



Guaranteed Issue Whole Life Insurance (GIWL) Opportunities

August 2016

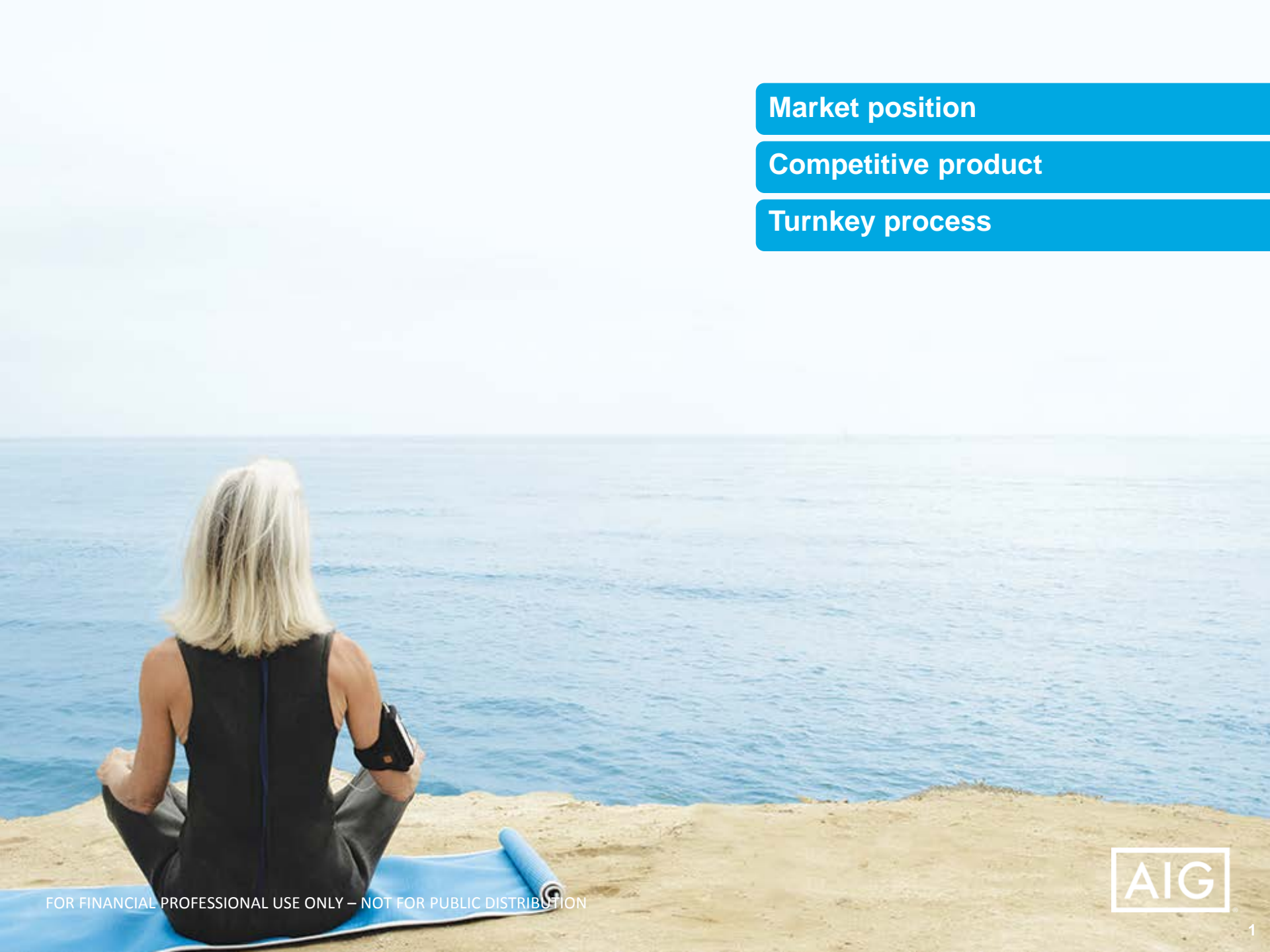
Policies issued by American General Life Insurance Company (AGL).
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Market position

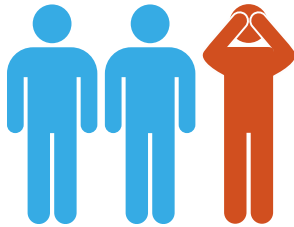
Competitive product

Turnkey process



Who Needs GIWL?

