

LIFE SOLUTIONS

The Lincoln Leader

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Pricing Update: *Lincoln TermAccel®* Level Term (2019) – 08/16/21

Effective August 16, 2021, Lincoln is announcing pricing updates to *Lincoln TermAccel*[®] Level Term (2019) which will improve competitive positioning in key cells. *Lincoln TermAccel*[®] life insurance offers an entirely electronic, streamlined interview process with fully automated underwriting and no APS requirement.

Pricing Updates

Goals of the reprice include being a "top 3 carrier" in the following non-tobacco, core cells for all term periods when compared to key competitors:

- Face amounts of \$500K \$1M, premiums are in the top 3 for most ages 40 60
- Face amounts of \$1M, premiums are ranked #1 for a large majority of ages 45 –
 60
- Pricing updates include decreases only

Transition Guidelines

For states that are approved at rollout, there is a 30-day transition period which begins on **August 16**, **2021 and ends on September 15**, **2021**. During the transition period:

- New applications received and applications currently in underwriting will automatically receive the lowest rates available.
- For policies already issued Lincoln will accept a written request to change to the Lincoln TermAccel® (2019) – 08/16/21 rates.
- For policies already placed Lincoln will not allow rewrites to the *Lincoln TermAccel*® (2019) 08/16/21 rates.
- For states approved after rollout the above will automatically apply based on the availability date. *Lincoln TermAccel*® (2019) is not available in New York.

<u>Click here</u> to view the term state availability grid.

HEADLINES

Pricing Update: *Lincoln TermAccel* Level Term (2019) – 08/16/21

<u>Pricing Update: Lincoln LifeElements</u> Level Term (2019) – 08/16/21

Now Available – Lincoln ConversionSM UL (2019) – 08/16/21

<u>Variable Universal Life Products Now</u> Available on eApp

EFT and eDelivery - Update

<u>Lincoln MoneyGuard Market</u> <u>Advantage® - Illustration</u> Enhancements

<u>Lincoln MoneyGuard Submission</u> <u>Guidelines for Washington</u>

<u>Extended: Lincoln VUL^{ONE} Suite</u> <u>Enhanced Underwriting Program</u>

New York Life Insurance Product
Update – REMINDER October 29,
2021 Placement Deadline

Extension of Maturity Offer
Expanding to Include Variable
Universal Life Products

Illustration Availability

Illustrations for *Lincoln TermAccel*® (2019) – 08/16/21 will be run on *Lincoln DesignIt*SM Illustration System (v.54.0). If you have an active internet connection, the software will automatically update to include the new rates on August 16, 2021. If you need to download the *Lincoln DesignIt*SM Illustration System, it will be available on the Lincoln producer websites or from Field Office Technicians.

Available Riders

The following riders are available on all versions of *Lincoln TermAccel*® (see state availability):

- Accelerated Benefit Rider
- Waiver of Premium Benefit
- Children's Level Term Insurance Benefit Rider

Marketing Materials

All impacted materials have been updated and made available on the Lincoln Producer Websites.

Pricing Update: Lincoln LifeElements® Level Term (2019) – 08/16/21

Effective August 16, 2021, Lincoln is announcing pricing updates to *Lincoln LifeElements*® Level Term (2019) which will improve competitive positioning in key cells. *Lincoln LifeElements*® Level Term life insurance offers both a traditional paper application process and a streamlined Tele-App process for electronic and paper ticket submissions.

Pricing Updates

Goals of the reprice include being a "top 3 carrier" in the following non-tobacco, core cells for all term periods when compared to key competitors:

- Face amounts of \$500K \$999K, premiums are in the top 3 for almost all ages 55 and above
- Face amounts of \$1M and above:
 - o Ages 30 and above, premiums are in the top 3 for most cells
 - Ages 45 and above, premiums are ranked #1 for a large majority of cells
- Pricing updates include decreases only

Transition Guidelines

For states that are approved at rollout, there is a 30-day transition period which begins on **August 16, 2021 and ends on September 15, 2021.** During the transition period:

- New applications received and applications currently in underwriting will automatically receive the lowest rates available.
- For policies already issued Lincoln will accept a written request to change to the *Lincoln LifeElements®* (2019) 08/16/21 rates.
- For policies already placed Lincoln will not allow rewrites to the Lincoln LifeElements® (2019) 08/16/21 rates.
- For states approved after rollout the above will automatically apply based on the availability date.

