

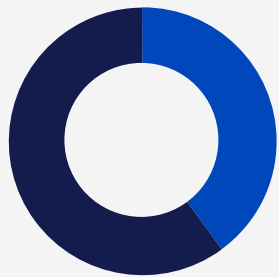


Sales guide

Indexed Universal Life Insurance, Simplified

The importance of preparing for the unexpected

Life can be unpredictable, but your clients' financial well-being doesn't have to be. When it comes to protecting what matters most, life insurance plays a critical role, and yet:



40% of Americans indicate they have a gap in their life insurance needs.¹

Encouraging clients to consider life insurance is an important step in helping them to protect their future and ensure that loved ones are cared for even when unforeseen circumstances arise.

¹ "2025 Insurance Barometer Study," LIMRA (June 25, 2025).

What's inside

Section 1: Understanding the benefits of life insurance

Section 2: Indexed universal life insurance basics

Section 3: Nationwide IUL solutions

Nationwide® Indexed Universal Life Accumulator III

Nationwide® Indexed Universal Life Protector II 2020

Section 4: Getting the conversation started



SECTION 1

Understanding the benefits of life insurance

With life insurance, you help provide clients with a level of comfort that their loved ones will be cared for upon their passing. That's why it's important to educate them about the benefits of life insurance. Not only can it help secure their families' financial futures, it can also offer them a sense of stability when they need it most.



4 advantages of life insurance

1 **A death benefit** that provides tax-advantaged financial protection for beneficiaries upon the policyholder's passing

3 **Tax-advantaged income** through cash value accumulation and tax-free access²

2 **Access to long-term care (LTC) coverage** options for funds that help cover medical expenses and care services

4 **Term and permanent life insurance options** that allow clients to choose a policy based on factors such as coverage duration, affordability and potential financial benefits

99 million Americans are uninsured or underinsured³

Fortunately, you're well positioned to provide valuable options to help meet their needs.

² If loans or withdrawals are taken, the cash value and the death benefit payable to the beneficiaries will be reduced. Surrender charges may apply for early surrenders and partial surrenders. Surrenders may be subject to income tax.

³ "2025 Insurance Barometer Study," LIMRA (June 25, 2025).



SECTION 2

What is indexed universal life insurance?

It can help balance your need for protection and growth potential.

Whether you're concerned about protection for your family or planning for your future income, Nationwide® Indexed UL Accumulator III is designed to help. It's permanent life insurance that will help protect your family members if you pass away. It also offers the opportunity for tax-advantaged growth by earning interest based in part on the performance of various indexed interest strategies, which can help enhance your income potential.

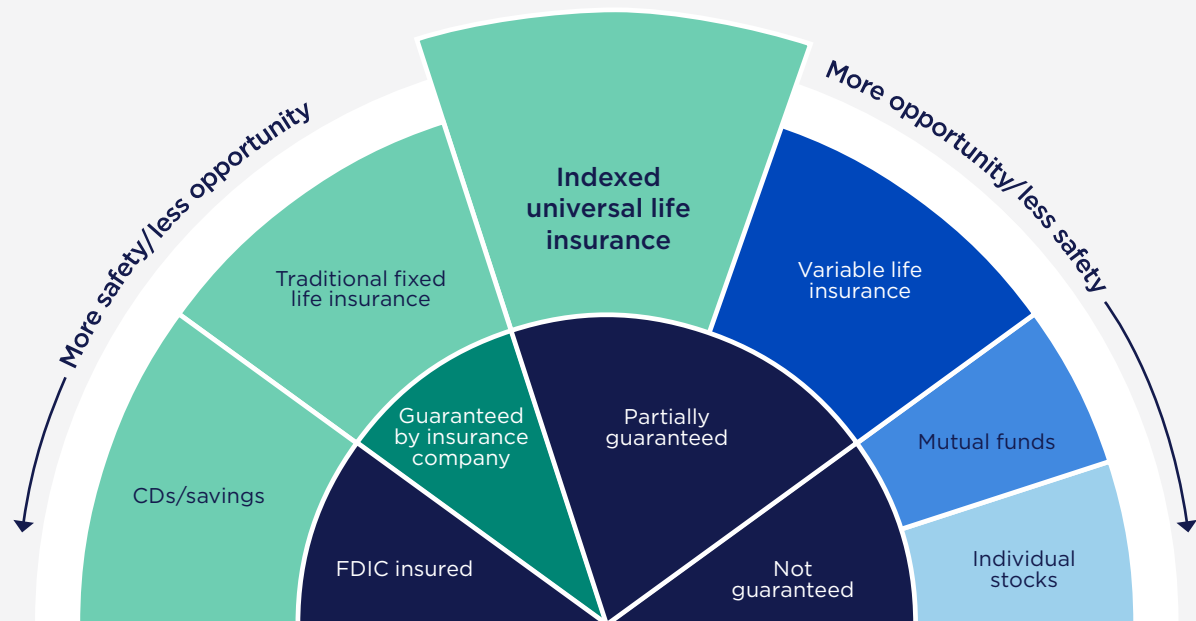
With Nationwide Indexed UL Accumulator III, your money is never actually invested in the market. You can also rely on a guaranteed minimum interest rate in the fixed account and a guaranteed minimum floor rate in the indexed interest strategies.



