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eLife Express: Product and Underwriting Guide

Highlights

eLife® Express offers several distinct advantages for both Agent and Applicant.

- Electronic, Agent-assisted, "contactless" selling process
- Data-driven underwriting techniques without the need for blood and/or urine testing
- No Physician or Paramedical examination…just a thorough online health questionnaire and non-intrusive database checks
- In most cases, instant underwriting decision and policy issuance – from start to finish in as little as 20 minutes
- If approved, e-Policy delivery within seconds, immediately after approval
- Paperless Straight-Through-Processing - Quote, Application, Payment, e-Signature, Underwriting Decision and e-Policy Delivery all in one web session
- Three underwriting rate classes- Preferred Best, Preferred and Standard
- The program is designed for generally healthy individuals--there are no substandard classes for impaired risks
- Simple, fast and efficient process provides an "easy-to-do-business" experience for the Agent and the Applicant

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Product Features

Product Name	eLife Express
Product Type	Level Term, Non-Medically Underwritten
Third Party Data	MIB, Prescription Rx, Motor Vehicle Records, Criminal History, Consumer Credit, ID Verification
Insurance Carriers	Leaders Life, Pacific Guardian Life Insurance Company, Ltd., Cincinnati Equitable Life (all rated "A" by A.M. Best Company)
Par/Non-Par	Non-participating
Available in States	TBD
Purpose	The product pays a cash lump sum if the insured person dies or suffers a terminal illness. The coverage is intended for the benefit of the insured person's spouse, family or for others that are financially dependent on the insured person.
Face Amounts*	$100,000 to $500,000 *Age and Amount Limits may apply. See below

Term Period and Issue Ages
(Age Last Birthday)

	10-Yr Term	15-Yr Term	20-Yr Term
Non-tobacco	18-70	18-65	18-60
Tobacco	18-70	18-65	18-60

Issue Age and Face Amount Limits

Ages	Minimum Face Amount	Maximum Face Amount
18-70	$100,000	$500,000

Income and Maximum Face Amount

Ages	Maximum Face Amount
18-30	30 times Annual Income
31-40	25 times Annual Income
41-50	20 times Annual Income
51-60	15 times Annual Income
61-70	10 times Annual Income

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Product Features Continued

Occupation and Maximum Face Amount

Occupation	Maximum Face Amount
Student	$200,000
Stay-at-home Spouse	$300,000
Retiree Age 55 or older	Regular needs up to $500,000

To be eligible for eLife® Express, the Proposed Insured must be:

- Aged 18 to 70 on the day of application
- A US citizen, or a legal permanent resident of the US currently residing in the US, and
- Employed and earning an income.

Note: If the Proposed Insured is not employed, they may still be eligible if they are a stay-at-home spouse, a retiree aged 55 or older, or a student aged 35 or younger.

Risk Classes

The following Risk Classes are available:

- Preferred Best, Non-Tobacco
- Preferred, Non-Tobacco
- Standard, Non-Tobacco
- Standard, Tobacco

Note: There are NO "Impaired" or "Rated" Risk Classes

Premiums

Premiums are:

- Guaranteed Level Premium during the Term Period
- Annual Renewable Term (ART) to age 95 after the Term Period, expiring on the anniversary following the Insured's 95th birthday

Payment Modes

Monthly

Billing Methods

The Insured can elect to pay by autopay from:

- Checking Account
- Savings Account

Policy Fee

$72.00 per year, Non-Commissionable

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Riders

Accelerated Death Benefit for Terminal Illness (automatically included at no charge)

Conditions for Eligibility for Payment of Accelerated Death Benefit for Terminal Illness
The benefit is equal to 50% of the Coverage Amount, up to $250,000.

To qualify for the Terminal Illness benefits, the following conditions must be met:

- The Insured has a Terminal Illness that must be certified by a Physician licensed in the United States; and
- Documentation of the diagnosis of Terminal Illness is supported by clinical, radiological, histological, or laboratory evidence; and
- The Policy to which this Rider is attached is in force; and
- The owner has signed the written request for this benefit.
- The benefit includes a 6-month waiver of premium benefit.
- A processing fee may be charged up to a maximum of $250.

