



Agent product guide

Advantage Builder II

**INDEXED
UNIVERSAL LIFE**



Advantage Builder II **INDEXED UNIVERSAL LIFE**

is a flexible premium universal life insurance policy with an index-linked interest crediting feature. Our next-generation IUL offers your clients the flexibility they need to protect their family, prepare for retirement and plan for the future.

Product Features

- Index-linked interest crediting options that include a guaranteed minimum interest rate while providing more potential over the life of the policy for greater interest crediting than most traditional life insurance products
- Optional No-Lapse Guarantee (NLG) Rider that can extend the guaranteed death benefit for the life of the insured
- A new Wellness for Life® Rider that combines wellness benefits with the potential to save insurance costs by maintaining a healthy lifestyle
- Flexible premium payments and death benefit options
- Access to cash value via policy loans and withdrawals (tax consequences and/or surrender charges could apply)
- Qualified and nonqualified policies available
- Issue Ages 0-85

This policy description provides highlights and does not cover all restrictions, conditions or limitations that may apply. See the policy for full details. Benefits may be limited or excluded during the first two years of your policy under suicide and contestability provisions.

Products issued by and all policy benefits are the responsibility of Aviva Life and Annuity Company, and not that of any other insurer or company.
For agent use only. Not for use with the general public. Policy Form 2EDB08. Availability may vary by state.

By combining guarantees, choices and performance, Aviva can provide the product features your clients want.

Guarantees

With a guaranteed 2% minimum interest rate, guaranteed Account Value Enhancement and optional No-Lapse Guarantee Rider, your clients will know their policy has a solid foundation.

Choices

Seven interest crediting strategies, over a dozen riders, two loan options, flexible premium payments and three death benefit options are just a few of the many choices available to assemble a life insurance policy that fits your clients' needs.

Performance

Aviva has led the way in indexed life insurance product development for nearly a decade. Our products offer outstanding value and innovative features for your clients.

Product Specifications

Underwriting Classes

Premier Non-Tobacco: age 18-75
Preferred Non-Tobacco: age 18-85
Preferred Tobacco: age 18-85
Standard Non-Tobacco: age 0-85
Standard Tobacco: age 18-85

Minimum Face Amount

\$100,000

Premiums

Premiums are flexible, subject to a minimum premium and guideline premium limitations. The minimum premium period is 5 years.

Lifetime Rolling Target Premium

Premiums paid up to the first year target provide first-year commissions regardless of when the premium is paid.

Maturity

Monthly deductions continue to the insured's age 121. If the policy is in force at that time, monthly deductions stop with the death benefit continuing until the insured's death.

Product Charges*

- 5 percent premium load and \$6 monthly fee
- Monthly expense charge based on face amount issued
- COIs charged on the net amount at risk

Surrender Charges

15-year declining schedule

Death Benefit Options

- Level (Option 1)
- Increasing (Option 2)
- Level with Death Benefit Return of Premium Rider (Option 3)

Policy Changes

(no changes allowed in first policy year)

Face Increases

- Minimum face amount increase is \$25,000.
- Evidence of insurability is required.

Face Decreases

- Face reductions will reduce cost of insurance charges, but will not reduce minimum premiums, surrender charges, or the monthly expense charge.

* As with most universal life policies, the cash value is determined by the sum of premiums paid net of any loads, deductions of policy charges, plus interest credited. Policy charges are deducted monthly and include a flat administrative fee, an expense charge based on face value issued, cost of insurance charges, and premiums for any riders.





Agent Website

www.avivausa.com/agents

Illustration and Web support

(800) 801-1486, Option 3

Advanced Markets

(800) 525-7133

See pages 5 and 6 for a **complete overview of all riders available on Advantage Builder II IUL.**

Levelized Strategy Transfer

If elected on application, all premiums received in the first policy year will be systematically directed to the selected strategies once per month for the remainder of the first policy year. Illustrated values do not reflect the potential impact of the Levelized Strategy Transfer.

Account Value Enhancement

Beginning with the 10th policy year, Aviva will credit an annual increase to the Basic Interest Strategy based on the policy year's average monthly account value (excluding outstanding loans and interest under the Annually Declared (Fixed) Loan Interest Option) for that year. The account value enhancement is guaranteed to be 0.5% per year.

Guideline Premium and CVAT

Both Guideline Premium and Cash Value Accumulation tests available. Available only at issue, this election affects the premium limits and minimum death benefit requirements within the policy.

Qualified and Nonqualified

Unisex settlement options available for qualified plans.

Loans**

Available in all policy years, interest collected in advance.