Almost
1/3



of people aren't buying life insurance or more of it because they don't like thinking about "death."

Source: LIMRA and LIFE Foundation 2016 Insurance Barometer Study.

42%



of Americans say they are concerned with burdening others with their funeral expenses.

Source: LIMRA and LIFE Foundation 2016 Insurance Barometer Study.

1 in 4



Americans say they need more life insurance than they have.

Source: LIMRA and LIFE Foundation 2016 Insurance Barometer Study.

Reasons to Buy GIWL

- Client prefers not to take a medical exam
- Desire for permanent protection – i.e., won't go away in 10, 15, or 20 years
- Client doesn't want to burden others with final expenses
- An additional, easy to get, modest legacy for loved ones
- Client living on fixed income who requires non-fluctuating payments
- Unique product features included at no cost



GIWL Competitive Product

Guaranteed Issue – No medical questions

- Face Amounts: \$5,000 - \$25,000
- Ages 50-85 (ALB)

Graded Death Benefit Whole Life

- **Years 1-2:** 110% of premiums paid
- **Years 3+:** Full Face Amount
- **Accidental Death:** Full Face Amount

Unique Chronic Illness Acceleration Benefit at no additional cost

- Returns 100% of premiums paid, up to 50% of Face Amount
- No waiting period
- One-time lump sum payment when insured becomes chronically ill (2 out of 6 ADLs)

Terminal Illness Benefit Included

- 50% of Death Benefit within 24 month life expectancy or less

GIWL Product Requirements

Product Requirements

- Insured must be Owner
- Payor can be different than Insured
- Social Security number will be required
- Only one policy per Owner/Insured in a twelve-month period
- Insured can get no more than \$25k total in GI insurance from American General
- No replacement or conversion into this product allowed
- Payment options include bank draft, credit card, and social security debit card (for initial and recurring); able to set delayed billing and specify date.
- State availability exclusions: New York (filing in progress)
 - All riders are not available in all states:
 - Chronic Illness and Terminal Illness ABRs not available in CA
 - Chronic Illness ABR not available in DC

GIWL Competitive Product Analysis

As of **April 5, 2016**

	American General Life (AGL)	Gerber	MetLife	Mutual of Omaha	Kemper	Transamerica
Product Name	Guaranteed Issue Whole Life	Guaranteed Life Insurance Plan	Final Expense Whole Life	Whole Life Guaranteed	Guaranteed Issue Whole Life	Easy Solution (Simplified Issue)
Coverage Available	\$5,000 - \$25,000	\$5,000 - \$20,000	\$2,500 - \$25,000	\$3,000 - \$25,000	\$5,000 - \$25,000	\$1,000 - \$25,000
Issue Ages	50-85	50-80	50-80	45-85	40-80	18-80
Graded Benefit Coverage (non ADB)	110% of premiums paid	Premiums paid + 10% interest compounded annually	110% of premiums paid	110% of premiums paid	120% of premiums paid	110% of premiums paid
Chronic Illness Benefit	Return of Premium Up to 50% of face No waiting period	None	None	None	None	None
Terminal Illness	50% of Death Benefit with 24 month life expectancy	None	None	None	None	None

