

Sun Life Financial offers two dynamic products with flexible features designed especially for business sponsored markets:

## Sun Executive UL & Sun Executive VUL

### Target Market

- Owners of small to medium-sized businesses with business continuation needs
- Business owners who want to recruit, retain, and reward key employees
- Businesses that may lose key employees if supplemental executive benefits are not offered
- Business owners with the desire to increase productivity and profits
- Business owners who want to supplement their employee's retirement plan, and their own, in a tax-advantaged manner

### Policy Advantages for Clients

**Cash Value** — The first year Cash Surrender value may be equal or close to 100% of the premium paid on our universal life product when utilizing the base policy only. Therefore, the asset booked offsets the plan liability.

**No Surrender Charges** — Sun Executive VUL does not carry a surrender charge, offering an accounting benefit to the employer.

**Low Cost Loans** — Loans are available on a very low cost basis. The cost is 4.00% annually for policy years 1-10, and 3% annually thereafter. The interest credited on the loan account is 3% annually. The basis spread is 1.00% during the first 10 years with a wash loan provision after year 10, for a zero net cost.

### Flexible Ownership Options

#### Options A, B and C Available

### Pricing Advantages for You

**Commissionable target premiums** equaling the TAMRA (7-pay) premium. In Sun Life Financial's heaped compensation structure, this means one of the most competitive commissions in the industry.

### Flexible Underwriting Options

- Full medical underwriting on one life
- Innovative Multi-life Underwriting Programs:
  - Guaranteed Issue (GI): 10 lives or more with no medical evidence
  - Expanded Guaranteed Issue (XGI): 5 lives or more underwritten with minimal medical evidence

### Sales Strategies

**Deferred Compensation Plans** — Deferral of current salary or bonuses on pre-tax basis.

**Bonus Deferral Match** — Deferral of bonuses with an employer match.

**Supplemental Executive Retirement Plan (SERP)** — Employer agrees to pay select key employees a specified income for a specified time, with no employee deferral.

**Split-Dollar** — Death benefit Option C allows the business to recover premiums paid, allowing for the employee's beneficiary to receive the full policy face amount, if desired.

**Section 162 Bonus** — Bonus made to select executives to buy life insurance.

**Key Person Indemnity** — Life insurance owned by, and payable to the business to indemnify it upon the death of a key person.

**Buy-Sell Agreement Funding** — Life insurance used to fund a buy-sell agreement.

# Sun Executive UL & Sun Executive VUL

## Riders, Features & Benefits<sup>1</sup>

**Charitable Giving Benefit Rider** — Allows clients to designate up to 1% of face amount – up to \$100,000 – to an eligible designated charity(ies), at no additional cost.

**Assist America®** — Provides emergency travel assistance service protecting insured's when traveling 100 miles or more from home anywhere in the world. Included at no additional cost.

**Waiver of Monthly Charges** — Waives the monthly charges if the insured becomes disabled. Available to age 65 or 70.

**Payment of Stipulated Amount Rider** — Waives the premium which was stipulated at the inception of the contract.

**Supplemental Insurance Amount** — Provides supplemental insurance coverage in addition to the specified face amount and provides broad flexibility in plan design. It is added to accommodate the changing needs of the contract owner.<sup>2</sup>

**Enhancement Benefit** — Allows the recovery of specific policy costs upon surrender. These include a portion of charges paid during the initial 7 years. This is an attractive feature for company accounting. No Enhancement Benefit will be paid upon a surrender made as part of an Internal Revenue Code Section 1035 Exchange.

## Performance that Works for Your Clients

**The Protection of a Death Benefit** — Life insurance benefits are income tax-free to the business or the executives' heirs.

**The Power of Tax-deferred Growth** — The investment component grows tax-deferred to build a larger potential amount of wealth. Variable universal life insurance sub-accounts are subject to investment risk and may lose value.

**The Liquidity of Access to Cash** — While Sun Executive VUL is primarily designed to provide long-term insurance protection, your clients are permitted to access policy cash values by way of loans, surrenders, or withdrawals. Surrenders and withdrawals may be subject to payment of contingent deferred sales charges, will reduce the policy's death benefit and cash surrender value and will have tax consequences if the policy should lapse. Depending on the performance of the underlying investment options, the cash value available for loans or surrenders may be more or less than the original amount invested in the contract.

## The Added Value of Investment Choice

**Sun Executive VUL offers 66 investment options** — Including 9 American Funds — covering the full range of investment styles. Policy owners have the option of investing their policy cash value in a combination that suits their investment strategy and the flexibility to change that strategy each year by shifting their investments within policy sub-accounts without incurring any tax liability.

For additional information, please contact the **Sun Life Financial Sales Desk**  
at **800-786-5433, ext. 7253** or visit <http://salesnet.sunlife-usa.com>.

<sup>1</sup>The Assist America® feature and the Charitable Giving Benefit Rider are not available in all states. Please consult Sun Life Financial for current state availability. Visit <http://salesnet.sunlife-usa.com>.

The Emergency Travel Assistance feature is managed through an independent service provider which is currently Assist America. Sun Life Financial may not be able to provide this benefit in the future if we determine that Assist America or another Independent Service Provider is no longer available to provide it. Certain restrictions may apply and are described in a brochure delivered with the policy. Terms and conditions will apply.

<sup>2</sup>Supplemental Insurance Amount is not eligible for the benefits paid by the Charitable Giving Benefit Rider.

**Not FDIC/NCUA insured. May lose value. No bank/credit union guarantee. Not a deposit. Not insured by any federal government entity.**

Sun Executive UL is issued by Sun Life Assurance Company of Canada (Wellesley Hills, MA), or in New York, Sun Life Insurance and Annuity Company of New York (New York, NY). Sun Executive VUL is issued by Sun Life Assurance Company of Canada (U.S.) (Wellesley Hills, MA), or in New York, Sun Life Insurance and Annuity Company of New York (New York, NY). Variable products are distributed through Sun Life Financial Distributors Inc.

All guarantees are based on the claims-paying ability of the issuing company, Sun Life Assurance Company of Canada (Wellesley Hills, MA), Sun Life Assurance Company of Canada (U.S.) (Wellesley Hills, MA), or in New York, Sun Life Insurance and Annuity Company of New York (New York, NY). All are members of the Sun Life Financial group of companies.

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SLPC 19930 01/09  
XMSD 44/821  
Exp. Date 07/10  
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