



February 22, 2021

New Protection VUL

guaranteed protection with full market exposure — plus so much more!

For life insurance clients looking for strong, guaranteed protection with equity-based growth potential, show them how the new Protection VUL can give them confidence to “stay the course” with their financial plan by offering:

- ✔ **Death benefit guarantee to age 100** with the ability to extend even further
- ✔ **Strong growth potential** through a diverse range of investment options
- ✔ **No investment restrictions** to maintain the age-100 guarantee
- ✔ **Comprehensive living-benefit coverage** for protection against the unexpected
- ✔ **“Top of spreadsheet” level-pay scenarios** in three best risk classes
- ✔ **Additional savings and rewards** for healthy living with John Hancock Vitality

Taking the lead in more ways than one

Male, 60, Preferred, level pay, \$1 million death benefit, death-benefit guarantees to age 100, 7% gross ROR

Company/product	Premium	Cash Surrender Value (CSV)		
		Year 10	Year 20	Year 30
John Hancock Protection VUL ‘21 with Vitality PLUS (Gold)	\$18,247	\$110,144	\$385,175	\$869,876
John Hancock Protection VUL ‘21	\$20,144	\$129,093	\$419,985	\$938,582
Prudential VUL Protector	\$21,214	\$132,330	\$477,353	\$1,052,316
Lincoln VUL ONE	\$22,104	\$122,351	\$467,416	\$1,014,854

Competitor information is current and accurate to the best of our knowledge as of February 2021. The data shown is taken from various company illustrations. Rates of return may be different for each company. These values assume a hypothetical rate of return and/or current interest crediting rate and may not be used to project or predict investment results. Unless indicated otherwise, these values are not guaranteed. We urge you to show your clients a basic illustration showing the impact of 0% and maximum sales charges and/or the guaranteed interest crediting rate and the impact it will have on policy cash value and death benefit. This comparison cannot be used with the public.

State approvals and illustration system

Protection VUL '21 has been approved in all states except California, Delaware, Florida, Guam, New York, North Dakota and South Dakota.

New business and underwriting information

Deadline	Requirements
March 05, 2021	<p>If seeking an informal offer — the John Hancock home office must receive a Protection VUL '17 illustration signed by the insured and owner, and a tentative underwriting decision must be obtained by this date.</p> <p>If seeking a formal offer — the John Hancock home office must receive a Protection VUL '17 application signed by the insured and owner by this date. An illustration on the case is also required.</p> <p>For a term conversion — the John Hancock home office must receive a term conversion application signed by the insured and owner by this date.</p>
April 30, 2021	By this date, John Hancock must have provided a final underwriting offer, received all administrative requirements to issue the policy (including at least the minimum-initial premium), and received confirmation to proceed with the 1035 Exchange (if applicable).

Prospectus update

The Protection VUL '21 prospectus is now available for download via JHSalesHub.com. Please note: Whenever a Protection VUL prospectus is used, it must be accompanied by a John Hancock Variable Insurance Trust prospectus and applicable supplements.

Promotional website and marketing materials

Visit JHSalesHub.com for everything you and your distribution partners need to start selling today! The site includes key marketing materials and access to the illustration system.

Please contact your John Hancock Sales Representative or National Sales Support at **888-266-7498, option 2**

This material is for Institutional/Broker-Dealer use only. Not for distribution or use with the public.

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

Protection VUL policies automatically include a no-lapse guarantee called Death Benefit Protection. This feature guarantees that the policy will not default, even if the cash surrender value falls to zero or below, provided that the Death Benefit Protection Value remains greater than zero and policy debt never exceeds the Policy Value. Once terminated, the Death Benefit Protection feature 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 short-term savings vehicles. Cash values are not guaranteed and will fluctuate, and the policy may lose value.

Variable life insurance is sold by product and fund prospectuses, 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.

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

Insurance products are issued by: John Hancock Life Insurance Company (U.S.A.), Boston, MA 02116 (not licensed in New York) and securities are offered through **John Hancock Distributors LLC** through other broker-dealers that have a selling agreement with John Hancock Distributors LLC, 197 Clarendon Street, Boston, MA 02116.