GIWL Competitive Pricing

\$10k Face Amount - Monthly Premiums												
	Age	AGL	Gerber ¹		Kemper ²		MetLife ³		Mutual of Omaha ⁴		Transamerica ES ⁵	
Male	55	\$56	\$46	121.7%	\$98	57.1%	\$60	93.3%	\$49	114.3%	\$93	60.2%
	65	\$73	\$68	107.4%	\$130	56.2%	\$97	75.3%	\$71	102.8%	\$137	53.3%
	75	\$124	\$125	99.2%	\$167	74.3%	\$164	75.6%	\$127	97.6%	\$218	56.9%
Female	55	\$40	\$36	111.1%	\$85	47.1%	\$49	81.6%	\$36	111.1%	\$74	54.1%
	65	\$54	\$55	98.2%	\$109	49.5%	\$70	77.1%	\$55	98.2%	\$103	52.4%
	75	\$96	\$90	106.7%	\$146	65.8%	\$119	80.7%	\$100	96.0%	\$158	60.8%
\$15k Face Amount - Monthly Premiums												
	Age	AGL	Gerber ¹		Kemper ²		MetLife ³		Mutual of Omaha ⁴		Transamerica ES ⁵	
Male	55	\$84	\$69	121.7%	\$145	57.9%	\$90	93.3%	\$72	116.7%	\$137	61.3%
	65	\$109	\$102	106.9%	\$192	56.8%	\$144	75.7%	\$106	102.8%	\$204	53.4%
	75	\$186	\$187	99.5%	\$248	75.0%	\$245	75.9%	\$189	98.4%	\$325	57.2%
Female	55	\$59	\$53	111.3%	\$125	47.2%	\$72	81.9%	\$54	109.3%	\$109	54.1%
	65	\$81	\$83	97.6%	\$161	50.3%	\$104	77.9%	\$81	100.0%	\$153	52.9%
	75	\$143	\$135	105.9%	\$216	66.2%	\$177	80.8%	\$150	95.3%	\$236	60.6%
\$20k Face Amount - Monthly Premiums												
	Age	AGL	Gerber ¹		Kemper ²		MetLife ³		Mutual of Omaha ⁴		Transamerica ES ⁵	
Male	55	\$111	\$91	122.0%	\$192	57.8%	\$120	92.5%	\$96	115.6%	\$182	61.0%
	65	\$114	\$136	83.8%	\$254	44.9%	\$192	59.4%	\$142	80.3%	\$270	42.2%
	75	\$247	\$248	99.6%	\$329	75.1%	\$326	75.8%	\$252	98.0%	\$432	57.2%
Female	55	\$78	\$71	109.9%	\$165	47.3%	\$96	81.3%	\$71	109.9%	\$144	54.2%
	65	\$107	\$110	97.3%	\$214	50.0%	\$138	77.5%	\$108	99.1%	\$203	52.7%
	75	\$190	\$180	105.6%	\$287	66.2%	\$236	80.5%	\$199	95.5%	\$313	60.7%

¹Gerber – Policy Forms ICC12-GWLP and GWLP-12

²Kemper – Policy Forms MWL-97, ICC12 MWL-97-2 and MWL-97-2

³MetLife – Policy Forms 5E-13-13 and E-26-13-NY in New York

⁴Mutual of Omaha – Policy Form ICC11L057P (7722L-0505 in Florida)

⁵Transamerica ES – Policy Form WL09

Every attempt has been made to verify accuracy of this information, but rates are subject to change any time. These comparisons cannot be used with the public. Complete personalized policy illustrations for each company product must be presented or discussed with your client regarding guaranteed and nonguaranteed elements of the policy, including surrender values, accumulation values, loans, withdrawals, death benefits and other important information.

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Turnkey Process

Ideal for Distribution Partners Offering:

- ✓ Licensed telephone agents
- ✓ One commission pay point (Pay your own agents)
- ✓ Familiarity with and comfort around eSig processes
- ✓ In-house training (We will train the trainer)
- ✓ Phone monitoring
- ✓ Internet connectivity
- ✓ Browser compatibility
- ✓ Security and encryption

