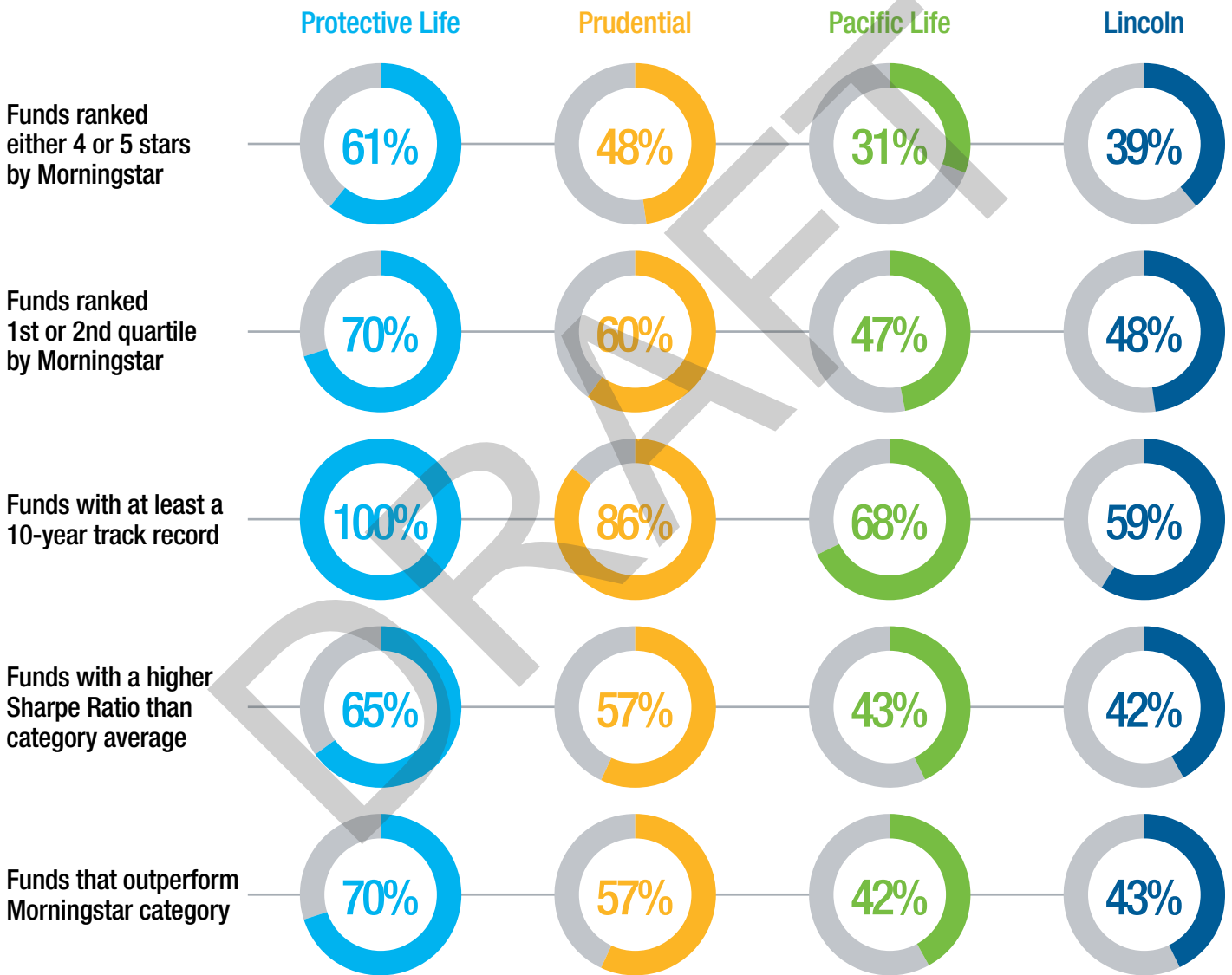


# Top-Notch Funds

Our fund lineup consists of 57 investment options from 10 reputable fund managers. **See how we stack up against the competition.**



All data is based over a 10-year period as of 9/30/16.



Additional Information on Reverse Side.

# Let's deliver on our promises. Together.

Contact me to request an illustration and learn more about Protective variable universal life products.

<Your Name Here>  
<Your Title Here>  
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Variable universal life insurance policies issued by Protective Life Insurance Company (PLICO) under policy form number (VUL-14 9-15) and state variations thereof. Product features and availability may vary by state. Securities distributed by Investment Distributors, Inc. (IDI), the principal underwriter for registered products issued by PLICO, its affiliate. Both companies are located in Birmingham, AL.

All payments and guarantees are subject to the claims paying ability of Protective Life Insurance Company.

Investors should carefully consider the investment objectives, risks, charges and expenses of Protective Strategic Objectives Variable Universal Life insurance and its underlying investment options before investing. This and other information is contained in the prospectus for Protective Strategic Objectives Variable Universal Life insurance and its underlying investment options. Investors should read the prospectuses carefully before investing. Prospectuses may be obtained by contacting PLICO at 800.265.1545.

Source: Morningstar® data as of September 30, 2016.

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## Rating

For each fund with at least a three-year history, Morningstar calculates a Morningstar Rating™ based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a fund's monthly performance (including the effects of sales charges, loads and redemption fees), placing more emphasis on downward variations and rewarding consistent performance. The top 10% of funds in each category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars and the bottom 10% receive 1 star. (Each share class is counted as a fraction of one fund within this scale and rated separately, which may cause slight variations in the distribution percentages.) The Overall Morningstar Rating for a fund is derived from a weighted average of the performance figures associated with its three-, five- and ten-year (if applicable), and these ratings are combined to produce the overall rating. The star ratings are recalculated monthly. Ratings are objective, based entirely on a mathematical evaluation of past performance. They're a useful tool for identifying investments worthy of further research, but shouldn't be considered buy or sell recommendations.

## Peer Ranking

Morningstar Category % Rank is a fund's total-return percentile rank relative to all funds in the same category. The highest (or most favorable) percentile rank is one and the lowest (or least favorable) percentile rank is 100.

## Category

In an effort to distinguish funds by what they own, as well as by their prospectus objectives and styles, Morningstar developed the Morningstar categories. While the prospectus objective identifies a fund's investment goals based on the wording in the fund prospectus, the Morningstar Category identifies funds based on actual investment styles as measured by their underlying portfolio holding (portfolio and other statistics over the past three years). In the United States, Morningstar supports 110 categories, which map into nine category groups (U.S. equity, sector equity, allocation, international equity, alternative, commodities, taxable bond, municipal bond and money market). The category group indexes and category indexes listed with each category are used in Morningstar's tools and reports to show performance relative to a benchmark.



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