Click here to view the term state availability grid.

Illustration Availability

Illustrations for Lincoln LifeElements® (2019) – 08/16/21 will be run on Lincoln DesignItSM Illustration System (v.54.0). If you have an active internet connection, the software will automatically update to include the new rates on August 16, 2021. If you need to download the Lincoln DesignItSM Illustration System, it will be available on the Lincoln producer websites or from Field Office Technicians.

Available Riders

The following riders are available on all versions of *Lincoln LifeElements*® (see state availability):

- Accelerated Benefit Rider
- Waiver of Premium Benefit
- Children's Level Term Insurance Benefit Rider

Marketing Materials

All impacted materials have been updated and made available on the Lincoln Producer Websites.

Now Available - Lincoln ConversionSM UL (2019) - 08/16/21

Effective August 16, 2021, Lincoln is updating $Lincoln\ Conversion^{SM}\ UL\ (2019)-08/16/21$ which incorporates the new 7702 assumptions that went into effect on January 1, 2021. This current assumption universal life product fulfills contractual obligations for conversions.

In most cases, this product continues to be the only conversion option available for policyholders with a term product introduced prior to April 2007*.

Product Highlights

- Lincoln ConversionSM UL (2019) 08/16/21 has been updated to reflect the new minimum statutory interest rate assumptions used in calculating the premium limits under sections 7702 and 7702A of the Internal Revenue Code.
- Consistent with the current version, Lincoln ConversionSM UL (2019) 08/16/21 will be offered at a price that
 reflects the anticipated mortality risk of converted policies based on today's pricing and risk-management
 standards.

Transition Guidelines

Lincoln ConversionSM UL (2019) - 08/16/21 is replacing Lincoln ConversionSM UL (2019). For states approved at rollout the transition period will end on **September 15**, **2021**. This version of the product will not be available in New York.

- For the replaced product, formal applications must be signed, dated, and received in-good-order in Lincoln's home office by the end of the transition period to qualify. For *LincXpress®* Tele-App Cases, a complete ticket and required solicitation forms must be received.
- For pending business or policies already issued, Lincoln will accept a written request and a revised illustration to change to the *Lincoln Conversion* ULSM (2019) 08/16/21.
- For policies already placed, normal internal replacement guidelines apply. Rewrites will not be allowed.

Click here to view the universal life state availability chart.

^{*}Full product portfolio will continue to be available when required by applicable policy language, Lincoln's relationship with the original issuer, or for consistency across smaller blocks of business. Please refer to Lincoln's Term Conversion Guidelines for further details on current term conversion product availability and commissions.

Illustration Availability

Illustrations for *Lincoln Conversion* SM UL (2019) - 08/16/21 will be run on *Lincoln DesignIt* Illustration System (v.54.0). If you have an active internet connection, the software will automatically update to include the new rates on August 16, 2021. If you need to download the *Lincoln DesignIt* Illustration System, it will be available on the Lincoln producer websites or from Field Office Technicians.

Available Riders

Products and rider features are subject to state availability. Limitations and exclusions may apply.

- Accelerated Death Benefit Rider²
- Accelerated Benefits Rider (with critical illness coverage)²
- Disability Waiver of Monthly Deductions Benefit Rider^{1,3}
- Overloan Protection Rider²

Marketing Materials

All impacted materials have been updated and made available on the Lincoln Producer Websites.

Variable Universal Life Products Now Available on eApp

Effective August 16, 2021, Lincoln is pleased to expand the fully electronic traditional online application (eApp) submission process to now include **variable universal life insurance (VUL/SVUL) products*.** eApp for VUL products feature Customer Identity Verification and Fund Allocation selections.

eApp is available through Lincoln's producer website – at no cost – or is accessible directly through iPipeline® for iPipeline subscribers. This process will help to reduce not-in-good-order submissions, improving turnaround times and the overall customer and producer experience.

