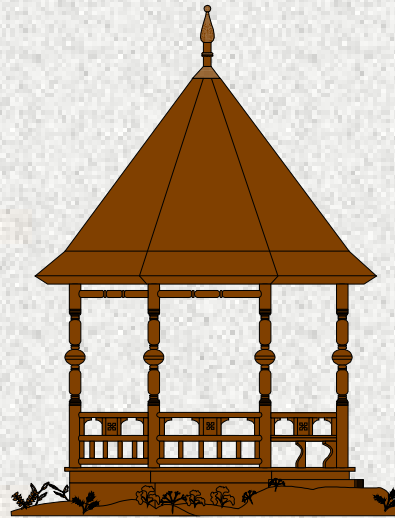


1999 Pricing Seminar

Market Implications of XXX

July 22, 1999

Fort Wayne, IN

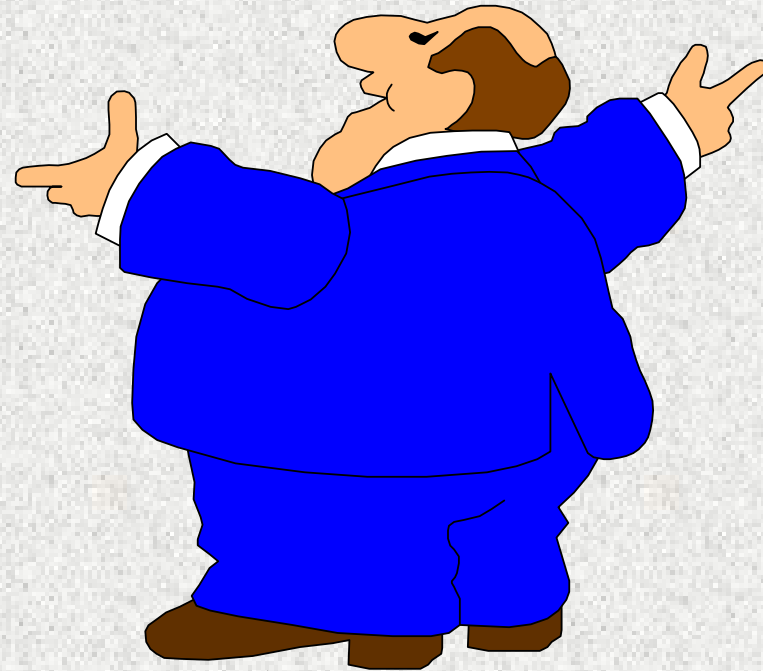


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Colfax, Iowa

Presentation Outline

- ◆ Potential Problems
- ◆ Product Development Choices
- ◆ Examples
- ◆ Opportunities

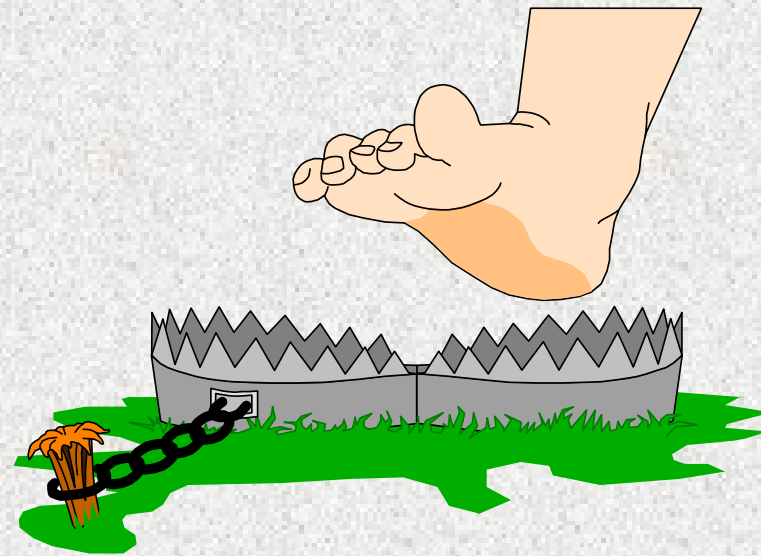


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Potential Problems

- ◆ Ultimate Premiums No Longer “Subsidize”
- ◆ Long Guarantee Periods
- ◆ X Factor
- ◆ UL Secondary Guarantees
- ◆ Multiple Guarantees



