Lincoln Financial Group®

Go From "Someday" to "Every Day" With Confidence

Protect your retirement dreams with a reliable plan for all markets

FIXED INDEXED ANNUITIES

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

Insurance products issued by:
The Lincoln National Life Insurance Company

6712609

For use with the general public.

You've spent a lifetime building your savings. Now it's time to protect it.

When you retire, you'll still need to grow your money—and protect it, all at the same time. Here are five topics to discuss with your financial professional to ensure you are creating a confident, protected plan for retirement.

Keep your balance through market swings

When markets drop, it can be tempting to run to safety, but you risk turning paper losses into real losses.
Protecting your growth can help you stay focused, no matter what the market is doing.

Don't keep your (nest) eggs in one basket

Traditionally, bonds have zigged when stocks have zagged … but that has changed in recent years.
Portfolio diversification and protection from loss is becoming increasingly important.

Americans are living longer than ever

If a couple is 65 today, there's an 85% chance at least one will live to age 85, and a 64% chance one will live to 90.[1]
Plan for two or three decades in retirement.

Tax-efficiency matters, especially in retirement

It's one of the most effective ways to protect (and grow) your savings.
Ensure you're not paying taxes on money you're not currently using.

It's a good idea to be concerned about inflation

66% of investors are worried they can't keep pace with rising costs.[2]
Stay invested for growth, and don't keep too much cash on the sidelines.

> "Rule No. 1: Never lose money.
> Rule No. 2: Never forget Rule No. 1." — Warren Buffett

[1] Actuaries Longevity Illustrator, June 3, 2024, www.longevityillustrator.org.
[2] Lincoln Financial Group, 2024 Financial Concerns Report.

Find the right balance between risk and reward

Being prepared for retirement means understanding the personal level of market risk you're comfortable with when investing.

If you invest too aggressively, market volatility can make it hard to stay focused on your long-term goals. But if you invest too conservatively—such as moving too much of your portfolio into cash—you miss out on the growth you need to keep pace with inflation.

Do you need growth, protection ... or both?

Fixed investments

Pros

- Safety
- Access to your money

Cons

- Limited growth potential
- Less long-term reward

A fixed indexed annuity offers you the best of both worlds: 100% downside protection and growth potential, year-over-year.[1]

Variable investments

Pros

- Growth potential
- Dividends

Cons

- Market volatility
- Investment expenses

[1] If you do not withdraw the premium payment(s) or any interest from the annuity, the value of your money cannot go down. Guarantees are subject to the claims-paying ability of The Lincoln National Life Insurance Company. Limitations and conditions apply.

