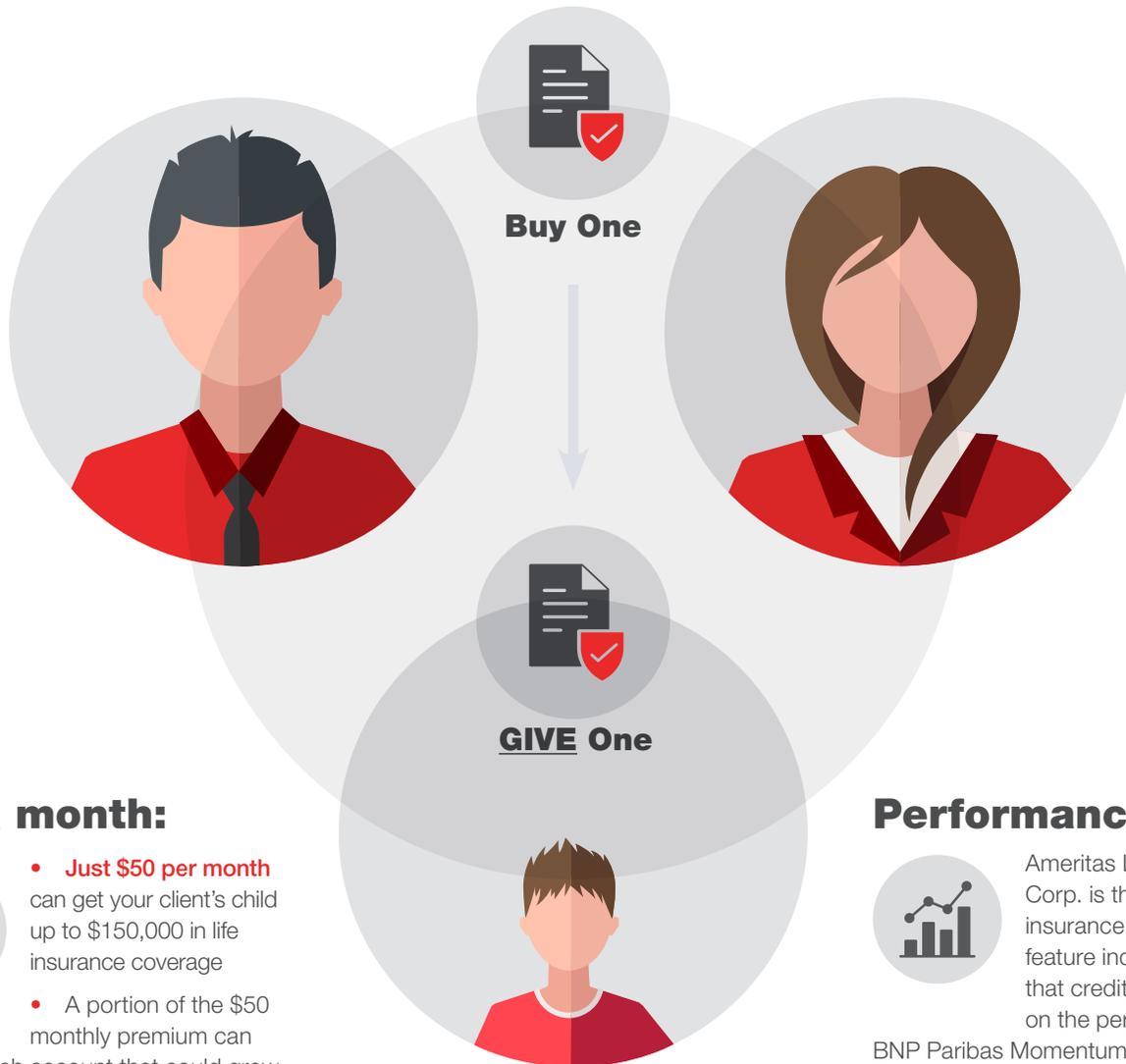


Buy One GIVE One

BOGO

If you have clients who are expecting or have young children **Buy One Give One** is a great way to discuss insuring their dependents and offering them an investment vehicle for their child's future at the same time.