SECTION 2

Balance their need for protection and opportunity

Whether your clients are concerned about protecting loved ones or building cash value to supplement their income, IUL insurance can help. And when compared with whole life insurance, IUL policies allow for more flexible payments and crediting rates tied to market performance for greater growth potential.



Nationwide Indexed UL products are individual index-linked universal life insurance contracts that offer life insurance protection and the potential for cash value accumulation. References to retirement income are not intended to imply that this product is a retirement plan or that is an alternative to qualified retirement plans. References to retirement income are meant to explain that clients may regularly access the policy's cash value through partial surrenders and loans. In certain situations, this option may be beneficial for a client as supplemental retirement planning or savings. Generally, clients should use this strategy when they have already fully utilized tax advantaged plans available to them (401, IRA, 529 Plans, etc.) It is important for clients to understand that loans and partial surrenders taken from the cash value may affect the death benefit and may require the need for additional premiums to be paid. Surrender charges may apply for early surrenders and partial surrenders. Surrenders may be subject to income tax.

SECTION 2

What IUL offers



Income tax-free death benefit for their loved ones

Helping your clients rest easy knowing they're leaving a legacy of financial stability



Tax-deferred accumulation for cash value growth

Allowing your clients to have greater confidence in funding their retirement



Income tax-free access to cash via tax-advantaged loans or withdrawals⁴

Giving clients flexibility to face life's surprises



Long-term care (LTC) options for financial support

Alleviating the stress of planning for the potential cost of LTC later in life

⁴ Loans and withdrawals from the cash value may affect the death benefit and may require the need for additional premiums. If the policyowner chooses to take loans or withdrawals, the cash value and the death benefit payable to the beneficiaries will be reduced. Surrender charges may apply for early surrenders and partial surrenders. Surrenders may be subject to income tax.

SECTION 2

What can IUL be used for?

An indexed universal life insurance policy can help meet many needs.



Legacy or estate planning



Supplemental retirement planning



Supplemental savings



Long-term care and living benefit solutions

The information regarding access to cash value assumes the contract qualifies as life insurance under Internal Revenue Code (IRC) Section 7702. Most distributions are taxed on a first-in/first-out basis as long as the contract remains in force and meets the non-modified endowment contract (non-MEC) definitions of IRC Section 7702A. But if it is a MEC, then any distributions taken from the policy will generally be taxable and subject to a 10% additional tax if the policyowner is 59½ or younger.

The Long-Term Care Rider is available at an additional charge. While bills and receipts do not need to be submitted each month to receive monthly LTC benefits, they may be needed in the beginning to help establish the claim. Keep in mind that, as an acceleration of the death benefit, the rider payout will reduce both the death benefit and cash surrender value. Make sure that life insurance needs will be met even if the rider pays out in full. Costs for long-term care vary by person, and there is no guarantee that the rider will cover all long-term care costs. Nationwide pays long-term care benefits to the policyowner. If the insured is not the policyowner, there is no guarantee that benefits will be used to pay for long-term care.