Stay positioned for long-term growth—and protect it every year

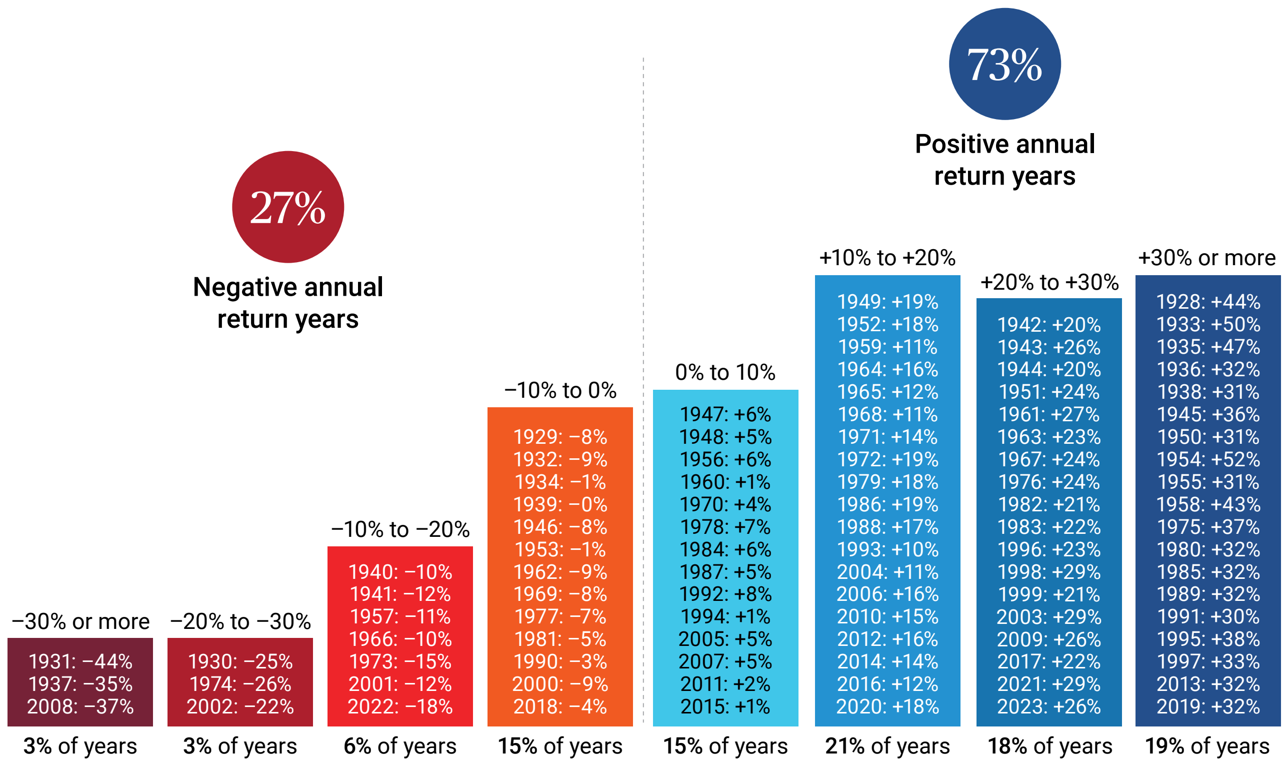
One of the drawbacks of many investments commonly regarded as “safe” is that, even if they feel secure, they may still have some hidden dangers. Inflation is the “silent killer” of portfolios over two or three decades. Assets like cash, CDs and Treasuries have a hard time keeping up. And you need to ensure that your savings will last your entire life.

The stock market can feel risky, even when history shows that stocks have actually been positive 73% of the time. Adding protection can help keep a portion of your portfolio positioned for long-term growth.

Fixed indexed annuities offer a variety of growth options, many of which are linked to the performance of highly regarded indices, such as the S&P 500. This allows you to grow your retirement savings in up years, and have 100% protection in down years.

Market swings can be concerning even if stocks rise more often than they fall

Adding protection can help keep a portion of your portfolio positioned for long-term growth. Since 1928, we’ve seen positive markets nearly three times as often as negative ones.



Source: NYU.edu for S&P 500 Index returns (including dividends) from 1928 – 1936. Morningstar for returns from 1937 – 2023.

Past performance is not indicative of future returns. Index performance is for illustrative purposes only. You cannot invest directly in the index.

