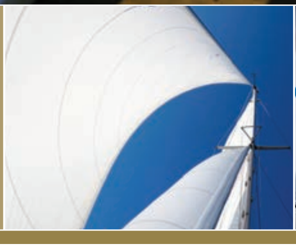
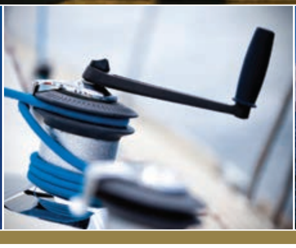
# CHARTING A COURSE

*to Help Secure your Future with Life Insurance*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**John Hancock Life Insurance Company (U.S.A.)** – (John Hancock)
**John Hancock Life Insurance Company of New York** – (John Hancock)

## *Some things shouldn't be left to chance.*

You've made promises to the important people in your life. To your family, it's a financially secure future. To your children, a college education. If you have a business, you may have promised your employees continued employment. Certainly, you've promised yourself a secure retirement. And perhaps most importantly, you've promised yourself to live a healthy life so you can enjoy time with your loved ones as long as possible.

***Fortunately, there's a way to help keep those promises — to protect the wealth you've accumulated and the assets you'll earn in the future — all while earning rewards for living a healthy life.***

# Life Insurance

## THE SOLUTION TO HELP ADDRESS A WIDE RANGE OF NEEDS

The benefits and features of life insurance can keep your financial strategy on course and help you meet significant goals, such as:

- **Protecting your loved ones from financial hardship** by providing asset and income protection from premature death.
- **Building ways to supplement your income** in a tax-advantaged vehicle.
- **Creating a wealth transfer tool** that helps ensure your legacy will pass effectively to the next generation.
- **Providing solutions to keep closely held businesses operating** by providing cash to transfer the business — as well as by providing important benefits to employees.
- **Supporting your pursuit of a longer, healthier life** through the John Hancock Vitality Program.

**Take a look at the statistics below. They indicate that many U.S. households are not adequately insured, or may not have the right insurance coverage to help meet key financial goals that can ensure their financial security.**

### The Facts of Life

Many U.S. households continue to be underinsured:

- Just under 60% of adults in the U.S. have life insurance coverage.[1]
- Nearly one-third (30%) of Americans believe they need more life insurance.[1]
- 43% of Americans say they would feel a financial impact within six months if the primary wage-earner died.[1]

Baby Boomers heading toward retirement:

- By 2029, all of the Baby Boomers (born between 1948-1964) will be 65 years old and over, and more than 20% of the total U.S. population will be over the age of 65.[2]
- Over 40 percent of Americans are very or extremely concerned with their ability to retire comfortably.[1]

1. LIMRA, 2015 Insurance Barometer Study.
2. Colby, S. and Ortman, J., *The Baby Boom Cohort in the United States: 2012 to 2060. U.S. Census Bureau*, May 2014.

# Protection

**PROVIDING SECURITY FOR YOU AND YOUR FAMILY — TODAY AND TOMORROW**

## Protection from the Unexpected

The fundamental purpose of a life insurance policy is to financially protect family members from lost income due to the unexpected death of a primary income earner.

For instance, the life insurance death benefit can be used to pay off a mortgage, fund education obligations, and replace lost salary to pay for ongoing household expenses, debts, and even outstanding tax bills. A key value of life insurance when it comes to family protection is that it provides the death benefit in the form of cash, in a timely fashion. In fact, life insurance provides protection exactly when it is needed, regardless of market or economic conditions.

### How Does It Work?

A life insurance policy can provide an immediate income tax-free death benefit to your heirs in the event of your premature death. With proper planning, they will receive the proceeds directly (without probate) on an income and estate tax-favored basis (under current law).[3]

## Long-Term Care Coverage

Adding a long-term care rider to a permanent life insurance product can help protect your family, your hard-earned assets, and your future from the high costs of long-term care. There are additional costs associated with such a rider, and benefits are subject to exclusions and limitations.