\$50 a month:



- **Just \$50 per month** can get your client's child up to \$150,000 in life insurance coverage

- A portion of the \$50 monthly premium can

fund a cash account that could grow over time to a potential cash value of \$500,000 by age 70

- Protection and interest-earning savings

Performance:



Ameritas Life Insurance Corp. is the only insurance company to feature index options that credit interest based on the performance of

BNP Paribas Momentum Multi-Asset 5 Index, which is designed to produce steady and positive performance. BNPP Momentum 5 Index has a 15-year lookback of over 10%.

“With Ameritas FLX Living Benefits Index Universal Life insurance, a portion of the \$50 monthly premium can fund a cash account that could grow over time to a potential cash value of \$500,000 by age 70.”

How it works...compounding interest:



Over time, as your client continues to pay policy premiums and earns more interest, the cash value of the policy grows. Compounding interest (interest earned on money that was previously earned as interest) works best over time. Think of it as a snowball effect where time is your friend. The earlier in life a juvenile insurance policy is purchased, the more clients will potentially earn.

Use Ameritas FLX Living Benefits Index Universal Life in your conversations about juvenile insurance to offer:



- Death benefit protection
- Living benefits
- Upside potential with index-linked, tax-deferred growth
- Downside protection
- Tax advantaged assets
- Guaranteed insurability

Remind your clients:



- When you are young, insurance is less expensive
- Protect your child's insurability, and lock in affordable premiums at a young age
- Life insurance can serve as an investment or savings vehicle for child's future expenses (college, down payment on home, etc.)

Contact us:



Call us for help in running an illustration explaining the BOGO concept.

800-390-2361, option 1, option 1 again.



For producer use only, not for use with clients.

These are hypothetical examples used for illustrative purposes only and are not a guarantee of future performance or success. Keep in mind, you are not actually participating in the market or investing in any stock or bond.

Guarantees backed by the claims-paying ability of the issuing company.

Ameritas FLX Living Benefits Index Universal Life insurance (form 3020) is issued by Ameritas Life Insurance Corp. Policy and riders may vary and may not be available in all states.

Withdrawals and loans will reduce available death benefit and policy value. Withdrawals beyond basis may be taxable income. Excessive and unpaid loans will reduce death benefits and policy value and may cause the policy to lapse. If a policy lapses, unpaid loans are treated as distributions for tax purposes.

This product is not sponsored, endorsed, sold or promoted by BNP Paribas or any of its affiliates (collectively, "BNP Paribas"). Neither BNP Paribas nor any other party (including without limitation any calculation agents or data providers) makes any representation or warranty, express or implied, regarding the advisability of purchasing this product. BNP Paribas Momentum Multi-Asset 5 Index (the "Index") is the exclusive property of BNP Paribas. BNP Paribas and the Index are service marks of BNP Paribas and will be licensed for use for certain purposes by Ameritas Life Insurance Corp. Neither BNP Paribas nor any other party has or will have any obligation or liability to owners of this product in connection with the administration or marketing of this product, and neither BNP Paribas nor any other party guarantees the accuracy and/or the completeness of the Index or any data included therein.

The BNP Paribas Momentum Multi-Asset 5 Index (BNPP Momentum 5 Index) has limited historical information. The BNPP Momentum 5 Index is a new index strategy, launched on 1/27/2017. For more information about the BNPP Momentum 5 Index, visit <https://momentum5index.bnpparibas.com>

This information is provided by Ameritas®, which is a marketing name for subsidiaries of Ameritas Mutual Holding Company, including, but not limited to: Ameritas Life Insurance Corp., 5900 O Street, Lincoln, Nebraska 68510 and Ameritas Life Insurance Corp. of New York, (licensed in New York) 1350 Broadway, Suite 2201, New York, New York 10018. Each company is solely responsible for its own financial condition and contractual obligations. For more information about Ameritas®, visit ameritas.com.

Ameritas® and the bison design are registered service marks of Ameritas Life Insurance Corp. Fulfilling life® is a registered service mark of affiliate Ameritas Holding Company.