



Prudential Individual Life Insurance continues to help customers with their life insurance needs in this challenging time of interest rate changes and market volatility. To do that, we take a prudent financial approach by continuously reevaluating our product portfolio and have made some adjustments to our offerings. More specifically:

- **We're reducing caps and credited rates for IUL products.** We strive to balance financial discipline and impacts to the index accounts and the upside they can offer. However, significant changes in interest rates and market volatility caused IUL index parameters to be adjusted. The new spreads and caps for impacted index accounts will be effective April 1st for index segments **beginning April 15**. For more detailed information, please see our recent [communication](#).
- **We're restricting single pays on Universal Life products.** As a result of significant decreases to current interest rates, we will restrict single and short pay sales on all UL products, excluding VUL, **effective April 13**. Illustrations will not show premiums in years 1-3 that exceed a threshold. This is set by a factor applied to the CTP. For single life products, the restriction will be 8x the CTP and for survivorship products it will be 10x the CTP.
- **We're suspending sales of 30-year Term products until June.** There will be a temporary suspension of Term Essential 30 and Term Elite 30 **effective April 13**. Our goal is to reprice and reintroduce 30-year Term products in June.
- **We're revising the large case review thresholds for UL Protector, SUL protector and SIUL. Effective April 13**, they will be the same thresholds already in place for IAUL, Founders Plus, and Essential UL, which is at least \$1M of total premium in any policy year. **All other products (mainly VUL) would stay the same at \$5M in year one and \$1M in other years.**
- **We're increasing pricing on UL protector.** To restore and maintain profitability, we will increase pricing on UL Protector, **effective April 27**. The new rates will result in an average increase of 8 to 12% in all states (except New York where increases will be approximately 20% due to higher reserves) depending on age, underwriting class, and premium funding patterns.

Although, the current landscape is fluid, we are confident these actions put us in a much better position to withstand the low interest rate environment. **For more information on the recent changes to our product portfolio, please refer to our [transition rules](#).**

For more information on these changes, please reach out to your Prudential Wholesaler or call our sales desk at 1-800-800-2738, Option 1.

Life insurance policies are issued by Pruco Life Insurance Company in all states except New York, where they are issued by Pruco Life Insurance Company of New Jersey. VUL policies are offered through Pruco Securities, LLC (member SIPC). All are Prudential Financial companies located in Newark, NJ.

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