

Protective Life Bulletin

DATE: March 18, 2020

New Premium Limits for Certain Life Insurance Products

Protective Life is committed to serving our customers and providing valuable products. Due to the current interest rate environment, and particularly the decrease in yields over the past few weeks we find it necessary to implement new premium limits for certain products.

Effective March 25, 2020, in all states including New York, the following annual premium limits will be implemented:

Product	New Annual Premium Limit
Protective Advantage Choice SM UL	\$500,000
Protective Indexed Choice SM UL	\$1,000,000
Protective Custom Choice SM UL	\$1,000,000
ProClassic II SM UL	\$1,000,000

For Protective[®] Strategic Objectives II VUL, the annual premium limit will remain at \$5,000,000.

The ELI illustration system and other quoting services will reflect these changes on March 25, 2020.

Important dates:

May 22, 2020 – Last day to submit applications for cases with premiums above the new limits.

March 25, 2020 – Last day the illustration system will allow quotes to be run with premiums above the new limits. Any applications submitted above the new limits, must have an illustration run by this date.

For any questions, please contact the Protective Life Sales Desk at 877-778-3500, option 1.

Protective and Protective Life refer to Protective Life Insurance and its subsidiaries including Protective Life and Annuity Insurance Company. Insurance and annuity products are offered through Protective Life Insurance Company, home office Brentwood, TN., in all states except New York, where they are offered by Protective Life and Annuity Insurance Company, home office Birmingham, AL. Securities offered by Investment Distributors, Inc., the principal underwriter for registered products sold by Protective Life, which is also located in Birmingham, AL.

Consult policy for benefits, riders, limitations, and exclusions. Policies are subject to underwriting and a two-year contestable and suicide period. Benefits adjusted for misstatements of age or gender. All payments or guarantees are subject to the claims-paying ability of Protective Life Insurance Company. The tax treatment of life insurance is subject to change. Neither Protective Life nor its representatives offer legal or tax advice. Purchasers should consult their legal or tax representative regarding their individual situation.