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Product Development Choices

- ◆ Reduce Guarantee Periods
- ◆ Increase Premiums
- ◆ Reduce Guaranteed Benefits
- ◆ Reinsurance
- ◆ “Non-Guaranteed” Guarantees
- ◆ Do Nothing?
- ◆ Combination of Above



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Reduce Guarantees

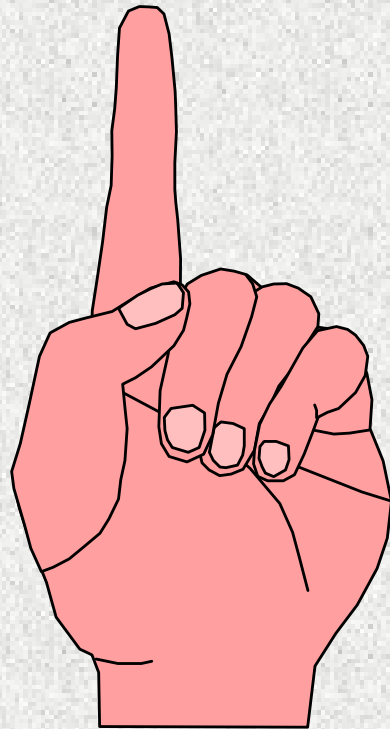
- ◆ Basic Reserves Extremely High for 20 - 30 Year Guaranteed Products
- ◆ Deficiencies May Be a Factor on Preferred Classifications
- ◆ No 5-Year “Safe Harbor”
- ◆ May Require Illustration



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Increase Premiums



- ◆ May Be Market for Full Guarantees
 - Internet
 - No Illustration Required
- ◆ Product of Choice in NY
- ◆ Market Will Be Intense

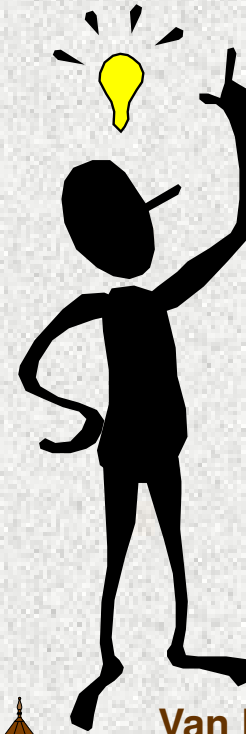


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Reduce Guaranteed Benefits

- ◆ Revert to Decreasing Term After Guarantee Period
- ◆ Use Non-Guaranteed Death Benefits to Maintain Level Benefit
- ◆ May Work Best for Par
- ◆ Untested Market



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Reinsurance

- ◆ Coinsure Away Reserves
- ◆ May Be Limited Capacity
- ◆ Potential Regulatory & Rating Problems
- ◆ Not Without Cost
- ◆ May Be Partial Solution
- ◆ Help With X Factor?



Non-Guaranteed Guarantees?

- ◆ Restrict Ability to Increase Rates
- ◆ Provide Options if Rates are Increased
- ◆ Potential Gimmicks?

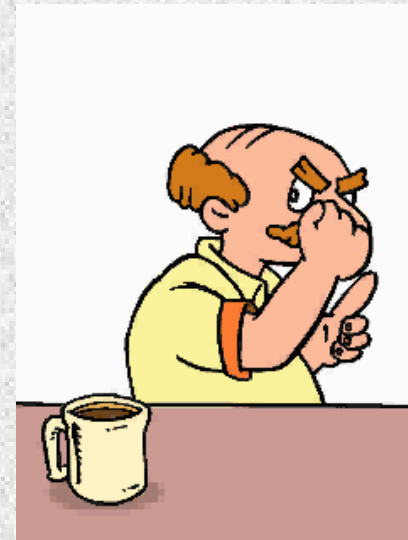


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Be Careful!!!

