assumes a beginning contract value of \$100,000 with 40% allocated to the 2-Year Participation & Spread Strategy (Participation Focus), 40% allocated to the Annual Trigger Strategy and 20% allocated to the Fixed Strategy. Example also assumes the following interest and crediting rates: 100% participation rate for the 2-Year Participation & Spread Strategy (Participation Focus), 4.10% interest rate for the Annual Trigger Strategy and 2.45% interest rate for the Fixed Strategy. Protective Life sets interest and crediting rates at its sole discretion and cannot guarantee or predict future interest rates. Interest rates are subject to change. The Participation Focus Strategy earns interest at a specified rate based on the performance of the Citi Flexible Allocation 6 Excess Return Index. The Annual Trigger Strategy earns interest at a specified rate based on the performance of the S&P 500 Index. The Fixed Strategy earns a specified fixed interest rate that is credited daily, regardless of market performance.

The hypothetical examples of the SPDR S&P500 ETF and the iShares Core U.S. Aggregate Bond ETF are based on the actual historical performance according to data compiled by Yahoo Finance.

Ask your financial professional how the Protective Asset Builder Indexed Annuity can provide the asset growth you need with protection from market drops.

Additional information on next page.



The performance shown for the Citi Flexible Allocation 6 Excess Return Index is net of the cost of financing and certain notional transaction and exposure costs that are deducted daily. The Index also contains a volatility target feature, which may result in the Index Allocation being partially or full uninvested to reduce risk.

The S&P 500 Index performance is actual historical performance for the period shown. Neither the hypothetical nor the historical performance of either index reflects the amount of interest credited to an investment in an interest crediting strategy during the time period depicted. Actual results for a specific annuity contract depend on the crediting strategy chosen and the spread or participation rate for the time period(s) shown. Interest is credited on the last day of the applicable crediting term, therefore the amount of interest credited to a contract's value, if any, depends on the index value on that day and not over the entire crediting period.

All index performance data for the Citi Flexible Allocation 6 Excess Return Index before July 18, 2014, is hypothetical because the index did not exist before that date. Hypothetical back-tested index performance information is subject to significant limitations. Citigroup Global Markets Limited developed the rules of the index with the benefit of hindsight—that is, with the benefit of being able to evaluate how the index rules would have caused the index to perform had it existed during the hypothetical back-tested period. The fact that the index generally appreciated over the hypothetical back-tested period may not therefore be an accurate or reliable indication of any fundamental aspect of the index methodology. Furthermore, the hypothetical back-tested performance of the index might look different if it covered a different historical period. The market conditions that existed during the hypothetical back-tested period may not be representative of market conditions that will exist in the future.

In providing the hypothetical back-tested and historical index performance information, no representation is made that the index is likely to achieve gains or losses similar to those shown. In fact, there are frequently sharp differences between hypothetical performance results and the actual results subsequently achieved by a particular investment. One of the limitations of hypothetical performance information is that it did not involve financial risk and cannot account for all factors that would affect actual performance. The actual future performance of the index may bear no relation to the hypothetical back-tested performance of the index.

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Annuities are long-term insurance contracts intended for retirement planning. Protective Asset Builder is a limited flexible premium deferred indexed annuity contract issued under policy form series FIA-P-2011 or FIA-P-2010. Protective Asset Builder is issued by Protective Life Insurance Company located in Birmingham, AL. Policy form numbers, product availability and features may vary by state.

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