Choice of **variable rate** or **annually declared (fixed rate)** policy loans (including preferred):

- **Variable loan rate** is equal to the Moody's Corporate Bond Yield Average rate, but will never be less than 3 percent or more than **9.5 percent**. The crediting rate is the same for borrowed and non-borrowed funds.
- **Fixed rate loans** have a 2 percent net cost.
- **Preferred fixed rate** loans are available on a portion of cash value after the 10th policy year and have a 0 percent net cost.

Outstanding loans are treated as a lien against the policy's cash value and death benefit. Loan repayments may be made at any time.

Withdrawals (not available in first policy year)***

Partial withdrawals reduce the death benefit and the account value by the amount of the withdrawal, with pro-rated surrender charges and a fee of up to \$25.

- **20 percent** free partial withdrawals available. Pro-rata surrender charges apply for withdrawals in excess of 20 percent.
- For Death Benefit Option 1 and 3 policies, the face amount is decreased by the amount of the gross withdrawal.
- For Death Benefit Option 2 policies, no face amount adjustment is made.

Other Factors Affecting Interest Crediting

Any money removed from an indexed strategy segment during an interest crediting period for any reason (e.g., withdrawal, certain loans, policy surrender, to pay policy charges or expenses, etc.) is not credited with any index-linked interest for such interest crediting period.

Illustrations

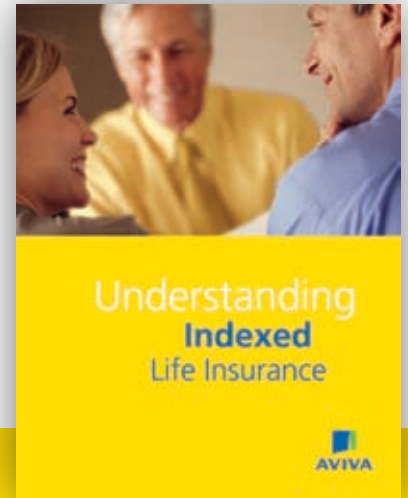
A signed policy illustration is required via our Life Portraits Sales Solutions illustration software (LPSS). LPSS can be accessed through your agent website.

** If the fixed account does not have sufficient funds to cover a policy loan, withdrawal, or policy charge, funds will be automatically transferred from indexed accounts to the fixed account to cover such amounts (annually declared (fixed rate) loan only).

*** This policy is designed for long-term accumulation and not for short-term liquidity. However, if the policyholder's needs change, the policy allows the policyholder to withdraw all or part of the cash value subject to certain limitations. Withdrawals may be subject to surrender penalties imposed by the company. Amounts withdrawn may also be subject to tax liability or tax penalties. Partial surrenders and loans may affect policy values and death benefits. Aviva does not provide tax, legal or accounting advice; policyholders should always consult their own personal advisor for tax, legal, or accounting advice.

As an indexed life policy, Advantage Builder II offers your clients a wider range of options than are available in traditional life insurance policies.

The indexing features of our Advantage Builder II IUL are outlined below. For complete details regarding Aviva indexed life insurance products, please consult our brochure, "Understanding Indexed Life Insurance" (Form 14888). This client-approved booklet will allow you to provide your indexed life customers with a complete buyer's guide for Aviva indexed life insurance.



■ Interest Crediting Options

Fixed and indexed strategies available

■ Current Interest Crediting Strategies*

Basic Interest Strategy

The initial holding place for premium. A minimum balance is kept here and earns a fixed interest rate determined by the company. Premiums paid in excess of the minimum required move from here to the other interest crediting strategies chosen by the customer, according to policy specifications.

Fixed Term Strategies

- One-Year Fixed Term Strategy
- Five-Year Fixed Term Strategy

Indexed Strategies

- One-Year Point-to-Point (five-year term)
- One-Year Multi-Index (five-year term)
- One-Year Monthly Cap (five-year term)
- One-Year Monthly Average (five-year term)
- Two-Year Point-to-Point (six-year term)

■ Indices⁺

- Standard & Poor's 500 Composite Stock Price Index
- NASDAQ 100 Index
- Dow Jones Industrial Average

■ Participation Rate

Determines the percentage of the index growth the policyholder is eligible to earn. Participation rates may vary by interest crediting strategy and can be reset at the beginning of an interest crediting period as specified in the policy. Advantage Builder II includes a participation rate that is guaranteed to be at least 100%.

