



LIFE INSURANCE



## NEW PROTECTION UL

# Which product would you buy?

John Hancock’s Protection UL can be the right product for many clients. The combination of low cost and strong cash value potential makes it the right choice for younger, cost conscious clients. The security of a guarantee that will often last until life expectancy<sup>1</sup> makes it the right choice for older clients as well.

### Case Study

#### The Need

\$1,000,000 of low-cost permanent death benefit protection.

#### The Situation

The product of choice used to be lifetime guaranteed UL, but over the past few years the value proposition of guaranteed UL has diminished. In its place there’s a new product option that provides more value for clients — Protection UL.

#### The Results

Before the producer runs a client illustration, he decides to run one on himself to see if the product can deliver everything it claims to. He discovered that Protection UL offers *more than a just a guarantee*. The **premium savings, strong cash value growth potential and post-issue design flexibility** make it the right option. Take a look at the results:

Male, 55, 10-Pay, Preferred Non Smoker, \$1,000,000 Face Amount			
	John Hancock’s Protection UL	Composite Average Guaranteed UL*	John Hancock’s Protection UL Advantage
Premium	\$22,241	\$25,219	<b>13% Premium Advantage</b>
Cash Value in Year 20**	\$202,773	\$121,503	<b>67% Higher Cash Value</b>
Death Benefit Remains In Force	Lifetime	Lifetime	
Death Benefit Guarantee Period	Age 82	Lifetime	

\* Guaranteed UL Composite is based on lifetime guaranteed premium, Preferred Non Smoker.

\*\* Assuming current interest rates and charges.

Competitor information is current and accurate to the best of our knowledge as of January 2011. The data shown is taken from various company illustrations. Current interest rates may be different for each company and may not be guaranteed. The comparisons in this communication are of different products which vary in premiums, rates, fees, expenses, features and benefits. Composite average is based on guaranteed UL policies currently marketed by leading providers of UL, excluding John Hancock, as indicated in the 2010 Q3 LIMRA Universal Life Sales Summary. Guaranteed UL composite based on Lincoln, MetLife, Protective and Transamerica. Policies and contracts on which the composite is based may not be available in all states. These comparisons cannot be used with the public and complete personalized policy illustrations for each representative company must be presented or discussed with your clients. Please have your clients consult with their professional advisors to find out which type of life insurance is more suitable.

**Click here to run a Protection UL illustration on yourself — and see which product you would choose.**

**For agent use only. Not for use with the public.**

1. Based on 2008 VBT Primary Table: Life Expectancy (LE) tables are based on actual mortality experience collected from sources such as the life insurance companies and the Social Security Administration. As used in this presentation, LE tables show the average probability of death by a certain age. The LE data provided in this presentation is not necessarily indicative of life expectancy, and the insured may live longer than indicated by the table. The LE tables used are not tailored to a particular situation or risk class; rather, they are based on population averages and are presented merely to help form a generalized idea of potential ages at death.

Protection UL policies automatically include a no-lapse guarantee called Death Benefit Protection. This feature guarantees that the policy will not default, even if the cash surrender value falls to zero or below, provided that the Death Benefit Protection Value remains greater than zero and policy debt never exceeds the Policy Value. Policyholders who pay only the minimum premium required to keep the Death Benefit Protection in effect may forego the advantage of building significant cash value in this policy. The no lapse guarantee under the Death Benefit Protection has a maximum duration to age 121. The duration of the no-lapse guarantee coverage may be less, depending upon the funding level chosen by the policyholder. The NLG duration is stated in the contract and reflected in the illustration's guaranteed net death benefit column. At the end of the NLG duration, premiums greater than those originally illustrated may be required to maintain coverage. Factors such as, but not limited to, the amount and timing of premium payments, loans, withdrawals, or any other change allowed under the contract could potentially terminate the no-lapse guarantee. Once terminated, the Death Benefit Protection feature cannot be reinstated.

Guaranteed product features are dependent upon minimum premium requirements and the claims paying ability of the issuer.

Insurance policies and/or associated riders and features may not be available in all states.

Insurance products are issued by John Hancock Life Insurance Company (U.S.A.), Boston, MA 02116 (not licensed in New York) and John Hancock Life Insurance Company of New York, Valhalla, NY 10595.

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