



Ameritas FLX Living Benefits Index Universal Life

Insurance

Ameritas Life Insurance Corp.

Ameritas®
fulfilling life.


A Different Kind of Life Insurance

Ameritas FLX Index Universal Life insurance is a different kind of life insurance. Not only does it provide the money your loved ones may need if you die too soon, but it also grows cash value, provides resources if you become seriously ill and guarantees you will have a source of income that you cannot outlive.

Death Benefit Protection

If you die too soon, your policy can provide for your loved ones, by helping to replace your income and fund major milestones.

Index-Linked Cash Value Accumulation

Using a method that captures the upside potential of market indexes while providing downside protection, your policy can accumulate cash value you can use however you want.

Living Benefits

Your policy has an accelerated death benefit rider that protects you and your family by providing a portion of your policy's available death benefit in the event of a critical, chronic or terminal illness.

Income for Life

As long as your policy meets certain IRS tax requirements regarding life insurance, it comes with a rider that can provide a monthly cash flow for the life of the insured if certain conditions are met. It's a source of money you can't outlive.



A.M. Best Company

A (Excellent) for financial strength and operating performance. This is the third highest of A.M. Best's 15 ratings assigned.

Standard & Poor's

A+ (Strong) for insurer financial strength. This is the fifth highest of Standard & Poor's 21 ratings assigned.



Company Highlights

3.8

million
customers*

\$25.8



billion
in assets under
management*

\$2.6

billion
of benefits paid to
policyholders in 2016

The Ameritas Mutual Advantage

Ameritas is part of a mutual-based organization, which means we are owned by our policyholders, not shareholders. This structure helps us develop strategies and make decisions that focus on long-term financial strength rather than short-term quarterly returns. It is the foundation that has allowed us to deliver on our promises for more than 130 years.

As part of our commitment to doing what's best for our customers, we are proud to offer living benefits on many of our life insurance policies. Living benefits provide our customers with options at a critical time and fit into our mission to offer proven, trusted insurance and financial strategies. We strive to make the lives of our customers better...this is just one way we do it.

*As of December 31, 2016

Who Owns Index UL?

Single parents looking to protect their children and save for future goals with one product.



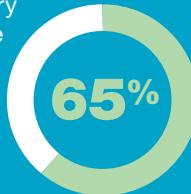
Business Needs

If you are a business owner, life insurance may be able to help you enhance or protect the business you've worked so hard to create.

Less Than a Year

Upon the death of the primary bread winner, 65% of people say they'd feel the financial impact in a year or less.

Source: 2017 Insurance Barometer Study, Life Happens and LIMRA





Protect What Matters Most

The death benefit of Ameritas FLX Living Benefits Index UL insurance can provide a key resource for your beneficiaries if you die prematurely. It can help your family avoid making major changes, like selling the family home, switching schools or changing their lifestyle.

Tax Advantage

Your policy's death benefit is paid in cash and typically your beneficiaries won't owe income taxes on the money they receive. This valuable tax advantage is only available on life insurance.

Additional Protection

We know your life insurance needs are as unique as you are so you can customize your policy by adding extra features, called riders, to help meet your current and future life insurance needs.

You can purchase the **Children's Insurance** rider to provide \$25,000 of life insurance for your children. Later in life, your children can convert their coverage to permanent insurance.

Your life insurance protection will still be important if you become disabled. When you purchase the **Waiver of Specified Premium** rider, your premium will be waived if you become disabled.

If you think your need for insurance will grow, you may want to consider purchasing the **Guaranteed Insurability** rider, which allows you to purchase more insurance at certain ages or life events.

If you purchase the **Accidental Death Benefit** rider, you select an amount to be paid (in addition to the policy death benefit) if your death is accidental.



Will Your Spouse Have Enough?

Women tend to outlive their spouses—often by as much as 15 years. During that time, women often experience a drop in income and standard of living.

