

Get the Most Out of LIFE



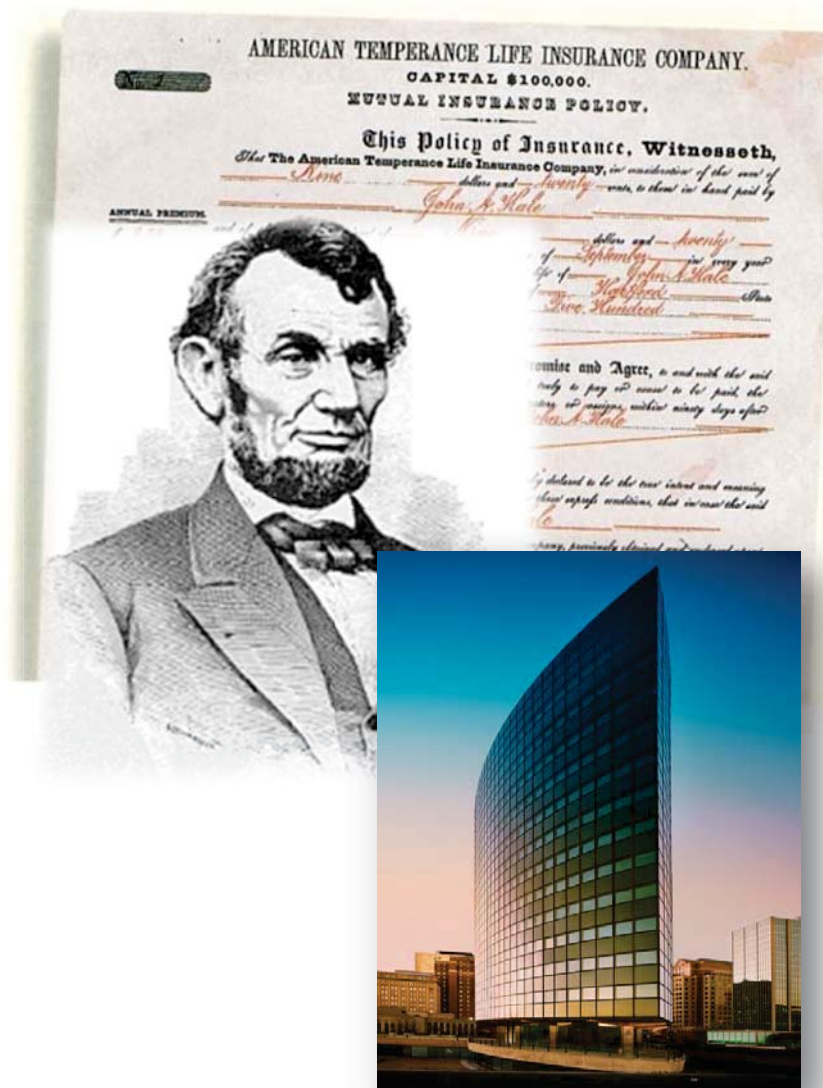
Introducing
Phoenix Safe Harbor Term Life™



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160 Years of Innovation

- 1851:** Began as American Temperance Life Insurance Company
- 1865:** Famous insured: President Abraham Lincoln
- 1926-50:** Known as the “Retirement Income Company”
- 1955:** First: Reduced premiums for women
- 1967:** First: lower rates to nonsmokers
- 1982:** First: survivorship life policy
- 2005:** First annuity company offering spousal continuation
- 2008:** New focus on middle market
 - Embedded supplemental E&O coverage for Phoenix policies
 - Separate account for indexed annuities





