



New York Life's Whole Life Insurance

More than just protection

Learn more about the benefits
of owning permanent life insurance.

New Year's Resolution Checklist:

- ☐ Go to GYM
- ☐ Eat Healthy
- ☐ Get Life Insurance
- ☐ Spend more time with family
- ☐ Save for Kids college
- ☐ Get organized
- ☐ Plan for retirement

Insure. Prepare. Retire.

Be good at life.



Get good guidance.
Make good decisions.
Be good at life.



Consider all the good you do in your life.
And all those it touches, supports and inspires.
At New York Life, everything we do
is to help you continue that good.

There when you need us.

New York Life Mission Statement:

Our mission is to provide security and peace of mind through our insurance, annuity, and investment solutions.

We act with integrity and humanity in all our interactions with our policy owners, business partners, and one another.

Grounded in both confidence and humility, we serve as stewards for long term.

We are here *for good*, reflecting both the permanence of New York Life and our commitment to do the right thing in business and society.

Everything we do has one overriding purpose: to be there when our policy owners need us.

Presidents.
Civil rights leaders.
Athletes.

Since 1845, influential Americans
have turned to New York Life.

Whole life insurance:

Financial security for life, and all its uncertainties.

Whole life insurance is a way to invest in your life, with guaranteed protection for your loved ones. It also builds guaranteed cash value,*which you can borrow against (like a loan), often tax free, to help pay for college, retire a mortgage, cover unforeseen emergencies, or even fund your retirement.**

* The guarantees of a whole life policy are based on the claims-paying ability of the issuer.

** Policy loans accrue interest and reduce cash value and death benefit. There may be adverse tax implications for policies classified as a modified endowment contract (MEC) or if the amount of your loans exceeds the cost basis of the policy. In addition, certain withdrawals from a policy that is not classified as a MEC and that are made within the first 15 years after it is issued may be fully or partially taxable. Distributions, including loans, from a MEC are taxable to the extent of the gain in the policy and may also be subject to 10% additional tax if the owner is under age 59½.

What it means to be mutual?

Sometimes it seems like the only constant is change—
but some things stay the same.

We're the oldest mutual life insurance company in the United States, and we plan to remain a mutual company. We're entirely owned by our policyowners, not by stockholders or outside investors. That means that our focus stays fixed on our customers, not the demands of the market.

New York Life has been paying dividends to participating policyowners since the mid-19th century, even though they're not guaranteed. Dividends can be used to purchase additional paid-up life insurance coverage, pay a portion of the premium to lower out-of-pocket premium cost, taken in cash, or deposit with New York Life to earn interest (Interest earned is subject to income taxation).

Entrusted by those who have helped to shape history



Benjamin
HARRISON



Calvin
COOLIDGE



William
MCKINLEY



Theodore
ROOSEVELT



Herbert
HOOVER



James A.
GARFIELD



Franklin D.
ROOSEVELT



Chester A.
ARTHUR



Warren G.
HARDING



Susan B.
ANTHONY



Horace
GREELEY



Dr. Charles
MAYO



Harry
HOUDINI



Babe
RUTH



Lou
GEHRIG



James Cash
PENNEY

They have served our country, and when it came to serving the financial needs of their families, they chose New York Life.

"A man who is good enough to shed his blood for the country is good enough to be given a square deal afterwards."

Theodore Roosevelt, 26th President of the United States,
New York Life Policy Owner.

"The older I get, the greater power I seem to have to help the world."

Susan B. Anthony, Civil Rights Leader,
New York Life Policy Owner.

"No one is big enough to be independent of others."

Dr. Will Mayo, Co-Founder of the Mayo Clinic,
New York Life Policy Owner.

"The chief business of the American people is business."

Calvin Coolidge, 30th President of the United States,
New York Life Policy Owner.

American history is our history...

Leaders in virtually every field have selected New York Life for the vital responsibility of protecting those they love.

