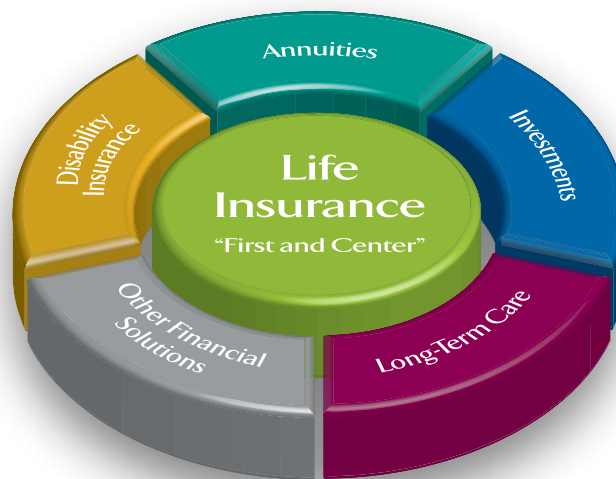


Simplifying  
Life Insurance

# Think Differently About Life

A sound financial plan is essential to ensure a smooth path through all stages of life and help you reach future goals. A plan centered on life insurance can help you guarantee protection, accumulate cash value and make the most out of all of your financial pieces. The presence of life insurance strengthens other aspects of a financial plan by providing protection and possibilities.



Life insurance is too often seen as death protection only – a one-time purchase for short-term “what-ifs.” A more complete view of the value of life insurance reveals a dynamic, multi-purposed means to unlock three essential benefits:

## **Protection:** Guarantee a safety net

Protecting your family and/or business interests as well as your financial future

## **Possibilities:** Do more in life

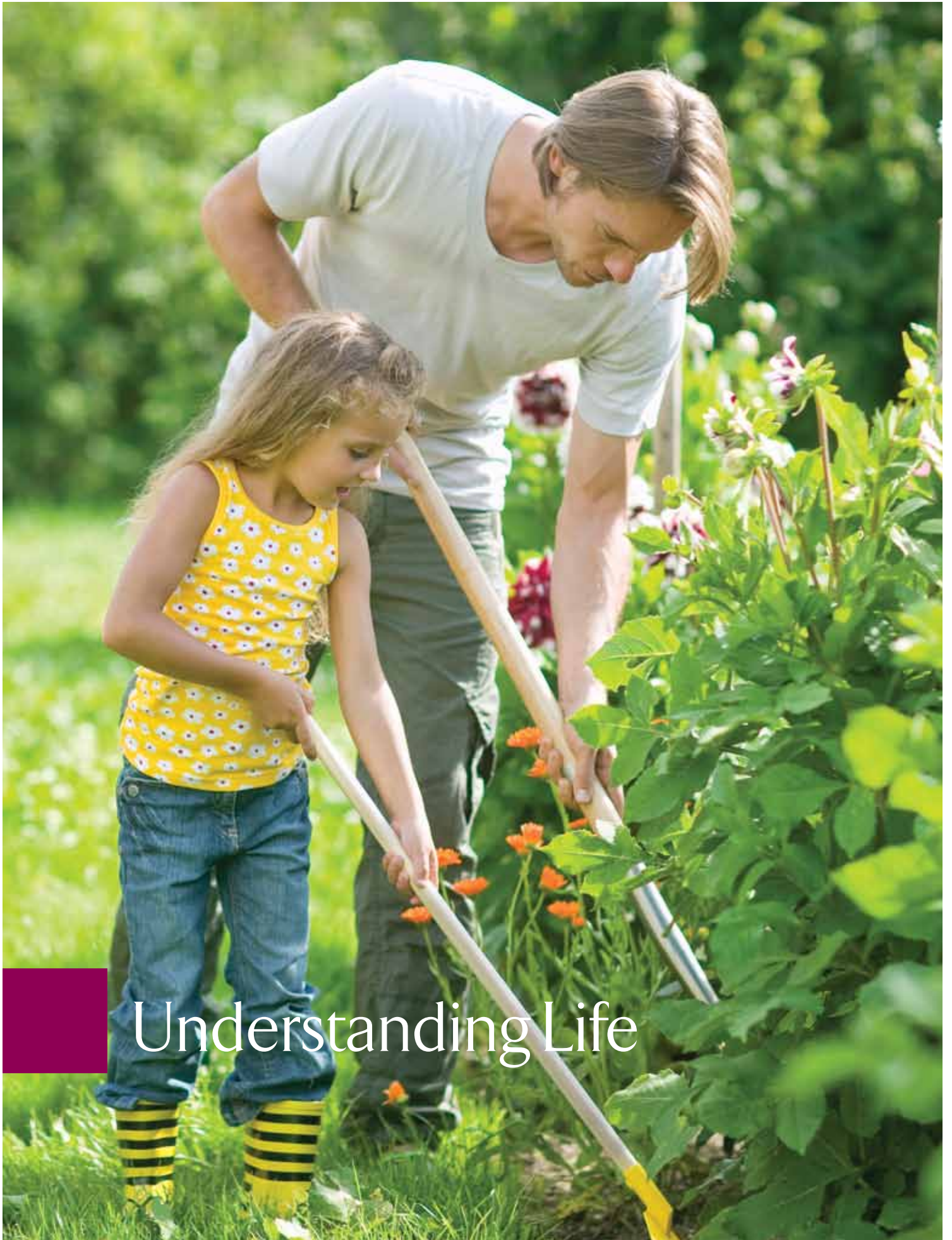
Enjoying the benefits and flexibility of a reliable, growth asset as your life and/or business needs evolve

