



As we all continue to deal with the extraordinary events unfolding daily, Lincoln pledges to keep this group up to date with the latest information available.

As we have proven over our 115-year history, Lincoln is well positioned to respond to the current market challenges and industry headwinds. We continue to deliver on the long-term promises we make to our customers, based on the strength of our franchise, including our financial strength, industry-leading risk management, broad portfolio of products, Leading-Edge underwriting and powerful distribution network.

As part of our disciplined approach to financial and risk management, Lincoln is committed to proactively managing our business to ensure we are operating responsibly. Our thoughtful and deliberate business decisions enable Lincoln to remain strongly committed to the life insurance market, maintain a consistent industry-leadership position, and meet customer and advisor needs. We are guided by our long-term objective of honoring commitments to policyholders, which includes:

- Remaining flexible with our products, including making adjustments when necessary, and adding new/enhanced products, to continue to meet customer and advisor needs
- Upholding our underwriting principles that balance sound risk assessment practices with competitive consumer value
- Making doing business with Lincoln as easy and seamless as possible.

As a valued partner, we are providing advance notice of **important underwriting and life product announcements:**

- Beginning Monday, April 13, 2020, temporary updates will apply to all pending and new submissions of Lincoln individual life insurance policies, including Lincoln *MoneyGuard*®.

The following updates are temporary and apply to all Term, Universal Life, Indexed Universal Life and Variable Universal Life policies:

- Internal retention reductions
- Table Reduction Program (TRP) guideline updates
- Postponement of certain cases
- Accelerated Benefit Riders (ABR) will be declined for certain cases

The following updates apply to all Lincoln *MoneyGuard* policies:

- Substandard cases ages 70 and up will be postponed (Lincoln currently issues Lincoln *MoneyGuard* cases up to Table 4 at a standard rating)

Formal applications in a QUOTE, APPROVED, ISSUED or PLACED status as of 4/13/20 will not be impacted.

Our Leading-Edge Underwriting philosophy has not changed. However, we must implement temporary changes to our underwriting guidelines to effectively navigate the risks associated with the pandemic.

Lincoln will re-evaluate our position in June 2020, as the COVID-19 pandemic evolves, and/or as the Centers for Disease Control and Prevention (CDC) and World Health Organization (WHO) gives further guidance.

[Please click here to see the full details](#)

❖ **Effective April 13, 2020, we are making pricing adjustments to Lincoln TermAccel® Level Term, with premiums increasing by an average 1.7%**

- TermAccel remains an affordable Term solution offering a fully-electronic, end-to-end transaction process from quote to policy issue, and more convenient underwriting, including elimination of Attending Physician Statements and the potential for qualifying clients to waive underwriting labs, making the purchase faster and simpler.
- The majority of premiums, in our core cells for all term durations, remain in the top 5 in competitive scenarios.

[Here is a preview of our Lincoln Leader article to reference for more details](#)

❖ **Effective May 15, 2020, Lincoln will be making changes to caps, participation rates and spreads on certain indexed accounts.**

The changes apply to certain currently and previously sold products, including inforce policies and new sales in all states.

- Illustrations software will be updated April 13, 2020 reflecting all indexed account changes.
- These IUL products continue to offer competitive caps, and certain products have conservative options and other guaranteed features for customers who are risk adverse, such as accounts with a 1% guaranteed floor, guaranteed persistency bonus, and guaranteed loan rate charge.

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