**FACTS YOU SHOULD KNOW**

- At least 70% of people over age 65 will require long-term care services at some point in their lives.[4]
- The national average for 24-hour home care or one year in a nursing home can run more than $94,200 (or $258 a day) for a private room.[5]
- 65% of Baby Boomers expect they will need long-term care at some point in the future, especially as many have firsthand experience in helping with aging parents.[6]

3. Life insurance death benefit proceeds are generally excludable from the beneficiary's gross income for income tax purposes. There are a few exceptions such as when a life insurance policy has been transferred for valuable consideration.
4. Source: U.S. Department of Health and Human Services, National Clearinghouse for Long-Term Care Information, www.longtermcare.gov, November 2014.
5. John Hancock's 2013 Cost of Care Survey, conducted by LifePlans, Inc., 2013.
6. Source: John Hancock's 2015 Consumer Survey; Understanding Consumer Attitudes and Awareness.

# Supplement Income

**GOING THE DISTANCE — GETTING YOU WHERE YOU WANT TO GO**

## Cash Value

In addition to providing death benefit protection, a cash value life insurance policy is flexible enough to meet a variety of needs during your lifetime such as:

- Supplemental retirement income
- Cash to start a business opportunity
- Additional business cash flow
- College funding

Not only can your policy's cash value be accessed to provide future financial solutions, but cash value life insurance offers tax advantages that can include:

- Tax-deferred growth
- Tax-favored withdrawals
- Tax-free death benefit

### How Does It Work?

A portion of your premium payments on a permanent life insurance policy, such as universal life or variable universal life, goes toward building potential cash value which may accumulate each year, tax-deferred. Once you have accumulated enough cash value, you can opt to use it to cover your premium payments. Or a portion of the cash value can be withdrawn in the event of an emergency, or to supplement retirement income (keeping in mind that the policy's death benefit is reduced by the amount of the withdrawal).[7]

Another common way people access their cash value is by taking out a loan against their policy and paying it back at a favorable interest rate (frequently a zero net rate, depending on your policy).[7] Note that while there is no obligation to repay the loan during life, the money owed, plus interest, will be deducted from the death benefit upon death.

7. Loans and withdrawals will reduce the death benefit, cash surrender value, and may cause the policy to lapse. Lapse or surrender of a policy with a loan may cause the recognition of taxable income. Policies classified as modified endowment contracts may be subject to tax when a loan or withdrawal is made. A federal tax penalty of 10% may also apply if the loan or withdrawal is taken prior to age 591/2. Cash value available for loans and withdrawals may be more or less than originally invested. Surrender charges may apply to withdrawals taken from the cash values of a life insurance policy. Please refer to the life insurance contract for details regarding the amount of the charges and when they apply. The net cash surrender value will generally reflect the amount available, net of surrender charges, for withdrawal.

**BENEFITS OF CASH VALUE LIFE INSURANCE:**

Permanent or cash value life insurance is built to last a lifetime.

The permanent policy can help:

- Replace income for your family in the event of premature death
- Cover the contributions provided by a non-earning spouse (caring for children/home, other domestic services)
- Repay debt obligations
- Plan for business succession or estate transfer in the event of premature death
- Provide an alternative and efficient savings plan
- Offer potential protection from the claims of creditors

## Considerations

Of course, there are several other income alternatives you may want to consider in addition to life insurance. The following chart summarizes how life insurance compares with these other options.

| REASON | LIFE INSURANCE | TAXABLE INVESTMENTS | QUALIFIED PLAN/ TRADITIONAL IRA | ROTH IRA | MUNICIPAL BONDS |
|---|---|---|---|---|---|
| **Tax-Favored Withdrawals** | Yes | No | No | Yes | Yes |
| **Tax-Deferred Accumulation** | Yes | No | Yes | Yes | Yes |
| **Tax-Free Death Benefit** | Yes[8] | No | No | No | No |
| **Unrestricted Access and No Penalties** | No[9] | Yes | No | No | Yes |
| **Contribution Limits** | No[10] | No | Yes | Yes | No |
| **Cost of Insurance Charges** | Yes | No[11] | No | No | No |

