

# Product Overview

August 20, 2025



## Protective's Lifetime Assurance UL 8-25

### Summary

On Monday, August 11, 2025, Protective repriced its Lifetime Assurance UL product, reducing premiums by approximately 2.5% for males and 3.5% for females. This reprice is a reversal of the December 2024 reprice with rates now equivalent to the March 2023 product. The premium reduction applies uniformly across all No-Lapse Guarantee (NLG) durations and face amounts.

### By the Numbers

Lifetime Assurance UL offers competitive No-Lapse Guarantee (NLG) premiums, ranking among the top 3 in 65% of cells. With the recent premium decrease, Protective's position has either improved slightly or remained stable across most benchmarks. While Best Tobacco pricing remains uncompetitive, other risk classes continue to perform well, generally ranking within the top 5 for males and top 10 for females.

CSV10 and CSV20 benchmarks represent the ROP amount that would be received if exercised. The maximum ROP benefit of 25% is low amongst the other ROP options in the market. Between ROP options and indexed products who allow more cash accumulation than a traditional UL NLG, CSV10 and CSV20 benchmarks are uncompetitive.

Target premiums also reverted with this reprice. Interestingly, they are equal to base premiums and therefore saw the same movement in rates. While NLG premiums often rank in the top 5, Target premiums rank in the bottom 5.

### Additional Benefits/Notes

- Guaranteed interest rate: 2.00%
  - o Illustration assumes Guaranteed Rate
- Current interest rate: 5.00%
  - o Unchanged
- Return of Premium: Maximum benefit of 25% (available after 10 years at no additional cost)
  - o Unlike other ROP options in the market, this one can be exercised any time after year 10 and there is no "window" in which you must make the decision
- ExtendCare Rider
  - o Chronic Illness Rider for an Additional Charge
  - o IRC Sec. 101(g)

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## Conclusion

Protective has made a modest reduction in premiums, reverting to rates that were offered starting in March of 2023. Lifetime Assurance UL has maintained its competitive position near the top of the pack throughout all of these reprices.

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