IMPORTANT: Prior to using eApp, please confirm with your broker-dealer that the eApp process is an approved form of submission and observe any back-office suitability and/or firm-specific form requirements.

¹There is an additional charge for this rider

²There is no charge for this rider until exercised

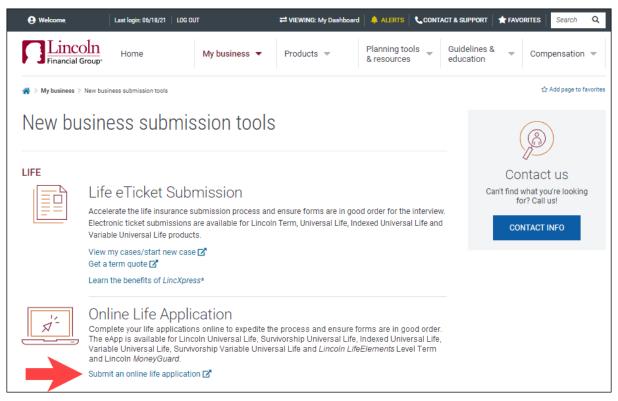
³Waiver of Monthly Deductions Rider is only available without underwriting if the Waiver of Premium Rider was issued with the original term policy.

^{*}VUL on eApp is not available in New York

How to Access

You have two options to access the eApp submission tool:

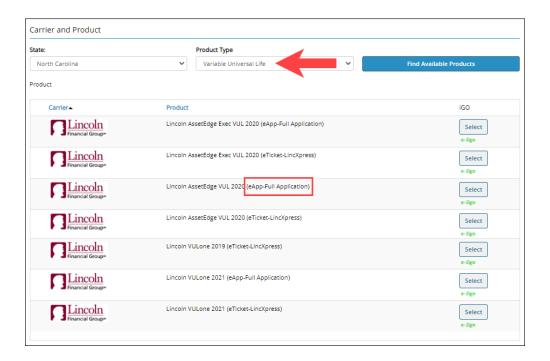
Option 1: Log into your Lincoln Producer Website – From the "My business" tab, select "New Business Submission Tools", and click "Submit an online life application."



Additionally, you can access the online new business submission tools from the individual life insurance product pages.

Option 2: iPipeline subscribers log in to your iPipeline account – Select "Start New Case" and choose "Variable Universal Life" or "Survivor Variable UL" as the Product Type. The application type is indicated in parentheses after each product name.



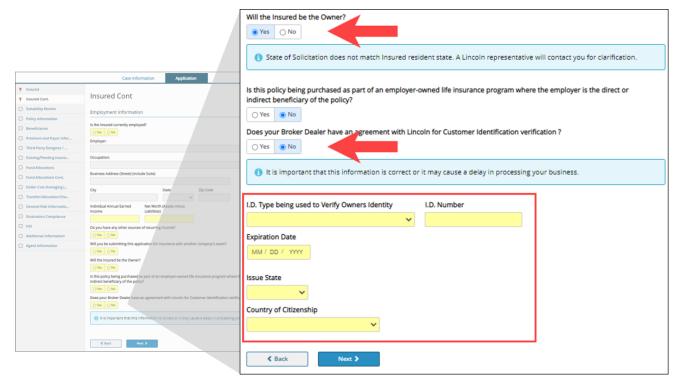


Customer Identity Verification

For VUL eApp submissions, Customer Identity Verification (CIV) questions are integrated within the platform. Within the **Insured** section, if the Insured is the Owner, **and** the Broker-Dealer does not have an agreement with Lincoln for CIV, the following information will be required:

