



Not a Deposit	Not Insured By Any Federal Government Agency	
No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured	May Lose Value

**Protective<sup>®</sup> Strategic Objectives VUL** is a dual purpose life insurance policy offering your clients death benefit coverage along with the potential for tax-deferred growth of cash value. This can one day be used to supplement retirement income with tax-advantaged\* policy withdrawals and loans. Or, if retirement isn't their primary concern, your client can take advantage of the cash value potential with this variable universal life policy for other life needs. The dual purpose of Strategic Objectives VUL gives you the flexibility to tailor a strategy to your clients' needs.

\*Assumes the policy is not a Modified Endowment Contract. Loans can impact policy values and death benefits and may result in taxable income upon lapse, maturity or surrender of the policy. Loan interest charges may be applicable. Please see the product prospectus for more details

## POLICY SPECIFICATIONS

<b>Product Design</b>	Flexible premium, variable universal life insurance for those desiring both protection and the potential for tax-deferred growth of cash value that can be used to supplement income at certain times, like during retirement.
<b>Issue Ages and Risk Classes</b>	18 – 75 Select Preferred 18 – 80 Preferred 0 – 80 Non-Tobacco 18 – 75 Preferred Tobacco 18 – 80 Tobacco
<b>Minimum Face Amount</b>	\$100,000
<b>Death Benefit Test</b>	Guideline Premium Test or Cash Value Accumulation Test
<b>Death Benefit Options</b>	Option A (Level) or Option B (Increasing)
<b>Allocation Options and Premium Payments</b>	<p>Allocation options include a Variable Account as well as a Fixed Account. The Fixed Account credits a specified rate of interest that is guaranteed by Protective Life. The Variable Account value fluctuates based on the performance of selected investment options, and the owner bears the risk of losses in the Variable Account.</p> <p>When allocating net premiums and policy value to the Variable Account, the owner has an option.</p> <p><b>Option 1: Allocate to one of four asset allocation model portfolios</b></p> <ul style="list-style-type: none"> <li>- Conservative Growth</li> <li>- Moderate Growth</li> <li>- Growth and Income</li> <li>- Aggressive Growth</li> </ul> <p><b>Option 2: Customize a portfolio</b> Build a diversified portfolio to meet specific needs by allocating to individually selected investment options.</p>
<b>Dollar Cost Averaging</b>	<p>Variable Account: 6 – 48 month periods (\$100 minimum monthly, \$300 quarterly); minimum \$5,000 in the source investment option</p> <p>Fixed Account: 12 month maximum period (monthly or quarterly transfers for the initial premium payment only)</p>
<b>Portfolio Rebalancing</b>	Available quarterly, semi-annually or annually.
<b>Policy Value, Cash Value and Surrender Value</b>	<p>Policy value equals the sum of the Variable Account value, the Fixed Account value and the Loan Account value.</p> <p>Cash value equals the policy value, less surrender charges, if any.</p> <p>Surrender value equals the cash value minus any outstanding policy loans and any liens for payments made under an accelerated death benefit rider or endorsement plus accrued interest.</p>

<b>Monthly Deductions</b>	Monthly deductions are taken from the policy value. Owners can select the investment options from which all monthly charges are deducted (except the Mortality and Expense Risk Charge).
<b>Maturity Age</b>	No stated maturity age; premiums and charges and risk of lapse discontinue at age 121.
<b>Illustrations</b>	A signed illustration is required.

## LAPSE PROTECTION

<b>Policy Lapse Grace Period</b>	If on any monthly anniversary, the surrender value is less than the monthly deduction for the current month and the lapse protection is not in effect, the policy will enter the grace period. The owner has 61 days to cover the current and past due monthly deductions. The policy will remain in force during the grace period, but if the premium payment is not received by the end of the grace period, the policy will lapse. Lapse may have tax consequences.								
<b>Lapse Protection</b>	<p>Lapse protection ensures the policy and the death benefit will remain in effect, regardless of the surrender value, but does not guarantee any cash or surrender value. Loans, withdrawals, and other policy and premium changes may cause the protection to end. Failure to make premium payments as planned may cause the policy to lose lapse protection.</p> <p>In return for paying the minimum monthly premium specified in the policy or an amount equivalent thereto (accounting for any loans and withdrawals) by the monthly anniversary, the policy will remain in force. This provision remains in effect for a specified period of time based on the insured's age when the policy is issued.</p> <table border="1"> <thead> <tr> <th>INSURED'S AGE</th> <th>LAPSE PROTECTION PERIOD (IN YEARS)</th> </tr> </thead> <tbody> <tr> <td>0 – 39</td> <td>15</td> </tr> <tr> <td>40 – 64</td> <td>10</td> </tr> <tr> <td>65 – 80</td> <td>5</td> </tr> </tbody> </table> <p>Refer to the product prospectus and endorsements for complete terms, conditions and limitations.</p>	INSURED'S AGE	LAPSE PROTECTION PERIOD (IN YEARS)	0 – 39	15	40 – 64	10	65 – 80	5
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<b>Policy Value Credit</b>	We may credit the policy value with an additional amount for keeping the policy in force on each monthly anniversary day following the 20th policy anniversary. This assumes the policy is not in default.								