Source: Post Retirement Risks and Related Decisions. Society of Actuaries, 2017

Upside Potential With Downside Protection

Your FLX Living Benefits Index UL policy can build cash value over time to help you be ready for life's challenges and opportunities. The cash value accumulation is linked, in part, to the performance of any combination of the following external indexes:

- **S&P 500® Index:** generally regarded as the benchmark for broad U.S. stock market performance; tracks the value of the 500 most widely held large-cap U.S. stocks.*
- **Russell 2000® Index:** generally regarded as the benchmark for U.S. small-cap funds; tracks the value of the 2,000 smallest companies listed on the Russell 3000 Index.*
- **BNP Paribas Momentum 5 Index:** designed to produce steady, positive performance diversification; daily dynamic allocation and daily risk control; asset classes range from developed and emerging equity/bond markets to real estate and gold.*

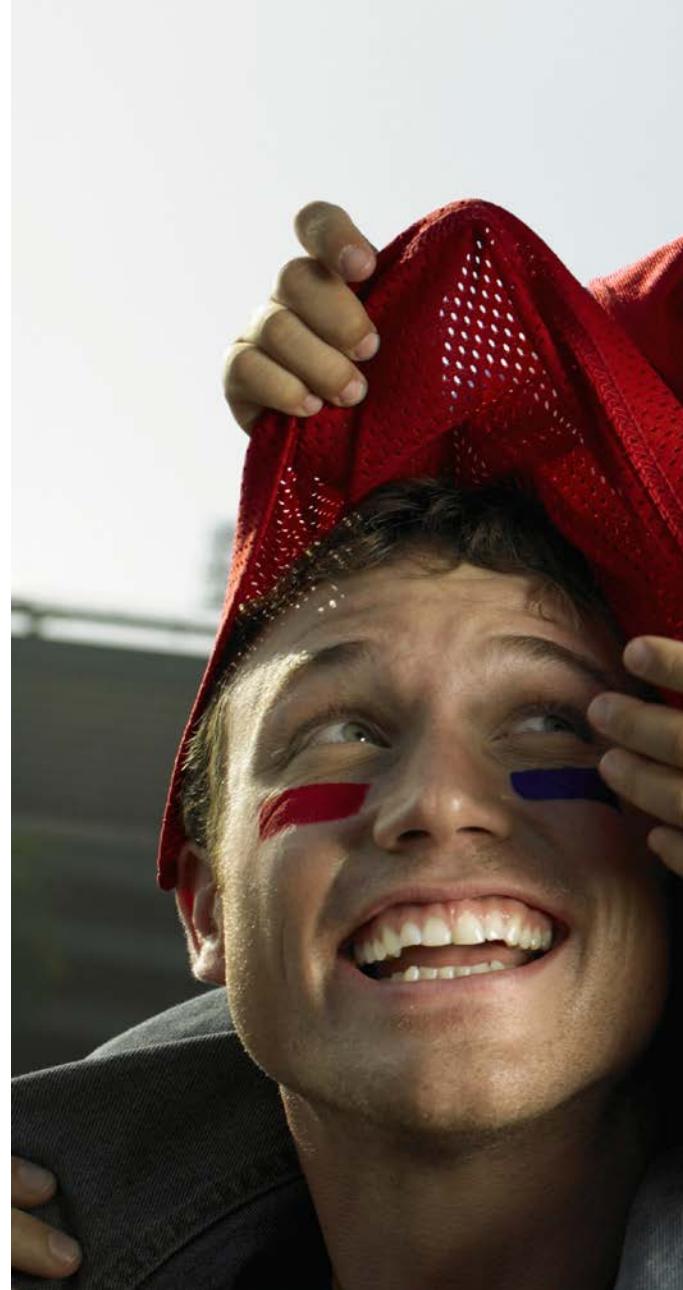
Floor Prevents Losses

You're not directly investing in equities so you have more protection. Ameritas guarantees **your policy's account value will never decrease due to negative index performance.** However, policy fees and charges will reduce the value.

Fixed Account

You also have the option to allocate all or part of your cash value to a **fixed account**, which offers an interest rate that reflects current economic conditions and is guaranteed never to be less than 2%.

Guarantees made by Ameritas Life Insurance Corp. are based on its claim-paying ability.



*The index options are not securities; you are not investing in stocks or an index itself. Therefore, credited interest rates do not include dividends paid by companies in the indexes.



Who Owns Index UL?

Middle class families looking to build tax-advantaged assets but can't afford to take too much risk.



Save for Retirement

More people are using life insurance to save for retirement. It is a top-five reason for owning life insurance; over half of life insurance owners cite saving for retirement as a reason to own.