Adjusted Coverage Amount Due to Acceleration: The Coverage Amount that is payable at the death of the Insured will be reduced by the Terminal Illness benefit payments paid.

Adjusted Premiums Due to Acceleration: Once the waiver of premium ends, the premium payments for the policy are reduced proportionately to the amount paid. Premiums for all optional riders will not be reduced.

Restriction on Changes to Policy and Benefits: If this Benefit has been exercised then no changes may be made to the Coverage Amount provided by the Policy. Additionally, no changes can be made to any optional rider attached to the Policy.

Waiver of Premiums Benefit Rider (The Waiver of Premium Benefit Rider is included at an extra cost)

Premiums will be waived when the insured:

- Becomes Totally Disabled before Age 67 or the end of the level term period if earlier, and while the Policy and this Rider are in force; and
- Has been continuously Totally Disabled for at least 6 months
- The rider can be terminated upon receipt of the owner's written request, as long as the Accelerated Death Benefit has not been exercised.

Accidental Death Rider (Optional for an additional premium)

- The benefit provided by this Rider will equal the level death benefit of the policy to which it is attached to a maximum benefit of $250,000.
- This benefit will be paid to the beneficiary when due proof is provided that the insured's death was the direct result of an accident, apart from any other cause. The death must have occurred within 180 days after that injury and while the Policy and this Rider are in force. The Rider continued to a maximum of Age 70.

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Underwriting

Underwriting Approach

As the name implies, eLife® Express is designed to provide Agents with a quick turn-around decision on their routine term life cases. eLife® Express is not a simplified issue, accelerated or "easy" issue product. It is competitively priced and fully underwritten on a non-medical basis. In other words, it is a full application but the process does NOT require paramedical examination or collection of blood or urine samples. The eLife® Express online process allows prospects and clients to quickly and easily complete their purchase and enables timely commission payments to meet the Agent's business objectives.

It is important for Agents to pre-qualify their clients as indicated in the following section entitled "Pre-qualification". All eLife® Express applications will be subject to completion of applications questions, an MIB, Prescription Rx, Motor Vehicle Records, Criminal History, Consumer Credit, ID Verification records check, which will be carried out instantaneously during the eLife® Express online application process. Additionally, applications/applicants may be subject to post-issue random audits, personal interviews and/or requesting of medical records.

Pre-qualification

While it is not practical to list each medical condition and all of its associated variants in this guide, the following guidelines should be used for pre-qualification:

1. When any of the following 6 criteria apply to the Proposed Insured, an Application should not be completed:

- Prospects who have been diagnosed as having acquired immune deficiency syndrome (AIDS) or AIDS related complex (ARC), or tested positive for human immunodeficiency virus (HIV)
- Prospects that have been advised within the past 2 years to have any hospitalization, surgery or medical test that have not yet been completed or for which results are not yet available
- Prospects who, within the past 2 years, have been diagnosed, been treated or been prescribed any medication for cancer, heart attack, stroke or transient ischemic attack (TIA)
- Prospects who, within the past 2 years, have been counseled, treated, advised to discontinue or seek treatment for use of illegal drugs, alcohol or prescription drugs or been a member of Alcoholics Anonymous (AA) or Narcotics Anonymous (NA)
- Prospects who, within the past 2 years, have had their driver's license suspended or revoked, or been convicted of reckless driving or driving under the influence of alcohol or drugs
- Prospects who, within the past 2 years, have been convicted or plead guilty to a criminal proceeding or have criminal charges pending

2. When there is an ongoing medical condition, but the Proposed Insured is not under medical care and control through a member of the Medical profession, an Application should not be completed.

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Underwriting Continued

3. An Application should not be completed if the Proposed Insured is currently employed in any of the following occupations or Industries: Professional diving including deep sea salvage, Logging or Lumberjack, jobs involving demolition or explosives, Oil rig workers, Missionary, Racing of motor vehicles, boats or aircrafts, Stuntman or Stunt Double, Mining or Quarry work, Professional athletes, and Military personnel currently deployed or with order to be deployed in support of combat, peacekeeping or deterrence operations within the next 12 months.