Protection means you never take a loss

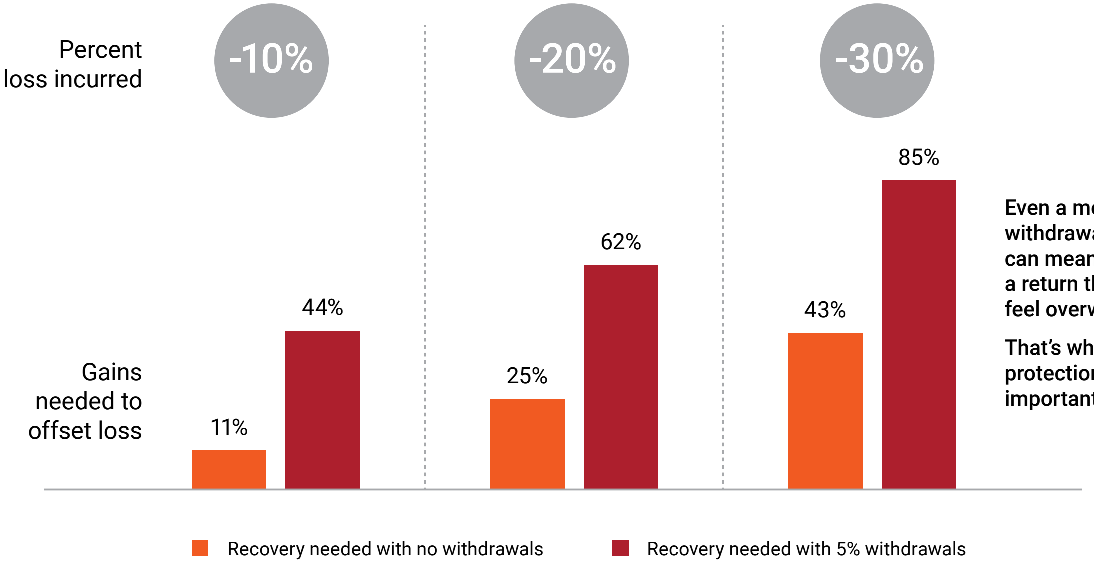
Bonds used to have a steadying influence on stocks, but in recent years they have both been susceptible to market volatility. This makes portfolios less resilient.

Many investors underestimate how much they need to gain just to get back to square one after a substantial loss. It becomes even more difficult to recover from losses when you're taking income.

Fixed indexed annuities protect your downside—offering your portfolio resilience that's hard to find anywhere else. Your money is 100% protected and serves as a powerful springboard for even more growth in coming years.

Recovering from losses is tough, especially if you're taking withdrawals

This chart compares the return you need to recover from a loss, with and without 5% withdrawals.



Even a modest withdrawal of 5% can mean you need a return that may feel overwhelming.

That's why downside protection is so important.

Source: Lincoln Financial Group. The calculation of the cumulative gains required over five years with withdrawals includes the initial loss (−10%, −20%, −30%) and the continued 5% annual withdrawals from the portfolio. It does not include the impact of investment returns. This is a hypothetical example. No actual investment is being illustrated.

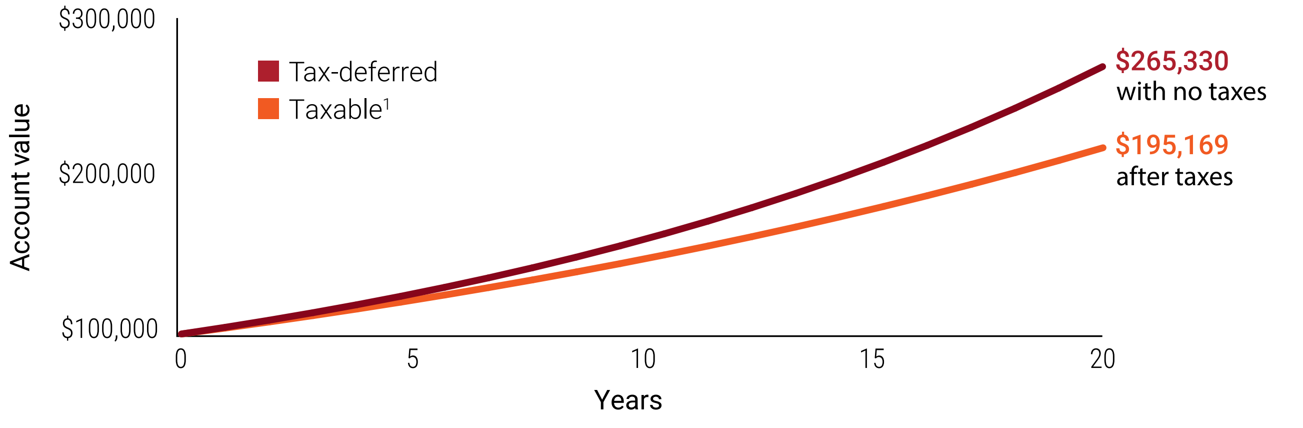
Tax-smart planning makes a powerful difference