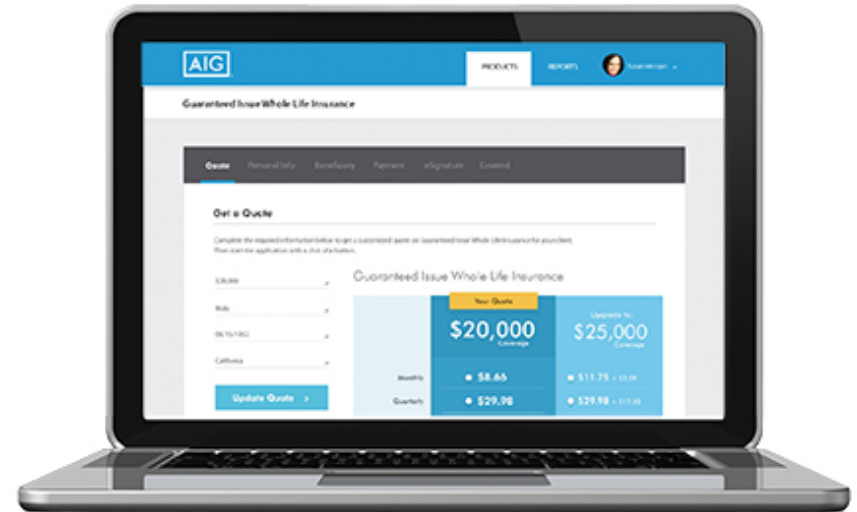


GIWL Technology Platform

Strategy and Process

Designed to enable a simple, straight-through electronic sales and application process for use in the field

- Easy to use, responsive design – works on tablet and mobile devices
- Provides simple quoting with upsell suggestions
- Includes all forms, disclosures, etc., needed at point of sale
- Validates all information is correctly completed – no incomplete applications
- Validates payment information in real time helping your agents maximize productivity
- Presents policy number instantly upon submission – heading towards instant issue at the point of sale (Day 2)
- Building capability to use paper application in field with back office entry and submission