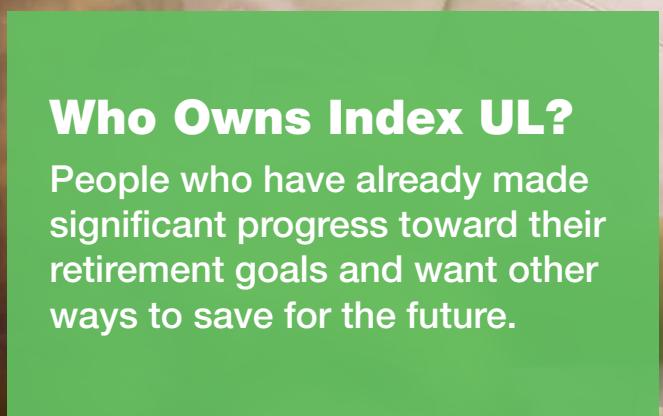
Source: 2017 Insurance Barometer Study, Life Happens and LIMRA



More Than Tuition

According to the College Board, a moderate budget for an in-state public college for the 2017–2018 academic year averaged \$25,290. A moderate budget at a private college averaged \$50,900.

Source: CollegeData.com, What's the Price Tag for a College Education? Accessed December 2017.



Who Owns Index UL?

People who have already made significant progress toward their retirement goals and want other ways to save for the future.



It's Up to You

You can withdraw cash value or borrow against the policy for any reason. For example:

- Supplementing retirement income.
- Starting a business.
- Paying for college or a wedding.
- Covering emergency or business expenses.
- Purchasing a vacation home or taking a vacation.
- Making home improvements.



Need More

Six in 10 pre-retirees do not expect to receive enough income from Social Security and employer pensions to cover their basic living expenses in retirement.

Source: The Facts of Life and Annuities, 2017 Update, LIMRA



Using Your Account Value

Unlike some financial products that limit when you can access your product's account value or try to tell you how you can spend it, you can use your FLX Living Benefits Index UL cash value when you want and for what you want.

When you borrow money from a permanent life insurance policy, you're using the policy's cash value as collateral and are borrowing against your own money, so there's no need for lender approval and has no impact on your credit report. A standard policy loan is generally charged a low interest rate, but other loan options may be available. There's even an option that allows the loaned amount to earn interest as if no loan had been taken.

Tax Advantage

The money you receive from a policy loan will not be subject to income tax as long as the policy remains in force. The tax treatment of cash value loans is a powerful option to have at retirement, especially when you compare it to what might be lost to taxes on other retirement savings.

Loans and withdrawals will reduce the policy's death benefit and available cash value. Excessive loans or withdrawals may cause the policy to lapse. Unpaid loans are treated as a distribution for tax purposes and may result in taxable income.

Lifetime Income Rider

In addition to loans and withdrawals, you also have an innovative option that is automatically included in your policy if it meets an IRS requirement about life insurance called the guideline premium test. With Lifetime Income rider, your cash value can be used to produce a guaranteed stream of lifetime income.

Did You Know?

Life insurance helped establish or grow these famous organizations:

Disneyland
McDonald's
Stanford University
J.C. Penny
Pampered Chef
Foster Farms

Source: ThinkAdvisor.com, Famous Brands Started or Saved by Life Insurance, 2012. Accessed, December 2017.

Living Benefits

There are many unexpected events besides death that, if not properly prepared for, could cripple a family's finances in a hurry. So, in the event of a critical, chronic or terminal illness, your policy has an accelerated death benefit rider that will protect you and your family by providing a portion of your policy's available death benefit. This money can be used for any purpose.