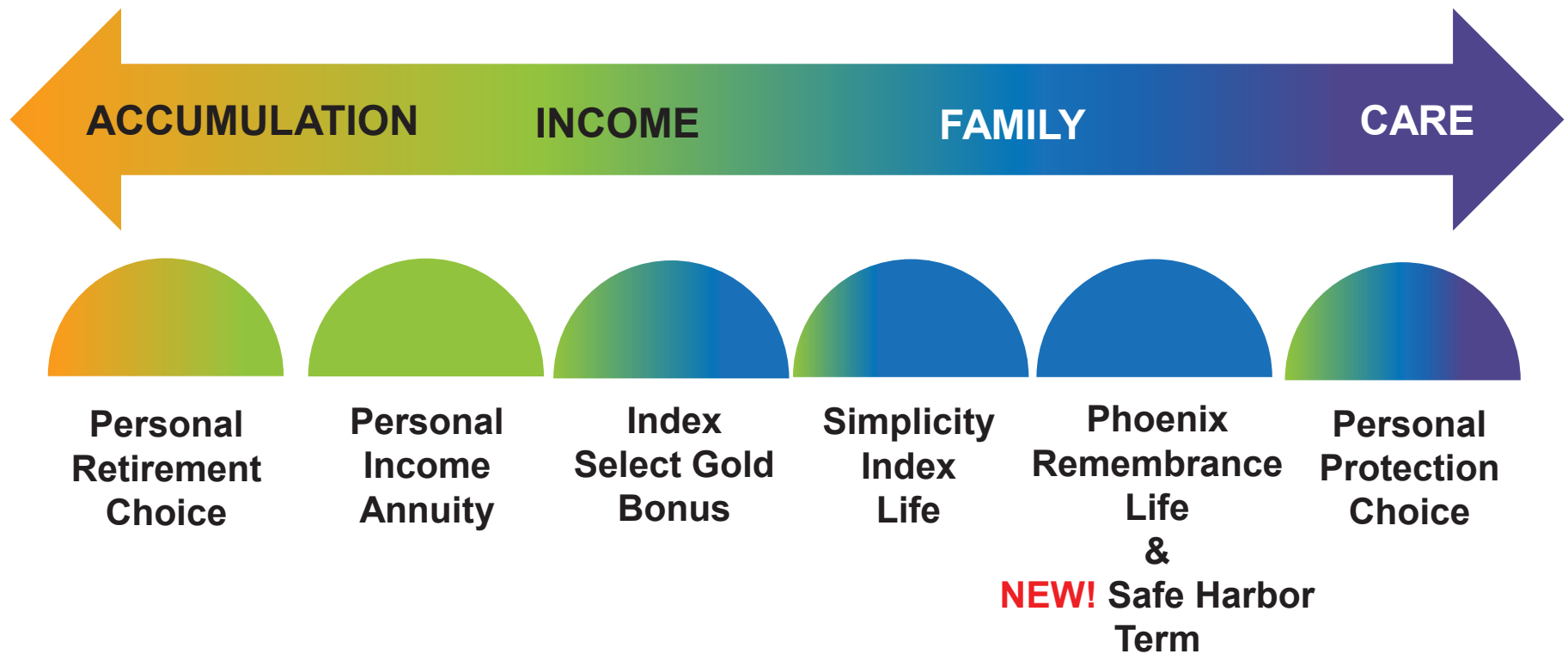
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What is Important to Clients

- Peace of Mind
- Family Protection for Children/Dependents
- Mortgage Protection
- Affording Quality Education for Children
- A Comfortable Retirement
- Protection from Rising Health Care Costs
- Quality of Living



Our Product Portfolio Today



Plan for the Unexpected



1 in 2 men and 1 in 3 women will contract some form of cancer¹.

There are **over 800,000 stroke victims** per year².

Every 44 seconds someone in the U.S. has a heart attack³.

Approximately **70%** of people over age 65 will require long-term assistance during their lifetime and **over 40% will need care in a nursing home**⁴.