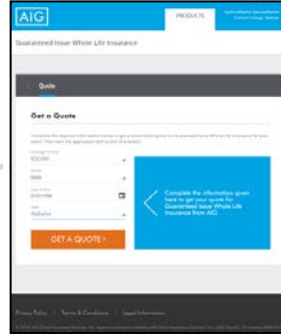


Process Flow

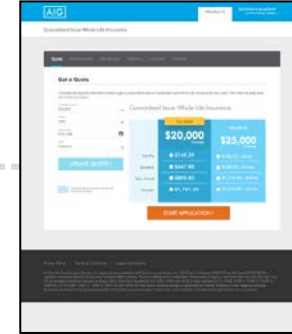
1 Agent Login



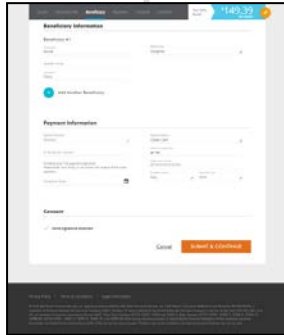
2 Prepare Quote



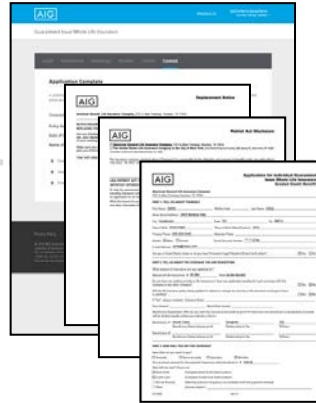
3 Obtain Quote



4 Fill Out Application



5 Download Completed Application Copy

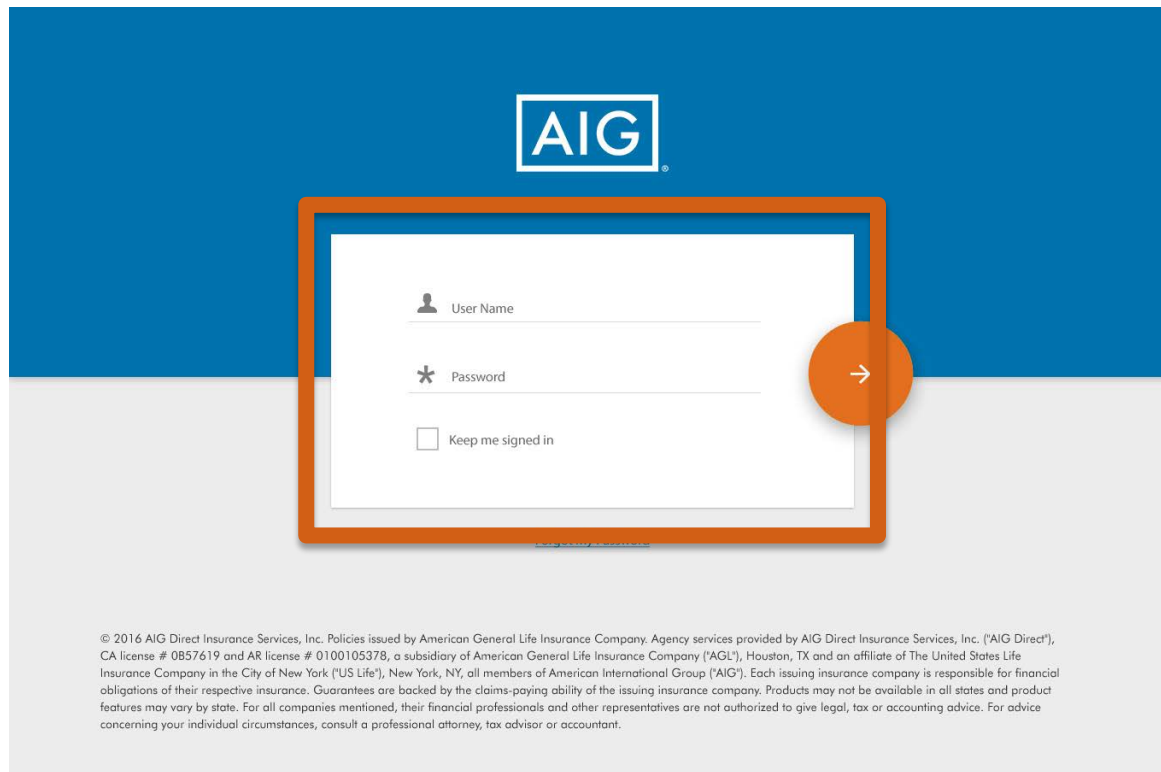


Get Paid!

GIWL Technology Platform

Access control

- Individual user accounts per organization
- Industry standard password security features
- Customizable role-based access



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GIWL Technology Platform

Simple quote

- Minimal data entry requirements for real-time quoting
- Product rule enforcement (i.e., age restriction, etc.)

The screenshot displays the AIG user interface for the Guaranteed Issue Whole Life Insurance quote process. The top navigation bar includes the AIG logo, 'PRODUCTS', 'REPORTS', and a user profile for Susan Morgan. The main heading is 'Guaranteed Issue Whole Life Insurance'. Below this, a dark navigation bar contains tabs for 'Quote', 'Personal Info', 'Beneficiary', 'Payment', 'eSignature', and 'Covered'. The 'Quote' tab is active, showing a 'Get a Quote' section with a form. The form fields are: Coverage Amount, Gender, Date of Birth, and State of Residence. An orange box highlights the form fields and the 'Update Quote >' button. To the right of the form is a blue callout box with a white arrow pointing left, containing the text: 'Complete the information given here to get your quote for Guaranteed Issue Whole Life Insurance from AIG.'

GIWL Technology Platform

Simple quote results with upsell suggestions

- Premium quoting with multiple payment frequencies
- Passive upsell opportunities

The screenshot displays the AIG website's quote interface for Guaranteed Issue Whole Life Insurance. The top navigation bar includes the AIG logo, 'PRODUCTS', 'REPORTS', and a user profile for Susan Morgan. The main content area is titled 'Guaranteed Issue Whole Life Insurance' and features a progress bar with steps: Quote, Personal Info, Beneficiary, Payment, eSignature, and Covered. The 'Quote' step is active.

Get a Quote

Complete the required information below to get a customized quote on Guaranteed Issue Whole Life Insurance for your client. Then start the application with a click of a button.