Proud that some of the country's most important movers and shakers turned to us when they needed to protect their families. We're not just dropping names. But if 11 U.S. presidents — as well as major figures from art, science, sports and virtually every industry — have relied on us to look out for them, we must be doing a pretty good job. From the start, we've been innovators, pioneering practices that became industry standards. As the country grew, we kept pace with changing times and values. We were the first to offer women policies at the same rates as men, and the first to insure people with disabilities. Through it all, our mission has always been to increase opportunities and improve lives. In the 19th century, along with the exhilarating expansion westward and the gold rush, the country faced devastating crises. The Civil War. Epidemics of cholera and yellow fever. The Johnstown Flood. New York Life was always there with a swift and compassionate response.

A heritage of helping.

In 1845 New York Life is founded as the Nautilus Insurance Company with the understanding that a promise is made to be kept, no matter what.

When it comes to protecting what's most important, you want a partner that shares your values and comes with a great track record. Well, our track record is long — one of rising to any challenge and overcoming it alongside our policy owners, our employees, and our community. That's why when we say "We were built for times like these," we say it with confidence.



More than one third (35 percent) of all households would feel adverse financial impacts within one month if a primary wage earner died.

Many (40 percent) do not know how much coverage they need and what type of life insurance to buy.

(Limra Facts About Life 2018)



Benefits of Permanent Life Insurance.

How many of your financial products can create an “**instant estate**,” offers a lifetime of death benefit protection, guaranteed cash value growth and easy, generally tax-free access to your funds? One product does all this and more — cash value permanent life insurance.

Why Cash Value Whole Life?

Whole life insurance is a type of permanent, cash value life insurance that provides a holistic approach to protecting and helping to build your family’s financial future. It offers a lifetime of protection and value, and can even be used to supplement your retirement income. Take a look at the exceptional benefits provided by New York Life Whole Life.

Our Guarantees.

No matter which policy you choose, few other financial products come with the guarantees of our whole life insurance:

1. Guaranteed death benefit

Your beneficiaries will never receive less than the amount of the policy, unless there are outstanding loans, as long as you continue to make the required premium payments.

2. Guaranteed premiums

Your premium will never increase due to economic conditions, changes in your health, or as you get older.

3. Guaranteed cash value growth

Your whole life policy is guaranteed to accumulate cash value and grow regardless of the economic environment.

All guarantees are based upon the claims paying ability of the issuer.



Whole Life provides a lifetime of protection and value.

Life insurance is well known for death benefits. However, many overlook the power that permanent, cash value life insurance provides to policy owners during life. Some of the benefits are illustrated in the diagram.

The Cost of Waiting.

When it comes to purchasing a permanent life insurance policy, there is a cost to waiting. Life insurance premium rates are based in part on age, which means any new coverage will cost more the longer you wait. Also in order to qualify for life insurance, you have to be healthy. Most people are healthy when they are younger, the older we get, the more health can impact our ability to qualify for life insurance. That's why it is wise to put a permanent policy in place early to lock in your insurability at a cost effective rate.

¹ All guarantees are based upon the claims paying ability of the issuer.

² Dividends, which provide opportunity for cash value growth, are not guaranteed.

³ Varies by state and may be limited.

⁴ You can access the cash value in your policy, generally tax free, via partial surrenders and policy loans. Policy loans and surrenders reduce the policy's cash value and death benefit. Loans also accrue interest.



It's a selfless act.

The decision you make today is for someone else's future. Purchasing life insurance is about more than just planning for the future. It's about making sure that the people who depend on you will be taken care of, even if you're not here. But there's more to whole life insurance than protection. It can help you prepare for retirement, pay for your children's education, or give you peace of mind as you look forward to tomorrow.

Comparing two types of insurance.