■ Cap Rate

The cap rate is the maximum rate that is used in calculating credited interest for each strategy. Cap rates may vary by strategy and can be reset at the beginning of an interest crediting period as specified in the policy. Advantage Builder II includes a minimum cap that is guaranteed for the life of the policy. (Varies by strategy)

■ Guaranteed Interest Rates

The Advantage Builder II IUL policy provides a guaranteed minimum interest rate of 2%. On the fixed-term strategies, the policy guarantees that the declared interest rate will never be less than 2%. On the indexed strategies, the policy guarantees that the interest credited will never be less than 2% compounded annually over the segment term. The guarantee will be applied at the end of the segment term or upon lapse, surrender or maturity of the policy, whichever occurs first.**

* Strategies may not be available in all states. Dollars in strategies can be redirected at the end of each segment term.

** In Pennsylvania, the interest credited will never be less than 1% per year and 2% compounded annually over each index strategy segment. The 2% guarantee will be applied at the end of the segment term or upon lapse, surrender or maturity of the policy, whichever occurs first.

+ See back cover for disclosure regarding indices used. Measurement of indices exclude dividends.

Riders*

Optional No-Lapse Guarantee Rider**

(Form 2NLEDB08)

Lifetime guaranteed death benefit is available via the No-Lapse Guarantee (NLG) Rider. Available only at issue on Advantage Builder II, the NLG rider can keep the policy from lapsing prior to the death of the insured, provided that minimum required premiums are paid. Customers can choose the length of the guarantee and the terms of premium payments. The guarantee is highly dependent on the amount and frequency of premium paid.

Any 1035 premium received in the first year is treated as being received at the start of the year for NLG coverage determination.¹

When coupled with the Wellness for Life® Rider, any Wellness Rewards will count as NLG premium, in effect reducing the out-of-pocket premium requirement for this rider.

The death benefit guarantee period may be impacted if events including, but not limited to, the following occur:

- A change in the policy face amount
- A policy loan or withdrawal
- A change in underwriting class
- The addition, deletion or change of any rider
- Premiums are received beyond the policy month in which they are due (as long as the premium payment is not more than 30 days late, the guarantee is not affected)

Restoration Period

If the NLG becomes compromised due to insufficient premium payments, the NLG rider will enter a five-year NLG restoration period. At any time during this restoration period, premiums can be paid to 'catch up' and restore the NLG benefit. Rider charges will continue to be assessed from the policy cash value during the restoration period. Please see rider form for complete NLG rider specifications.

NLG Rider Termination

The NLG rider will terminate at the earliest of:

- The expiration of the five-year NLG rider restoration period
- The monthiversary following a request for termination
- Policy termination or maturity or
- The exercise of the Life Protector Rider

Illustrating NLG

The Sales Solutions illustration software includes a solve capability that enhances NLG illustrations. You can:

- Solve for modal premium based on face amount and guarantee period
- Solve for face amount based on the premium and guarantee period
- Maintain the NLG rider as long as possible based on the face amount and premium.

RIDERS FOR THE PRIMARY INSURED

Accelerated Benefits Rider (Form 2ABRF06)

Available at no charge, this benefit can be added to the policy at any time, and allows the policyholder to access up to 50% of the base policy face amount (to a maximum of \$250,000) in the event the insured is diagnosed with a life expectancy of 12 months or less. The minimum accelerated benefit amount is \$500. Exercise of this benefit establishes a lien on the policy (except in Mississippi, New Jersey and Texas), and the net death benefit is reduced by the amount of the accelerated benefit and accrued interest on the payment.

- **A processing fee will be assessed at the time of exercise.**
- **No underwriting required**
- **Can be elected any time**

Primary Insured Rider (Form 2PIREBB08)

Provides level term insurance on the life of the base policy insured.

- **Issue Ages:** 18-85
- **Deductions:** Payable to age 121
- **Rider Face Amount:** Minimum - \$50,000; Maximum - \$10,000,000. The maximum term blend ratio is 5:1 for issue ages 18-75 and 3:1 for issue ages 76-85
- **Maximum Special Class:** Table 8
- **Conversion:** The Primary Insured Rider is convertible while the rider is in force if within issue age limit for new policies

Waiver of Monthly Deductions Rider (Form 21042F02)

All monthly deductions (for base policy, riders and policy charges) are waived if the insured becomes totally disabled for at least 6 months. If the insured becomes disabled before age 65, a lifetime benefit is payable.

- **Issue Ages:** 0-59
- **Deductions:** Payable to age 65
- **Maximum Special Class:** 2x Standard
- **Maximum Benefit:** \$5 million at most ages

Not available with NLG rider

Not available with Waiver of Specified Premium Rider

Waiver of Specified Premium Rider (Form 21043F02)

The monthly premium specified under the rider is credited to the policy if the insured becomes totally disabled for at least 6 months. If the insured becomes disabled before age 65, a lifetime benefit is payable.

