



You're In Charge®

Lincoln VUL<sup>ONE</sup> Suite\*

## Rely on guaranteed lifetime protection and the freedom to pursue growth opportunities

### CLIENT PRODUCT GUIDE

Get ready to enhance your legacy, create potential cash value for your estate, and protect wealth. Plan with the assurance of having death benefit protection that's guaranteed for life<sup>1</sup> and cash value growth potential linked to market performance.

When you choose a policy from the *Lincoln VUL<sup>ONE</sup>* Suite, you can feel confident knowing that the value of your death benefit will never change — regardless of market performance. Plus, you'll enjoy these other advantages:

- ✔ Freedom to choose from an array of investment options
- ✔ Downside protection for your legacy
- ✔ More financial flexibility if your investment choices experience positive performance

### Choose the policy that works for you



#### *Lincoln VUL<sup>ONE</sup>*

is guaranteed death benefit protection for individuals with the option to add living benefits for even more financial protection.<sup>2</sup>



#### *Lincoln SVUL<sup>ONE</sup>*

is guaranteed protection for two lives and pays a death benefit at the end of the second life.

## Variable universal life insurance (VUL) provides protection for your family and can be a potential supplemental financial resource for you.

\* *Lincoln VUL<sup>ONE</sup>* (2014) and *Lincoln SVUL<sup>ONE</sup>* (2016).

<sup>1</sup> The Optimal No-Lapse Enhancement (ONE) Rider guarantees your death benefit, assuming you fund your policy as specified. To maintain the guaranteed death benefit protection, automatic rebalancing is required and the use of the money market investment option is limited to the right-to-examine period, or as an account from which to transfer funds for the dollar cost averaging (DCA) program. We reserve the right to establish investment restrictions in the future under limited conditions as described in the prospectus.

<sup>2</sup> Available for ages 20–80 if you qualify. Subject to certain requirements. Accelerated death benefits may be taxable and may affect public assistance eligibility. Rider and policy terminate when 100% of death benefit is fully accelerated. Other account values are reduced proportionately with each acceleration payment. Additional cost may apply.

**Guarantees are subject to the claims-paying ability of the issuing company. Limitations and conditions apply.**

Not a deposit	Not FDIC-Insured	May go down in value
Not insured by any federal government agency		
Not guaranteed by any bank or savings association		

Insurance products issued by:  
The Lincoln National Life Insurance Company



## Match your investment style with your choice of diverse options

You have the freedom to select investment options from our Lincoln *Elite Series* of Funds. Choose options from the names you know, such as Fidelity, American Funds, Franklin Templeton, and BlackRock. There are more than 70 investment choices.



Deutsche Asset & Wealth Management



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## Select an investment approach that's easiest for you

Pick individual options or a managed asset allocation portfolio that offers broad diversification across equities, fixed income, domestic and international markets.<sup>1</sup>

Take advantage of dollar cost averaging<sup>2</sup> and automatic rebalancing<sup>3</sup> to help make sure your asset allocation strategy continues to be aligned with your risk tolerance and investment objectives.

## You're rewarded for positive investment option performance<sup>4</sup>

You'll have more financial flexibility for your future if you experience strong performance.

## Feel confident that the value of your death benefit is guaranteed — regardless of investment performance.

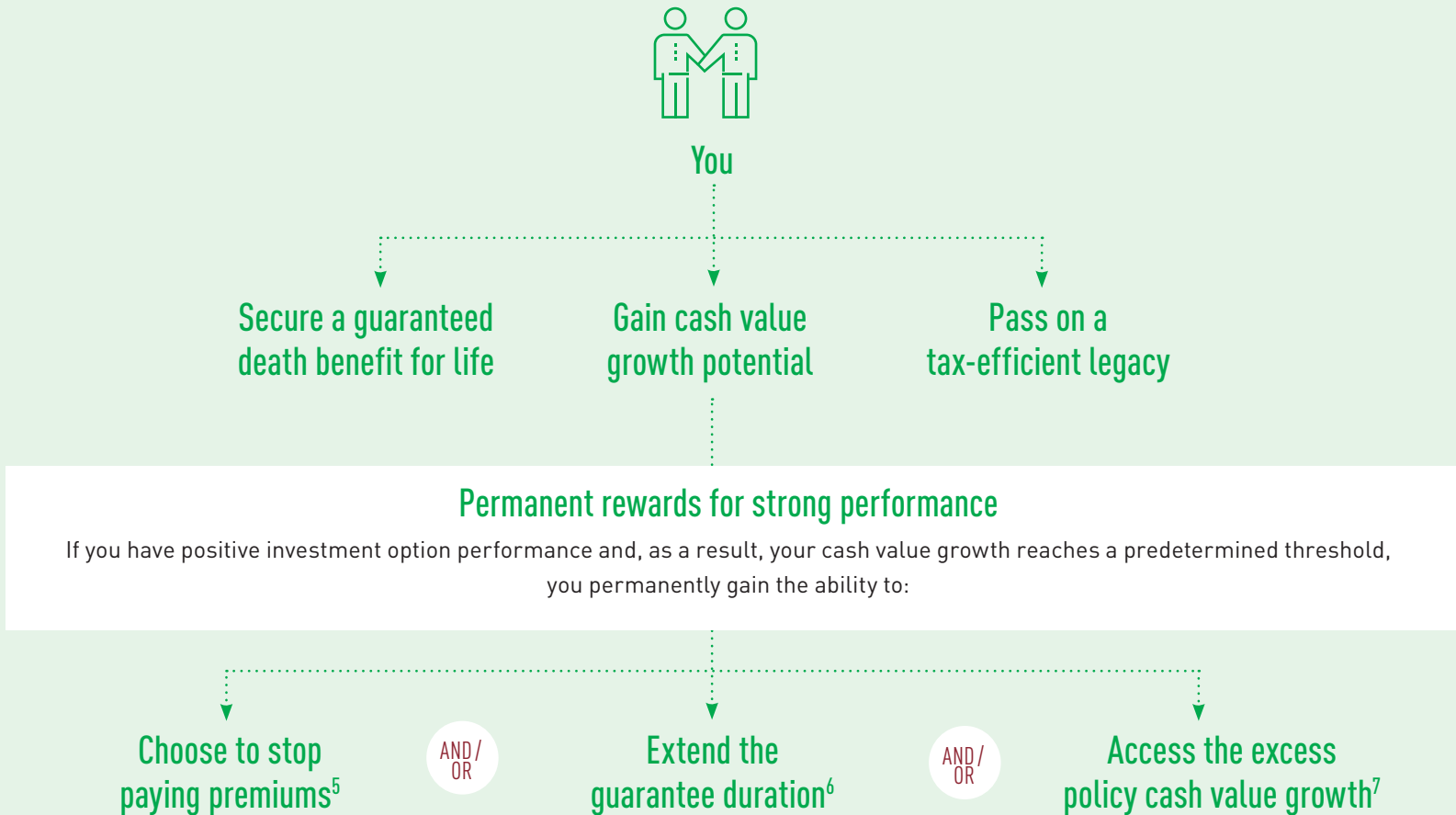
<sup>1</sup>Diversification does not assure a profit or protect against loss.