Inputs shown: \$20,000, Male, 06/15/1952, California. A blue 'Update Quote >' button is present.

Guaranteed Issue Whole Life Insurance

	Your Quote	Upgrade to:
	\$20,000 Coverage	\$25,000 Coverage
Monthly	● \$8.66	● \$11.75 + \$3.09
Quarterly	● \$29.98	● \$29.98 + \$17.02
Semi-Annual	● \$51.96	● \$51.96 + \$17.02
Annually	● \$103.92	● \$103.92 + \$37.08

AIG Policies issued by American General Life Insurance Company

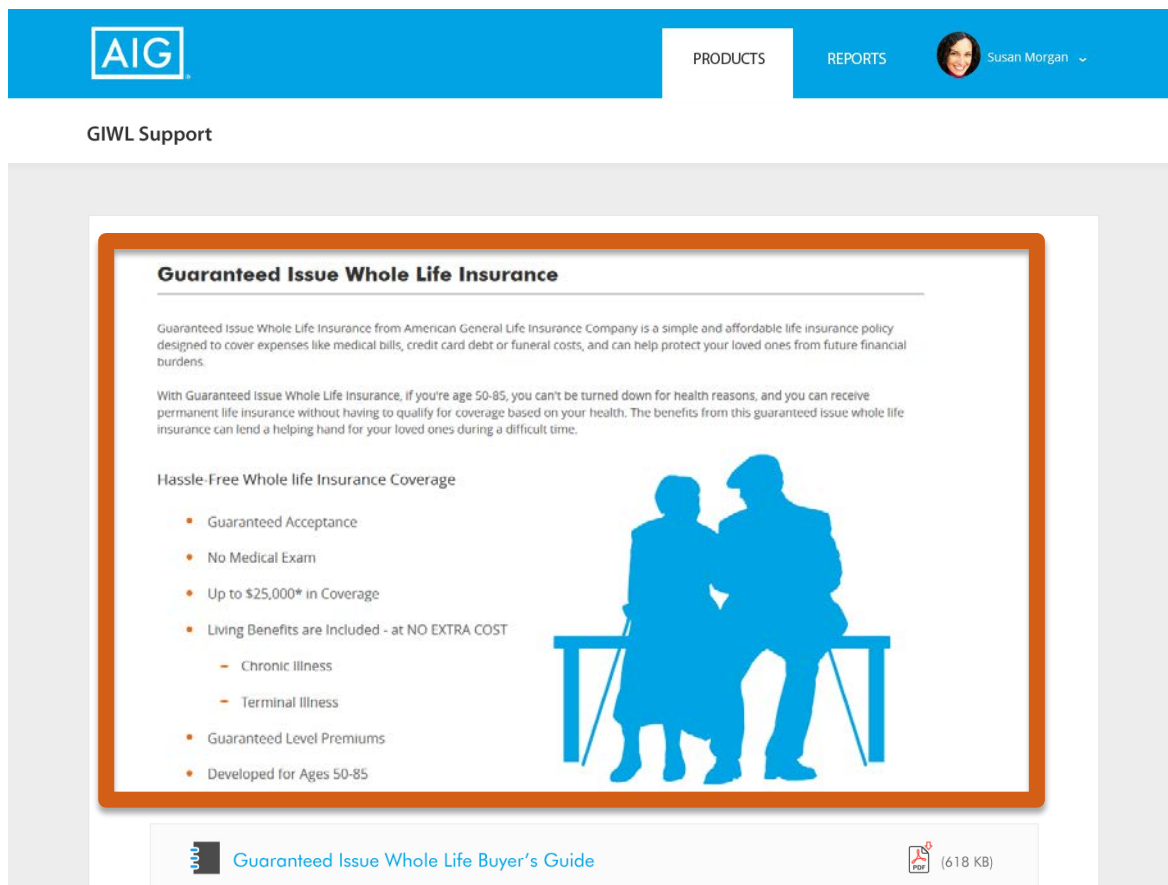
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GIWL Technology Platform