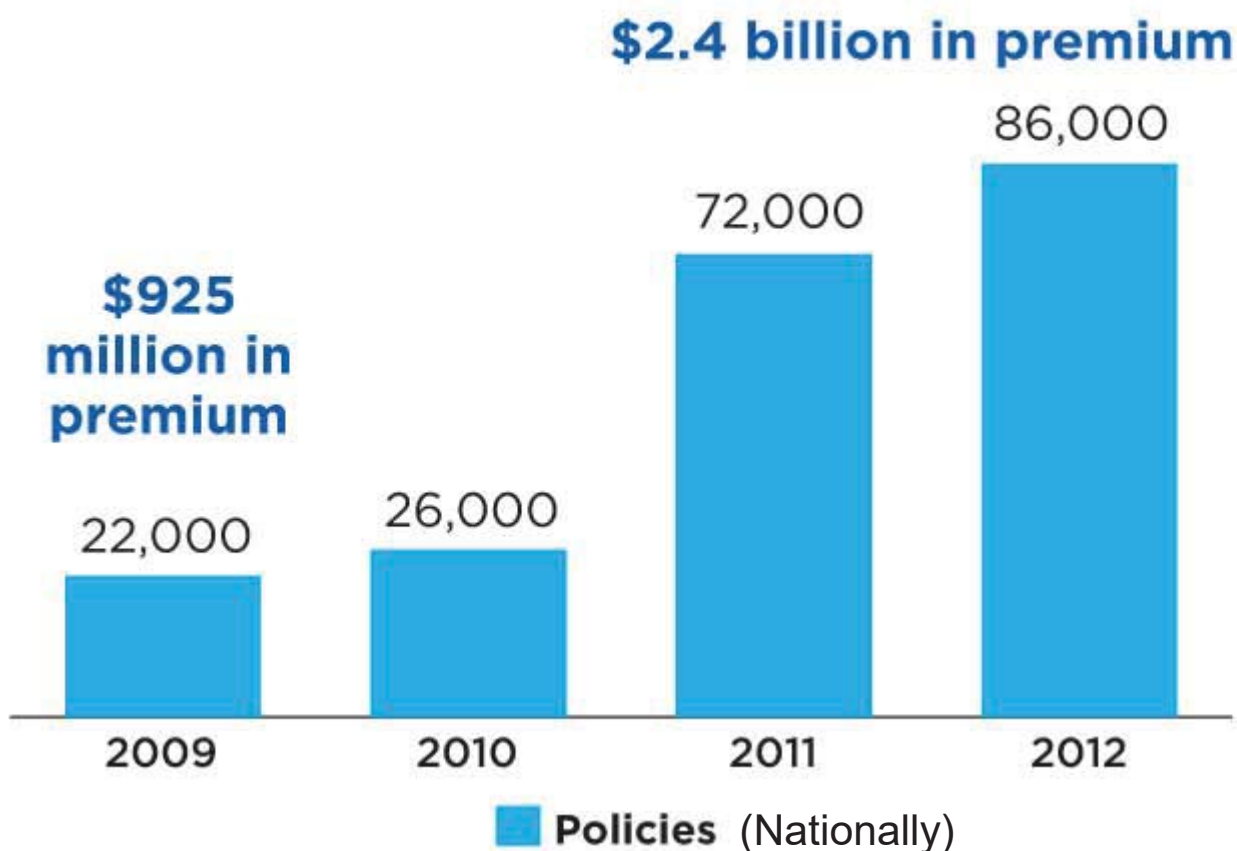
1. US National Cancer Institute Surveillance Epidemiology and End Results (SEER) Database, based on incidence and mortality data for the United States from 2008 through 2010, the most current years for which data are available.
2. The Cleveland Clinic, *clevelandclinic.org*, 2013.
3. American Heart Association, *Heart disease and stroke statistics—2013 update*.
4. The National Clearinghouse for Long-Term Care Information, May 2010.



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The Future Has Arrived

COMBINATION BENEFIT LIFE SALES



“We anticipate life combination products to continue their steady growth.”

- LIMRA Actuary

Introducing Phoenix Safe Harbor Term



Term Life Insurance with Living Benefits



PROTECTION

Term – 10, 15, 20, 30 Year
Death Benefit



INCLUDED BENEFITS

Critical Illness Rider
Chronic Illness Rider
Terminal Illness Rider
Unemployment Rider



SIMPLE PROCESS

No Paramedical – Express
and Low Band
Simple Paramedical –
High Band only
APS possible
Tele-underwriting

Product features, rider options and availability may vary by state.



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Product Basics

Express

- > **Lump sum death benefit**
- > **Term periods:** 10, 15, 20, 30 yr
- > **Two underwriting classes:**
Standard Non-Tobacco and Tobacco
- > **Face amounts:**
 - Age 18-50 \$25k - \$400k
 - Age 51-60 \$25k - \$300k
 - Age 61-70 \$25k - \$200k
 - Age 71-80 \$25k - \$100k



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Living Benefits

- > **3 Accelerated Benefit Riders** included at no additional premium
- > Option to advance up to 95% of death benefit in event of serious illness
- > No waiting period
- > Benefit amount is based on client's condition and life expectancy
- > Multiple benefit elections available for Critical and Chronic (*limitations apply**)

Critical Illness

Diagnosed with: heart attack, stroke, cancer, kidney failure, major organ transplant or ALS

Chronic Illness

Unable to perform 2/6 ADLs or have severe cognitive impairment

Terminal Illness

Diagnosed with a life expectancy of 12 months or less

ADLs or Activities of Daily Living include: bathing, continence, dressing, eating, toileting, transferring

* Maximum acceleration amount is 95% of the death benefit at first election. Administrative cost applies for each election. Chronic is limited to one election per calendar year. Critical is limited to one election per 180 days.