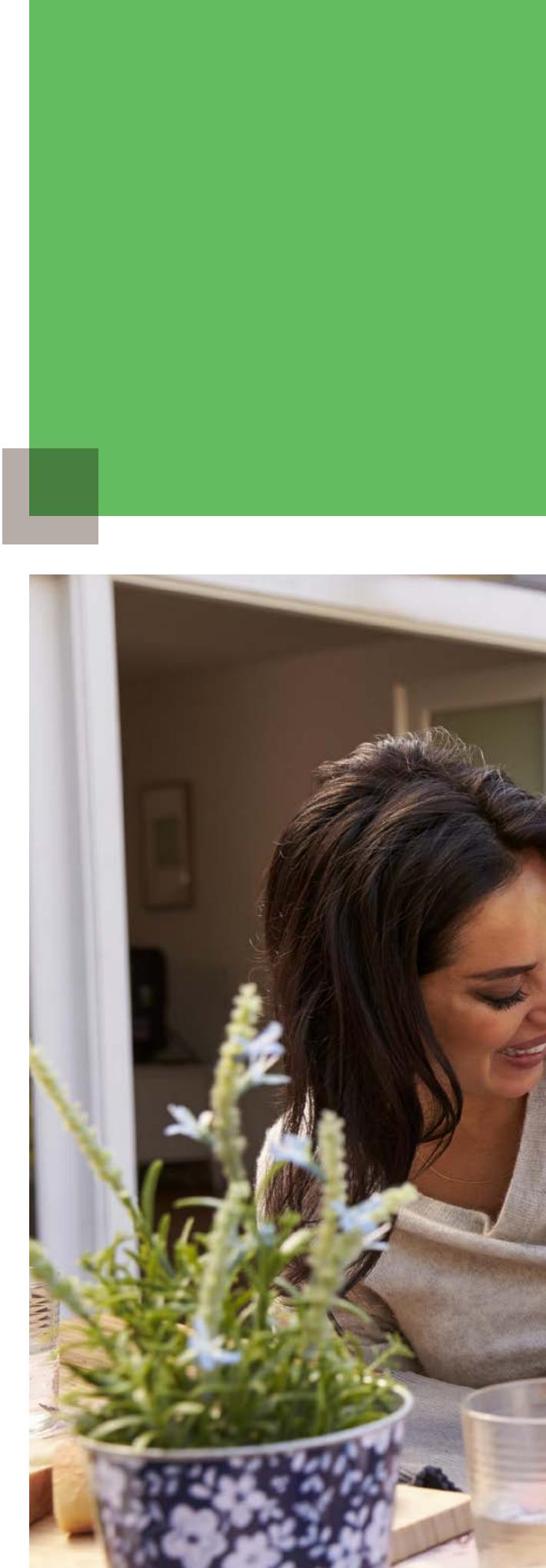
The amount you receive is based on whether you are diagnosed with a critical, chronic or terminal illness and the value of your policy. Upon activating this living benefit, you will know exactly how much of your policy's death benefit you will receive.

Qualifying Event	Benefit
Critical Illness – life-threatening cancer, stroke, major heart attack, end-stage renal failure, major organ transplant, amyotrophic lateral sclerosis (ALS), blindness due to diabetes, paralysis of two or more limbs, major burns, coma, aplastic anemia, benign brain tumor, aortic aneurysm, heart valve replacement, coronary artery bypass graft surgery	Up to 25% of death benefit with a maximum of \$250,000. Paid as a one-time payment.
Chronic Illness – inability to perform two of the six activities of daily living (dressing, toileting, transferring, continence, eating, bathing) or diagnosis of severe cognitive impairment	Up to 50% of death benefit with a maximum of \$1 million. Paid in annual payments up to HIPAA limits.
Terminal Illness – life expectancy is 12 months or less	Up to 75% of death benefit with a maximum of \$1 million. Paid as a one-time payment.

There is no charge for this valuable rider. However, if you do receive an accelerated death benefit, you will be charged a one-time administrative fee and be required to continue to pay the minimum premium necessary to keep the base policy and any attached riders in force.

Remaining Death Benefit

Once a living benefit claim is taken, the policy death benefit is reduced by the amount of the death benefit that is paid to you plus accrued interest. However, the policy's death benefit is guaranteed not to fall below 10% of the specified amount when the first acceleration began. For an additional charge, the death benefit can be guaranteed not to fall below 20%.





Every 40 Seconds

Heart Attack or Stroke

Every 40 seconds, someone in the U.S. has a stroke or heart attack. That adds up to more than \$315 billion in direct and indirect costs.

Source: Heart disease and stroke statistics—2017 update: a report from the American Heart Association in Circulation, Vol. 135 Issue 10 published March 7, 2017



Sandwich Generation

More than 41 million people provide unpaid eldercare in the U.S. and most provide that care several times a week spending about three hours each time they provide care. Nearly 8.7 million people providing unpaid elder care have at least one child living at home and 81% of those are employed at least part time.

Source: Unpaid Eldercare in the United States, Bureau of Labor Statistics, Sept. 2017
<https://www.bls.gov/news.release/elcare.nr0.htm>



Who Owns Index UL?

Members of the “sandwich generation” who appreciate the value of living benefits and are still working toward their retirement goals.



Neither Ameritas Life Insurance Corp. nor its representatives provide tax or legal advice. You may want to consult your attorney or other tax professional for more information.

Ameritas FLX Living Benefits Index Universal Life insurance (form 3020) is issued by Ameritas Life Insurance Corp. Policy and riders may vary and may not be available in all states.

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