Variable universal life (VUL) is a type of life insurance that has the potential to build cash value. When you make payments, you can invest your money in a wide variety of investment options. IncentiveLife Optimizer® VUL is designed to help provide future income for you and your family, so you may want to fund the policy with higher premiums in the early years, to take advantage of growth potential and compounding interest. VUL also pays a life insurance benefit that can be used to replace income or cover expenses.

**Lifetime Protection and Supplemental Income for Retirement**

If your goal is to protect your family and build assets that you can use to supplement your retirement income, you may want to consider IncentiveLife Optimizer®. It can help you live more for today, keep more of the money you earn and build more for tomorrow.

**Live more.** Live more for today by protecting your family against life’s unknowns. Because IncentiveLife Optimizer® can meet your changing needs throughout your life, you’ll sleep easier knowing your family will be taken care of if you are no longer around.

**Keep more.** Keep more of your money with IncentiveLife Optimizer’s potential tax-deferred growth and generally income-tax-free financial protection benefit for your family.

**Build more.** Unlike term insurance, permanent life insurance like IncentiveLife Optimizer® has a growth component that can complement the protection your policy provides. The cash value you can potentially accumulate over time can build equity, which you can access to help you meet important financial goals down the road.

**No-Lapse Guarantee Rider**

Automatically included with the policy for no additional charge. Guarantees that the policy will not terminate for 5 to 15 years, depending on the insured’s issue age, regardless of investment performance. A certain amount of premiums must be paid into the policy, and policy loan and accrued loan interest cannot exceed the Policy Account Value.

**Tax Benefits**

- **Death Benefit** — When properly structured, the death benefit can be income- and estate-tax-free.

- **Policy Account Value** — Earnings grow tax-deferred. You have the ability to make tax-free transfers among investment options, with equity investment options offering the potential for accelerated growth. Because your Policy Account Value fluctuates with market performance, there is also the risk of loss of principal invested.

- **Distributions** — You can make income-tax-free withdrawals up to the cost basis. Once the cost basis is exhausted, policy loans may be taken to continue distributions.
Options for Investing
Your premiums are allocated to the investment options you select. Investment performance is reflected daily in your Policy Account Value.

Variable Investment Options
Over 90 investment options are available, allowing you to design an overall investment strategy for your unique needs. A wide variety of investment options are available, including asset allocation, traditional asset classes, managed volatility, sector and specialty, and more. Amounts in the variable investment options and the Market Stabilizer Option® are subject to fluctuation in value and market risk, including loss of principal.

Market Stabilizer Option®
Participate in the equity markets with some downside protection. This option’s performance is linked to S&P 500® Price Return Index, up to a Growth Cap Rate, and includes protection against declines of up to -25%. There is an additional charge of 1.40% (2.40% guaranteed) for this option. Please note, there is risk of substantial loss because you would be responsible for losses in excess of -25%.

Guaranteed Interest Account
Gain security with an interest rate that is guaranteed to be at least 1.5% annually.

Investment Strategies
• Dollar Cost Averaging — You can “smooth out” the ups and downs of the market by automatically moving money from the EQ/Money Market option to any of the variable investment options each month, using our Automatic Transfer Service.

• Asset Rebalancing — This service will automatically adjust your investments at the interval you request (quarterly, semi-annually or annually) in order to maintain your allocation percentages and keep your strategy on track.

• Account Transfers — Transfer amounts among any combination of the variable investment options, including the Market Stabilizer Option®, or to the Guaranteed Interest Option on a tax-free basis. Restrictions may apply.

Access to your money
Withdrawals
• Available after the 1st policy year and before the anniversary of the policyowner’s 121st birthday.

• You can withdraw any amount of at least $500, provided the withdrawal does not reduce the Face Amount to an amount below $100,000.

• Withdrawals may not be taken from a Segment of the Market Stabilizer Option® prior to the Segment Maturity Date.

Loans
• Available any time after policy issue; minimum of $500.

• Insureds who are younger than age 75 may borrow up to 90% of the cash surrender value of the policy, minus any outstanding loan or accrued loan interest.