Critical Illness Benefit

Hypothetical Example



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Client: Randi, Age 40

Purchases Phoenix Safe Harbor Term Life with a 30 year term and \$250,000 death benefit.

Randi is diagnosed with breast cancer at age 62. She exercises her Critical Illness Benefit in order to receive a portion of her death benefit early to cover medical expenses.

How the Critical Illness Benefit works:

1. Randi accelerates 95% of her death benefit or \$237,500.
2. Her actual benefit is based on the severity of her illness and her future life expectancy.
3. Phoenix offers Randi a Critical Illness benefit of \$143,238.
4. Randi can use this benefit for any purpose.
5. Randi's remaining death benefit is \$12,500. Her future premiums will be reduced based on her new lower death benefit.

Note: Annual policy fee is not reduced.

Chronic Illness Benefit

Hypothetical Example



Client: Joe, Age 60

Purchases Phoenix Safe Harbor Term Life with a 20 year term and \$200,000 death benefit.

Joe suffers from complications related to COPD at age 70.

He exercises his Chronic Illness Benefit in order to receive a portion of his death benefit early to help pay for his care assistance.

Two years later, Joe exercises his rider a second time to help pay for extensive medical costs.

How the Chronic Illness Benefit works:

First Election:

Joe accelerates 50% of his death benefit or \$100,000. His actual benefit is \$82,030 based on his future life expectancy. His remaining death benefit is \$100,000 and his premium is adjusted accordingly.

Second Election:

Joe accelerates his remaining eligible death benefit of \$90,000. He receives a lump-sum of \$73,469.

Death:

Joe passes away at age 73. His remaining death benefit of \$10,000 is paid to his beneficiaries.

Terminal Illness Benefit

Hypothetical Example



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Client: Howard, Age 50

Purchases Phoenix Safe Harbor Term Life with a 20 year term and \$150,000 death benefit.

At age 65, Howard is diagnosed as terminally ill with less than 12 months to live.

He exercises his Terminal Illness Benefit in order to receive a portion of his death benefit early. He plans to use the money to take his extended family on a vacation.

How the Terminal Illness Benefit works:

1. Howard accelerates 95% of his death benefit or \$142,500.
2. He receives a benefit of \$134,434. His future premiums are adjusted according to his remaining death benefit.
3. Howard's remaining death benefit of \$7,500 is paid to his beneficiaries upon his death.



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Additional Riders

Included

Unemployment Rider

- > Waives 6 months of premium if unemployed for at least 4 weeks
- > Automatically included at no additional cost for issue ages 18-60
- > Must be receiving state or federal unemployment benefits to qualify
- > Waiting period of 24 months from issue
- > One time election

Optional

Accidental Death Benefit Rider

- > Pays an additional death benefit if death occurs by covered accident
- > Additional premium required
- > Must be elected at issue
- > Issue ages under 65
- > Terminates at age 70

Marketing Materials



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PRODUCT SUMMARY

Phoenix Safe Harbor Term Life Express™
A term life insurance policy with living benefits designed to protect the future of loved ones and plan for the unexpected.

Product Basics

COVERAGE:

- Lump sum death benefit paid to policy beneficiary(ies)
- Term periods and issue ages (last birthday):
 - 10 years: Ages 18-80
 - 15 years: Ages 18-70
 - 20 years: Ages 18-65
 - 30 years: Ages 18-55 (non-tobacco)
 - 30 years: Ages 18-50 (tobacco)
- Simplified issue underwriting - no Attending Physician Statement (APS) or paramedical exam required
- Immediate underwriting decisions are available via teleunderwriting service
- Four included riders provide living benefits in case of chronic illness, critical illness, terminal illness or unemployment
- Optional rider for Accidental Death available for an additional premium

PREMIUMS:

- Quarterly, semi-annual or annual billing or monthly bank draft
- Premiums do not increase during term period
- You can continue coverage after the term period until age 100 at annually renewable rates
- Policy fee = \$72/year
- Premiums dependant on frequency of billing

UNDERWRITING CLASSES:

- Standard Non-Tobacco
- Tobacco

FACE AMOUNTS:

- Minimum and maximum face amounts by issue age:
 - 18-50 \$25k - \$400k
 - 51-60 \$25k - \$300k
 - 61-70 \$25k - \$200k
 - 71-80 \$25k - \$100k

Accelerated Benefit Riders
CRITICAL ILLNESS, CHRONIC ILLNESS, TERMINAL ILLNESS
 These three included riders give you the option to advance up to 95% of your death benefit in the event of a serious illness

- Death benefit is reduced by the benefit amount you choose to accelerate, however, the actual amount you receive is discounted based on your condition and life expectancy
- Future premiums are reduced proportionally to your death benefit and must continue to be paid to keep remaining death benefit in force
- An administrative charge of \$200 per election applies
- Benefit election is optional
- Benefits may be used for any purpose
- No waiting period applies
- Minimum acceleration amount is \$5,000
- Diagnosis must be certified in writing by a licensed physician
- A portion of your benefit may be taxable and you should consult your tax advisor before deciding to exercise your rider

Critical Illness Rider
 Available if you are diagnosed with a specified critical illness: **heart attack, stroke, cancer, kidney failure, illness, heart attack, stroke, cancer, kidney failure, major organ transplant, ALS**

- Multiple benefit elections available; must wait 180 days between elections

Chronic Illness Rider
 Available if you are unable to perform (without substantial assistance) at least 2 of the 6 activities of daily living (ADLs) or have a severe cognitive impairment. ADLs include: **bathing, continence, dressing, eating, toileting, transferring**

- Must be impaired for the past 90 days
- Multiple benefit elections available; one per calendar year

Terminal Illness Rider
 Available if you are diagnosed as terminally ill with a life expectancy of 12 months or less

1. Annual renewable term premiums will be materially higher than premiums during the term period. See your policy's schedule pages.
 2. Model factors: portion of annual premiums: Annual = 1, Semi-annual = 0.512, Quarterly = 0.2625, Monthly = 0.0863.
 3. Annual policy fee is not included.

Product features, rider options and availability may vary by state.
 Ask your financial representative to determine state variations, restrictions and other conditions that may apply

Product Summary

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Get the most out of life.

PHOENIX SAFE HARBOR TERM LIFE™
PHOENIX SAFE HARBOR TERM LIFE EXPRESS™
A term life insurance policy with living benefits designed to protect the future of loved ones and plan for the unexpected.

Consumer Brochure

PHOENIX

Get the most out of life.

PHOENIX SAFE HARBOR TERM LIFE™
and PHOENIX SAFE HARBOR TERM LIFE EXPRESS™
features life insurance with living benefits to help you protect loved ones and plan for the unexpected.
 Living Benefit Rider Supplement with Hypothetical Examples

Living Benefit Brochure

Tools for Successful Selling



Website

PhoenixSalesNet.com

- Product information
- State availability
- Quotes
- Marketing material
- Business processing

SmartPhone Quote Tool

<https://phx.insurancetechnologiespos.com/mobile/main/autologin.aspx>

Phone Support

Product Info, Marketing Fulfillment and Application Help:

Sales Desk 1-888-794-4447

Available Monday through Friday, 8 a.m. – 6 p.m. Eastern Time

Pending Case Status, New Business and Underwriting Eligibility Questions:

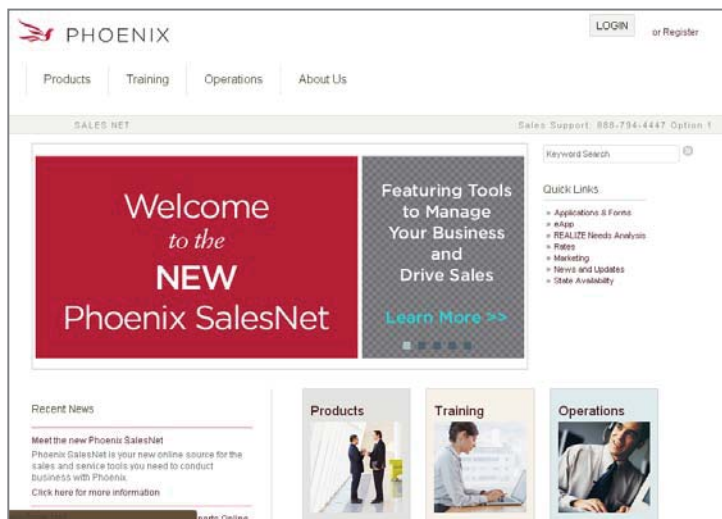
Life New Business: 1-800-417-4769, opt 2, opt 3