**ACCESS TO CASH VALUE**

<p><b>Loan Details</b></p>	<p>Minimum loan amounts of \$500 are available when the policy has sufficient cash value. Maximum loan amount is 99% of the policy's cash value (less any policy debt as of the date of the request). Loans may have a permanent impact on the death benefit and policy value, cause the policy to lapse, and cause undesirable tax consequences. Please see the product prospectus for details.</p>																													
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<p><b>1035 Loan Rescue (Carryover Loans)</b></p>	<p>Minimum loan amount to transfer is \$500. Maximum is 80% of the 1035 transfer amount.</p> <table border="1"> <thead> <tr> <th></th> <th colspan="2">GUARANTEED</th> <th colspan="2">CURRENT</th> </tr> <tr> <th>Years</th> <th>1 – 10</th> <th>11+</th> <th>1 – 10</th> <th>11+</th> </tr> </thead> <tbody> <tr> <td>Charge</td> <td>5.00%</td> <td>3.25%</td> <td>4.00%</td> <td>3.00%</td> </tr> <tr> <td>Credit</td> <td>1.00%</td> <td>1.00%</td> <td>3.00%</td> <td>3.00%</td> </tr> <tr> <td>Net Charge</td> <td>4.00%</td> <td>2.25%</td> <td>1.00%</td> <td>0.00%</td> </tr> </tbody> </table>						GUARANTEED		CURRENT		Years	1 – 10	11+	1 – 10	11+	Charge	5.00%	3.25%	4.00%	3.00%	Credit	1.00%	1.00%	3.00%	3.00%	Net Charge	4.00%	2.25%	1.00%	0.00%
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<p><b>Withdrawals</b></p>	<p>Any surrender less than full surrender is considered a withdrawal.</p> <ul style="list-style-type: none"> <li>- Available after the first policy year</li> <li>- Minimum \$500</li> <li>- May reduce the face amount and affect cash-value accumulation                             <ul style="list-style-type: none"> <li>- Accumulated withdrawals per policy year less than or equal to \$5,000 do not reduce the face amount</li> <li>- Accumulated withdrawals per policy year greater than \$5,000 reduce the face amount with a surrender charge, if applicable</li> </ul> </li> <li>- Cannot reduce the face amount below minimum face amount</li> <li>- May have a negative impact on the duration of the lapse protection</li> <li>- Taxation may occur upon lapse or surrender</li> <li>- The lesser of a \$25 fee or 2% of the withdrawal amount will be charged for each</li> </ul>																													
<p><b>Surrender Charges</b></p>	<ul style="list-style-type: none"> <li>- Declining surrender charge will apply upon surrender, lapse or reduction in initial face amount during the first 10 policy years</li> <li>- Upon a decrease in the initial face amount resulting from an elected decrease or the result of a withdrawal, a charge will be deducted from the policy value. Please see the product prospectus for information as to how these charges are calculated</li> <li>- After a face amount decrease, future surrender charges will be reduced by the amount of surrender charges previously deducted</li> </ul>																													

## COST & EXPENSE SUMMARY

<b>Premium Load</b>	3.5% per premium payment
<b>Monthly Standard Administrative Fee</b>	\$8—applies during all policy years but discontinues at age 121
<b>Monthly Administrative Charge</b>	For initial face amount: Per \$1,000 of face amount and varies by age, gender and underwriting class during first 20 policy years For increase in face amount: Per \$1,000 of face amount and varies by age, gender and underwriting class during the first 12 months following the increase
<b>Monthly Cost of Insurance Charge</b>	Varies by issue age, gender, underwriting class, policy year and any ratings; discontinues at age 121
<b>Mortality and Expense Risk Charge</b>	Applies to the Variable Account. Current annually: 0.50% (policy years 1-10) / Guaranteed annually: 0.90% (right reserved to charge this in all years)
<b>Transfer Fee</b>	12 free transfers per policy year (right reserved to charge \$25 per transfer thereafter)
<b>Fund Expenses</b>	Investment option values reflect investment advisory and other expenses incurred by the fund in which the investment option invests.