- ◆ Pay Attention to Intent of Regulation
- ◆ If It Smells Like a Guarantee, It Probably Is
- ◆ Retroactive Decision Could Be Disastrous



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Examples

Product: 20-Year Level Term

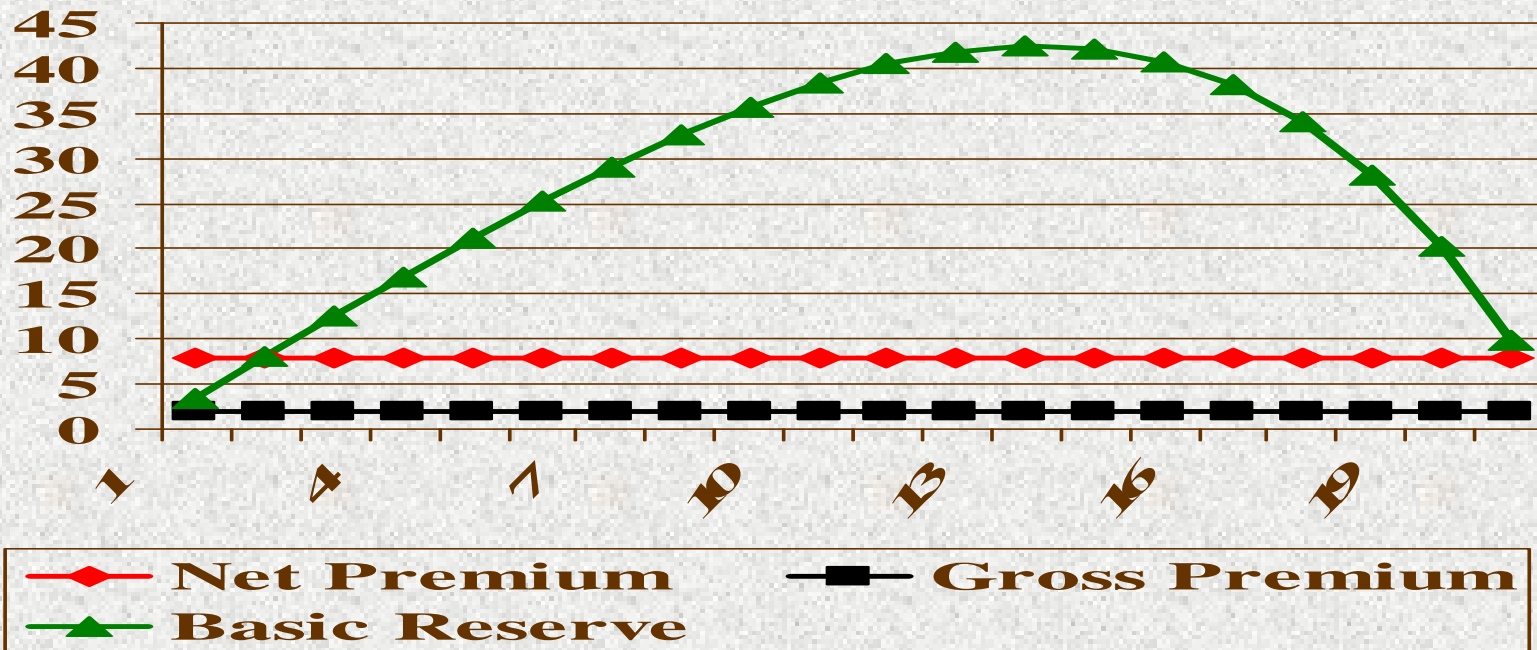
- 1 Full Guarantee
- 2 5-Year Guarantee, Followed by ART
- 3 Full Guarantee With Increased Premiums
- 4 Original Premiums, Reduced Death Benefits



