



Ameritas Value Plus Universal Life Insurance

Protect what matters most

Ameritas Life Insurance Corp.
Ameritas Life Insurance Corp. of New York

LI 2268 1-20

Ameritas 
fulfilling life.



Value Plus Universal Life provides

- Death benefit protection
- Living benefits
- Income for life

Life insurance can do more

Life insurance helps protect life's valuable moments and ensures our loved ones are cared for even if we aren't able to do it ourselves. When you purchase permanent life insurance, your policy can do more than provide for your family if a tragedy strikes. Ameritas Value Plus Universal Life Insurance provides affordable protection, plus the flexibility and accumulation potential of permanent life insurance.

Death benefit protection

Life insurance is a critical part of a solid financial plan that can help provide the resources your beneficiaries may need if you die prematurely.

Living benefits

Your policy has an accelerated death benefit rider that provides a portion of your policy's available death benefit if you are diagnosed with a qualifying 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.



Protect what matters most

The death benefit of Value Plus UL can help safeguard those you care about from the financial hardships your death would cause. These are some of the most common reasons families purchase life insurance:

- Help replace lost wages or income.
- Cover burial and other final expenses.
- Help pay off the mortgage/home expenses.
- Transfer wealth, leave an inheritance or create estate liquidity.
- Provide funds for a college education.

Choosing the amount of life insurance that is right for you and your financial situation is key. A financial professional can help.

Universal life insurance can also be a valuable tool in business situations:

- To cover debts and provide income.
- To fund a buy-sell agreement.
- To help replace a key person's contributions.
- To provide estate liquidity.

If you are a business owner, you may want to consider Value Plus UL insurance when low cost is important, but the opportunity to build cash value and to make changes are also priorities.

Permanent protection

Value Plus UL can provide the permanent protection your beneficiaries may need. It has no maturity date, which means as long as you pay the required premiums, the protection will be in place when you die.

Flexible premium payments

Within certain guidelines, you can choose when and how you pay your premiums. You can pay less when money is tight or more when you want to increase your policy's cash value. And if you experience some unexpected bumps in the road, you can pay more or less than you planned.

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.



More than 44% of millennials estimate the cost of insurance to be more than five times higher than it is.

Source: 2018 Insurance Barometer Study, Life Happens and LIMRA



Using your cash value

Permanent life insurance policies, like Value Plus UL, are often called cash-value life insurance policies because they earn interest and build cash value over time. Unlike some financial products that limit when you can access your product's cash value or try to tell you how you can spend it, you can use your Value Plus 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 no impact on your credit report. A standard policy loan is charged a fixed interest rate while the loaned portion of the account value continues to accrue interest. After the fifth policy anniversary, the loan interest rate decreases, which means the interest paid on the account value may match the interest charged on the loan effectively cancelling out the impact of the loan.

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.

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 and meets certain IRS requirements. 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.



**65% of people
with life insurance
say they're able
to enjoy life more
knowing their**

**loved ones are financially
protected with life insurance.**

Source: 2019 Insure Your Love Consumer Survey,
Life Happens

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 needs. These riders allow you to:

- Provide life insurance for your children—now and in the future.
- Provide additional money to your beneficiaries if your death is accidental.
- Purchase additional insurance at certain ages or life events—without additional underwriting.
- Keep your policy in force or pay your policy's premiums if you become disabled.
- Exchange your policy for a new policy on the life of a substitute insured. While this does require new underwriting, it can be useful in business situations.

Lifetime Income

In addition to loans and withdrawals, you also have an innovative option called the Lifetime Income Rider, which allows you to use your policy value to produce a guaranteed stream of lifetime income. This rider is automatically included in your policy if you select the guideline premium test to satisfy IRS requirements. For policies using the cash value accumulation test, this rider is not available.

With the Lifetime Income Rider, your cash value can be used to produce a guaranteed stream of income you cannot outlive. The amount you'll receive depends on the account value of your policy and whether you choose to receive a level, increasing or potentially increasing amount.

Protection for your loved ones

Your loved ones can use your death benefit for a variety of reasons. For example:

- Leaving a legacy.
- Business planning and succession.
- Providing for loved ones.



Living benefits

Care4Life Accelerated Death Benefit*

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 the Care4Life Rider, which is 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. For a critical illness, the accelerated death benefit must be requested within 12 months of the diagnosis. Upon activating this living benefit, you will know exactly how much of your policy's death benefit you will receive. Your life expectancy does not play a role in determining how much of your policy's death benefit you can receive.

Qualifying Event	Benefit
Critical Illness* – invasive 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 an 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, a lien is applied against the death benefit for the amount of the accelerated benefit plus interest and a one-time administrative charge. The remaining death benefit is guaranteed to be no less than 10% of the eligible specified amount at the time of initial acceleration (not available in New York).

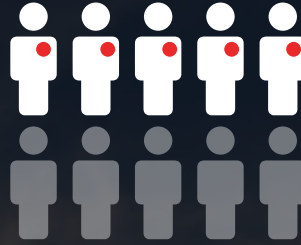
* In New York and California, the CareLife benefits are offered through three independent riders – Critical Illness, Chronic Illness and Terminal Illness and vary for the Critical Illness Rider:

New York – the Critical Illness Rider qualifying events are limited to open heart surgery, angioplasty or myocardial infarction, life threatening cancer, stroke, major transplant or end-stage renal failure

California – the Critical Illness Rider is only available to insureds age 64 or younger who have comprehensive health benefits from a health insurance policy, HMO or employer plan and the invasive life threatening cancer is replaced by invasive/metastatic cancer.



Chronic illness



More than 5 in 10 people have one or more chronic diseases.

Source: Partnership to Fight Chronic Disease, June 2018

What about Medicare?

Medicare pays for skilled services or rehabilitative care in a nursing home.



On average, Medicare pays for a stay of 22 days.

Medicare does not pay for non-skilled assistance with activities of daily living (ADL), which make up the majority of long-term care services. Medicaid does pay for more services, however, there are income and state eligibility requirements to qualify.

Source: <https://longtermcare.acl.gov/the-basics/who-pays-for-long-term-care.html> (accessed June 2018)

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 align with 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.

A

A.M. Best Company

A (Excellent) for insurer financial strength. This is the third highest of A.M. Best's 13 ratings assigned.

A+

Standard & Poor's

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



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