8. Life insurance death benefit proceeds are generally excludable from the beneficiary's gross income for income tax purposes. There are a few exceptions such as when a life insurance policy has been transferred for valuable consideration. Comments on taxation are based on John Hancock's understanding of current tax law, which is subject to change. No legal, tax or accounting advice can be given by John Hancock, its agents, employees, or registered representatives. Prospective purchasers should consult their professional tax advisor for details.
9. Withdrawal of policy values in excess of the owner's investment in the contract can cause recognition of gain (to the extent of gain) for income tax purposes. Furthermore, while an owner generally may borrow against a life insurance policy without immediate income tax consequences, a lapse or surrender of a policy against which loans are outstanding may also cause the owner to recognize policy value in excess of basis (for income tax purposes).
10. For every life insurance policy, there is a minimum premium at any given time, the payment of which is necessary to keep the policy in force. Premiums may be paid in excess of this amount, which may have the effect of reducing future necessary minimum payments. However, excessive advance funding of a life insurance policy can result in the policy being treated as a modified endowment contract, which would be subject to significantly different tax treatment than other life insurance policies.
11. If the underlying investment is a deferred annuity, cost of insurance charges and/or withdrawal penalty may apply.

# Wealth Transfer

## NAVIGATING YOUR FUTURE — MAKING THE MOST OF YOUR SUCCESS


You own a variety of assets and have accumulated wealth over the years. While your income may be primarily generated from various sources, including pension plans, non-qualified deferred compensation plans, and social security, you may intend on preserving certain other personal assets for your heirs. In some cases, you may be giving up higher returns to preserve wealth by continually rolling over low-yielding certificates of deposit (CDs), or by maintaining municipal bonds to benefit from the tax-free income they offer. Or you may be holding a deferred annuity to take advantage of the tax-deferred growth it can provide your heirs. Unfortunately, there are additional taxes at death associated with owning some of these assets. Ultimately, you may be transferring more of your wealth to the IRS than to heirs.

The chart below illustrates taxation of certain assets at death, based on current tax law:

| | MUNICIPAL BONDS | CERTIFICATES OF DEPOSIT | DEFERRED ANNUITIES | SPIA[12] | TRUST-OWNED LIFE INSURANCE[13] |
|---|---|---|---|---|---|
| **Income Tax** | No | No | Yes | No | No |
| **Estate Tax** | Yes | Yes | Yes | No | No |
| **Generation-Skipping Tax** | Yes, when beneficiaries are grandchildren | Yes, when beneficiaries are grandchildren | Yes, when beneficiaries are grandchildren | No | No |

### How Does It Work?

By using a maximization approach in your wealth transfer strategy — in which you immediately or systematically replace a deferred annuity, municipal bond portfolio, or other low income-producing asset with more tax-efficient vehicles — you may be able to transfer more to heirs while maintaining or increasing your income.

12. A SPIA is a Single Premium Immediate Annuity that provides an income stream for a chosen number of years based on a single deposit made to purchase the annuity. The income stream from the annuity is calculated on a Life-Only No-Refund basis so that the income will last for the lives of the income beneficiaries and no principal balance will be remaining in the estate at death. When using a maximization approach, the SPIA beneficiary is assumed to be you, or you and your spouse, if applicable; otherwise taxation may apply.
13. Trusts should be drafted by an attorney familiar with such matters in order to take into account income and estate tax laws (including the generation-skipping transfer tax). Failure to do so could result in adverse tax treatment.