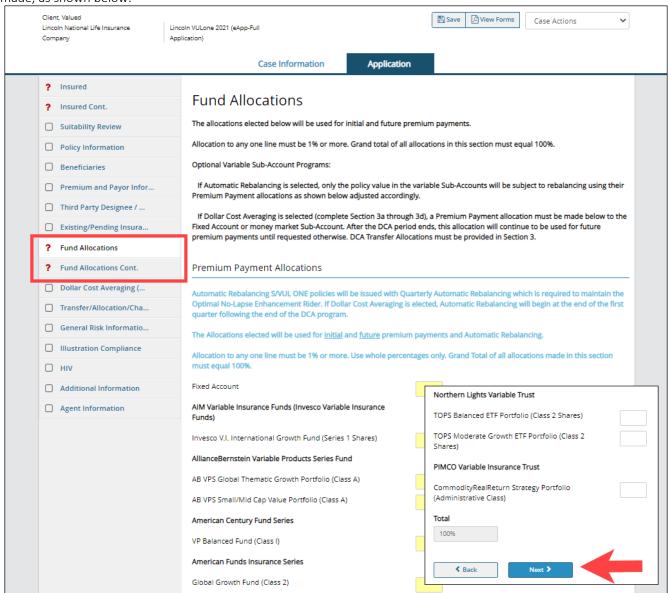
- I.D. Type being used to Verify Owner's Identity: Driver's License, Government Issued Photo ID, or Passport
- I.D. Number
- Expiration Date
- Issue State
- Country of Citizenship

If the Broker-Dealer has an agreement with Lincoln for CIV verification, the questions will not be required.



VUL Fund Allocations

VUL product fund selections will be made within the **Fund Allocations** section in the eApp submission platform. Selections must be made in whole percentages and total 100%. There are two pages in which fund selections may be made, as shown below.



Attaching the Illustration and Additional Documents

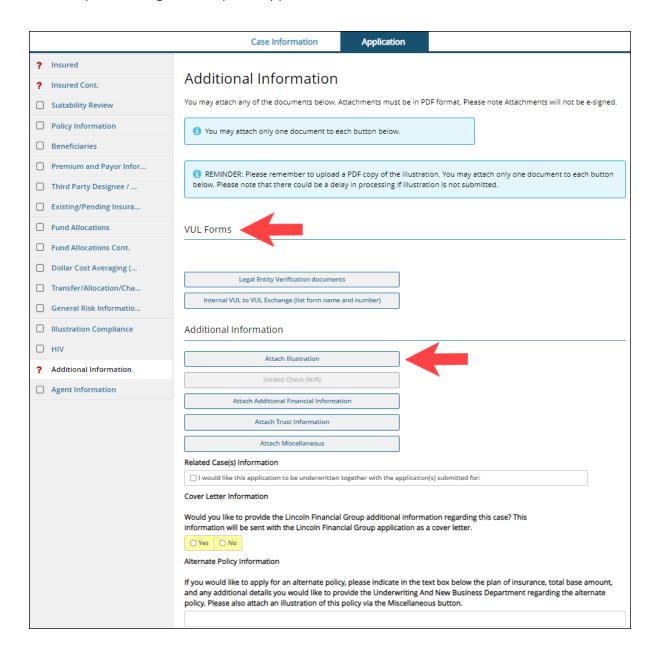
In the **Additional Information** section, you can upload any VUL specific documents, and the attachment(s) will accompany the application packet sent to Lincoln. The attachments must be in PDF format, and may include the following:

VUL Forms Legal Entity Verification documents Internal VUL to VUL Exchange Additional Financial Information Trust Information Miscellaneous



Illustration Attachment Tip!

By attaching the <u>original</u> PDF file generated from the *Lincoln DesignItSM* or WinFlex illustration software, Lincoln's technology will automatically map the illustration to enable electronic signatures to be captured during the ePolicy delivery process.