Who is IUL designed for?

Accumulators

- Ages 30-55
- High earners and emerging high earners, such as entrepreneurs, professionals or management-level workers
- Married homeowner with dual income
- Seeking tax advantages because they lack access to a qualified plan, have maxed one out or are worried about tax increases

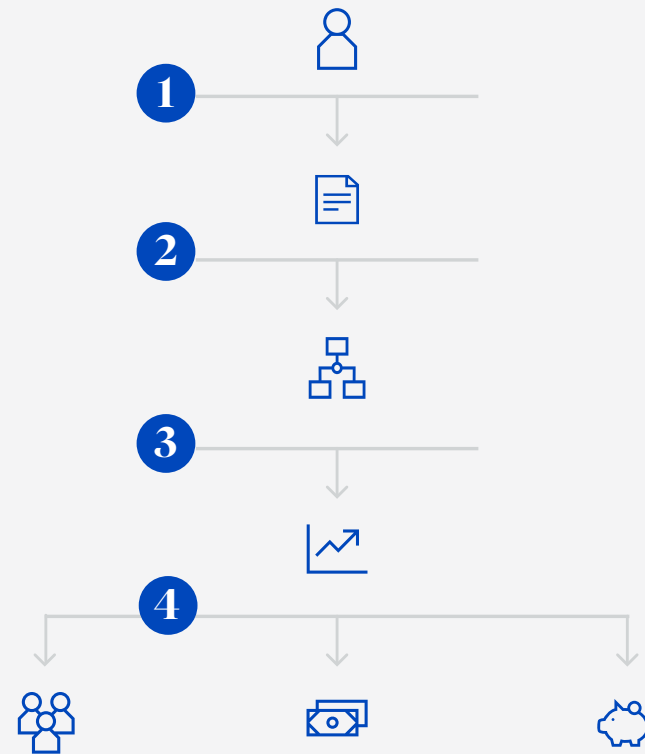
Protectors

- Ages 35-70
- Moderate to moderately conservative investors
- Homeowners with children or others who depend on them
- Seeking tax advantages
- Concerned about LTC coverage
- Want coverage to last a lifetime or to supplement their employer term policy

SECTION 2

How an IUL policy works

1. The policyholder makes a payment to the policy.
2. A portion of the payment goes toward policy fees and charges.⁵
3. The remaining amount can be allocated across a variety of indexed interest strategies and a fixed interest strategy.
4. Funds allocated to the strategies have the potential to build the policy's cash value in a tax-deferred way. The policy can be used to:
 - Protect loved ones with a guaranteed death benefit
 - Access tax-advantaged cash when needed
 - Help cover LTC expenses (when the LTC Rider II is elected for an additional cost)



⁵ Policy fees and charges are deducted even if premium payments are stopped. The estimated amount of policy charges for the coming year (called the Minimum Required Fixed Interest Strategy Allocation, or MRFISA) is automatically held in the fixed interest strategy. Monthly policy charges are deducted from the MRFISA amount within the fixed interest strategy throughout the year. The MRFISA amount is spelled out in the policy and annual statement. Only cash value and premium more than the MRFISA amount can be directed to the indexed interest strategies for potential growth.

SECTION 2

Resources for you



[IUL webpage for financial professionals](#)



[5-minute guide to IUL insurance \(PDF\)](#)



[IUL product essentials \(PDF\)](#)



[IUL comparison 1-pager \(PDF\)](#)



[Facing 3 common unknowns with IUL sales idea \(PDF\)](#)



SECTION 3

Section 3: Nationwide IUL solutions

Nationwide® Indexed Universal Life Accumulator III

Nationwide® Indexed Universal Life Protector II 2020



SECTION 3

Nationwide[®] Indexed Universal Life Accumulator III

What it is

Nationwide Indexed Universal Life Accumulator III is a kind of permanent life insurance. It's designed to help protect your clients' loved ones and to offer tax-advantaged growth through flexible indexed interest strategies, fixed interest options and features to help mitigate market volatility.

Who it's for

Affluent to emerging affluent individuals ages 30-55 who are concerned about protecting their families today and enhancing their growth potential for the future.