Product information on-hand to supplement training, or aid in sales process

- Product-specific quick facts sheet



The screenshot displays a user interface for the GIWL Support platform. At the top, there is a blue navigation bar with the AIG logo on the left, and 'PRODUCTS' and 'REPORTS' in the center. On the right of the navigation bar is a user profile for Susan Morgan. Below the navigation bar, the page title 'GIWL Support' is visible. The main content area features a white box with an orange border containing the following information:


Guaranteed Issue Whole Life Insurance

Guaranteed Issue Whole Life Insurance from American General Life Insurance Company is a simple and affordable life insurance policy designed to cover expenses like medical bills, credit card debt or funeral costs, and can help protect your loved ones from future financial burdens.

With Guaranteed Issue Whole Life Insurance, if you're age 50-85, you can't be turned down for health reasons, and you can receive permanent life insurance without having to qualify for coverage based on your health. The benefits from this guaranteed issue whole life insurance can lend a helping hand for your loved ones during a difficult time.

Hassle-Free Whole life Insurance Coverage

- Guaranteed Acceptance
- No Medical Exam
- Up to \$25,000* in Coverage
- Living Benefits are Included - at NO EXTRA COST
 - Chronic Illness
 - Terminal Illness
- Guaranteed Level Premiums
- Developed for Ages 50-85



At the bottom of the white box, there is a PDF icon and the text 'Guaranteed Issue Whole Life Buyer's Guide (618 KB)'. The AIG logo is also present in the bottom right corner of the screenshot.

GIWL Technology Platform

If needed, product forms, state-specific – for any required

- State and product-specific forms and disclosures library (download and print)

The screenshot displays the AIG website interface for Guaranteed Issue Whole Life Insurance. The header includes the AIG logo, navigation tabs for 'PRODUCTS' and 'REPORTS', and a user profile for 'Susan Morgan'. The main content area features a description of the insurance policy, a list of benefits under the heading 'Hassle-Free Whole life Insurance Coverage', and a silhouette of an elderly couple sitting on a bench. Below this, a library of documents is highlighted with an orange border, listing four items: 'Guaranteed Issue Whole Life Buyer's Guide' (618 KB), 'Summary and Disclosure Notice (24kb)' (24 KB), 'Patriot Act Disclosure (120kb)' (120 KB), and 'AIG Marketing Brochure (1.2mb)' (1.2 MB).

AIG

PRODUCTS REPORTS Susan Morgan

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Hassle-Free Whole life Insurance Coverage

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Guaranteed Issue Whole Life Buyer's Guide (618 KB)

Summary and Disclosure Notice (24kb) (24 KB)

Patriot Act Disclosure (120kb) (120 KB)

AIG Marketing Brochure (1.2mb) (1.2 MB)

GIWL Technology Platform

Responsive, helpful site navigation shows agent and client current status

- Quick view of application progress and data entry issues

The screenshot displays the user interface for the GIWL Technology Platform. At the top, there is a blue navigation bar with the AIG logo on the left, and 'PRODUCTS' and 'REPORTS' in the center. On the right side of the navigation bar, there is a user profile for 'Susan Morgan' with a dropdown arrow. Below the navigation bar, the title 'Guaranteed Issue Whole Life Insurance' is displayed. The main content area features a progress bar with six steps: 'Quote', 'Personal Info', 'Beneficiary', 'Payment', 'eSignature', and 'Covered'. The 'Quote' step is highlighted with a blue underline. To the right of the progress bar, there is a blue box showing 'Your GIWL Quote' as '\$8.66 per month' with an edit icon. Below the progress bar, the 'Personal Information' section is visible, containing three questions with radio button options for 'Yes' and 'No':

Personal Information

Do you have any existing annuity or life insurance or have any application pending for such coverage with this Company or any other company?
 Yes No

Will the life insurance policy being applied for replace or change any annuity or life insurance coverage in force or pending?
 Yes No

Are you a United States Citizen or do you have Permanent Legal Resident (Green Card) status?
 Yes No

