



# History may be a guide

## How our unique Market Stabilizer Option® II would have performed in the past

An Equitable variable universal life (VUL) insurance policy can be a smart addition to your financial plan because it offers death benefit protection along with potential cash value growth through customized, professionally managed investment portfolios based on your risk tolerance. And now we're offering you a new way to manage market volatility with our innovative Market Stabilizer Option® II (MSO II) Indexed Options available in Equitable's single life VUL products.<sup>1</sup> By providing additional levels of protection in down markets and growth opportunities in both up and down markets, the MSO II Indexed Options may give you the confidence to stay invested regardless of how the market is performing.

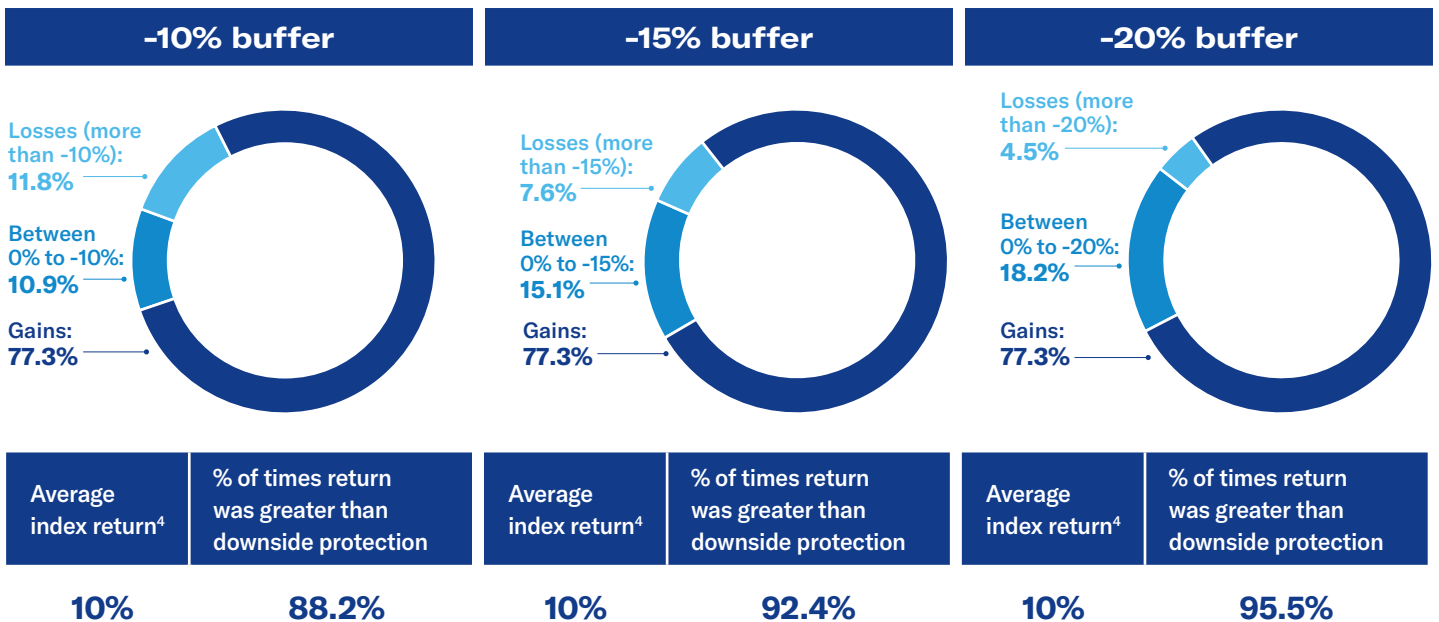
### How does a buffer protect you?

