



TRENDSETTER[®]

LB SERIES

Product Overview



TRANSAMERICA[®]



TRENDSETTER® LB SERIES

LIFE HAPPENS. ARE YOU PREPARED?

Sometimes we are surprised by what happens in life. One of the most important assets we have is our health and our ability to earn a living. If that ability is taken away, what would happen to us?

It is important to protect our family. One way to do this is through life insurance with living benefits. Most people think life insurance just pays out at death. However, that is not how our policy works. Our life insurance has “living benefits” — meaning you can use these living benefits while the insured is alive! It provides coverage for Terminal, Critical, Chronic illness and death!

WHAT CAN HAPPEN TO US?

ILLNESS

We may become Terminally, Chronically or Critically Ill

- About every 34 seconds, someone in the United States has a myocardial infarction (heart attack).¹
- On average, a stroke occurs every 40 seconds.²
- A new cancer is diagnosed every 30 seconds in the United States.³

DEATH

We may die too soon

- The proportion of U.S. adults with life insurance protection has declined to an all-time low as 41 percent (95 million) of U.S. adults have no life insurance at all.⁴
- And half of U.S. households now believe they are underinsured.⁵

¹About Heart Attacks. American Heart Association. 12 June 2011. http://www.heart.org/HEARTORG/Conditions/HeartAttack/AboutHeartAttacks/About-Heart-Attacks_UCM_002038_Article.jsp (24 April 2012).

²Impact of Stroke. American Stroke Association. 18 April 2012. http://www.strokeassociation.org/STROKEORG/AboutStroke/Impact-of-Stroke_UCM_310728_Article.jsp (24 April 2012).

³Cancer Facts & the War on Cancer. National Cancer Institute. 2012. <http://training.seer.cancer.gov/disease/war/> (24 April 2012).

⁴Facts About Life 2011, LIMRA, 2011.

⁵Household Trends in U.S. Life Insurance Ownership. 11 January 2010. <http://www.limra.com/abstracts/abstract.aspx?fid=10627> (24 April 2012).

Why should I choose Transamerica?

When you're planning for the future of those you love, you need to rely on someone you know will be there, today and tomorrow. Term life insurance from Transamerica Life Insurance Company is backed by over a century of strength, stability, experience, and protection. That means that while your family is depending on you, you can depend on Transamerica Life Insurance Company.

LIFE HAPPENS.

DOES YOUR POLICY ALLOW YOU THESE OPTIONS?



BEN

Married with two children, Ben was diagnosed with colon cancer at the age of 45. He has a \$200,000 death benefit. He uses the Critical Illness Accelerated Death Benefit to access his benefits and withdraws \$100,000. He used this benefit to pay for medical expenses and to replace income from not working.

Mary, age 77, becomes chronically ill. She can no longer stay in her home, so she moves into an assisted living facility. She utilizes the Chronic Illness Accelerated Death Benefit which provides her with an annualized benefit of \$30,000 to help her pay for these added expenses.

MARY



SAM

Sam, a family man, is diagnosed with a terminal illness at age 58. He uses the benefit from the Terminal Illness Accelerated Death Benefit for an experimental surgery which saved his life.



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LIFE INSURANCE

There are many reasons why term life insurance may be the right choice for you:

- Home mortgage protection
- Business needs or objectives (Key Man & Buy Sell)
- Help you meet your goals for your family
- Provide coverage at an economical cost today with the option to convert it to a permanent plan if and when necessary

NO ONE LIKES TO THINK ABOUT DYING...BUT IT HAPPENS EVERY DAY

The benefits from your policy can be used to help meet your family's needs, whether it is paying the mortgage, college tuition, final expenses or to assist with basic everyday needs that would allow your loved ones to continue to live with dignity.

INITIAL LEVEL PREMIUM PERIOD OPTIONS

There are options of 10, 15, 20, 25 or 30 initial level premium periods available. You can choose the option that best fits your family's goals and budget.

The face amount you elect is guaranteed to remain level, unless benefits are accelerated under one of the living benefits. Your premium is guaranteed to remain level during the initial level premium period.



LIVING BENEFITS

There are times when you may have a need for your insurance proceeds prior to death. These benefits give you the choice to accelerate the death benefit if you have a terminal, chronic or critical illness. This policy gives you the flexibility and protection at times when you may need it most.

TERMINAL ILLNESS ACCELERATED DEATH BENEFIT*

This benefit is automatically included in your policy (subject to state availability). Eligibility for the Terminal Illness Accelerated Death Benefit is determined by a condition resulting from injury or illness which, as determined by a physician, has reduced life expectancy to not more than 12 months from the date of the physician's statement.

This provision allows you to accelerate up to 100% (maximum of \$500,000) of the policy's death benefit in the event that you are diagnosed with a terminal illness. There is no additional charge for this benefit.

CHRONIC ILLNESS ACCELERATED DEATH BENEFIT*

This benefit is automatically included in your policy (subject to state availability), and allows you to accelerate your death benefit if you are chronically ill. Chronically ill is being unable to perform without substantial assistance from another person, at least two of six activities of daily living (bathing, continence, dressing, eating,

toileting and transferring) for a period of 90 consecutive days; or requires substantial supervision by another person for a period of 90 consecutive days to protect yourself from threats to health and safety due to severe cognitive impairment.