## **Generation Building:** Make an enduring impact

Building today to help enable financial freedom for generations to come

**Guarantees are based on the claims-paying ability of the insurer.**





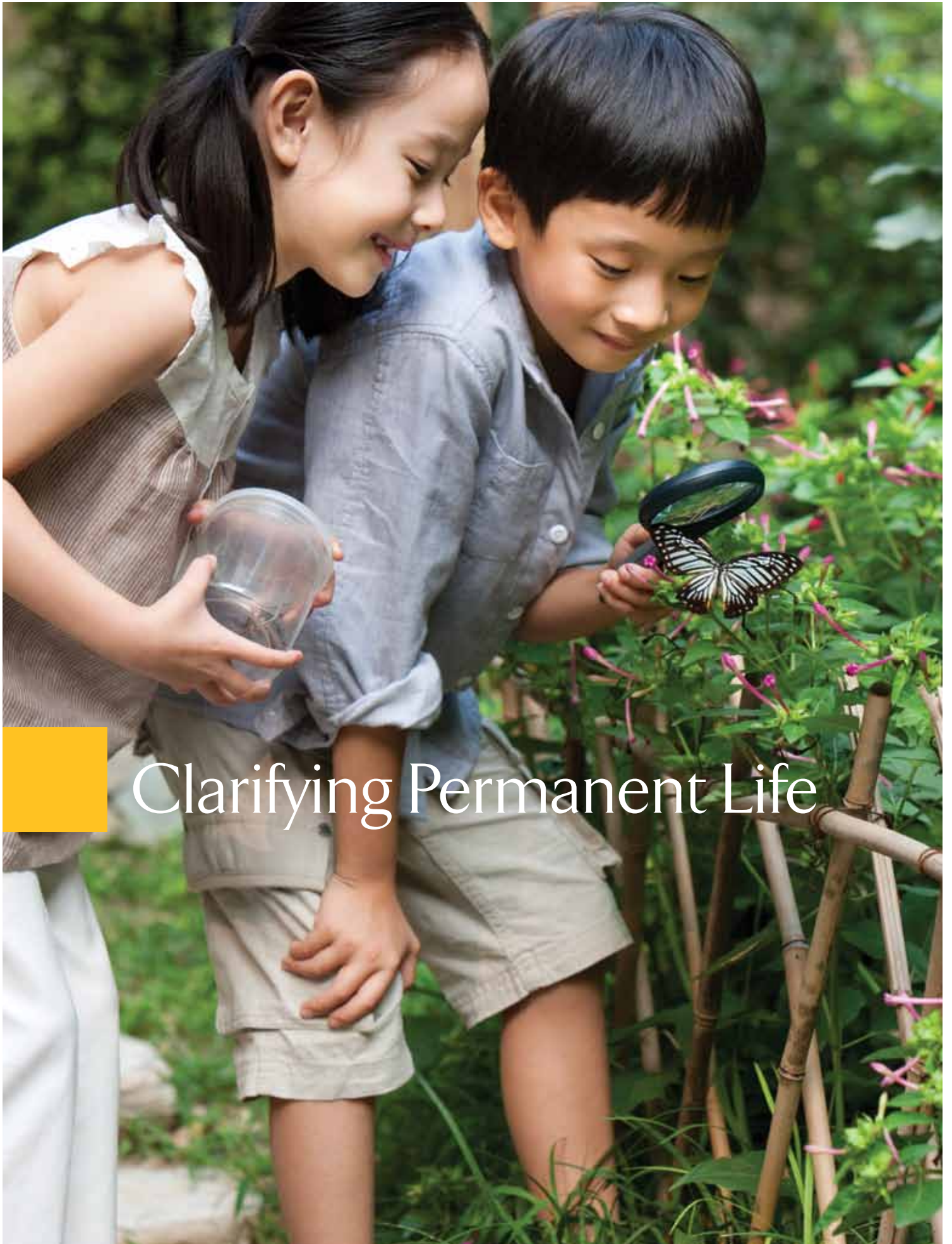
Understanding Life

There are two basic types of life insurance to plan for life's needs and goals: **term life and permanent life.**

An easy way to understand the difference is to look at the names themselves. "Term" is a time-based solution similar to "renting" - as it runs out on a given date. "Permanent" is a lifetime solution similar to "owning" - as it stays with you, grows in value and can be used throughout your life.

	Term	Permanent
<b>Main Purpose</b>	Short-term protection needs	Long-term protection plus cash value accumulation to meet financial needs and goals
<b>Coverage Duration</b>	Limited time – generally 5 to 20 years. Work coverage typically ends when employment does	Lifetime coverage as long as premiums are paid
<b>Builds Cash Value</b>	Not Applicable	Accumulates cash value on a tax-deferred basis
<b>Access to Cash Value</b>	Not Applicable	Yes*
<b>Cost</b>	Lower in early ages, increases with age, policy length and health changes	Initially higher than term, but becomes more cost effective than term as you age

\* Accessible through loans and withdrawals, certain limitations may apply to loans or withdrawals. Policy loans and withdrawals will reduce the benefit and cash values and may be taxable under certain circumstances.