Term vs. Permanent — Renting vs. Owning

The easiest way to understand the difference between term and permanent insurance is to use the analogy of owning versus renting a home. Purchasing term insurance is often compared to renting a house. When you rent, you get the full and immediate use of the house and all that goes with it, but only for as long as you continue paying rent. As soon as your lease expires, you must leave. Likewise, term life insurance provides a death benefit only for a specific length of time. When the term coverage expires, so does your protection. Also, if you stop paying premiums, the coverage ends. When you own a permanent policy, your death benefit stays in force, as long as you pay the premiums, plus you build equity in the form of cash value. Permanent insurance provides protection to help replace your income for your family when you're young, but later in life it can provide protection for a surviving spouse facing reduced Social Security benefits, or possibly the end of pension income. Additionally, you can use the cash value in the permanent policy to supplement your own retirement income, when your death benefit needs are reduced.⁴



What it is and how it works.

Whole life is permanent, guaranteed life insurance coverage. Simply put, as long as you pay the premiums, your policy will provide the security of a guaranteed death benefit and an accumulation component called cash value.

Bank on the “Living Benefits” of whole life insurance.

The cash value accumulation of permanent insurance is commonly referred to as a “living benefit” of owning permanent insurance – it is the benefit you can enjoy during your lifetime.

Cash value is a benefit that is specific to permanent life insurance products like whole life. Your whole life policy provides a guaranteed cash value. As you continue to keep your policy, your cash value will grow. You can access your cash value through policy loans. Over time it can become a valuable asset that you can use any way you see fit, including for some of life’s most pivotal events. This cash value can be borrowed against⁴ generally tax-free and can be used for virtually anything from funding a child’s college education to supplementing your retirement income. This can be particularly useful in retirement when typically your need for the full death benefit declines. If you’re a business owner, the cash value of permanent life insurance can be borrowed against to ensure the continuation of the business you’ve worked hard to build.

Over the long term, whole life insurance is often a better value than term insurance.

Keep the promises we make.

That's our business strategy

Your financial goals —
our enduring commitment. Visit us at:
www.newyorklife.com

At New York Life, we believe in old-fashioned concepts like common sense and preparing for a rainy day. We know that short-term gains are pointless if you can't hold on to your progress over the long run.

Does our company strength and story impress you?

That's for you to decide, but here are some things we think you should know before making your decision.

A++ Superior A.M. Best	AAA Exceptionally Strong Fitch	Aaa Exceptional Moody's	AA+ Very Strong Standard & Poor's
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Highest Ratings for Financial Strength

As a consumer, it's good practice to do your homework when purchasing financial products. After all, what you're really buying is a promise that the life insurance company will make good on its obligations to you. A life insurance company with the highest possible ratings currently awarded for financial strength is clearly a wise place to start when looking for security.

New York Life Insurance Company and its subsidiary, New York Life Insurance and Annuity Corporation have received the highest Financial strength ratings currently awarded to any life insurer by all four ratings agencies. Source: Individual third-party rating reports as of 7/30/18.

Prestige

Our reputation for integrity is well known throughout the insurance industry and that reputation extends to all our insurance product line. New York Life is proud to have insured many American Presidents and famous people such as Theodore Roosevelt and Babe Ruth. They have served our country, and when it came to serving the financial needs of their families, they chose New York Life.

Mutuality

Simply put, we're not a public company. This means unlike publicly traded companies that manage their business for the short-term benefit of shareholders, we are guided by the longer-term needs and expectations of our policyholders. This makes New York Life, essentially, a partner in helping achieve your long-term goals and means we will be around for you and your family for years to come.

The more things change, the more we remain the same

As times change, many companies change their story to stay relevant. At New York Life, we're more relevant today than ever, because our story of integrity and humanity is still the same.

You've got dreams and responsibilities. We're here for both.

Let's talk about how we can
help you put together a strategy

New York Life Insurance Company

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*New York Life Whole Life Insurance is issued by New York Life Insurance Company.
In Oregon, the New York Life Whole Life policy form number is ICC17217-50P*

Insure. Prepare. Retire.

Be good at life.

