

Now Available – Lincoln MoneyGuard Market Advantage® (2024)

Effective May 13, 2024

Lincoln is pleased to launch Lincoln *MoneyGuard Market Advantage*® (2024), our newest variable linked-benefit solution in the Lincoln *MoneyGuard*® portfolio, subject to state, SEC, and firm approvals.

We continue our commitment to the long-term care marketplace and solutions that help meet the changing needs of clients with *MoneyGuard Market Advantage*® (2024), which delivers innovation while maintaining market leadership and our focus on reimbursement long-term care benefits. Recognizing the importance of flexibility, we are introducing an indemnity choice option at time of first claim. Customers will also benefit from a redesigned and enhanced illustration, and expanded investment options that include First Trust funds. Additional flexibility comes from a new trails compensation option.

Pricing Updates

Pricing impacts will occur as it relates to the amount of LTC Benefit the client would receive if comparing Age 85 LTC Maximum Monthly Benefits to the current *MoneyGuard Market Advantage*® product offering. The results will reflect up to 5% higher benefits at older ages with 3-5% lower benefits on average in the 45-60 age range.

Following a transition period, Lincoln *MoneyGuard Market Advantage*® (2024) will replace currently sold Lincoln *MoneyGuard Market Advantage*® (2022).

Product Enhancements

<p>Point of Claim Payment Options</p>	<p>Introducing a receipt-free indemnity choice that can be elected at time of first claim.</p> <ul style="list-style-type: none"> • At time of first LTC Claim event, the client will decide whether to receive LTC benefit payments through Reimbursement (receipts required, direct billing and direct deposit available) or Indemnity (monthly payments; no bills or receipts required). • Indemnity Maximum Monthly value will be 80% of the Total LTC Maximum Monthly. • Choice of Claim Option (Indemnity or Reimbursement) is irrevocable and LTC Benefit Limit (Pool) is not impacted; both options have access to 100% of the LTC Pool amount.
<p>Illustration Enhancements</p>	<p>Updated product story to focus more on investment options and tax advantages for long-term care.</p> <ul style="list-style-type: none"> • Streamlined design including the shortening of total pages from 35+ pages to around 20 pages. • Enhanced the visual appearance and alignment throughout the illustration. • Added historical reports to the base illustration.

Fund Options	<p>Expanding fund lineup with the introduction of First Trust funds to the <i>MoneyGuard Market Advantage</i> fund lineup.</p> <ul style="list-style-type: none"> • These fund updates apply to <i>MoneyGuard Market Advantage</i>® (2024), <i>MoneyGuard Market Advantage</i>® 2022, and California <i>MoneyGuard Market Advantage</i>® - 02/13/23: <ul style="list-style-type: none"> – First Trust Capital Strength Hedged Equity Portfolio – Class I – First Trust/Dow Jones Dividend & Income Allocation Portfolio – Class I – First Trust Capital Strength Portfolio – Class I
Additional Compensation Options	<p>Adding compensation options allowing for the choice between Heaped/Upfront (current design) or a Trails approach.</p> <p>Availability of Trails option will be based on Firm and channel approvals.</p>

Availability and Transition Guidelines

Pending firm approval, applications for Lincoln *MoneyGuard Market Advantage*® (2024) are being accepted beginning May 13, 2024.

- **For applications to qualify for the current *MoneyGuard Market Advantage*® (2022) pricing**, a projection of values and the completed Part 1 must be signed, dated, and received in-good-order by Lincoln’s home office by Friday, June 14, 2024.
- **For pending or issued business on or after May 13, 2024**, Lincoln will require the updated Agents Report and a revised illustration to change to *MoneyGuard Market Advantage*® (2024). Please note the updated Long-Term Care Insurance Outline of Coverage should be provided to the client.
- **For placed business**, normal internal replacement guidelines apply. Rewrites will not be accepted.
- As of May 13, 2024, *Lincoln DesignIt*™ and WinFlex will be updated with the new product version. During the transition period both versions can be run.
- **Ensure that you are appropriately credentialed.** Clients of financial professionals who are not properly credentialed to solicit business when the paperwork is submitted will be subject to the product version in effect on the date when the financial professional becomes properly credentialed and resubmits the paperwork.
- Remember that once an application is submitted, the Personal History Interview (PHI) must be completed within 60 days of submission. In addition, the case must be placed within 60 days of the PHI. If these conditions are not met, the case will be closed out. If a case is reopened, a new Part 1 must be submitted, and the case *will be subject to the product available at that time*.

Illustration Capabilities

If you have an active internet connection, the *Lincoln DesignIt*™ (v.65.0) and WinFlex illustration systems will automatically update on May 13, 2024 to include these changes. If you need to download software, it is available on the Lincoln producer websites or from Field Office Technicians.

State Availability	MoneyGuard State Availability.
Technical Reference	<p>Product Reference Guide</p> <p>Side by Side Comparison - Lincoln <i>MoneyGuard Market Advantage</i>® (2024) versus the currently sold Lincoln <i>MoneyGuard Market Advantage</i>® (2022)</p> <p>Specimen Contract</p>
Client Materials	<p>Fact Sheet</p> <p>Client Guide</p>

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

©2024 Lincoln National Corporation

LincolnFinancial.com

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates.

Affiliates are separately responsible for their own financial and contractual obligations.

LCN-6563465-041824



Lincoln *MoneyGuard Market Advantage*[®] variable universal life is issued on policy form 20-MGV892/ICC20-MGV892 and state variations by The Lincoln National Life Insurance Company, Fort Wayne, IN. Distributed by Lincoln Financial Distributors, Inc., a broker-dealer.

The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so. Product and features subject to state availability. **Guarantees are subject to the claims-paying ability of The Lincoln National Life Insurance Company.** In some states, contract terms are set out and coverage may be provided in the form of certificates issued under a group policy issued by The Lincoln National Life Insurance Company to a group life insurance trust.

All guarantees and benefits of the insurance policy are the responsibility of the issuing insurance company. They are not backed by the broker-dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

Products and features, including benefits, terms, and definitions, may vary by state.
Not for use in CA or NY.

For Broker-Dealer Use Only. Not for Use with the Public.