Rate Classes

Based on the Proposed Insured's answers to the Medical History Questionnaire, the MIB, pharmacy records and other database checks, the eLife® Express underwriting engine will automatically determine the appropriate Rate Class for the purpose of determining the appropriate premium. The following guidelines for the various Rate Classes should be helpful for Agents to pre-qualify Proposed Insureds.

Preferred Best Rate Class (Non-tobacco only)

To qualify for Preferred Best Class:

- Must not have used nicotine in any form in the past 24 months
- Must meet the full online medical history questionnaire and all database checks results with no ratable medical conditions or other risk factors.
- Must meet the family history criteria (No deaths from diabetes, cancer, heart or kidney disease prior to age 60 for natural parents and siblings.)
- Prospects currently engaged in or planning to engage in any hazardous sport activities such as motor racing, mountain rock or ice climbing, cave exploration, hang gliding, scuba or sky diving are not eligible for the Preferred Best Class.

Preferred Rate Class (Non-tobacco only)

To qualify for Preferred Class:

- Must not have used nicotine in any form in the past 24 months if applying for Preferred Non-Tobacco
- Must meet the full online medical history questionnaire and all database checks with no ratable onditions or other risk factors

Standard Rate Class (Both Non-Tobacco and Tobacco)

To qualify for Standard Class:

- Must meet the full online medical history questionnaire with no more than one borderline condition or other risk factor
- Must not have used nicotine in any form in the past 24 months if applying for Standard Non-Tobacco

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Build Tables

	Preferred Plus		Preferred		Standard	
Height	Female (lbs)	Male (lbs)	Female (lbs)	Male (lbs)	Female (lbs)	Male (lbs)
4'0"	108	108	115	115	121	121
4'1"	113	113	120	120	126	126
4'2"	117	117	124	124	132	132
4'3"	122	122	129	129	137	137
4'4"	127	127	135	135	142	142
4'5"	132	132	140	140	148	148
4'6"	137	137	145	145	153	153
4'7"	142	142	151	151	159	159
4'8"	147	147	156	156	165	165
4'9"	155	155	162	162	171	171
4'10"	160	160	167	167	177	177
4'11"	165	165	173	173	183	183
5'0"	170	170	179	179	189	189
5'1"	175	175	185	185	196	196
5'2"	180	180	191	191	202	202
5'3"	186	186	198	198	209	209
5'4"	192	192	204	204	216	216
5'5"	198	198	210	210	222	222
5'6"	204	204	217	217	229	229
5'7"	210	210	223	223	236	236
5'8"	216	216	230	230	243	243
5'9"	223	223	237	237	251	251
5'10"	229	229	244	244	258	258
5'11"	236	236	251	251	265	265

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Build Tables Continued

	Preferred Plus		Preferred		Standard	
Height	Female (lbs)	Male (lbs)	Female (lbs)	Male (lbs)	Female (lbs)	Male (lbs)
6′0″	243	243	258	258	273	273
6′1″	249	249	265	265	280	280
6′2″	256	256	273	273	288	288
6′3″	263	263	280	280	296	296
6′4″	270	270	288	288	304	304
6′5″	277	277	295	295	312	312
6′6″	285	285	303	303	320	320
6′7″	292	292	311	311	328	328
6′8″	300	300	319	319	337	337
6′9″	308	308	327	327	345	345
6′10″	316	316	335	335	354	354
6′11″	323	323	343	343	363	363
7′0″	331	331	351	351	371	371
7′1″	339	339	360	360	380	380
7′2″	347	347	368	368	389	389
7′3″	355	355	377	377	398	398
7′4″	364	364	386	386	408	408

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Ineligible Conditions

This list of Medical Conditions and other risk factors is not all inclusive. When a condition is shown with a parenthetical timeframe it means that it may be eligible only after the number of months/years shown have elapsed. When a condition or risk factor does not include a parenthetical timeframe, it means that it is never eligible for the eTerm Express program.

