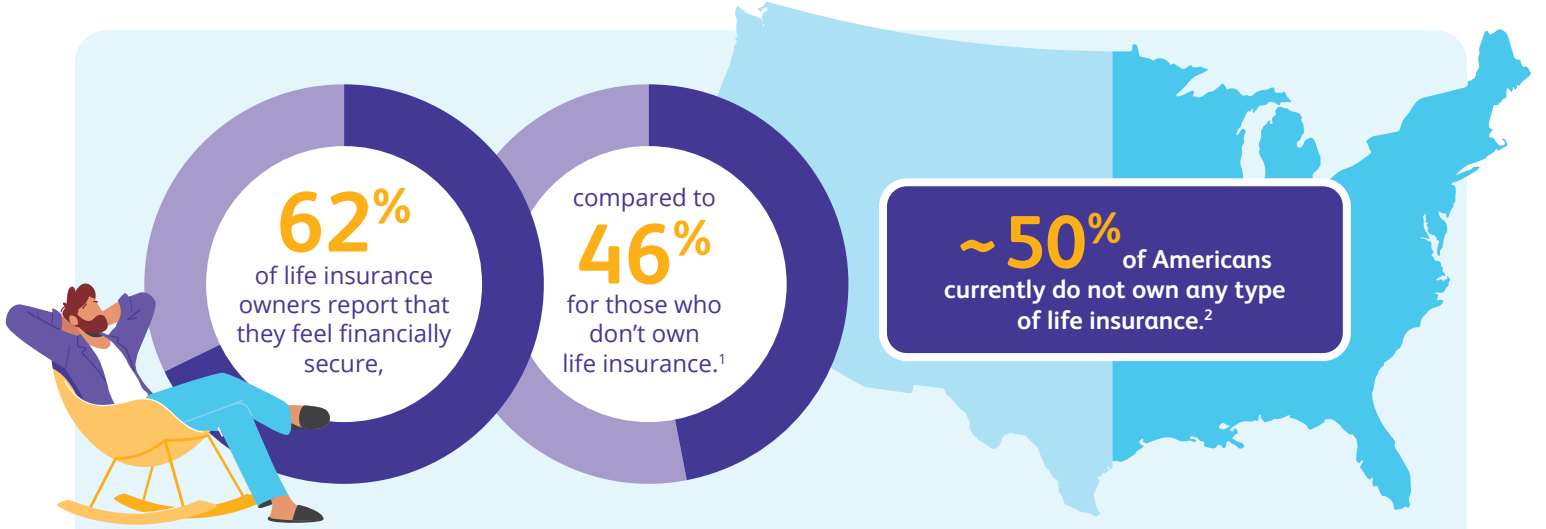


Life insurance Numbers to know



This is because

75% of Americans have hesitations when it comes to buying coverage.³

and

Nearly **1/2** of Americans said their number one hesitation is that they think life insurance is too expensive.²

But in reality, 61% of Americans overestimate the expense of getting a life insurance policy.¹



DID YOU KNOW?

A 35-year-old female can buy coverage for only \$9.37/month.*

Protective® Classic Choice term, \$100,000 face amount, 20-year guarantee, preferred non-tobacco. *As of May 2024. Subject to underwriting.



Streaming service subscription⁴



Restaurant prepared meal⁵

Things you already spend more than
\$9.37
on monthly



2 gourmet coffee beverages⁶



2.5 gallons of gasoline⁷

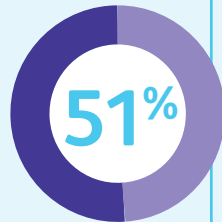
Isn't protecting your loved ones so much more valuable?

See reverse side for important information.

Protective refers to Protective Life Insurance Company and Protective Life and Annuity Insurance Company.

Now, consider the costs of not having a policy when you need it most ...

Nearly ½ of non-owners say they won't be financially secure if a primary wage earner were to pass away.⁸



Protective has some of the most affordable and comprehensive life insurance options available.⁹

For less than **\$10/month**,

a life insurance policy can help protect you and your family from future financial hardship in the event of an unexpected death.



Even knowing this, many Americans will only begin shopping for life insurance due to life events.

But you don't have to wait and experience one of life's big moments to start thinking about life insurance.



Let us help you find the right protection for your needs.

¹ Insurance Barometer Study, LIMRA and Life Happens, 2024

² LIMRA: Facts of Life and Annuities, 2023

³ <https://www.nerdwallet.com/article/insurance/most-americans-have-hesitations-about-buying-life-insurance>

⁴ <https://www.businessinsider.com/guides/streaming/netflix-price>

⁵ <https://www.moneyunder30.com/the-true-cost-of-eating-in-restaurants-and-how-to-save#:~:text=The%20average%20commercially%20prepared%20meal,savings%20per%20person%20per%20meal>

⁶ <https://www.fastfoodmenuprices.com/starbucks-prices/>

⁷ <https://gasprices.aaa.com/>

⁸ Insurance Barometer Study, LIMRA and Life Happens, 2023

⁹ <https://www.policygenius.com/life-insurance/best-life-insurance-companies>

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Protective Classic Choice Term, policy form number (ICC16-TL21 / TL-21), and state variations thereof, is a level death benefit term life insurance policy to age 90, issued by PLICO in all states except for New York. In New York, the policy is issued under form number TL-21-NY by Protective Life and Annuity Insurance Company (PLAIC). PLICO is located in Nashville, TN. PLAIC is located in Birmingham, AL. Policy form numbers, product features and availability may vary by state. Consult policies for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. Premiums increase annually after the initial guaranteed premium period. All payments and guarantees are subject to the claims-paying ability of the issuing company.

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