SECTION 3

Index options for growth potential

With Nationwide IUL Accumulator III, you can provide clients the flexibility to select from various indexed and fixed interest strategies, or a mix of both, to achieve their accumulation objectives. Their policy funds are never invested in the market.

S&P 500® Index

A stock market index based on 500 large companies listed on the New York Stock Exchange (NYSE) or Nasdaq.

[Access index overview](#)

Multi-Index Monthly Average

An index that diversifies allocations across 3 indices: the S&P 500®, Nasdaq-100® and Dow Jones Industrial Average®.

The performance of each index is tracked every month, then averaged at the end of 1 year. The best-performing index counts for 50% of the total average rate, the second-best counts for 30% and the third-best counts for 20%.

[Access index overview](#)

Nasdaq-100

This is a stock market index that tracks 100 of the largest nonfinancial companies listed on the Nasdaq stock market. It includes leading firms in technology, consumer goods, health care and more, making it a benchmark for innovation-driven and growth-oriented businesses worldwide.

[Access index overview](#)

BNP Paribas Global H-Factor® Index

A global equity index with volatility control that helps provide more consistent returns using an equity selection methodology based on actuarial principles to identify and remove overpriced stocks with a higher probability of losing value. It includes additional risk management through dynamic allocations to fixed income.

[Access index overview](#)

SECTION 3

Benefits and riders

Long-Term Care Rider II

Unlike some life insurance policies that have LTC riders requiring policyholders to submit bills for reimbursement, the LTC Rider II in Nationwide IUL Accumulator III is a cash-indemnity benefit. It provides cash benefits that policyholders can use as they like, without the hassle of providing receipts.⁷ It also gives them freedom of choice. The policyholder chooses their caregiver, even if it's a family member or friend, and they choose where they receive their care — including at home.



[Access LTC Rider webpage for financial professionals](#)

⁷ The Long-Term Care Rider II is available at an additional charge. While bills and receipts do not need to be submitted each month to receive monthly LTC benefits, they may be needed to help establish the claim. Keep in mind that, as an acceleration of the death benefit, the Long-Term Care Rider II payout will reduce both the death benefit and cash surrender value. Make sure that life insurance needs will be met even if the rider pays out in full. Costs for long-term care vary by person, and there is no guarantee that the rider will cover all long-term care costs. Nationwide pays long-term care benefits to the policyowner. If the insured is not the policyowner, there is no guarantee that benefits will be used to pay for long-term care. The Long-Term Care Rider II may not be available in some states.

SECTION 3

Benefits and riders

Living Access Benefits

Nationwide's Living Access Benefits, available on most policies, enable policyholders to access a portion of their death benefit in case of a chronic, critical or terminal illness without extra charges, unless the benefits are used.

Chronic Illness Benefit

Allows the policyholder to receive a portion of the death benefit early to help cover expenses due to a chronic illness expected to require substantial assistance for the rest of their life.

Critical Illness Benefit

Allows the policyholder to request a lump-sum benefit payment when they have been diagnosed with cancer, stroke or other critical illnesses.

Terminal Illness Benefit

Allows the policyholder to receive some of the death benefit when they are diagnosed with a terminal illness resulting in a life expectancy of 12 months or less.

All 3 living benefits are automatically included at no extra charge, unless they are invoked.



[Access Nationwide life insurance riders and features webpage](#)

SECTION 3

Benefits and riders⁸

Change of Insured Rider

For business owners who may need to insure different employees over time.

Surrender Value Enhancement Rider

This rider helps to support early cash surrender value. It creates a waiver or partial waiver of a policy's surrender charge schedule and enhances surrender values in the early years of the contract.

Overloan Lapse Protection Rider II

Helps to protect policies from lapsing when extensive loans are taken.⁹

Waiver of Monthly Deductions Rider

If the policyholder should become disabled, this optional benefit waives all monthly deductions.

Waiver of Premium Rider

If the policyholder should become disabled, this optional benefit credits a monthly premium to their policy.

Adjusted Premium Charge Rider

This rider defers most of the first-year premium charge so that more of the premium can be allocated to the index segment.

⁸ Riders are available at an additional cost; the rider name and availability might vary by state.