Clarifying Permanent Life

Permanent life insurance products are designed to provide protection while building cash value. Borrowing from the cash value gives you the opportunity to help meet future goals.

There are four popular permanent life insurance categories that can help you build a strong “center” for your financial plan and create a world of possibilities for you and your family.

Whole Life	Universal Life (UL)	Indexed Universal Life (IUL)	Variable Universal Life (VUL)
<p>"Keep it Safe"</p> <ul style="list-style-type: none"> <li>Guaranteed death benefit and cash value accumulation</li> <li>Maximum guarantees and predictable payments</li> <li>Long-term, low risk tolerance</li> </ul>	<p>"Provide Flexibility"</p> <ul style="list-style-type: none"> <li>Low cost with flexible payments, yet adjustable</li> <li>Protection guarantees with cash value linked to company's current interest rates*</li> <li>Low to medium risk tolerance</li> </ul>	<p>"Add a Boost"</p> <ul style="list-style-type: none"> <li>Equal desire for protection and cash value accumulation</li> <li>Upside potential with cash value linked to market index</li> <li>Strong downside protection</li> <li>Medium risk tolerance</li> </ul>	<p>"Max My Upside"</p> <ul style="list-style-type: none"> <li>Strong desire for cash value accumulation</li> <li>Upside potential with cash value linked to investment account performance**</li> <li>Limited downside protection</li> <li>Higher risk tolerance</li> </ul>



