Excel Performance

Variable Universal Life Insurance

Ameritas®
fulfilling life

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We all want the best for our loved ones: health, safety and happiness. While we can't always protect our family from tragedy, we can take steps to ease the burden created when a death occurs. We can also take action to plan for our future dreams. Excel Performance VUL helps minimize uncertainty by protecting those you care about and helps maximize the future by giving you the potential to accumulate value to help fund your future plans.

protection

Excel Performance VUL is a variable universal life insurance policy with a death benefit – a valuable resource for your family, business associates or other beneficiaries if you should die prematurely. It can help make sure your family wouldn't have to make major changes like selling their home, switching schools or changing their lifestyle if you died prematurely.

income tax-free death benefit

The amount of your policy's death benefit is determined by the amount of insurance you purchase (or the specified amount of your policy) and whether you choose to have any investment performance added to the death benefit. It is generally paid income tax free without the delays and expenses of probate and to your beneficiaries—a benefit only available on life insurance.

Unlike some insurance policies that mature at age 100, you cannot outlive Excel Performance VUL's death benefit protection. Its important protection and tax-deferral benefits continue until the insured's death. As with all life insurance, the guarantees of the policy are only as good as the company backing it. Throughout this brochure, any guarantees discussed are subject to the claims-paying ability of the issuing insurance company and do not apply to the performance of the underlying investment options.

accummulation potential

Excel Performance VUL doesn't just provide protection. With variable universal life insurance a portion of each of your premium payments can be invested in your choice of investment options. These portfolios are managed by respected names in the mutual fund industry. While investing does include the risk of loss, including principal, this accumulation potential can be used to help make your future dreams a reality.

You can choose from a wide selection of investment options to suit your goals and risk tolerance. A variety of national money managers manage these options—all within the convenience of one product. You have the freedom and flexibility to choose any number and combination of investment options and money managers.

Ameritas continuously monitors the performance, expenses, investment strategies and management of these investment options to help ensure we continue to provide you with top-quality investment choices. Our proprietary Investment Selection Evaluation System (ISES) is a systematic and proactive process designed to select a strong lineup of investment options to help meet our clients' long-term goals.

investment management tools

Excel Performance VUL's investment management tools are free of any fees or costs and can help make it easier for you to evaluate, select, and manage your investment options. In addition to the following tools, you can access your policy online to check performance, reallocate the money in your policy and more.

- **Asset Allocation:** Can help you diversify your investment options based on your risk tolerance.
- **Automatic Dollar-Cost Averaging:** Can lower the average cost per share over time (does not assure a profit or protect against a loss).
- **Portfolio Rebalancing and Earnings Sweep:** Allows you to strategically reset your investment allocations automatically over time.

access to cash

Being able to access the cash surrender value of your policy is one of the most powerful features of variable universal life insurance in part because of the tax advantages life insurance offers. Generally, you can access the cash surrender value in your policy through loans or partial withdrawals.

Loans and withdrawals are subject to restrictions and will reduce the policy's death benefit and available policy value. Excessive loans or withdrawals may cause the policy to lapse. Unpaid loans are treated as a distribution for tax purposes and may result in taxable income.

You may cancel the policy at any time but the cancellation will be subject to a surrender charge. The amount and duration of this charge varies by the insured's sex, issue age, risk class, initial specified amount and the length of time the policy has been in force. If a policy is surrendered, any gain (including any existing policy loan) is taxed as ordinary income.

one size doesn't fit all

We know your life insurance needs are as unique as you are so you can customize your policy to meet your personal or business needs. These optional benefits provide flexibility now and in the future.

- Accelerated Death Benefit
- Accidental Death Benefit
- Accounting Benefit
- Children's Insurance
- Guaranteed Insurability
- Insurance Exchange
- Paid Up Insurance Benefit Endorsement
- Scheduled Increase Option
- Supplemental Coverage
- Term Insurance
- Total Disability & Waiver of Monthly Deductions

The cost, if any, for these riders varies based on the insured's age, underwriting class, the size of the policy, and other factors. Not all riders are available in all states.

flexible premium payments

Flexibility doesn't end with the benefits you can choose to add to your life insurance. Your policy allows you to choose when and how you pay premiums. And, if you experience twists and turns in the road ahead, you can pay more or less than you planned.

Of course, there are costs for an insurance policy. Expenses include cost of insurance, which is calculated based on the insured's age, underwriting class and other factors and a premium charge, currently 3.5% of each premium payment (5.0% maximum). There is also an administrative charge that varies by the amount of insurance you purchase but it is guaranteed to be no more than $10 per month. These charges are deducted from the value of your policy.

There are also charges deducted from the value of your investment options including a risk charge, which is deducted daily at an annual rate of 0.70% (0.90% maximum) for policy 1-15 and 0.10% (0.30% maximum) thereafter. In addition, each investment option has investment advisory expenses, which vary by portfolio.

The only way to know the complete cost of your policy is to receive an illustration from your financial professional who can help you decide if Excel Performance VUL is right for you.

more than family protection

Too often, people think life insurance is only important for families with young children. In fact, there are many valuable ways to use lifetime insurance protection:

- Provide for your survivors by replacing lost income.
- Ensure your estate goes where you intend by effectively transferring wealth.
- Protect your business associates and heirs by funding business arrangements.
- Leave a legacy to a charity.
- Support beneficiaries who need a lifetime of care.
- Pay funeral costs and other final expenses.

do more

Life insurance can provide the resources the people you care about will need to handle the financial challenges a death would bring. With its accumulation potential, Excel Performance can do more. It can help provide what you need to respond to life's challenges and opportunities.

This material must be preceded or accompanied by current prospectuses, which provide more complete information about the policy and underlying fund investment option objectives, risks, charges and expenses, and other important information about the policy issuer. Read the prospectuses carefully before investing or sending money.

Policy features may vary and may not be available in all states. For detailed information about policy and optional feature costs, limitations, and restrictions, please refer to the policy and prospectus. Variable life insurance involves investment risk, including possible loss of principal. It is possible that coverage may not continue to the death of the insured if the policy costs reach maximum guaranteed levels and premiums continue to be paid at the initial planned premium level.

In approved states, Excel Performance VUL (form 4003) and riders Accelerated Benefit (form AABR01), Accidental Death Benefit (form AADB01), Accounting Benefit (form AACBR01), Children's Insurance (form CIR01),Guaranteed Insurability (form AGIR01), Insurance, Exchange (form AIER01), Paid-Up Insurance Benefit Endorsement (form End-PUL), Scheduled Increase (form ASIR01), Supplemental Coverage (form ASCR01), Term Insurance (form ATIR01), Total Disability Benefit (form ATDB01) and Waiver of Monthly Deductions (form AWMD01) are issued by Ameritas Life Insurance Corp. located at 5900 O Street, Lincoln, NE 68510 and underwritten by affiliate, Ameritas Investment Corp.

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