Ineligible Conditions for the eTerm Express program typically include the following:

AIDS

AIDS Related Complex (ARC)

Alcohol Abuse (24 months)

Alzheimer's

Amyotrophic Lateral Sclerosis (ALS)

Aneurysm, corrected (24 months)

Asbestosis or Black Lung Disease

Assisted/extended care facility confinement

Cancer (other than Basal Cell Carcinoma) (10 Years with no recurrence after surgery and/or treatment has been completed)

Cardiac Arrest

Cardiomyopathy

Chronic Obstructive Pulmonary Disease (COPD) requiring oxygen

Cirrhosis

Congestive Heart Failure

Criminal Conviction, guilty plea or criminal charges pending

Cystic Fibrosis

Dementia

Diabetes / Insulin dependent

Depressions / Major Mood Behavior/ Psychiatric Disorders (5 years)

Down Syndrome requiring assistance with daily activities

Driver's License revoked / suspended (24 months)

Driving moving violations, 3 or more (24 months)

Drug Abuse (24 months)

DUI/DWI (24 months)

Emphysema

Epilepsy or Seizure disorder, Grand Mal or multiple Petit Mal seizures in last year

HIV positive test

Heart Attack (24 months)

Heart Transplant

Hemophilia

Hepatitis D or not recovered

Home health care / require assistance with activities of daily living

Hospital confinement currently or scheduled

Kidney Failure or Kidney Transplant

Leukemia (24 months)

Liver Failure or Liver Transplant

Lung Transplant (5 years)

Lupus (5 years)

Mesothelioma

Nephritis (10 years)

Nursing facility confinement

Pancreatic Disorder (2 years)

Paralysis or MS

Prison / correctional facility confinement (currently or within past 24 months)

Progressive Systemic Sclerosis

Psychiatric hospital confinement

Psychosis (5 years)

Pulmonary Fibrosis

Scheduled surgery, hospital confinement or medical tests and procedures not yet started

Schizophrenia (5 years)

Stroke (10 years)

Suicide / attempted or threatened (5 years)

Transient Ischemic Attack (TIA) (24 months)

Vasculitis (10 years)

Ventricular Fibrillation (10 years)

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Frequently Asked Questions

Who should an Agent contact for questions or problems?	The Agent's General Agent, Independent Marketing Organization or other agency organization that provides the eLife® Express product should be the first point of contact.
What features of eLife® Express are beneficial to the Agent?	Simple and fast process for the Agent and Customer; the application is completely online. The product features 'Multiple Rate Classes' which allows for more competitive pricing. The underwriting process does not require medical or paramedical exams, blood or urine testing.
Is eLife® Express for applicants with serious health or medical problems?	No. eLife® Express is NOT an "impaired risk" life insurance product. eLife® Express is intended to be provided to applicants who are in good to excellent health. Some borderline or acute minor medical histories not under on-going medical treatment may accepted. However, the Standard Class is likely to be the best premium rate classification such risks can receive.
What Riders are available?	An Accelerated Death Benefit Rider is included at no additional charge in every eLife® Express policy. It is not optional. Waiver of Premium and Accidental Death riders are also available. They are optional for an additional premium charge.
How long does it take to complete the Application for Insurance and receive an underwriting decision?	It usually takes about 20 minutes for an Agent to complete the online Application for Insurance using the eLife Platform. In most cases, the underwriting decision will be immediate. Occasionally, some applications may need to be reviewed by an Underwriter. In those cases, a decision will be provided in approximately 1 to 2 business days.
What are some common reasons why a Proposed Insured would not be eligible?	On-going treatment for chronic or serious medical conditions or other risk factors including, pending criminal charges Motor Vehicle Records such as license suspended or revoked are typical reasons why a Proposed Insured would not be eligible for eLife® Express. Please note: this is a partial list of reasons for ineligibility.
What underwriting checks are performed when applying for eLife® Express?	The eLife Platform automatically checks online databases from the Medical Information Bureau (MIB), Motor Vehicle Records, Pharmacy, Consumer Credit, Criminal History. The eLife Platform also performs Identity Verification of the Applicant. However, there are no blood tests, urine tests or paramedical exams required.