When taxes weigh down the returns of your portfolio year over year, it's known as "tax drag." It can really add up over many years of investing. However, in order to encourage strong retirement savings, Uncle Sam offers some beneficial tax strategies to protect savers.

With the tax deferral offered by fixed indexed annuities, you won't be taxed on any growth until you take income — allowing your investment returns to compound over time, which can result in more long-term growth. You can also change your allocation each year, without the tax implications you might face with taxable assets.

What happens when you protect your savings from a yearly tax bill?

In this example, $100,000 grows faster in an annuity than a taxable investment over the same period of time. After 20 years, the account value of the annuity is $70,161 more than the money held in the taxable account.



Assumptions: Premium: **$100,000** Annual rate of return: **5%** Tax bracket: **32%**

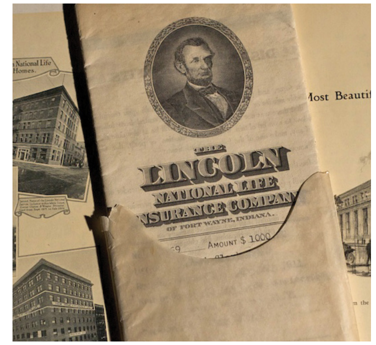
[1] Withdrawals of earnings are taxable as ordinary income and, if taken prior to age 59½, may be subject to an additional 10% federal tax. This example is hypothetical and for illustrative purposes only. The hypothetical rates of return shown in this example are not guaranteed and should not be viewed as indicative of the past or future performance of any particular investment. This example is based on a hypothetical situation assuming taxable and tax-deferred growth of $100,000, a 5% annual rate of return and a 32% tax rate over a 20-year period. Changes in tax rates and tax treatment of investment earnings may impact the hypothetical example. Lower maximum tax rates on capital gains and dividends would make the investment return for the taxable investment more favorable, thereby reducing the difference in performance between the accounts shown. Investors should consider their individual investment time horizon and income tax brackets, both current and anticipated, when making an investment decision, as these may further impact the results of the comparison.

Your retirement security is our highest priority

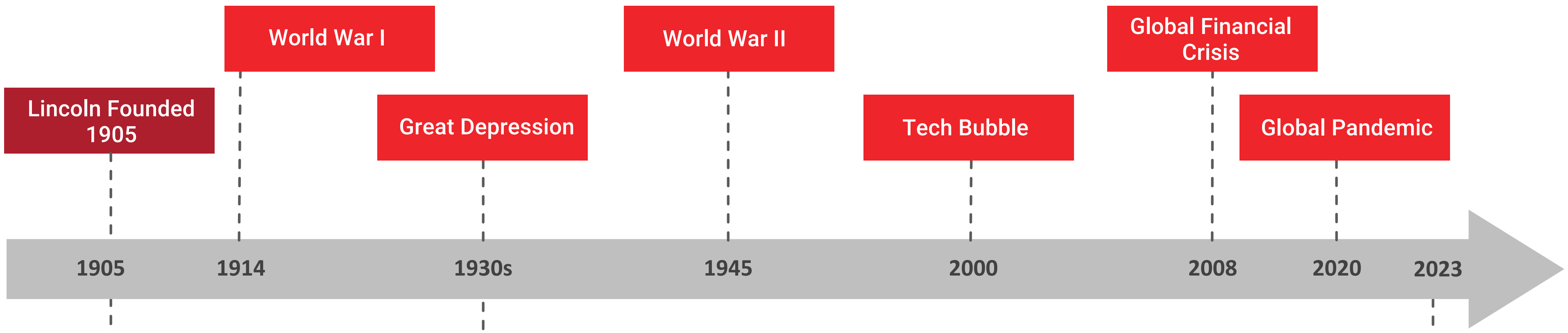
You want a provider that helps you feel confident about having the retirement lifestyle you deserve. The Lincoln National Life Insurance Company has been helping investors prepare for their financial future since 1905, and has the strength and durability you can depend on.