**BENEFITS OF USING A MAXIMIZATION APPROACH**

A maximization approach offers several possible benefits:

- Reducing market and interest rate risk by exchanging the asset for a more tax-efficient one
- Reducing your taxable estate without giving up income or a legacy for heirs
- Transferring more to your heirs by leveraging the asset's income with life insurance

### Considerations

- The maximization approach should be used with assets that you do not need for retirement income.
- The leverage that the insurance may provide is available only if you are insurable.
- Different investment choices, including Single Premium Immediate Annuities (SPIA) and life insurance policies, carry different risks, costs, and benefits that each investor must measure based on specific goals and tolerance for risk.[14]

## Lifetime Giving

A program of Lifetime Giving can be part of your wealth transfer strategy. It can help reduce estate taxes, avoid probate, and — when combined with life insurance — may also increase the amount passed to your heirs.

**BENEFITS**

- Lifetime giving can help reduce the size of the estate and hence any potential estate taxes.
- Lifetime gifting can protect gifted assets from creditors, avoid probate for gifted assets, and protect your family's privacy.[15]
- When gifts are used to purchase life insurance, lifetime giving may increase the amount of money left for heirs.

14. The exchange of an asset for a SPIA may be a taxable event and/or sales charges may apply based on the type of investment being exchanged. In addition, if the life insurance is not owned by a properly drafted life insurance trust, it is possible that the life insurance proceeds will be part of the taxable estate.
15. Assuming the proposed initial gift was not a fraudulent conveyance meant to inhibit creditors.

# Business Planning

## HELPING BUSINESSES STAY ON COURSE

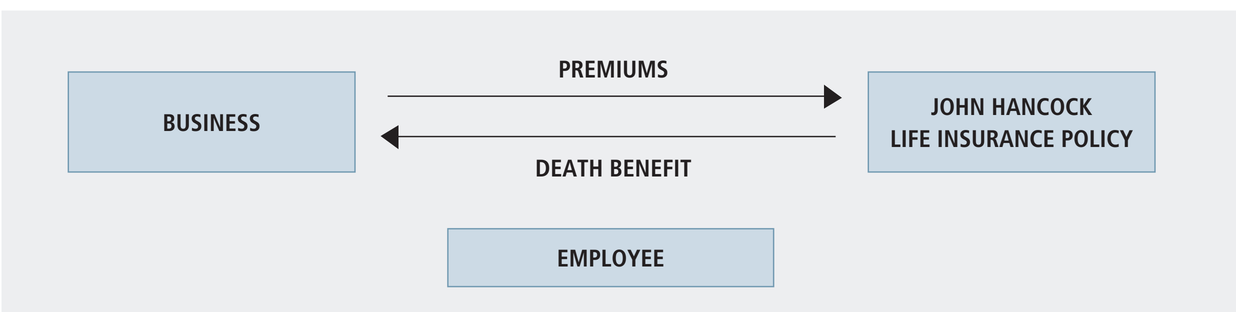
If you are a business owner, you can use life insurance to protect your business and provide important benefits to your employees. Without proper planning and funding, many small businesses fail to continue to the next generation.

### Key Person Insurance

As a business owner, you may be concerned about protecting the business from the death of a key employee whose knowledge and contributions to the company are invaluable. The loss of a key person may result in not only a loss in sales, but also a potential loss of important contacts and goodwill. Your company's credit position may also be compromised.

#### How Does It Work?

You can protect your business from the loss of a key person by implementing a Key Person insurance plan. Your business buys a life insurance policy on the life of the key employee, with the business as the owner and the beneficiary of the policy. Your business will pay the entire premium and — at the death of the employee — your business will receive the entire death benefit. This income tax-free death benefit may be used to replace lost profits, recruit and/or retain qualified replacements, or protect your company's credit position. The employee does not have any interest in the policy, nor does his or her family typically receive any benefits from the policy when death occurs.




With Key Person life insurance, your business has death benefit protection in case of a sudden and unexpected death and is able to access the potential cash value of the life insurance policy for cash flow, retirement benefits, or for unanticipated expenses.

