

Universal Life Insurance Products

About Assurity...

Assurity Life Insurance Company's origins are rooted in a century-long legacy of providing long-term security to policyholders that has earned generations of customers' confidence and trust.

Assurity Life serves customers across the nation, offering disability income, long-term care, critical illness and life insurance, annuities and specialty insurance plans through our representatives, worksite distribution and direct mail. Pension and investment management services are available through Assurity Advisors Inc., a subsidiary of Assurity Life.

With assets exceeding \$2 billion, Assurity Life has built a reputation for "best in class" service and sound, conservative business practices with a disciplined approach to financial management. Headquartered in Lincoln, Neb., Assurity Life has earned a high rating from A.M. Best Company, the insurance industry's leading independent analyst.

We're proud of our history of integrity, financial accountability...and helping people through difficult times.

Policy Form Nos. 0540, 0550, 9300, 9310

Rider Form Nos. 0043, 0046, 0047, 0531, 0532, 0541, 0542, 0555, 9301, 9302, 9303, 9304, 9915

Underwritten by Assurity Life Insurance Company of Lincoln, Neb. This brochure contains an abbreviated explanation of policy qualifications, limitations and exclusions. For complete costs and details of the policy, please review the policy contract, or consult your insurance professional or Assurity Life Insurance Company.

Policy rates, features and availability may vary by state and are subject to state approval.



LifeScape[®]



LifeScape® Universal Life Insurance...the flexible solution

As you look toward the future, you know that your life will change, and so will your financial goals and your need for life insurance protection.

A LifeScape® Universal Life policy from Assurity Life Insurance Company makes it possible for you to adjust your life insurance protection as your needs change. As your family grows, your business expands, or your income and responsibilities increase, your life insurance coverage can evolve to fit your new circumstances. LifeScape Universal Life is designed to provide lifetime insurance coverage and financial growth under one policy.

Because of its flexibility, universal life is one of today's most dynamic and versatile insurance plans. Along with the distinct benefits and tax advantages of permanent insurance, LifeScape Universal Life can adapt to changing needs at every stage of your life. You can vary your premium amounts and timing of payments — even adjust your coverage amount — according to the current needs and economic circumstances of your family or business.

A universal life policy from Assurity Life can offer everything you need to help you achieve your financial goals:

- Insurance protection for your entire life
- Flexibility to change coverage or premiums
- Two death benefit options, level or increasing
- Tax-deferred growth in policy values with competitive current interest rates
- Preferred and super-preferred underwriting classes
- Liquidity through access to policy values through withdrawals and low-cost loans
- Preferred policy loans available with qualifications
- Guaranteed interest rates
- Income tax-free death benefits for beneficiaries



With multiple LifeScape Universal Life plans available, Assurity Life can tailor coverage to fit nearly any situation for individuals, families and small businesses. Our universal life plans can accommodate a single individual or up to 10 lives.

Flexible Premiums and Coverage

Universal life gives you the opportunity to adjust your insurance as your needs change. Two death benefit options are available: level or increasing. You can increase your coverage at times when you need more protection by providing proof that you are in good health; or, reduce the face amount when you need less insurance.

With most universal life plans, you have control over the amount and frequency of your premium payments. You can pay more during good earnings years to increase your accumulation values and take advantage of higher interest rates; or, pay less during years when money is tight. You may even skip a premium. (A minimum premium must be paid for a period of time for certain plans.)

Tax-Deferred Growth

Your premium payments increase your policy's accumulation value, which earns tax-deferred interest. Competitive interest rates, based on current economic conditions and investment returns, are guaranteed never to fall below an established rate.¹ And, without the drain of taxes, your earnings can accumulate even faster.

Availability of Funds

If you need money for an emergency, education, retirement or any other purpose, your policy's cash value is easily accessible through withdrawals and low-cost policy loans.²

A withdrawal allows access to a portion of your cash value without paying it back; however, a minimum amount must be retained to keep the policy in force. A withdrawal will also reduce your coverage by an equal amount. Withdrawals are subject to a fee.

Policy loans offer another way to obtain money from your policy, although they also reduce the amount of the death benefit. We charge you interest for the loan, but we also credit interest to you on any portion of the accumulated value that is loaned.

How Universal Life Works

Each month, your premiums and the interest earned are credited to your accumulation value. Low monthly administrative fees and insurance costs are deducted and eventually, depending on the plan, the fees are dropped. You will receive an annual statement which shows every accounting transaction, the death benefit, interest earned and accumulation value.



¹ Interest rates are declared monthly and are based on company investment earnings. ² Under current tax law, policy loans are not subject to income tax. A withdrawal allows access to a portion of your cash value without paying it back; however, a minimum amount must be retained to keep the policy in force. A withdrawal will reduce your coverage by an equal amount. Withdrawals are subject to a fee. ³ Not available in all states.

Additional Benefits

Depending on the type of plan, universal life can be customized with low- or no-cost riders and options designed to suit your specific needs:

- **Term/Additional Insured** — Provides additional protection for yourself, your spouse or business associate
- **Children's Coverage** — Protects your children
- **Critical Illness** — Provides a lump-sum payment for any of five life-threatening conditions³
- **Maturity Extension Provision** — Allows coverage to continue, premium-free, after the policyholder reaches age 100
- **Guaranteed Additional Purchase** — Allows the insured to purchase additional coverage at specific times without evidence of insurability
- **Disability Waiver of Premium** — Ensures premiums are paid if you become disabled due to illness or injury and are unable to work
- **Increase Face Amount** — Increases your coverage at specified times regardless of current health or occupation
- **Accidental Death Benefit** — Pays benefit if death occurs as the result of an accident

The Perfect Fit

LifeScape Universal Life from Assurity Life offers versatile coverage with flexibility. As your protection needs and financial resources change over the course of your life, a LifeScape Universal Life plan can provide a lifetime of security, protection and peace of mind.