## OPTIONAL ENDORSEMENTS AND RIDERS

<b>Accidental Death Benefit Rider</b>	This can provide coverage that pays an additional death benefit if the insured dies as the result of an accident.
<b>Children’s Term Life Insurance Rider</b>	Rather than purchasing individual policies on their children, the insured can use this to provide death benefit protection for all natural and adopted children and stepchildren within issue age limits.
<b>Disability Benefit Rider</b>	A monthly premium amount can be credited to the policy if the insured faces the hardship of total disability for six months or more.
<b>ExtendCare<sup>SM</sup> Rider</b>	This provides one or more accelerated death benefit payments to the owner during a 12-month period, if the insured has a qualifying chronic illness and all of the terms and conditions of the rider are met. We begin deducting a monthly charge upon issuance of this rider based, in part, on a maximum monthly benefit amount selected by the owner at the time of policy issue. This rider is not available in California or Connecticut.
<b>Flexible Coverage Rider</b>	This provides additional death benefit coverage up to a maximum amount without the need for increasing the base policy’s face amount.
<b>Income Provider Option (Pre-Determined Death Benefit Payout Endorsement)</b>	Available at no additional cost, this guarantees an annual income stream of up to 30 years as the death benefit payout. An initial lump-sum payment is also available to help cover immediate obligations, such as final expenses and debt. A portion of periodic payments under the Income Provider Option may be reported as taxable income to the beneficiary. Clients should consult their attorney or tax advisor regarding their individual situation.

Actual terms and conditions contained in each rider govern all benefits provided. Unless otherwise noted, these optional benefits and riders are available at additional cost. Assumes medical and financial underwriting qualifications at time of initial application. May not be available in all states. Please see the product prospectus for more detailed information.



<p><b>Overloan Protection Endorsement</b> (one time charge when invoked)</p>	<p>The policy will not lapse and the death benefit will be at least \$10,000 as long as:</p> <ul style="list-style-type: none"> <li>- The policy has been in force for at least 20 years</li> <li>- The insured is at least 65 years old</li> <li>- Withdrawals equal the total premiums paid</li> <li>- The policy debt is at least 95% of the cash value</li> <li>- The policy debt exceeds the policy face amount</li> </ul> <p>Other conditions must be met before invoking this benefit, and restrictions apply once it's invoked.</p>
<p><b>Protected Insurability Benefit Rider</b></p>	<p>Designed primarily for younger policy holders, this provides the opportunity to increase the face amount at specified future dates and alternate option dates without evidence of insurability.</p>
<p><b>Term Rider for Covered Insured</b></p>	<p>This provides death benefit protection through term insurance for the base insured's spouse or children as an alternative to purchasing a separate policy.</p>
<p><b>Terminal Illness Accelerated Death Benefit Endorsement</b></p>	<p>Included at no extra charge, this can accelerate up to 60% of the policy's death benefit or \$1 million, whichever is less, if the insured has a qualifying terminal illness. A lien equal to the accelerated payment is established against the policy and accumulates interest, resulting in a reduction in the amount of the death benefit and the amount available for loans and withdrawals.</p>

**POLICY CHANGES**

<p><b>Increase Coverage</b></p>	<p>After the first policy year, the minimum face amount increase allowed is \$10,000, and proof of insurability will be required. The insured's current attained age must be less than the maximum issue age.</p>
<p><b>Decrease Coverage</b></p>	<p>After the third policy year, a face amount decrease may be requested. The new face amount may not be less than \$100,000 and must occur at least three years after the last face amount increase and at least one year after the last face amount decrease. A partial surrender charge will be deducted with any decrease in the initial face amount within the first 10 years of the policy (surrender charge period).</p>

**POLICY OWNER INFORMATION**

<p><b>Reports</b></p>	<p>In addition to the policy form and all endorsements at the time of purchase, a personalized report is sent after each policy anniversary. The report shows: the death benefit, premium payments, cost of insurance charges, expense charges, loans, partial surrenders, policy value, surrender value and cash value.</p> <p>An annual and a semi-annual report is also sent for each fund underlying the investment options to which policy value is allocated, including a list of the securities held in each fund.</p>
<p><b>Defined Objectives®</b></p>	<p>Clients who employ a LIRP strategy to supplement retirement income through loans and withdrawals may need help staying on track. Available at no additional cost, participation in the Defined Objectives program provides an analysis at the end of each policy year showing investment performance along with guidance on annual premium modifications based on specific client goals.</p>

Neither Protective Life Insurance Company nor its representatives offer legal or tax advice. Purchasers should consult with their attorney or tax advisor regarding their individual situation.

Variable universal life insurance policies issued by Protective Life Insurance Company (PLICO). Securities offered by Investment Distributors, Inc. (IDI), the principal underwriter for registered products issued by PLICO, its affiliate. Both companies are located in Birmingham, AL.

Variable universal life insurance policy issued under policy form number VUL-14 9-15 and state variations thereof. Product features and availability may vary by state.

Investors should carefully consider the investment objectives, risks, charges and expenses of Protective Strategic Objectives Variable Universal Life insurance and its underlying investment options before investing. This and other information is contained in the prospectus for Protective Strategic Objectives Variable Universal Life and its underlying investment options. Investors should read the prospectuses carefully before investing. Prospectuses may be obtained by contacting PLICO at 800.456.6330.



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