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Frequently Asked Questions Continued

Which Rate Classes allow Smokers?	The Standard Class provide rates for Smokers. The Preferred and Preferred Best Classes do not.
What are some common reasons that the Proposed Insured would not be eligible for the Preferred Best Class?	If the Proposed Insured has a medical condition or engages in dangerous avocations such as sky diving or is involved in private aviation, of if a parent or sibling of the Proposed insured died from cancer, diabetes or heart disease prior to age 60, then the Proposed Insured will not be eligible for the Preferred Best Class.
Can eLife® Express be purchased using a paper application?	No. The eLife Platform featuring eLife® Express is a fully online, paperless process. The Proposed Insured is not required (nor presented with an opportunity) to sign a paper copy of the application form.
If the Proposed Insured is not available to provide personal information or perform the digital signature, can the Agent do either of these on their behalf?	No. The ONLY person that can provide the Proposed Insured's personal health details and perform the digital signature on an eLife® Express application is the Proposed Insured. Violation of this rule is grounds for the Agent to be terminated from the eLife Program.
Is it possible for an eLife® Express policy to be rescinded by the insurance company after issue?	Yes. If it is determined that the Proposed Insured withheld material information about health or other risk factors during the application process, it constitutes a basis for the Carrier to rescind the policy.
Does eLife® Express provide for dividends to be paid?	No. There are no dividends provided by the eLife® Express policy, either for cash or to be used for Paid Up Additions.
If an amendment form is needed because the policy is issued at a Rate Class other than as applied, is the amendment process provided online?	Yes. Some applications will result in an offer which is different from that which was applied for. In those cases, the amendment form will automatically be presented to the Proposed Insured online for their digital signature if they wish to accept the offer. There is NO paper amendment form used in such cases.
Can the insurance company request additional underwriting information after the policy is issued?	Yes. As with most life insurance products, the signature of the Proposed Insured permits the insurance company to request information from various sources after the policy is issued. The insurance company will randomly select issued policies to validate the quality of the business being written and to verify the truthfulness of the information provided on the application.

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Frequently Asked Questions Continued

If a Proposed Insured cannot qualify for Fully Underwritten life insurance, can they still be offered eLife® Express?	No. Agents should not offer eLife® Express to prospects that cannot qualify for Fully Underwritten life insurance. Also, if a Prospect has been declined life insurance within the past 2 years, they are not eligible for eLife® Express.
Can a person who is currently hospitalized qualify for any Rate Class of eLife® Express?	No.
Can an Agent use eLife® Express to replace an existing policy?	No.
Is there ever any situation in which an Agent can change or re-phrase the wording of a question on the eLife® Express online application?	No. Questions must be asked of the Proposed Insured verbatim; exactly as they appear. The application form is subject to regulatory filing, the States often requires certain precise language. Changes or re-wording of any question would constitute a violation of Regulatory requirements and it is not permitted. In the case of a Proposed Insured being unsure about how to answer a question, the Agent is NOT permitted to enter an answer he or she thinks is appropriate.
When asked for the Proposed Insured's email address, can an Agent enter his or her own email address instead?	No. ONLY the email address of the Proposed Insured may be entered when the Proposed Insured's email address is asked for during the eLife® Express online application process. There are no exceptions.
For eLife® Express, can the Owner of the policy be different from the Proposed Insured?	No. When applying for eLife® Express using the online application process, the Owner and the Proposed Insured must be the same person.
Can an Agent require a Proposed Insured to also purchase other products or services from them?	No. Requiring a Proposed Insured to also purchase other products or services from them (known as "bundling") is not allowed. Failure to comply with this rule may be grounds for terminating the Agent's registration from the eLife Program.
Is it necessary for the Proposed Insured to be interviewed prior to policy issue?	No. The eLife® Express program does not require the insurance company to interview the Proposed Insured, either by phone or in person, prior to policy issue. As part of the post-issue audit program some proposed insured may be randomly selected for a Validation Interview

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Frequently Asked Questions Continued

Does the eLife Platform track the Agent's sales statistics under the eLife® Express program?	Yes. The eLife Platform tracks and reports a broad range of measures, for example; Total Sales Premium, Average Face Amount, Percentage of applications approved versus declined, Proportion of applications accepted in each of the three rating Classes, Percentage of applicants that are non-tobacco Users and Lapse Rates. The collected information is analyzed compared against Business Quality baseline, projected distribution and assumption in order to identify business that falls outside of expected results.
Are the statistical measures tracked by the eLife Platform used to identify possible cases of anti-selection?	Yes. Statistics for each Agent are compiled and compared with a broad range of Quality Business benchmarks and the business produced by Agents with outlying data points are routinely investigated.

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