⁹ The Overloan Lapse Protection Rider II is included with the policy. There is no monthly deduction for the rider. However, there is a cost associated with the rider if and when it is invoked.

SECTION 3

Benefits and riders

Features to help clients get more from their policy



The Nationwide IUL Rewards Program[®]

Our IUL Rewards Program[®] aligns with the core design of the product. If a threshold level of premium is paid by the start of policy year 11¹⁰, the client will receive an additional 0.20% crediting every year for the remainder of the policy with no further testing. The threshold level of premium is listed in the illustration and the policy.



Dollar Cost Averaging¹¹

This strategy allocates premium in fixed dollar amounts at scheduled intervals, rather than all at once, with the goal of diversifying the index performance risk over time.



Performance Lock¹²

The Performance Lock feature is available on all uncapped indexed interest strategies, enabling policyholders to lock in gains once their chosen Performance Lock Percentage is reached.



Enhanced Dollar Cost Averaging (EDCA)

The Enhanced DCA program is available at policy issue for the initial premium (including 1035s), offering a higher fixed interest rate that is locked in for 1 year. The current EDCA rate is 8%.



Guaranteed Interest Accumulated Value (GIAV)¹³

In the event of a full surrender or death, the cash value used will be the greater of the regular accumulated value or the GIAV that is guaranteed to grow at 2%.

¹⁰ Credit starts later if client's issue age is less than 35.

¹¹ Only transfers from the policy's fixed interest strategy are available with Dollar Cost Averaging. Dollar Cost Averaging does not guarantee to make a profit.

¹² The Performance Lock Percentage is based on the index's raw performance, and all other interest crediting parameters, such as the participation rate, spread and floor percentage, will factor in after the percentage selected.

¹³ This amount is not available for loans or withdrawals.

Benefits and riders

Features to help clients get more from their policy (continued)



Automatic income monitoring

It can be challenging for clients to determine the best combination of how much of a policy loan they can take and for how long. That's why Nationwide offers a free service to help them handle this called Automated Income Monitor (AIM).

Setting up the income stream

AIM makes it easy to set up an income stream by filling out a one-time enrollment form. We automatically send the policyholder distributions based on the parameters they select and their policy's cash value. The policyholder tells Nationwide the interest rate they would like to assume and specifies one of the following:

- The amount of annual income they want, and Nationwide calculates how long the income will last
- The number of years they want income, and Nationwide will calculate the annual income

Ongoing monitoring

Policyholders will receive an updated illustration every year to let them know how their policy is doing with the parameters they selected. Nationwide will automatically adjust either their income amount or duration depending on whether their accumulated value has grown faster or slower than they anticipated.

SECTION 3

Resources for you



[Nationwide IUL Accumulator III webpage for financial professionals](#)



[Nationwide IUL Accumulator III product overview \(PDF\)](#)



[Nationwide IUL Accumulator III client guide \(PDF\)](#)



[Nationwide IUL Accumulator III rate guide \(PDF\)](#)



SECTION 3

Nationwide® Indexed Universal Life Protector II 2020

What it is

Nationwide Indexed Universal Life Protector II 2020 is permanent life insurance designed to help protect your clients' family members upon the clients' passing. It includes an income tax-free death benefit that can be guaranteed to age 120. It also offers tax-advantaged growth potential through various indexed strategies, along with a long-term care rider, a no-lapse death benefit rider and living access benefits.

Who it's for

Middle-market to emerging affluent individuals ages 45-70 who are seeking permanent life insurance with cost-effective features and potential cash value growth.



Flexible options for growth potential

With Nationwide IUL Protector II, you can provide clients the flexibility to select from fixed and indexed interest strategies — or any combination of the strategies — that allow for cash value growth potential. Their policy funds are never invested in the market.

S&P 500® Index

A stock market index based on 500 large companies listed on the New York Stock Exchange (NYSE) or Nasdaq.

[Access index overview](#)

Multi-Index Monthly Average

An index that diversifies allocations across 3 indices: the S&P 500®, Nasdaq-100® and Dow Jones Industrial Average®. The performance of each index is tracked every month and then averaged at the end of 1 year. The best-performing index counts for 50% of the total average rate, the second-best counts for 30% and the third-best counts for 20%.