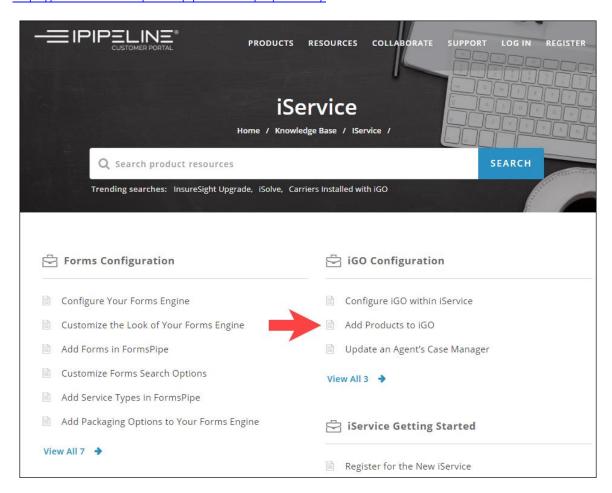


eApp Training and Resources

Lincoln Life eApp Agent Training Brainshark	<u>VIEW</u>
Lincoln Application Submission Comparison Summary	Order code: <u>UW-APP-FLI001</u>
Life Insurance Application Submission Guide	<u>VIEW</u>

iPipeline® Users - Adding a New Product to iGO

Having trouble finding the new VUL products in your iPipeline Account? As a reminder, when new life insurance products become available, iPipeline® users must <u>add</u> any new products to their account within iGO and iService. If you have specific questions or need instructions, you can access additional information from the iPipeline Customer Portal: https://www.customerportal.ipipeline.com/kb/iservice/.



EFT and eDelivery - Update

Lincoln Underwriting and New Business would like to inform you of a procedural change which will affect electronically delivered policies that utilize Electronic Funds Transfer (EFT) for premium payments. When a policy is Issued on any EFT mode, a copy of the EFT form is currently bundled with the policy documents. Effective August 16, 2021, completion of the EFT Form will be required upon delivery. The Opt Out button will be non-functioning to ensure the EFT information is completed and does not delay placement.

Lincoln MoneyGuard Market Advantage® - Illustration Enhancements

Additional key information and a streamlined layout

Effective August 16, 2021, Lincoln Financial has enhanced the illustration for Lincoln *MoneyGuard Market Advantage®*. The enhanced design focuses on adding key additional values to the illustration while streamlining the layout of the information being provided on this life insurance offering.

Additional Key Information

The following values have been added to the Lincoln *MoneyGuard Market Advantage* illustrations to provide additional information that is important to the product design:

Summary of Your Benefits Page

- o Added a value for Flexible Care Cash.
- o Additional clarification added for the total planned premiums amount reflected.

Policy Values Pages

- o Added a Total Long-Term Care (LTC) Duration value.
- Reference added to state the Market Value Total is four times the Accumulation Value from the current policy year.

Streamlined Layout

The following enhancements have been made to streamline the layout of the Lincoln *MoneyGuard Market Advantage* illustrations:

Policy Values Pages

- o With the addition of a column for the Total LTC Duration on the Policy Values pages, the Protected Value Max Monthly and Market Value Max Monthly columns have been removed.
- o As part of the updated layout on the Policy Values pages, the Protected Value Total will now appear prior to the Market Value Total.

Color Schemes

- o In order to provide a more consistent visual experience, the color schemes have been updated for reflecting the following policy values:
 - Market LTC Value
 - Protected LTC Value
 - Base LTC Value
- o These updates can be found throughout the illustration but are most notable on the How Your Policy Works chart page and the Policy Values pages.

Illustration Capabilities

Lincoln's DesignItSM (v.54.0) and WinFlex illustration systems have been updated with this change effective August 16, 2021. If you have an active internet connection, the software will automatically update to include these changes on August 16, 2021.

Lincoln MoneyGuard® Submission Guidelines for Washington

Secure your client's coverage before November 1, 2021

Lincoln's Underwriting & New Business department is committed to helping your clients secure long-term care coverage in anticipation of the upcoming Washington state legislation guidelines regarding the Long-Term Services and Supports Trust Program.

Our focus is to ensure the maximum amount of your Lincoln *MoneyGuard®* cases in Washington are placed before the state's **deadline of November 1, 2021**. We encourage you to submit any Washington cases as soon as possible. While we cannot guarantee placement by this date, the following guidelines and key dates should be followed to help you place inforce your case(s) before November 1.