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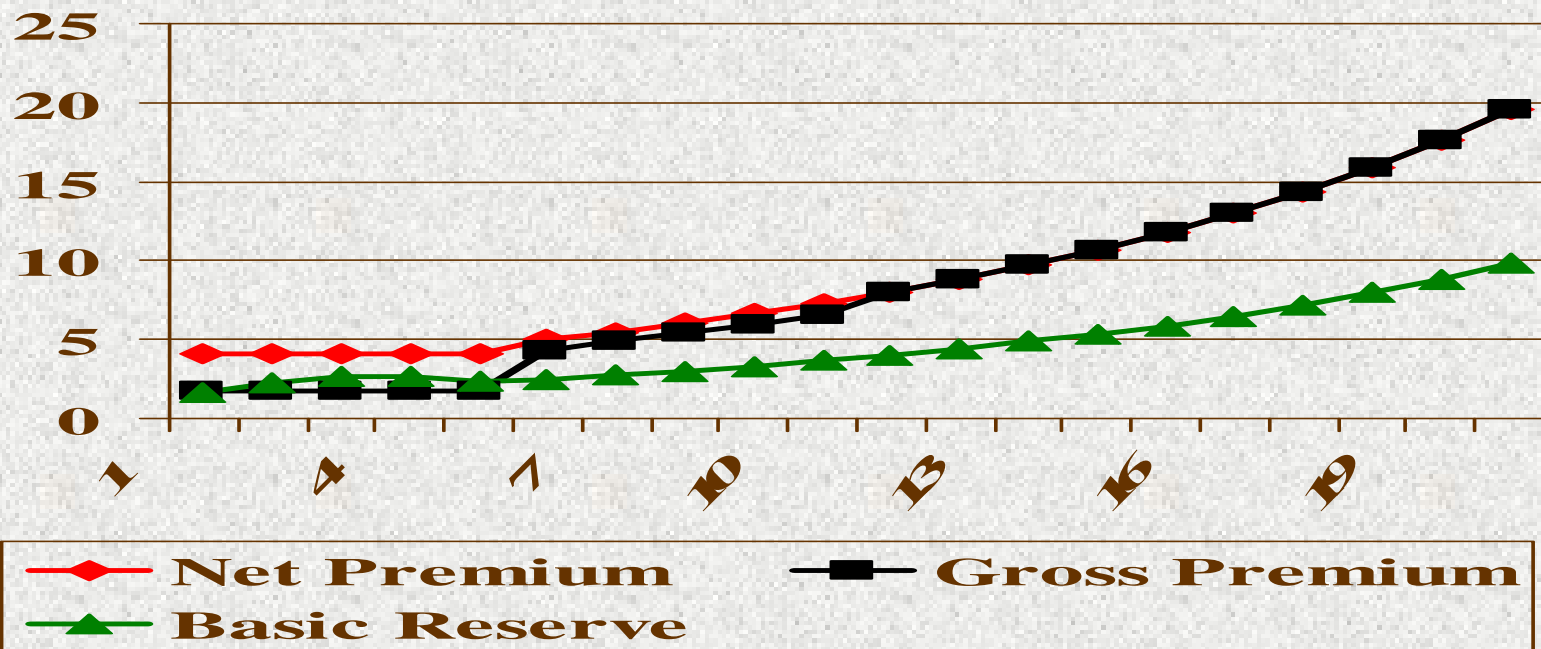
Example #1 (20-Year)



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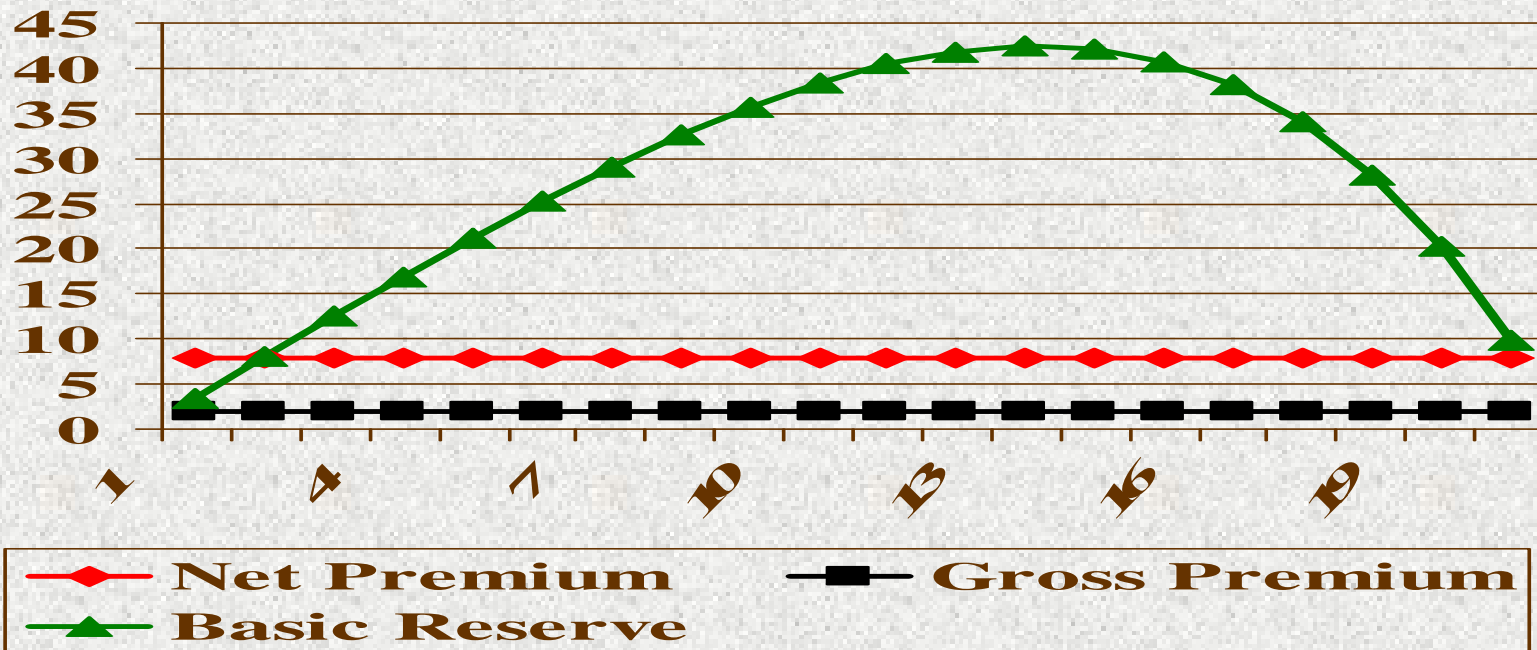
Example #2 (5-Year)



