

LifeInsight®

YOUR NEW PERSPECTIVE ON LIFE.

LifeInsight is your one-stop shop for VUL policies –
Use it to gain more insight into policy performance.
HERE'S A LOOK AT ALL IT CAN DO!

Access LifeInsight by searching for a policy in PruXpress or your Prudential Portal

See up-to-date ROR and policy information all in one spot

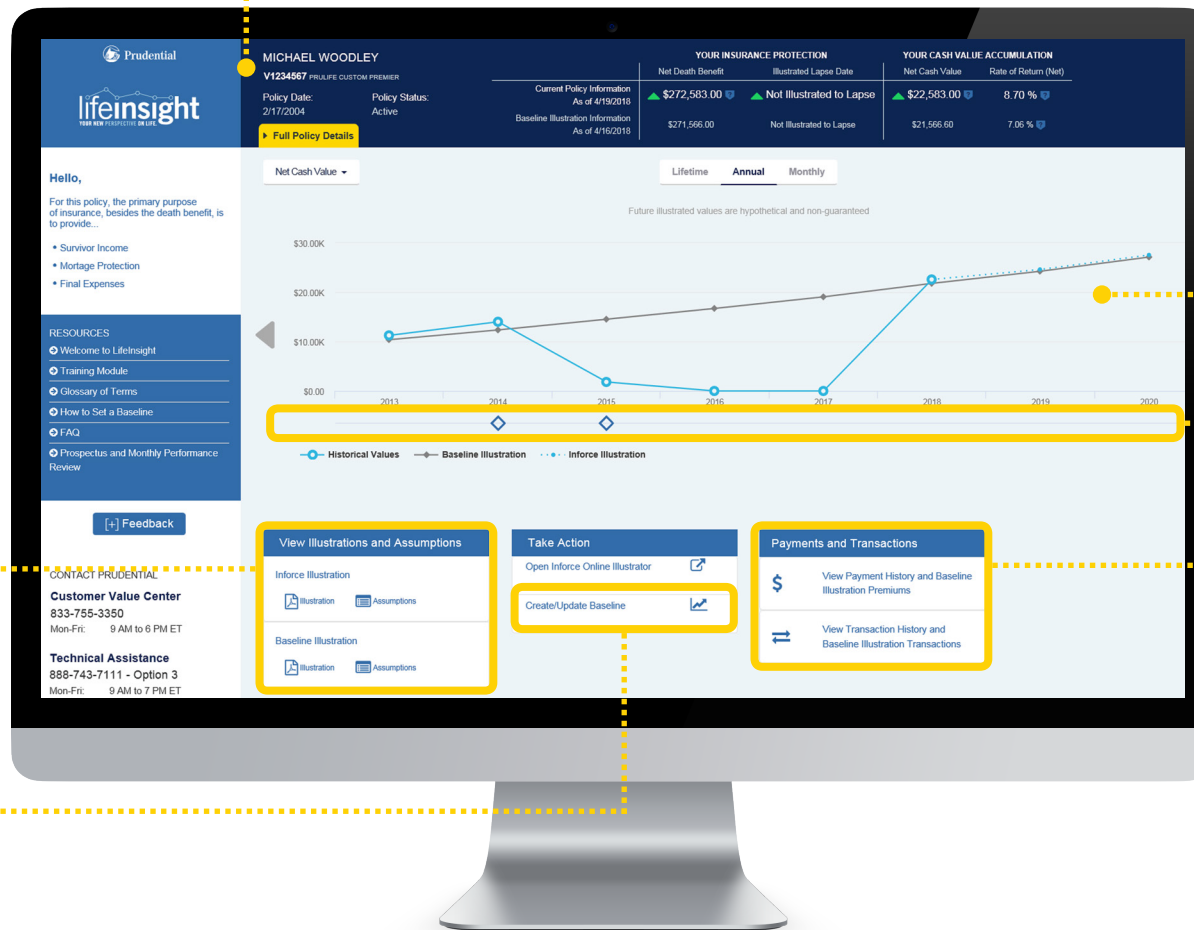
- ▶ Click on full policy details
- ▶ Browse values, guarantees and other key policy info

Easy access to illustrations and assumptions

- ▶ View Inforce and Baseline Illustrations just a click away
- ▶ See snapshot of assumptions

Set a Baseline Illustration and compare performance to customer goals

- 1 Run an illustration
- 2 On Case History, click 'Action' and 'Set as Baseline'



Visually compare the policy assumptions to actual performance

- ◆ Baseline Illustration: Represents the customer's goals
- Historical cash and death benefit values
- ⋯ Inforce Illustration: Represents how the policy may perform in the future

Diagnose the policy

- ▶ View the Action Line to see how actions have impacted performance
- ▶ Go to the Transactions and Payments sections to see historical and planned activity

lifeinsight[®]

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LifeInsight is an easy, interactive policy management tool that pulls essential information into one place and simplifies monitoring policy goals, assumptions and performance.



Simple and Intuitive

A modern approach to track policy performance against client's intent and goals



Consolidation of Knowledge

Client information, policy values and illustrations are all available in one place for quick, easy reference



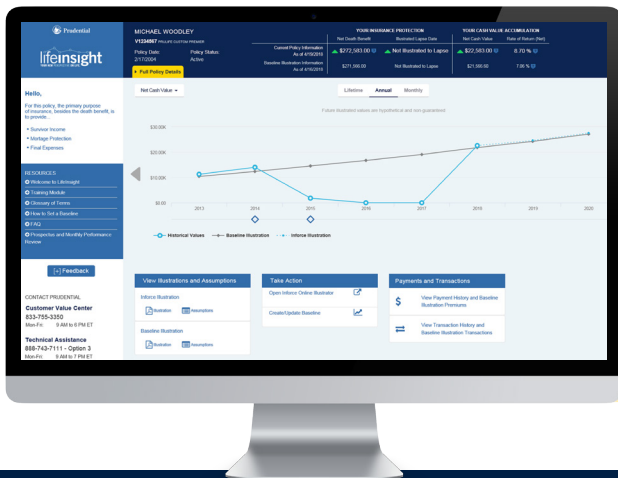
Insightful

Giving the understanding and foresight to equip producers with the right level of knowledge when they need it



Proactive

Alerting users of upcoming, planned actions



USE LIFEINSIGHT TO....

- ▶ **Confidently monitor** policies to support clients in meeting their goals
- ▶ **Quickly access** policy information and gain awareness of upcoming planned actions
- ▶ **Visually compare** policy performance to the customer's goals

Learn more about how you can leverage the tool today, contact your Prudential Wholesaler



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