- **Issue Ages:** 0-59
- **Deductions:** Payable to age 65
- **Maximum Special Class:** 2x Standard
- **Premium Waived:** Minimum - \$25 per month premium; Maximum initial planned modal premium calculated on a monthly basis.

Not available with Waiver of Monthly Deductions Rider

Death Benefit Return of Premium Rider (Form 2ROPBB08)

Designed primarily for premium finance cases. Provides an additional, increasing death benefit on the life of the insured equal to the premiums paid, less withdrawals, accumulated with interest, if desired. An interest growth rate, from 0% to 6%, can be selected when illustrating the rider.

The interest growth rate is level in all years.

- **Issue Ages:** 0-70
- Available ONLY at the time of policy issue
- **Death Benefit:** Available ONLY with Death Benefit Option 1 (Level)
- **Underwriting:** Policy will be underwritten using the 15th year illustrated death benefit. Applications must include an illustration.
- **Deductions:** Rider face amount increases will incur cost of insurance charges. Rider face amount increases will not increase per \$1,000 of face amount charges or surrender charges.
- **Maximum Special Class:** No limit

Not available with NLG Rider

Accidental Death Benefit Rider[†]

(Form 21024F02)

Provides additional insurance payable if death results from accidental bodily injury. Death must occur within 90 days of such injury. Benefit expires at age 70.

- **Issue Ages:** 0-60
- **Deductions:** Payable to age 70
- **Face Amount:** Minimum - \$1,000; Maximum – lesser of (base plan face amount, or \$500,000)
- **Maximum Special Class:** 2x Standard

Not available with NLG Rider

Life Protector Rider (Form 2PUEBI06)^{***}

Provides for a paid-up policy when certain policy and policy loan conditions are met. Prevents policy from lapsing as a result of loan indebtedness.

- **Issue Ages:** 18-85
- **Deductions:** One-time charge assessed at the time the rider is exercised.
- **Maximum Special Class:** No limit
- **No Underwriting Required**

Guaranteed Purchase Option Rider[†]

(Form 21011F02)

Provides the option to purchase, without evidence of insurability, additional amounts of permanent insurance upon specified future dates, beginning on the insured's 22nd birthday, and every three years thereafter, until the insured's age 40, or upon the occurrence of special life events such as marriage, birth of the insured's child, or legal adoption of a child by the insured.

- **Issue Ages:** 0-37
- **Deductions:** Payable to age 40
- **Option Amounts:** Range from \$10,000 to \$60,000 and are subject to regular plan limits.
- **Maximum Special Class:** Standard

Wellness for Life[®] Rider (Form 2WFLAJ07-2)

This innovative program provides benefits offered through an exclusive strategic arrangement with Mayo Clinic Health Solutions. The program is targeted at consumers interested in maintaining or improving their current state of health, receiving information regarding healthy living, and potentially receiving policy rewards for living a healthy lifestyle. See Form 16309 for more information on this rider.

- **Issue Ages:** 21-85
- **Face Amount:** Minimum - \$100,000
- **Deductions:** There is an administrative expense charge of \$8.33 per month, anticipated to be charged in the first year only. Guaranteed maximum rider charge is \$8.33 per month in all years.
- **Maximum Special Class:** No limit on base policy
- **Rewards are percentage reductions in COI rates.** Eligibility beginning third policy year and is based on the program's qualification requirements, subject to company's declared reward amount.

Wellness Program Rewards may be even greater when coupled with the No-Lapse Guarantee Rider. If the NLG is elected on a policy, any Wellness Rewards will count as NLG premium, in effect reducing the out-of-pocket premium requirement for this rider.

It is anticipated that Wellness for Life[®] services will be provided by Mayo Clinic Health Solutions for the life of the program. A life insurance policy may remain in force for many years: it is possible that the provider and/or menu of wellness services may change or be enhanced at some future date.

RIDERS FOR SECONDARY INSURED

Additional Insured Rider

(Form 21052F02)

Provides level term insurance on the life of the rider insured. Unless otherwise stated, the rider beneficiary is the base policyowner.

- **Issue Ages:** 18-75
- **Deductions:** Payable to age 95
- **Face Amount:** Minimum - \$25,000 (non-preferred), \$100,000 (preferred); Maximum - base policy face amount
- **Underwriting:** Premier, Preferred Non-Tobacco, Standard Non-Tobacco, Preferred Tobacco, Standard Tobacco
- **Maximum Special Class:** Table 8
- **Conversion:** The Additional Insured Rider is convertible while the rider is in force if within issue age limit for new policies.

