EQUITABLE

BULLETIN

Life Business

☐New
☒Update

Area

☒Products
☐Underwriting
☐New Business
☐Marketing
☐Compliance/Legal
☐Miscellaneous

Channel: Independent

Bulletin number: AD25-0428 (**April 28, 2025)**

Subject: Life Insurance Third Party Distribution Products and Compensation Changes

Main message:
Please review the following pages for information on
• COIL Institutional Series® life insurance
  ○ Compensation schedule change
  ○ Chargeback schedule
• Third Party product availability
• BrightLife® Grow compensation changes
• New VUL Optimizer® product launch
• Inforce products

For more information, please contact the Independent Life Sales Desk at 1-800-924-6669. Support Map>

Third Party Life Distribution products

As of January 1, 2025, Equitable only accepts new life insurance applications for COIL Institutional Series® life insurance from Third Party distribution partners.

Third Party products available for new applications
COIL Institutional Series®

COIL Institutional Series® compensation change

Our life insurance Third Party distribution efforts focus exclusively on COIL Institutional Series® available on Equitable's Corporate and Endowment Solutions (CES) platform. In our ongoing effort to maintain the profitability of our products, we are adjusting the commission structure. Effective April 28, renewal and excess commissions will be reduced, and the chargeback period and amounts will be increased.

For specific questions on your firm's schedule, please contact Christian.Kaplan@equitable.com.

Third Party Life Distribution products offering

The following Equitable Life products are available only through Term conversions:
(Pending approval at your Firm/BGA)

Third Party products available for Term Conversions
BrightLife® Grow indexed universal life insurance policy
VUL Incentive Life Protect® variable universal life insurance policy
VUL Optimizer® variable universal life insurance policy

The following products have been discontinued and are no longer available for any type of sales. Inforce contracts and compensation will remain unchanged.

Third Party products no longer available
Term Series life insurance
VUL Survivorship
Extended No Lapse Guarantee Rider on VUL ILP

Third Party Life Distribution products important changes:

BrightLife® Grow compensation changes

This product is only available for term conversions. Beginning April 28, 2025, BrightLife® Grow life insurance policy compensation will be adjusted for new cases. Here are the changes you will see:

- Equitable Distributors Life (EDL) is terminating the service of paying agents directly on fixed life products.
  - BGA Sales Agreements will no longer be accommodating for EDL to pay compensation to the Financial Professional directly. The BGA will receive full compensation and will be responsible for paying the Financial Professional.
  - BD with a direct appointment (no longer part of the hierarchy) will no longer be compensated on BrightLife® Grow business. The Financial Professional's BGA will receive full compensation.
- This service termination will not impact policies that have been sold and are currently inforce. The previous agreed compensation structure (both payment and payment method) will continue as scheduled.
- For specific questions on your firm's schedule, please contact our Compensation team.

New VUL Optimizer® life insurance policies

This product is only available for term conversions. VUL Optimizer®, Series 166, is the next generation of our VUL Optimizer® product line, replacing the current VUL Optimizer®, Series 160, effective March 24, 2025. Key details:

- Product transition: VUL Optimizer®, Series 160, will be available for new term conversion applications until May 16, 2025, except in New York.
- Illustrations: Financial Professionals should contact the Equitable Life Sales Desk for term conversion illustrations.
- State availability: VUL Optimizer®, Series 166, is approved in all jurisdictions except New York. Notification will be sent upon New York's approval.
- Distribution limitation: VUL Optimizer®, Series 166, is exclusively available for term conversion sales. As per AD24-1204, new life insurance applications, other than COIL Institutional Series®, are not accepted through Third Party distribution partners.
- CUSIP Numbers: VUL Optimizer®, Series 166, Equitable Financial: 29450A 630, Equitable America: 29450K 661

NOTE: If your firm requires approval, please contact our National Accounts team at equitablestrategicpartnerships@equitable.com for the product package. Please send your final product decision by replying to this email box.

Inforce products

- All current inforce life policies compensation schedule and structure will remain unchanged.
- Financial Professionals should contact the Equitable Life Sales Desk for term conversion illustrations.
- All current inforce life policies and customers will remain a priority and continue to receive high-quality service administered by Equitable. For questions on inforce life insurance policies, contact our Customer Service Center at 800-777-6510. Monday-Thursday 8:30AM - 7:00PM E.T. Friday 8:30AM - 5:30PM E.T.

This bulletin replaces compensation information and product availability previously communicated.