Key Dates and Guidelines

Lincoln MoneyGuard application submission guidelines

September 3

Submit all applications by **September 3, 2021** to increase the likelihood of placement before November 1. Utilizing Lincoln's digital solutions, including eApp and ePolicy Delivery, will help to ensure cases are submitted in-good-order and delivered promptly after policy issue. Policies received after September 3 will be accepted and processed in the order in which they are received.

For your 1035 exchange cases, be mindful that the completion of the 1035 exchange is subject to losing <u>carrier turn-around times</u>, and funds must be received at Lincoln before policy placement.

Lincoln MoneyGuard placement guidelines

October 25-29

To help ensure policy placement before November 1, 2021, all placement-restrictive requirements, including all premium(s), must be received at Lincoln <u>in-good-order</u> by **October 25, 2021**.

Your dedicated *MoneyGuard* Underwriting & New Business team will be working to place your Washington cases inforce through end-of-day **October 29, 2021**. For cases in which any final requirements are received after October 25, processing will be handled on a first-in basis and are not guaranteed for placement by October 29.

Washington State Deadline

November 1

The state of Washington allows residents to apply for an exemption from the payroll tax for coverage placed in effect prior to November 1, 2021. Any business that is not placed inforce by October 29 will continue to be processed by Lincoln, however it will not qualify for exemption from the payroll tax assessment.

Please contact your dedicated Lincoln Underwriting & New Business team with any questions.

EXTENDED: Lincoln VULONE Suite Enhanced Underwriting Program

Submission deadline extended until October 1, 2021

Lincoln is excited to announce that we are **extending the submission deadline to October 1, 2021 for the enhanced underwriting program for** *Lincoln VUL^{ONE}* **and** *SVUL^{ONE}* **cases**. This enhanced underwriting program provides even more value with our suite of *Lincoln VUL^{ONE}* product solutions and supports our commitment to helping our partners grow their business and reach new customers.

Updated - What You Need to Know

Lincoln VUL^{ONE} and *SVUL^{ONE}* cases received at Lincoln by October 1, 2021, and subject to full underwriting, will receive a <u>one-class</u> underwriting upgrade. Any case placed inforce prior to May 20, 2021 is not eligible.

Product eligibility	 Lincoln VUL^{ONE} Lincoln SVUL^{ONE}
Case submission guidelines & eligibility	 New submissions must be received at Lincoln, in-good-order, by October 1, 2021 All cases eligible for the one-class underwriting upgrade must be placed inforce, or 1035 exchange initiated, by December 31, 2021 LincXpress ticket, eApp and traditional application submissions are eligible Cases in a pending status as of May 20, 2021 are eligible 1035 exchanges in process as of May 20, 2021 are eligible
Issue age/face amounts	 Issue ages 20-80 All specified amounts Subject to age/risk class guidelines based on product applied for Per current guidelines, backdating from age 81 to age 80 will not be permitted to qualify
Underwriting qualifications	 Fully underwritten cases are eligible, subject to current underwriting guidelines Substandard rated cases are eligible, subject to current underwriting guidelines LincXpress lab-free cases are eligible Underwritten internal exchanges are eligible All formal or trial offers are eligible
Exclusions	 Not eligible for the enhanced underwriting program: Policies placed inforce prior to May 20, 2021 New submissions received at Lincoln after October 1, 2021 Cases assessed at standard through the Table Reduction Program (TRP) The one-class underwriting upgrade cannot be used to be eligible for TRP consideration Cases currently postponed under the COVID-19 temporary underwriting guidelines Term Riders Term Conversions

Frequently Asked Questions

What is the enhanced variable product underwriting program?

Effective immediately for all fully underwritten *Lincoln VUL*^{ONE} and *SVUL*^{ONE} cases, Lincoln is offering a one-class underwriting upgrade for a limited time only. Cases must be received at Lincoln in-good-order by **October 1, 2021** and must be placed inforce, or 1035 exchange initiated, by December 31, 2021.

If my case is in a pending status, will it be eligible?

Yes. Any *Lincoln VUL^{ONE}* or *SVUL^{ONE}* application that is pending and/or currently in underwriting is eligible, including any formal or trial offers. If the policy is already placed inforce as of May 20, 2021, it is not eligible for the enhanced underwriting program.