Term life insurance can be used as a supplement to permanent life insurance, maximizing protection for a specific period of time. When thinking about term insurance, consider a policy that allows the option to convert to a permanent policy.

\*Stated interest rates are subject to change.

\*\*Variable investments are subject to market risk and may lose value.



# Making It Easy to Achieve Goals

Life insurance and financial planning can feel complex. In reality, it is much easier to get and stay on track than most people realize. Here are a few simple tips and reminders to help get started:

- ✓ Think of life insurance as “first and center” to ensure a sound financial plan
- ✓ Start with permanent life insurance and supplement with term insurance for added protection
- ✓ The younger you are when you buy, the better the rates and lifetime cash value opportunity
- ✓ All policies are not the same, consider customizing your policy to help reach your goals
- ✓ Convert term life insurance to permanent life insurance over time
- ✓ Review coverages and needs as life changes (new child, home, starting a business, etc.)
- ✓ Help meet your goals and stay on track through annual reviews and upgrades
- ✓ Talk to a financial professional to explore your needs and possibilities



# Working with a financial professional...



"I bought **Variable Universal Life** to help *max my upside* a few years ago when I started my first job. I opened my 401(k) at the same time. Now I feel confident that I am saving enough for my retirement years."



"We purchased **Indexed Universal Life** to ensure protection and *add a boost* to our portfolio that would help us pay for our children's college someday. Now that the twins are older and college is right around the corner, we feel prepared."



"My parents gave me the gift of a **Universal Life** policy when I graduated from medical school. They knew it could *provide flexibility* by adjusting over time as my finances changed, provide protection for my family and build cash value I could access in an emergency."



"I decided to buy **Whole Life** when I got married to *keep it safe* by ensuring predictable payments and permanent death benefit protections. I'm happy to report, I've also been able to build cash value in my life insurance to help meet future needs."

The statements above are for hypothetical illustrative purposes only and are not guarantees of future performance or success. Actual results will vary.



# Getting Started In Life

## We encourage you to talk with your financial professional

By virtually every measure, the need for and value of a financial professional has never been greater...

- Today's financial climate is more complex than ever
- The number of financial products available is seemingly limitless
- Your financial plan should evolve as your life needs and goals change

A financial professional can help you build a plan that's tailored to your unique needs and goals—and show you how putting life insurance “first and center” can help strengthen your entire financial plan and keep you on track to unlock all of life's possibilities.



## Why Penn Mutual?

At Penn Mutual, we are singularly committed to helping individuals, families and small business owners unlock the possibilities of life through our life insurance and annuity solutions.

We have never failed to meet an obligation to a policyholder. With our financial strength and stability standing behind our guarantees, we are committed to the brighter futures and best interests of all of our policyholders.



## Our Noble Purpose

Since 1847, Penn Mutual has been driven by our noble purpose – to create a world of possibilities, one individual, one family and one small business at a time. As an original pioneer of mutual life insurance in America, we believe that life insurance is the most protective, responsible and rewarding action a person can take to build a solid foundation today and create a brighter future for generations to come.

**Investors should consider the investment objectives, risks, charges, and expenses of a variable insurance product carefully before investing. Please carefully read the prospectuses for the relevant variable insurance product and its underlying investment options, which contain this and other information about the product. You can obtain a prospectus from a Penn Mutual financial professional.**

Penn Mutual variable products are primarily distributed through Hornor, Townsend & Kent, Inc., a FINRA/SIPC member firm and wholly owned subsidiary of Penn Mutual.

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