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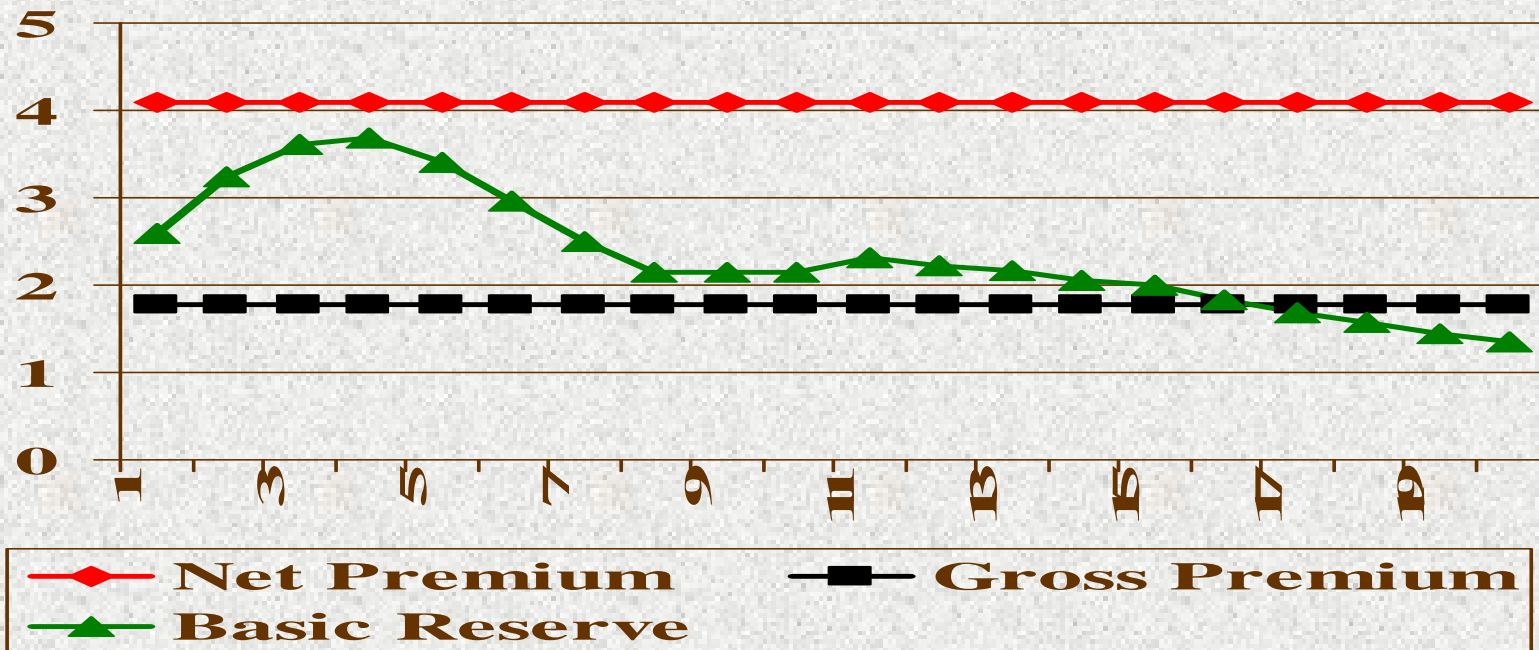
Example #3 (Increase Premiums)