Are there age or face amount restrictions for the program?

The program is available for issue ages 20-80 and all face amounts – subject to age/risk class guidelines based on product applied for. There are no changes to current product parameters or backdating rules. Please note: per current guidelines, backdating from age 81 to age 80 will not be permitted to qualify for this program.

Are lab-free cases eligible?

Yes. Cases that are submitted through the *LincXpress* ticket submission process and qualify for the lab-free process will be eligible for the upgrade.

Are internal exchanges eligible?

Yes, internal exchanges that are fully underwritten are eligible for the enhanced underwriting program.

How will the underwriting upgrade work for survivorship cases where the insureds are underwritten at different rate classes?

For survivorship policies, each life is assessed individually for qualification of the one-class underwriting upgrade. For example:

- If both insureds are underwritten at standard, both will qualify for the upgrade
- If one insured is standard through the TRP and the other insured is standard without concessions, only the insured who is underwritten at standard without concessions will qualify for the one-class upgrade

Are target premiums for producer compensation based on the upgraded underwriting class? Yes. Target premiums are based on the upgraded underwriting class.

Will producers be required to submit a revised illustration based on the new upgraded underwriting class?

Yes. The producer will be required to provide a revised illustration. When possible, New Business Case Managers will allow for signatures upon delivery to not delay any case where a revised illustration and/or forms may be required due to the new upgraded underwriting offer.

If my client was postponed due to a substandard rating under the COVID-19 temporary underwriting guidelines but would now qualify with a one-class upgrade, are they eligible under this program?

No. If a client is postponed as a result of the <u>temporary underwriting guidelines</u>, they are <u>not</u> eligible for an offer under this enhanced underwriting program. For example, a 50-year-old rated Table 5 will be postponed under the temporary underwriting guidelines and is not eligible for a Table 4 offer under the enhanced underwriting program.

Are cases with a Flat Extra eligible?

Yes. A one-class underwriting upgrade will be offered on policies with a flat extra. The upgrade would apply to the underwriting class only and the flat extra would remain the same. For example, a client underwritten as standard non-tobacco with \$5.00 flat extra would be offered at preferred non-tobacco with \$5.00 flat extra.

Are Foreign Nationals cases eligible?

Yes. Foreign National cases will be eligible for the upgrade.

Are tobacco users eligible?

Yes. For example, an insured that is underwritten at standard tobacco can be upgraded to preferred tobacco.

Are Term conversions eligible?

No. Term conversions are not eligible.

Are substandard-rated cases eligible?

Yes. Substandard cases are eligible for a one-class upgrade. For example, if an insured is rated Table C, Lincoln would offer Table B.

If my client qualifies for the Table Reduction Program (TRP), are they also eligible for the one-class upgrade?

No. If the case qualifies for the TRP, the client is not eligible for the one-class underwriting upgrade. Additionally, the client cannot use the one-class underwriting upgrade to be eligible for the TRP.

Are both death benefit options available for the one-class underwriting upgrade?

Yes. Both the Traditional and Guaranteed Minimum Death Benefit options are available.

Are inforce policies eligible?

No. Policies placed inforce prior to May 20, 2021 are not eligible.

How will trial offers be handled if the product is not known?

For any trial offer request that is received where the product is not indicated, the Underwriting team will notify the producer about the possible underwriting upgrade, if the product chosen is *Lincoln VUL*^{ONE} or *SVUL*^{ONE}.

How long will the enhanced underwriting program last?

This program will be available for a limited time only. All cases eligible for the one-class underwriting upgrade must be placed inforce, or 1035 exchange initiated, by December 31, 2021.

Please contact your dedicated Lincoln Underwriting team with any additional questions

New York Life Insurance Product Update -**REMINDER** October 29, 2021 Placement Deadline

Beginning August 16, 2021, to help keep you informed and as an added reminder of this placed-by/1035 initiated deadline, Lincoln will implement the following new status update within your pending policy details:

IMPORTANT NOTICE: As announced on July 12, 2021, all NY applications for Term and IUL products must be placed inforce, or 1035 exchange initiated, **by October 29, 2021**. Any case not placed inforce or 1035 exchange initiated by October 29, 2021 will be cancelled. Electronic signatures will not be allowed on these applications after August 13, 2021.