If you chose the -10% downside protection buffer, for example, and the S&P 500® Price Return Index returned -8% during that time, your investment would be completely protected. If the index declined by 12%, your investment would be protected from the first -10% and you would see only a 2% loss.<sup>3</sup>

### A look back at the numbers

Below, we examine 1-year period returns on a rolling monthly basis (e.g., Jan–Jan, Feb–Feb) and show how frequently you would have experienced a loss with partial downside protection buffer of -10%, -15% or -20%, like the buffers within the MSO II. As you can see, these buffers can help protect against loss when the market declines.<sup>2</sup>

### Hypothetical historical S&P 500® Price Return Index returns from January 1980–December 2023



1 The Market Stabilizer Option® II Indexed Options are available with new issues of VUL Optimizer®, COIL Institutional Series® and VUL Incentive Life ProtectSM policies, subject to state approvals.

2 You are protected against some downside risk, but if the negative return is in excess of the downside protection buffer, there could be substantial loss of principal because you agree to absorb all losses to the extent they exceed the protection provided.

Past performance is not a guarantee of future results. For illustrative purposes only. This data does not represent the performance of any specific investment. Please see back page for additional important information and footnote references.

## To learn more, contact your financial professional or visit [equitableLIFT.com](https://equitableLIFT.com).

- 3 For segments of the Dual Direction Indexed Option, if the index performance rate is between zero and the downside protection buffer (inclusive of both), the rate of return will equal the absolute value of the index performance rate.
- 4 Average return — A simple average of series of returns generated over a given period. Returns are price return only and exclude dividends.

### Important note

**This flyer is a summary of some of the features of a variable universal life policy and the Market Stabilizer Option® II rider and must be preceded or accompanied by a current prospectus and any applicable prospectus supplements for the variable universal life policy and for the Market Stabilizer Option® II rider. The prospectus contains detailed information about the life insurance policy and the rider. Please consider the charges, risks, expenses and investment objectives indicated in the prospectus. Please read it carefully before you invest or send money. If you have not received a copy of any of these documents or you have misplaced your copy, please contact your financial professional.**

A variable universal life insurance policy is a contractual agreement in which premiums are paid to an insurance company. In return for these premiums, the insurance company will provide a benefit to a named beneficiary upon proof of the insured's death, and may also provide a cash surrender value during the insured's life.

A variable universal life insurance policy is a contract with the primary purpose of providing a death benefit. It is also a long-term financial investment that can also allow potential accumulation of assets through customized, professionally managed investment portfolios. These portfolios are closely managed in order to satisfy stated investment objectives.

Amounts in the policy's account value can be invested in a variety of variable investment options and a Guaranteed Interest Option, as well as the Market Stabilizer Option® II. Amounts in a variable investment option and the Market Stabilizer Option® II are subject to fluctuation in value and market risk, including loss of principal.

Life insurance policies have exclusions, limitations and terms for keeping them in force. Fees and charges associated with variable life insurance include mortality and expense risk charges, cost of insurance charges, surrender charges, administrative fees, investment management fees and charges for optional benefits, including those associated with the Market Stabilizer Option® II. Contact a financial professional for costs and more complete details.

All guarantees discussed in this flyer are based solely on the claims-paying abilities of the issuing companies, Equitable Financial Life Insurance Company and Equitable Financial Life Insurance Company of America.

S&P 500® Price Return Index — Includes 500 leading companies in leading industries of the U.S. economy, capturing approximately 80% coverage of

U.S. equities. The S&P 500® Price Return Index does not include dividends declared by any of the companies included in this index. Larger, more established companies may not be able to attain potentially higher growth rates of smaller companies, especially during extended periods of economic expansion. S&P®, Standard & Poor's®, S&P 500® and Standard & Poor's 500® are trademarks of Standard & Poor's Financial Services LLC (Standard & Poor's) and have been licensed for use by the company. Market Stabilizer Option® II rider is not sponsored, endorsed, sold or promoted by Standard & Poor's, and Standard & Poor's does not make any representation regarding the advisability of investing in the Market Stabilizer Option® II rider.

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Life Insurance: • Is Not a Deposit of Any Bank • Is Not FDIC Insured • Is Not Insured by Any Federal Government Agency  
• Is Not Guaranteed by Any Bank or Savings Association • Variable Life Insurance May Go Down in Value

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