## Business Succession Planning

The success of your business can depend on certain individuals. The death, disability, or retirement of such individuals can be potentially devastating if adequate planning is not in place. Buy-Sell plans are agreements in which one party agrees to buy and another agrees to sell a business interest in those circumstances. They allow for an orderly transfer of ownership, and life insurance can be an ideal source of funding for these important methods of succession planning. Life insurance proceeds provide the cash to fund the transfer of a business at death. Or prior to death, a cash value life insurance policy can be used as a partial funding source to replace a key owner's activities at his/her retirement or disability.

### BENEFITS

- **Guarantees a buyer:** A Buy-Sell plan provides a guaranteed buyer upon the death, disability, or retirement of a business owner. The remaining owners are protected against the sale of a significant interest in the company to an unknown third party.
- **Creates liquidity:** At the death of one of the owners, his or her family may need cash for ordinary living expenses. The life insurance used to fund the Buy-Sell plan can help provide this liquidity, as well as any estate tax liability.

## Executive Bonus Plans

In today's increasingly competitive environment, it is getting harder for businesses to find an executive benefit plan to attract, retain, and reward talented executives. What type of plan is available that will reward your most productive employees in a way that is flexible, cost effective, and simple to administer?

Two plans may be able to help: the **Executive Bonus Plan** and the **Restricted Endorsement Bonus Arrangement** (REBA). Each of these plans is appealing to key employees, tax deductible to employers, and simple to implement and administer. In addition, the REBA can provide a strong incentive for employees to stay with your company.

### BENEFITS

For the employer, both the Executive Bonus Plan and the REBA provide a tax-deductible, discriminatory benefit plan that is simple to implement and inexpensive to administer. The Executive Bonus Plan offers an immediate income-tax deduction of the full bonus amount; the REBA provides a tax deduction as the employee vests in the bonus. Additionally, the vesting schedule of the REBA creates a strong incentive for the executive to stay with the company. For the executive, both plans offer affordable life insurance protection and potential supplemental retirement income.

# Innovative Products

**OFFERING SOLUTIONS TO MEET YOUR NEEDS**

## Life Insurance that Supports Healthier Living

John Hancock's whole new approach to life insurance allows you to earn valuable rewards and discounts, including lower life insurance premiums, by engaging in healthy activities and habits. To this end, we have partnered with Vitality, the global leader in integrating wellness benefits with life insurance products.

Life insurance with the John Hancock Vitality Program can help you secure your financial future while supporting your pursuit of a healthier, longer life. You'll even get a free Fitbit® device so you can track your healthy activities and start earning Vitality Points. The more Vitality Points you earn, the higher your Vitality Status and the greater the rewards,[16] including discounted cruises and hotel stays, as well as the opportunity to lower life insurance premiums.[17]

We currently offer the John Hancock Vitality Program on many of our policies, and expect it to be available on most others in the future. We invite you to contact your John Hancock representative for more details.

## A Life Insurance Product for Every Need

John Hancock offers a wide range of life insurance products that include both term and permanent policies, such as universal life, indexed universal life and variable universal life. You can also enhance your policy to better meet your needs by choosing from an array of optional riders and features, including the John Hancock Vitality Program.

16. To participate in the John Hancock Vitality Program, you must elect the Healthy Engagement Rider. For each year you are eligible to participate in the John Hancock Vitality Program, you have an opportunity to earn credits based on healthy actions you take. Every year, these activities result in Vitality Points, which are used to determine a Vitality Status, which then determines the amount of credits applied to your policy's cash value. These credits may lower your premium or improve your cash value accumulation potential.
17. Please consult your financial representative as to how premium savings may affect the policy you purchase. Paying a premium amount that differs from an originally illustrated amount could reduce the duration of your policy's Death Benefit Protection feature or impact other features of your policy.