After a 90 day waiting period, you can accelerate up to 24% annually of the policy's eligible death benefit at claim. The maximum lifetime benefit is 90% of the policy's death benefit at time of claim or \$500,000, whichever is less. The policy must be in force for 2 years before benefits are available. There is no additional charge for this benefit

CRITICAL ILLNESS ACCELERATED DEATH BENEFIT*

This benefit is automatically included in your policy (subject to state availability), and allows you to accelerate your death benefit if you are critically ill. A critical illness is one of the following qualifying events: heart attack, stroke, internal cancers and Melanoma, End-stage renal failure, Major organ transplant, Amyotrophic lateral sclerosis (ALS), Blindness due to diabetes and Paralysis due to loss of two or more limbs. Like the chronic illness rider, you could use this money for any type of expense, whether it is a medical or non-medical expense.

After a 30 day waiting period, you can accelerate 90% of the initial face amount or \$500,000, whichever is less. There is no additional charge for this benefit.



* The policy's face amount and premiums will be adjusted appropriately if we pay an accelerated death benefit that is less than the full face amount of the policy. Any benefit advanced under any of these living benefit options may be subject to taxation. Therefore, please consult a qualified tax advisor regarding any possible tax consequences. Once total benefits are paid for either the Chronic or Critical rider, both riders will terminate. The 2 year and 30 day waiting periods listed respectively under the Chronic and Critical benefit may vary by jurisdiction. Riders and Rider Benefits have certain limitations, definitions and exclusions. For complete details including terms and conditions of each and exact coverage provided, please refer to your policy.

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How does the company determine the amount of payout that someone will receive?

There are many factors involved to calculate the benefit. Key factors include the amount of death benefit accelerated, future premiums due and the life expectancy of the insured. Because the death benefit is being paid months or even years before it would usually be paid, the death benefit that you accelerate in the event of a Terminal, Critical or Chronic illness will be reduced to take into account the various factors.

Determining the current value of the future death benefit takes into account the fact that money usually grows over time. If you put money away now, it will probably be worth more in the future, so it follows that a payment you would expect to get in the future is worth less today. For example, when someone wins the lottery, they have a choice of taking a lump sum now or payments over a number of years. If they take the lump sum, the amount a person receives is always less as it is determined by taking the net present value—as an example, if a person won \$1,000,000, they may only receive \$550,000 if they take it now.

A similar concept applies when determining the payout for a Terminal, Critical or Chronic Illness—the death benefit accelerated is reduced to account for the fact that it's being paid early. In addition to calculating the present value of the death benefit, we charge an administrative fee, and we factor in the premiums that would have been paid until the death benefit payment and discount those.

Bottom line, the more severe/life threatening your condition, the shorter your life expectancy and the more benefit you will receive.

If I take a “partial” election (instead of the full amount available), can I have access to rest of the benefit at a later date?

Yes. You do not have to take the full election at initial claim time.

If I elect an acceleration of 90% for a critical or chronic illness, will I still have life insurance (death benefit) inforce?*

Yes! This means, at minimum, 10% of the death benefit will remain.

For example, if someone has a \$100,000 death benefit and accelerates 90% due to a critical or chronic illness, the insured still has a \$10,000 death benefit remaining. The less you accelerate, the more death benefit you will have remaining.

Can the money really be used for anything?

Yes. This is a great feature that allows the owner to determine how the benefits are used. The proceeds can be used to help with medical expenses, help pay mortgage or other bills, or however the owner chooses.

Who is the check made out to?

It is made out directly to the owner of the policy.

VALUE ADDED RIDERS AVAILABLE AT ADDITIONAL COST

MONTHLY DISABILITY INCOME RIDER*

This optional rider will provide a monthly income for up to 24 months (2 years), if you are qualified as totally disabled. The disability must last for at least 90 continuous days.

WAIVER OF PREMIUM BENEFIT RIDER*

This optional rider will waive the premiums on your policy after you are totally and continually disabled for six months. While you remain totally disabled, premiums will be waived each month.

CHILDREN'S BENEFIT RIDER*

This optional rider provides a death benefit on your insured dependent children until they reach age 25. A dependent child is a child, step child or legally adopted child of the insured who is at least

15 days old and no older than 17 years on the date of application.

This rider is convertible to any permanent life insurance policy, made available by the Company at the time of conversion, for up to five times the rider benefit amount or \$50,000, whichever is less, without evidence of insurability.

ACCIDENT INDEMNITY RIDER*

This optional rider provides an additional death benefit should your death result in an accidental bodily injury. The death must occur within 90 days from the accident.

*For complete details including terms and conditions of each rider and exact coverage provided, please refer to your policy

Trendsetter® LB Series is a term life insurance policy issued by Transamerica Life Insurance Company, Cedar Rapids, IA 52499. Policy Form No. TL19. **Premiums increase annually beginning in year 11 for the 10-year policy, in year 16 for the 15-year policy, in year 21 for the 20-year policy, in year 26 for the 25-year policy, and in year 31 for the 30-year policy.** Policy form and number may vary, and this policy may not be available in all jurisdictions. Insurance eligibility and premiums are subject to underwriting. In most states, in the event of suicide during the first two policy years, death benefits are limited only to the return of premiums paid.