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Example #4 (Decreasing Term)



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Opportunities

- ◆ 1999
- ◆ 2000 Market Does Not Exist
- ◆ Full Guarantees vs. Low Premiums
- ◆ Product Differentiation
- ◆ Managing Segments
- ◆ Ability to Respond Quickly to Market



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1999

- ◆ Greatest Term Sale of the Millennium?
- ◆ Preparing Distribution for Transition



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2000 Market Does Not Exist

Y2K

- ◆ Everyone Guessing
- ◆ Companies May Be Groping for Position in New Market
- ◆ All Companies Will Have Opportunity to Find Place in Market



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Managing Segments

- ◆ Shorter Segments
Generally Have Smaller Reserves
- ◆ Offset by Loss of Select Factors & X Factor
- ◆ May Not be Marketable
- ◆ Whole life (or other permanent) may deserve a look



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Ability to Respond Quickly to Market

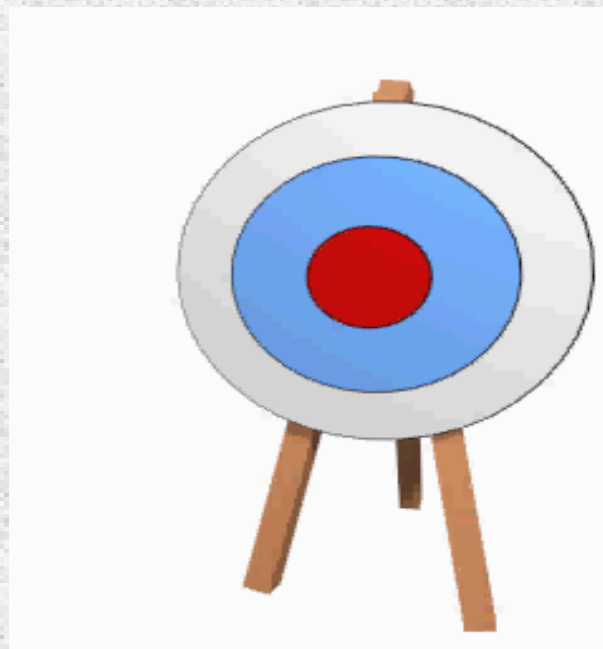
- ◆ All Companies Introducing New Products in 2000
- ◆ Those That Respond Best to Market Will Gain Market Share
- ◆ Speed Will be Critical
- ◆ Good Market Intelligence Needed



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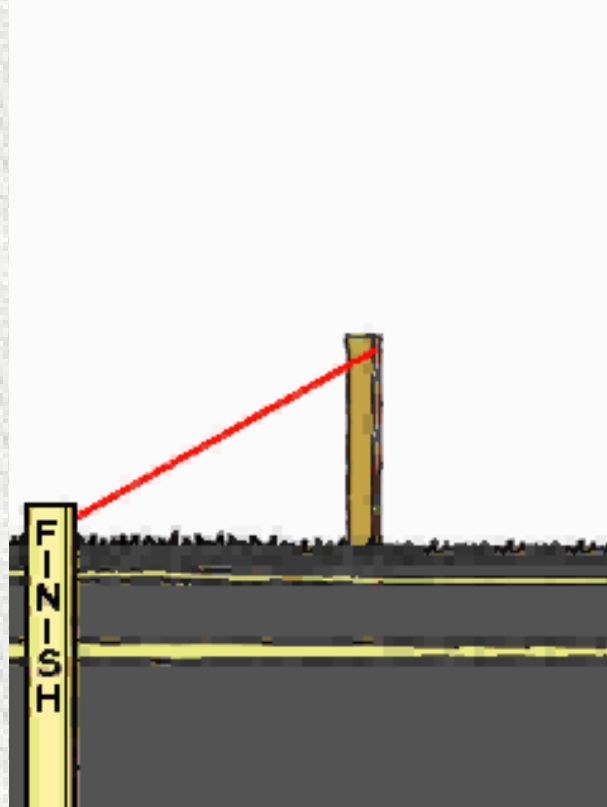
Questions & Answers



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The End



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