Available 8:30 a.m. – 5 p.m. Eastern Time

Tele-interviews: 1-855-249-8441

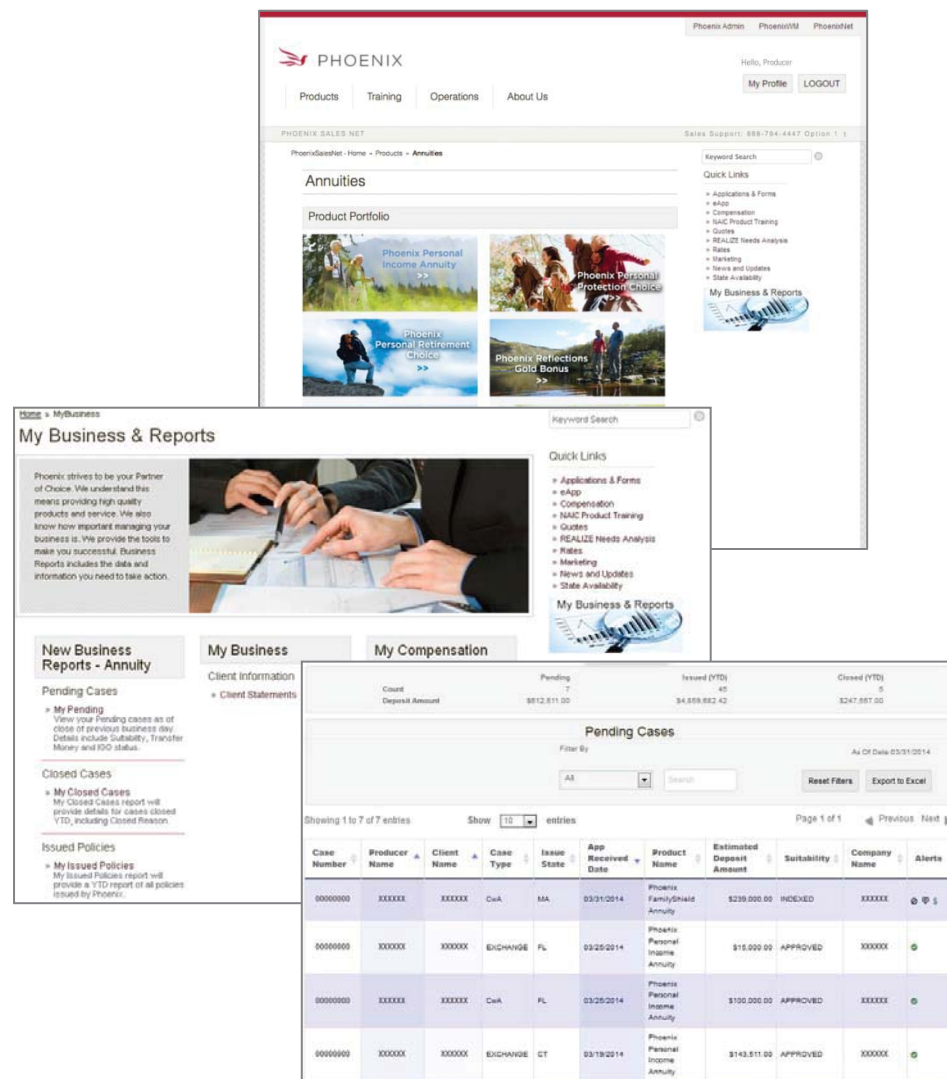
Available 8 a.m. – 8 p.m. Eastern Time

Introducing Phoenix SalesNet



Your source for:

- Products, Training & Operations
- Quotes
- NEW! Online Reporting
- NEW! Client Statements



Thank You!

Phoenix Sales Desk

888-794-4447

Product features, rider options and availability may vary by state.

Guarantees are based on the claims-paying ability of the issuing company, PHL Variable Insurance Company or Phoenix Life Insurance Company.

Phoenix Safe Harbor Term Life (ICC14PPTL) insurance is issued by PHL Variable Insurance Company (PHLVIC). In Maine and New York, Phoenix Safe Harbor Term Life is issued by Phoenix Life Insurance Company (PLIC). PHLVIC is not authorized to conduct business in Maine and New York. These insurers are separate entities and each is responsible only for its own financial condition and contractual obligations.

Members of The Phoenix Companies, Inc.

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