Not available with NLG Rider

Children's Insurance Rider

(Form 2CIBUA09)

Provides level term insurance on the life of any child of the base policy insured, including children born to or adopted by the insured, stepchildren or legally adopted children of the insured. Unless otherwise stated, the rider beneficiary is the base policyowner.

- **Issue Ages:** Child: 15 days-17 years
- **Base Policy Insured:** 16-55
- **Deductions:** Level and payable to child's age 25
- **Face Amount:** Minimum - \$2,000; Maximum - \$20,000
- **Conversion:** The Children's Insurance Rider is convertible for up to five times the rider face amount at the child's age 25 or expiration of the rider, whichever occurs first.

* Riders are subject to state availability, certain limitations, and may require additional premiums unless otherwise specified. See terms of the rider for full details.

** The No Lapse Guarantee is called the "Extended Guarantee Rider" in Connecticut and the "Death Benefit Guarantee Rider" in Illinois.

*** The tax treatment of this rider, if activated, is not well settled under current law. In particular, it is not clear whether the rider will result in a taxable event at the time it is activated. Anyone contemplating the purchase of the policy with this rider should consult a tax advisor as to the possible tax ramifications associated therewith.

† These riders are not available if Advantage Builder II is sold in a qualified plan.

¹ This provision is applicable to sales of Advantage Builder II with the NLG rider with an issue date on or after 1/26/2009.

+ "Standard & Poor's[®]", "S&P[®]", "S&P 500[®]", "Standard & Poor's 500[®]" and "500[®]" are trademarks of The McGraw-Hill Companies, Inc. and have been licensed for use by Aviva. Our Indexed UL products are not sponsored, endorsed, sold or promoted by Standard & Poor's, and Standard & Poor's makes no representation regarding the advisability of purchasing these products.

"NASDAQ", "NASDAQ-100", and "NASDAQ-100 Index" are trademarks of The NASDAQ Stock Market, Inc. This Policy is not sponsored, endorsed, sold or promoted by The NASDAQ Stock Market, Inc. or its affiliates (NASDAQ, with its affiliates, are referred to as the "Corporations"). The Corporations have not passed on the legality or suitability of, or the accuracy or adequacy of descriptions and disclosures relating to, the Policy. The Corporations make no representation or warranty, express or implied to the owners of the Policy or any member of the public regarding the advisability of investing in securities generally or in the Policy particularly, or the ability of the NASDAQ-100 Index to track general stock market performance. The Corporations' only relationship to Aviva ("Licensee") is in the licensing of the NASDAQ, NASDAQ-100, and NASDAQ-100 Index trademarks, and certain trade names of the Corporations and the use of the NASDAQ-100 Index which is determined, composed and calculated by NASDAQ without regard to Licensee or the Policy. NASDAQ has no obligation to take the needs of the Licensee or the owners of the Policy into consideration in determining, composing or calculating the NASDAQ-100 Index. The Corporations are not responsible for and have not participated in the determination of the timing of, prices at, or quantities of the Policy to be issued or in the determination or calculation of the equation by which the Policy is to be converted into cash. The Corporations have no liability in connection with the administration, marketing or trading of the Policy.

"Dow Jones," "Dow Jones Industrial Average" and "DJIA" are service marks of Dow Jones & Company, Inc. and have been licensed for use for certain purposes by Aviva. Aviva's product(s) based on the Dow Jones Industrial Average, are not sponsored, endorsed, sold or promoted by Dow Jones, and Dow Jones makes no representation regarding the advisability of investing in such product(s).

This brochure contains highlights only. You should refer to the Advantage Builder II Indexed Universal Life policy for a full explanation. All tax related information contained here in is based on our current understanding of federal tax laws as they relate to life insurance or other subject matter discussed. These laws are subject to change in the future. Neither Aviva nor its representatives offer legal or tax advice. Your clients should consult a personal tax advisor on any tax matters.

In order to comply with certain U.S. Treasury regulations, please be advised of the following: Unless expressly stated otherwise, any U.S. Federal tax advice contained in these materials is not intended or written to be used, and cannot be used, by any person for the purpose of avoiding any penalties that may be imposed by the Internal Revenue Service.

Products issued by and all policy benefits are the responsibility of Aviva Life and Annuity Company, and not that of any other insurer or company.

Policy form 2EDB08. Availability may vary by state.

Products Issued by
Aviva Life and Annuity Company
611 5th Avenue
Des Moines, IA 50309
www.avivausa.com