[Access index overview](#)

SECTION 3

Benefits and riders

Long-Term Care Rider II

Unlike some life insurance policies that have LTC riders requiring policyholders to submit bills for reimbursement, the LTC Rider II in Nationwide IUL Protector II is a cash-indemnity benefit. It provides cash benefits that policyholders can use as they like, without the hassle of providing receipts.¹⁴ It also gives them freedom of choice. The policyholder chooses their caregiver, even if it's a family member or friend, and they choose where they receive their care — including at home.

[Visit LTC Rider webpage for financial professionals](#)

¹⁴ The Long-Term Care Rider II is available at an additional charge. While bills and receipts do not need to be submitted each month to receive monthly LTC benefits, they may be needed to help establish the claim. Keep in mind that, as an acceleration of the death benefit, the Long-Term Care Rider II payout will reduce both the death benefit and cash surrender value. Make sure that life insurance needs will be met even if the rider pays out in full. Costs for long-term care vary by person, and there is no guarantee that the rider will cover all long-term care costs. Nationwide pays long-term care benefits to the policyowner. If the insured is not the policyowner, there is no guarantee that benefits will be used to pay for long-term care. The Long-Term Care Rider II may not be available in some states.

SECTION 3

Benefits and riders

Living Access Benefits

Nationwide's Living Access Benefits, available on most policies, enable policyholders to access a portion of their death benefit in case of a chronic, critical or terminal illness without extra charges, unless they are used.

Chronic Illness Benefit¹⁵

Allows the policyholder to receive a portion of the death benefit early to help cover expenses due to a chronic illness expected to require substantial assistance for the rest of their life.

Critical Illness Benefit

Allows the policyholder to request a lump-sum benefit payment when they have been diagnosed with cancer, stroke or other critical illnesses.

Terminal Illness Benefit

Allows the policyholder to receive some of the death benefit when they are diagnosed with a terminal illness resulting in a life expectancy of 12 months or less.



[Review Nationwide life insurance riders and features webpage](#)

¹⁵ There is no monthly charge for these benefits. However, there is a cost associated with them if they are invoked.

SECTION 3

Benefits and riders

Death benefits and other riders¹⁶

Accidental Death Benefit Rider

Provides additional coverage in the case of a death due to an accident.

Extended No-Lapse Guarantee (ENLG) Rider

Extends the length of the death benefit guarantee on the policy up to the policyholder's entire lifetime.

Overloan Lapse Protection Rider II

Helps to protect policies that make extensive use of loans from lapsing.¹⁷

Waiver of Monthly Deductions Rider

If the policyholder should become disabled, this optional benefit waives all monthly deductions.

Waiver of Premium Rider

If the policyholder should become disabled, this optional benefit credits a monthly premium to their policy.

¹⁶ Riders are available at an additional cost; the rider name and availability might vary by state.

¹⁷ The Overloan Lapse Protection Rider II is included with the policy. There is no monthly deduction for the rider. However, there is a cost associated with the rider if and when it is invoked.

SECTION 3

Benefits and riders

Features to help clients get more from their policy

The Nationwide IUL Rewards Program®

This program reduces the cost of insurance (COI) rate by 25% for your client's policy if a specified premium is paid before the start of policy year 21. The premium test occurs monthly, allowing clients to qualify in subsequent months if they don't initially meet the threshold premium amount listed in the illustration and policy.

Dollar Cost Averaging

This strategy allocates premium in fixed dollar amounts at scheduled intervals, rather than all at once, with the goal of diversifying the index performance risk over time.¹⁸

Automatic monitoring

The Nationwide IUL Rewards Program and ENLG Rider require on-time premium payments for benefit eligibility. We monitor and provide annual reports on payments for these features and alert clients if any adjustments are required.

¹⁸ Only transfers from the policy's fixed interest strategy are available with Dollar Cost Averaging. Dollar Cost Averaging does not guarantee to make a profit.