As part of a review of its electronic signature processes, Lincoln Life & Annuity Company of New York (Lincoln) became aware that the application currently used for its life insurance products sold in New York, does not comply with New York's requirements for use with electronic processes and platforms. Lincoln is committed to ensuring our products and processes are compliant with state regulations and guidelines, therefore the following actions have taken place until a new, electronic-compliant application and process can be implemented:

The following life insurance products currently sold in New York have been suspended effective August 13, 2021:

- Lincoln LifeElements® Level Term (2019) 07/15/19
- Lincoln WealthAdvantage® Indexed UL
- Lincoln WealthPreserve® IUL (2017) 02/12/18

Submission and placement deadline

- All New York applications for the life insurance products listed above must have been <u>received</u> in-good-order at Lincoln **by August 13, 2021**, and
- All pipeline cases for the New York products listed above must be <u>placed inforce</u>, or <u>1035 exchange initiated</u> by October 29, 2021
- Any case not placed inforce or 1035 exchange initiated by October 29, 2021 will be cancelled

All electronic process solutions for products sold in New York, including Lincoln *MoneyGuard** and life insurance policy conversions, have been suspended as of August 13, 2021, including:

- eApp
- eNIGO
- ePolicy Delivery (through DocuSign or DocFast)
- No electronic or digital signatures will be accepted

Note: The following products remain available for sale with paper processes only:

- Lincoln MoneyGuard® II NY
- For use with Group or Term Conversions only: Lincoln ConversionSM UL, Lincoln LifeElements[®] One-year Term,
 Lincoln LifeElements[®] 10-year Term

As a reminder, New York Solicitation and Situs guidelines must continue to be followed. For any New York resident (Proposed Insured or Owner) applying for life insurance coverage outside of New York, no part of the sale can take place in the state of New York. All sales activities including solicitation, paramed exam, paperwork signing, and policy delivery must be conducted in the state of situs, and all paperwork and forms must align to the state of situs. Additionally, the New York resident (Proposed Insured or Owner) must sign the Out of State Verification Form.

At this time, there is no date set for the future availability and reintroduction of life insurance products in New York. Any updates will be communicated through the Lincoln Life Leader.

If you have any additional questions regarding these changes, contact your dedicated Lincoln Underwriting & New Business team.

Extension of Maturity Offer Expanding to Include Variable Universal Life Products

Now available in District of Columbia (DC)

Lincoln is broadening the range of products eligible for an extension of the policy maturity date. The offer applies mostly to older products in the Lincoln suite, as newer products often contain a maturity extension feature as part of the base contract. The effort to extend maturity dates on additional Lincoln products is part of a phased approach that now includes variable universal life (VUL) policies. This offer is now available in District of Columbia (DC). For the full article please click here.

State Approvals

Updates since July 12, 2021

Initial Rollout

- Lincoln TermAccel® (2019) 08/16/21
- Lincoln LifeElements® Level Term (2019) 08/16/21
- Lincoln ConversionSM UL (2019) − 08/16/21

View State Availability Grids

Products and features are subject to availability and may vary by state.

Contractual obligations and Guarantees are subject to the claims-paying ability of the issuing company:

- The Lincoln National Life Insurance Company of Fort Wayne, IN; or
- Lincoln Life & Annuity Company of New York of Syracuse, NY.

Variable products distributed by Lincoln Financial Distributors, Inc., Members of Lincoln Financial Group.

The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.

Variable insurance products are sold by prospectus. Consider the investment objectives, risks, charges, and expenses of the variable product and its underlying investment options carefully before investing. The prospectus contains this and other information about the variable product and its underlying investment options. Please review the prospectus available online for additional information. Read it carefully before investing.

Only registered representatives can sell variable products.

Not a deposit

Not FDIC-insured

Not insured by any federal government agency

Not guaranteed by any bank or savings association May go down in value

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