GIWL Technology Platform

Application screen is device-responsive and designed for quick entry

Agent eApp entry

- Easy entry by “tabbing” between fields with keyboard
- Pinch and scroll functionality enabled
- Validation that all information is correctly completed – no NIGO
- Payment validation is real time, at the point of sale – no IFA

The screenshot displays the AIG mobile application interface for a Guaranteed Issue Whole Life Insurance policy. The top navigation bar includes the AIG logo, 'PRODUCTS', 'REPORTS', and a user profile icon. The main content area is titled 'Guaranteed Issue Whole Life Insurance' and features a progress indicator with 'Quote' selected. A quote amount of '\$8,666' is displayed in the top right corner. The form is organized into several sections:

- Personal Information:** Contains a series of yes/no questions regarding existing insurance, policy changes, and marital status. Below these are input fields for First Name, Middle Initial, Last Name, Email Address, City, State, Zip Code, Birthdate, Social Security Number, Primary Phone Number, and Secondary Phone Number.
- Beneficiary Information:** Includes fields for Beneficiary #1 (Last Name, Middle Initial, Last Name, Relationship) and an 'Add Another Beneficiary' button.
- Payment Information:** Features dropdown menus for 'Monthly' and 'Payment Method', and input fields for 'SMB per month' and 'First Payment'.
- Agreement and eSignature:** Contains a disclaimer, a 'I agree that...' section with four bullet points, and a 'Your Signature' section with a 'SUBMIT & CONTINUE' button.

GIWL Technology Platform

Validation of submission including policy number, PDF of application, etc.

The screenshot displays the AIG user interface for the Guaranteed Issue Whole Life Insurance platform. The top navigation bar includes the AIG logo, 'PRODUCTS', 'REPORTS', and a user profile for Susan Morgan. The main content area is titled 'Guaranteed Issue Whole Life Insurance' and features a tabbed interface with 'Covered' selected. A confirmation message states: 'Application Complete. A confirmation email has been sent to joe.customer@email.com. Be sure the customer checks their email SPAM or junk folder if they do not see the email arrive in their inbox.' Below this, a highlighted box contains the following details:

Guaranteed Issue Whole Life	
Policy Number:	DC2CY08134
Date of Coverage:	11/04/2015 17:12:21 CDT (-5:00)
Name of the Issuer:	American General Life Insurance Company

Below the highlighted box, there are two links with download icons:

- Email or download a PDF version of the completed application.
- Email or download a buyer's guide.

Important Information

Policies issued by American General Life Insurance Company (AGL), Policy Form Numbers ICC15-15532, 15-15532; Rider Form Numbers, ICC15-15201, 15-15201, ICC15-200, 15-200. Issuing company AGL is responsible for financial obligations of insurance products and is a member of American International Group, Inc. (AIG).

Guarantees are backed by the claims-paying ability of the issuing insurance company. AGL does not solicit business in the state of New York. Products may not be available in all states and product features may vary by state.

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Bring on tomorrow[®]

American International Group, Inc. (AIG) is a leading international insurance organization serving customers in more than 130 countries.. AIG companies serve commercial, institutional, and individual customers through one of the most extensive worldwide property-casualty networks of any insurer. In addition, AIG companies are leading providers of life insurance and retirement services in the United States. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange.

Additional information about AIG can be found at www.aig.com | YouTube: www.youtube.com/aig | Twitter: @AIG_LatestNews | LinkedIn: <http://www.linkedin.com/company/aig>

AIG is the marketing name for the worldwide property-casualty, life and retirement, and general insurance operations of American International Group, Inc. For additional information, please visit our website at www.aig.com. All products and services are written or provided by subsidiaries or affiliates of American International Group, Inc. Products or services may not be available in all countries, and coverage is subject to actual policy language. Non-insurance products and services may be provided by independent third parties. Certain property-casualty coverages may be provided by a surplus lines insurer. Surplus lines insurers do not generally participate in state guaranty funds, and insureds are therefore not protected by such funds.