SECTION 3

Resources for you



[Nationwide IUL Protector II 2020 webpage for financial professionals](#)



[Nationwide IUL Protector II 2020 product overview \(PDF\)](#)



[Nationwide IUL Protector II 2020 client guide \(PDF\)](#)



[Nationwide IUL Protector II 2020 rate guide \(PDF\)](#)



SECTION 4

Getting the conversation started

Now that you have a better understanding of how IUL works and of the benefits our solutions offer, it's time to start the conversation with your clients about how it can help address their needs for protection and growth potential.

To help you get started, we've assembled a collection of resources and sales tips so you'll have everything you need to help clients make more-confident decisions about their future.



Preparing for the conversation



Nationwide® Financial Review form

Complete this form to help you identify areas where clients may lack protection. This will help you to better explain how IUL can address their protection needs.

[Access the form](#)



How to keep the conversation going

It's not unusual to encounter some hesitation from clients when discussing their life insurance needs. Use this guide for helpful suggestions about overcoming the most common objections you may encounter.

[Access the quick guide](#)

Guiding the conversation

STEP

1

Explain the tax advantages and growth potential that IUL offers



IUL generally provides an **income tax-free death benefit and tax-preferred distributions** through loans and withdrawals, and it serves as a **supplement for tax diversification**, which can be helpful given the unpredictability of future tax laws.



IUL links cash value to market indexes for growth potential without direct investment. **The Nationwide IUL Rewards Program** also offers conditional credits based on policy performance.

Guiding the conversation

STEP
2

Introduce the technical details

Build on their understanding of IUL's tax advantages and growth potential with specific features about the product, such as:

- The indexed interest strategies
- How the policy works
- The cap, floor and participation rates

STEP
3

Reinforce the product benefits

Remind clients of how IUL's blend of tax advantages, growth potential and protection features can help them reach their investment goals.

SECTION 4

Resource for you



[The power of tax preferential sales idea \(PDF\)](#)



Get the IUL conversation started today

**Contact your wholesaler if you have
additional questions or would like to talk
more about selling IUL.**

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This material is not a recommendation to buy or sell a financial product or to adopt an investment strategy. Investors should discuss their specific situation with their financial professional.

This policy allows for flexible premium payments, but it's important to adequately fund it to keep it in force and to help meet the policyholder's needs and those of their beneficiaries.

Indexed universal life insurance policies are not stock market investments, do not directly participate in any stock or equity investments, and do not receive dividends or participate in capital gains. Past index performance is no indication of future crediting rates. Also, be aware that interest crediting fluctuations can lead to the need for additional premiums in a policy.

Be sure to choose a product that meets long-term life insurance needs, especially if personal situations change — for example, marriage, birth of a child or job promotion. Weigh the costs of the policy, and understand that life insurance has fees and charges that vary with sex, health, age and tobacco use. Riders that customize a policy to fit individual needs usually carry additional charges.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not backed by the broker/dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them make any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

While ratings can be objective indicators of an insurance company's financial strength and can provide a relative measure to help select among insurance companies, they are not guarantees of the future financial strength and/or claims-paying ability of a company. The broker/dealer from which a policy is purchased, the insurance agency and any affiliates of those entities make no representations regarding the quality of the analysis conducted by the rating agencies. The rating agencies are not affiliated with the abovementioned entities, nor were they involved in any rating agency's analysis of the insurance companies.

The performance of the J.P. Morgan MercurySM Index and the BNP Paribas Global H-Factor[®] Index uses volatility control methodologies. Volatility control reference indices tend to limit index performance highs and lows, which generally allows Nationwide to offer greater participation rates on indexed interest strategies in an indexed universal life insurance product compared with other strategies in the same product. There is no guarantee that selecting a volatility control indexed interest strategy will result in greater interest crediting than indexed interest strategies that do not use a volatility control reference index or that any interest will be credited for a particular index segment.

The performance of the J.P. Morgan MercurySM Index and the BNP Paribas Global H-Factor[®] Index are calculated on an excess return basis, which includes calculation elements that reduce index performance, including that they do not allocate to any interest-bearing cash rate allocations. Because of this, an excess return version of an index will have lower performance than a total return version of the same index would, especially in high interest rate environments. Both reference indices also reflect a 0.50% per annum deduction rate in calculating reference index performance.

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