• Insureds who are age 75 or older may borrow up to 100% of the cash surrender value of the policy, minus any outstanding loan or accrued loan interest.

Note: Under current federal tax rules, you generally may take federal income-tax-free withdrawals up to your basis (total premiums paid) in the policy or loans from a life insurance policy that is not a Modified Endowment Contract (MEC). Certain exceptions may apply for partial withdrawals during the policy’s first 15 years. If the policy is a MEC, all distributions (withdrawals or loans) are taxed as ordinary income to the extent of gain in the policy, and may also be subject to an additional 10% premature distribution penalty prior to age 59½, unless certain exceptions are applicable. Loans and partial withdrawals will decrease the death benefit and cash value of your life insurance policy and may be subject to policy limitations and income tax. In addition, loans and partial withdrawals may cause certain policy benefits or riders to become unavailable and may increase the chance your policy may lapse. If the policy lapses, is surrendered or becomes a MEC, the loan balance at such time would generally be viewed as distributed and taxable under the general rules for distribution of policy cash values.

1 Dollar Cost Averaging is a method of diversification that does not guarantee a profit or protect against a loss.
Premiums
- Premiums are flexible, so you can design premium payments according to your budget, deciding on the amount and frequency of payments.
- No premiums are required other than the initial premium. However, additional premiums may be required to keep the policy in force.
- There are separate premium requirements for maintaining the No-Lapse Guarantee.

Death Benefit Options
- **Option A** — Death benefit always equal to the policy’s Face Amount.
- **Option B** — Death benefit equals the policy’s Face Amount, plus account value.

Optional riders
All riders have restrictions and limitations. Be sure to review details with your Financial Professional before choosing any rider.

Available free of charge:

**Charitable Legacy Rider®**
Provides an additional death benefit to up to two qualified charities. The total death benefit payable under the rider will equal 1% of the base policy Face Amount, up to $100,000. Must name charity or charities at issue, though you may change them after issue. Available for policies with Face Amounts of $1 million or more.

**Living Benefits Rider**
You can receive a portion of your policy’s death benefit if you are diagnosed as terminally ill, with no more than 12 months to live. Automatically included.

**Substitution of Insured Rider**
Allows you, as the policyowner, to exchange the insured under the policy at any time after the second policy year, subject to satisfactory evidence of insurability.

**Loan Extension Endorsement**
Available only on Guideline Premium Test (GPT) policies. Ensures that the policy will not lapse due to a total loan balance that exceeds the larger of the current or initial base Face Amount if certain conditions are met. The policy will automatically be placed on loan extension at the beginning of any policy month between the insured’s 20th and 75th anniversaries if there isn’t enough account value to cover the monthly deduction then due and the outstanding loan and accrued loan interest exceeds the greater of the current or initial Face Amount. Other restrictions apply; see prospectus for details.

Available for an additional fee:

**Long-Term Care Services™ Rider**
Provides an accelerated death benefit that can be used for qualified long-term care expenses.

**Disability Waiver of Monthly Deductions Rider**
Waives the monthly charges from the policy account if insured is totally disabled for at least six months.

**Children’s Term Insurance Rider**
Provides term insurance protection for the children of an insured. It may be converted to a permanent insurance policy in the future without the child having to show evidence of insurability.

**Disability Premium Waiver Rider**
If the insured becomes totally disabled, the policy is credited with the monthly No-Lapse Guarantee premium or monthly deductions are waived, if greater.

**Option to Purchase Additional Insurance**
Allows you to purchase a new policy on the life of the insured for the amount of the option, on specific dates, without evidence of insurability.

**Liquidity Rider**
If you surrender the policy for its cash value within the first 10 policy years, you will not pay any surrender charges. Does not apply if you are exchanging or replacing the policy with another life insurance policy or annuity contract.
IncentiveLife Optimizer® III has exclusions, limitations and terms for keeping the policy in force. Fees and charges associated with IncentiveLife Optimizer® include mortality and expense charges, cost of insurance charges, surrender charges, administrative fees, investment management fees and charges for optional benefits, including those associated with the Market Stabilizer Option®. Contact your financial professional for costs and more complete details.

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GE-109861 (2/16) (Exp. 2/18)

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