

## Sales Deadlines

## PruLife® UL Protector

As we continue to navigate through the current interest rate environment, we have decided that we can no longer offer UL Protector in a way that provides strong consumer value and prudently supports our business objectives. The following deadlines and rules will be used:

### New Business RULES (including Term Conversions)

- **July 13, 2020** (Application Receipt Date): Applications not received by end of business day on this date will not be honored. Applications received after July 13<sup>th</sup> will be updated to “UL Unknown” and confirmation of a new product will be required.
- **July 20, 2020** (Quotes no longer available): Presentations of UL Protector will not be available in illustration systems. If a revised presentation is required after the submission deadline, they will need to be requested through the home office sales desk.
- **August 31, 2020** (Placement Date): All money and delivery requirements (in good order) necessary to place the product must be received by end of business day August 31<sup>st</sup>.

### APPLICATION RECEIPT DATE DEFINITION:

Formal application with Part 1 completed and in good order must be received by Prudential by end of business day on July 13. If application is generated via the drop ticket process it must be submitted by end of day July 13<sup>th</sup>.

### PRODUCT CHANGE REQUESTS:

Requests to change the applied for product to UL Protector will not be honored after July 13<sup>th</sup>.

### APPLICATIONS WITHOUT OWNERSHIP ARRANGEMENTS

Formal applications without ownership arrangements (Preliminary applications, trial application and where a Trust is TBD) that are received by July 13<sup>th</sup> will need to place by August 31<sup>st</sup>. Those that do not place by August 31<sup>st</sup> can switch to another product.

### 1035 EXCHANGES

For cases applied for before July 13<sup>th</sup> that involve a 1035 exchange, we will initiate the 1035 until August 31, 2020. If the exchange is not initiated by this day, the application will be updated to “UL Unknown”

1035 exchanges that cannot place before 8/31 due to delays in the funds being transferred will be allowed to place once the exchange is completed.

### PLACEMENT RULES

For cases that are applied on or before July 13<sup>th</sup>, but cannot place on or before August 31<sup>st</sup>, those applications will be switched to “UL Unknown” and can continue with another product offered by Prudential. Confirmation of a new product will be required.

