



New Protection VUL

Real life. Real choices. Real control.



For clients seeking guaranteed death benefit protection that is cost effective, customizable and includes access to robust living benefits, our new Protection VUL offers it all — and more.

What's new?

- **Customizable no-lapse guarantee, giving more flexibility to meet specific goals, with:**
 - **Basic Death Benefit Protection (DBP) rider** — available at no additional cost and optimized to extend guarantees to age 80
 - **Enhanced Death Benefit Protection rider** — can extend no-lapse guarantee coverage to ages 80-100, with 10% premium charge deducted from policy value if elected
- **8% reduction on endow solves on average**
- **9% increase on target premiums on average**

Plus, Protection VUL 23 continues to offer your clients **several additional advantages**, including:

- **Support to help them live a longer, healthier life** and the unique opportunity to **lower their guaranteed premium without sacrificing their guarantee duration** by engaging in the John Hancock Vitality PLUS Program
- **Comprehensive tax-qualified LTC coverage** that can provide access to the death benefit and may offer a viable solution in an evolving state tax law landscape
- **Diversified growth opportunities** with access to more than 55 fund options covering both equity and fixed-income markets, including US and international

- assets — with no fund restrictions to maintain the guarantee
- **Easy policy management with LifeTrack**, an industry-first tool that can help you and your clients keep their policies on track to meet their coverage objectives

State approvals

Protection VUL 23 is now approved in all states except New York.

Transition rules for Protection VUL 21

January 20, 2023 deadline:

- **If seeking an informal offer** — the John Hancock home office must receive a Protection VUL 21 illustration signed by the insured and owner, and a tentative underwriting decision must be obtained by this date
- **If seeking a formal offer** — the John Hancock home office must receive a Protection VUL 21 application signed by the insured and owner by this date. An illustration on the case is also required
- **For a term conversion** — the John Hancock home office must receive a term-conversion application signed by the insured and owner by this date

March 17, 2023 deadline:

- By this date, John Hancock must have provided a final underwriting offer, received all administrative requirements to issue the policy and received confirmation to proceed with the 1035 exchange (if applicable)

Prospectus update

The [Protection VUL 23 prospectus](#) is available for download via JHSalesHub. Please note: whenever a Protection VUL prospectus is used, it must be accompanied by a John Hancock Variable Insurance Trust prospectus and applicable supplements. Please refer to the [prospectus update chart](#) to make sure you and your producers are using the correct version.

Key marketing resources

- [Protection VUL consumer guide](#)
- [Protection VUL producer guide](#)

Please call your local John Hancock sales representative or National Sales Support at **888-266-7498**, **option 2**

Visit JHSalesHub

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Insurance policies and/or associated riders and features may not be available in all states.

Protection VUL is not available in New York.

Vitality is the provider of the John Hancock Vitality Program in connection with policies issued by John Hancock.

Rewards and discounts are subject to change and are not guaranteed to remain the same for the life of the policy.

Comments on taxation are based on John Hancock's understanding of current tax law, which is subject to change. No legal, tax or accounting advice can be given by John Hancock, its agents, employees or licensed agents. Prospective purchasers should consult their tax professional for details.

Protection VUL policies automatically include a no-lapse guarantee called the Death Benefit Protection rider which is optimized for an age-80 guarantee — or, if elected for an additional cost, an Enhanced Death Benefit Protection rider which is optimized for an age-100 guarantee. Both technically provide a guarantee to age 121 if enough premium is paid. Each of these options guarantees that the policy will not default, even if the cash surrender value falls to zero or below, provided that the Net Death Benefit Protection Value remains greater than zero and policy debt does not exceed the policy value. Once terminated, the Death Benefit Protection rider or Enhanced Death Benefit Protection rider cannot be reinstated. See the product guide for additional details.

Guaranteed product features are dependent upon minimum premium requirements and the claims-paying ability of the issuer.

Variable universal life insurance has annual fees and expenses associated with it in addition to life insurance related charges. Variable universal life insurance products are subject to market risk and are unsuitable as a short term savings vehicle. Cash values are not guaranteed and will fluctuate, and the policy may lose value.

Variable life insurance is sold by product and fund prospectus, which should be read carefully. They contain information on the investment objectives, risks, charges and expenses of the variable product and its underlying investment options. These factors should be considered carefully before investing.

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