## Benefits of Permanent versus Term Life

While term insurance can cost significantly less than permanent insurance, there are other factors you should consider when deciding which type of policy is the right fit for your needs.

The following are some factors to consider about permanent insurance:

- **Permanent death benefit protection** — Unlike term insurance, which lasts only for a set period of time, permanent insurance provides permanent protection against economic loss.
- **Cash value accumulation** — A permanent policy has the potential to accumulate cash value on a tax-deferred basis and may help you to recover premiums.[18, 19]
- **Tax-favored income** — Cash withdrawals may be taken on a tax-free basis up to the policy's cost basis. Loans can be taken on a tax-deferred basis.
- **Flexibility** — The permanent policy may be designed to provide the insured with the flexibility to address changing needs.

The following chart provides a quick overview of the features of permanent and term life insurance.

| FEATURES OF POLICY | PERMANENT | TERM[20] |
|---|---|---|
| **Death Benefit Protection** | Yes | Yes |
| **Cash Value Accumulation** | Yes | No |
| **Acceleration of Death Benefit During Lifetime to Cover Long-Term Care Expenses** | Yes | No |
| **Flexibility Based on Changing Needs** | Yes | No |
| **John Hancock Vitality Program*** | Yes | Yes |

*Available on most products; please check with your John Hancock representative.

18. Depending on the performance of the underlying investment accounts of a variable universal life policy and the interest crediting rate on a universal life policy, the cash values available for loans and withdrawals may be worth more or less than the original investment amount. Additional premiums may be required to sustain the policy.
19. Purchasing variable universal life (VUL) insurance involves investing in underlying investment accounts that correspond to your investment objectives and level of risk tolerance. The types of risks associated with investing in these accounts include potential market, portfolio, inflation, and international risk. The primary purpose of VUL is to provide lifetime protection against economic loss due to the death of the insured person VUL insurance products are long-term contracts and are sold by prospectus. For more information, please refer to the product prospectus.
20. John Hancock Term is convertible to any fully underwritten single life permanent policy in the John Hancock portfolio for the lesser of the first six policy years or to age 70. In policy year seven through 10, the policy owner can convert to a product designated for conversion.

# Needs Analysis Worksheet

## How much life insurance do you need?

Life insurance is an important component of any financial plan. This quick and easy Needs Analysis Worksheet will help determine how much insurance coverage is needed to help secure your financial future.

### ASSETS

1. Spouse's Annual Income ________
   x Number of Years ________
   = **Total Projected Income** ________
2. Cash and Savings ________
3. Investments ________
4. Home Equity ________
5. Retirement Income ________
6. Existing Life Insurance ________
7. Other ________
8. **Total Assets** (add lines 1–7) ________

**This worksheet does not take into account investment growth or the time value of money. This is just an approximate estimate. Please contact your financial advisor to determine the amount of protection that is right for you.**

### EXPENSES

9. Annual Living Expenses ________
   x Number of Years ________
   = **Total Projected Living Cost** ________
10. Annual Mortgage/Rent ________
    x Number of Years ________
    = **Total Projected Mortgage/Rent** ________
11. Outstanding Debt (Car Loans, Credit Cards, Personal Loans, etc.) ________
12. Annual Childcare Cost ________
    x Number of Years ________
    = **Total Projected Childcare Cost** ________
13. College for Child One ________
    + Child Two ________
    + Child Three ________
    = **Total Projected College Cost** ________
14. Funeral and Settlement Costs ________
15. **Total Expenses** (9–14) ________

**Difference** (between line 8 and 15) ________

**Amount of Insurance Needed** ________

# Notes

## *Strength. Stability. John Hancock.*

John Hancock's strong ratings, as judged by the major rating agencies, are a comprehensive measure of the company's financial strength and stability. This is important because these financial ratings reflect the life insurance company's ability to pay claims in the future. With over 150 years of experience, John Hancock offers clients a diverse range of financial protection products and wealth management services through its extensive network of employees, agents, and distribution partners.

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