Financial strength ratings of Lincoln National Life Insurance Company[1]

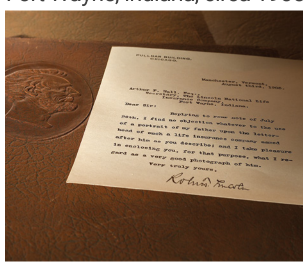
- AM Best: A
  (3rd highest of 16)
- Fitch: A+
  (5th highest of 19)
- Moody's: A2
  (6th highest of 21)
- Standard & Poor's: A+
  (5th highest of 21)



A history of navigating challenging markets



Fort Wayne, Indiana, circa 1905



Of the 55 insurers founded in 1905, only 11 remained following the Great Depression

#222 on the 2023 *Fortune* 500 list by revenue, #30 by assets

[1] These ratings apply only to the claims-paying ability of the issuing insurance company as of July 31, 2024. All ratings are subject to revision or withdrawal at any time by the rating agencies. The ratings are not recommendations to buy, sell or hold our securities. For more information on ratings, including rating agency outlooks, see LincolnFinancial.com/investor.

Would you benefit from 100% protection combined with growth potential? Talk to your financial professional to see if a fixed indexed annuity is right for you.

When are you planning to retire, and what are your primary goals?

How do you feel about taking risks with your savings?

- ☐ I want growth and am willing to accept losses.
- ☐ I'd prefer to minimize losses.
- ☐ I do not want to lose any of my savings.

How do you feel about what your savings are currently earning?

- ☐ I am pleased with my earnings.
- ☐ I wish I could earn more.

If you are heavily invested in cash, would you be interested in earning more if you could protect your principal?

- ☐ Yes
- ☐ No

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LCN-6712609-061724
PDF ADA 8/24 **Z05**
Order code: FA-FIA-PDC001

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A fixed indexed annuity is intended for retirement or other long-term needs. It is intended for a person who has sufficient cash or other liquid assets for living expenses and other unexpected emergencies, such as medical expenses. A fixed indexed annuity is not a registered security or stock market investment and does not directly participate in any stock or equity investments, or index.

Lincoln fixed indexed annuities (contract forms ICC1515-619, ICC17-622, and state variations) are issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer. **The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so. Contractual obligations are subject to the claims-paying ability of The Lincoln National Life Insurance Company.**

This annuity does not participate directly in any stock or equity investment and does not include the purchase of shares of stock or an index. The indexed accounts use an outside market index as a benchmark for determining indexed account earnings. Any dividends paid on the stocks on which the index is based do not increase the annuity earnings. All payments and values provided by the contract, when based on performance of the indexed account, are not guaranteed to be equivalent to the benchmarking index. The composition of the index and the methodology used by the index to calculate its performance are not guaranteed and may be changed at any time by the index provider.

The exact terms of the annuity are contained in the contracts and any attached riders, endorsements and amendments, which will control the issuing company's contractual obligations. For more information about the annuity, please also read the Client Guide, Disclosure Statement and Fact Sheet, or contact your representative.

Income taxes are due upon withdrawal and if withdrawn before age 59½, an additional 10% federal tax may apply. Withdrawals and surrenders may be subject to surrender charges and a Market Value Adjustment.

There is no additional tax-deferred benefit for contracts purchased in an IRA or other tax-qualified plan, since they are already afforded tax-deferred status.

Product and features are subject to state availability. Limitations and exclusions may apply. Not available in New York.

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