<sup>2</sup>Dollar cost averaging is an optional program that enables you to systematically reallocate specified dollar amounts from the fixed or money market accounts to the variable accounts on a monthly basis, up until the first policy anniversary while the ONE Rider is in effect. By allocating funds on a regular basis as opposed to a one-time allocation, you may reduce the average cost per unit over time. Neither dollar cost averaging (DCA) nor portfolio rebalancing assures a profit or protects against loss in declining markets. Because dollar cost averaging involves continuous investment in securities, regardless of fluctuating price levels, you need to consider if you'll be in a position to continue purchasing through periods of low price levels.

<sup>3</sup>Quarterly automatic rebalancing is required with the Optimal No-Lapse Enhancement (ONE) Rider and will begin at the end of the first quarter following the first policy anniversary when dollar cost averaging is selected. Automatic rebalancing ensures that the original allocation is maintained regardless of the performance of your investment options.

**Please note: If automatic rebalancing is terminated, the ONE Rider and its protection will likewise be terminated and cannot be reinstated.**

## Here's how *Lincoln VUL<sup>ONE</sup>* and *Lincoln SVUL<sup>ONE</sup>* work



<sup>4</sup>With any VUL product, certain fees and costs are involved, including monthly cost of insurance, administrative expense and premium load charges, as well as daily charges on assets invested in the variable subaccounts for mortality and expense risk, and asset management fees. Please consult the prospectus or ask your financial advisor for more detailed information. Positive investment option performance is not guaranteed.

<sup>5</sup>Assuming your policy has been designed with ongoing premiums.

<sup>6</sup>Assuming your policy was not designed with a lifetime guarantee.

<sup>7</sup>Our Premium Reserve Rider gives you access to any potential cash value, above a predetermined threshold, without impacting your guaranteed death benefit. The Premium Reserve Rider is included where applicable and is subject to certain fees and account credits if premiums are directed to this rider.

## Why Lincoln Financial Group

Since 1905, we've remained committed to helping Americans plan for retirement, prepare for the unexpected, and protect their wealth from taxes, long-term health costs, longevity, inflation, and market risk. We have continued to keep our promises through challenging financial times, including the Great Depression and the Financial Crisis of 2008. When other companies failed, we remained strong and prospered.

Today, more than 17 million Americans rely on us for the knowledge, experience and solutions to help them meet their goals.

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May go down in value

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Order code: SV1-SUIT-BRC001



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### Important information:

Loans and withdrawals reduce the account value and death benefit, may cause the policy to lapse, and may have tax implications.

Lincoln Financial Group® affiliates, their distributors, and their respective employees, representatives and/or insurance agents do not provide tax, accounting or legal advice. Please consult an independent advisor as to any tax, accounting or legal statements made herein.

*Lincoln VUL<sup>ONE</sup>* (2014) policy form LN696/LR668, *Lincoln SVUL<sup>ONE</sup>* (2016) policy form LN667/LR667, and state variations are issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, and are distributed by Lincoln Financial Distributors, Inc., a broker-dealer. **The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.**

**All guarantees and benefits of the insurance policy are subject to the claims-paying ability of the issuing insurance company.** They are not backed by the broker-dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

**Lincoln variable universal life insurance is sold by prospectuses. Carefully consider the investment objectives, risks, and charges and expenses of the policy and its underlying investment options. This and other important information can be found in the prospectus for the variable universal life policy and the prospectus for the underlying investment options. Prospectuses are available upon request and should be read carefully before investing or sending money. For current prospectuses, please call 800-444-2363 or go to [www.LincolnFinancial.com](http://www.LincolnFinancial.com).**

Policy values will fluctuate and are subject to market risk and to possible loss of principal. Products, riders and features are subject to state availability. Limitations and exclusions may apply. Not for use in the state of New York.