MassMutual Massachusetts Mutual Life Insurance Company

Worksite Smarter.

SUCCESS STORY:

Strengthening a 401(k) with Group Whole Life Insurance

OVERVIEW

An employer wanted to provide employees with life insurance protection to complement the 401(k) retirement plan already in place. To do this, the employer worked with a MassMutual benefits producer to plan a face-to-face enrollment event to meet employees and explain how Group Whole Life (GWL) insurance can fit alongside their retirement benefits and provide added protection against unexpected events.

Many employees were impressed by GWL's protection features:

- A guaranteed death benefit.
- Guaranteed, tax deferred cash value growth that is not market sensitive and can be accessed* when available for unexpected costs without depleting retirement savings.
- A Chronic Care benefit that allows employees to accelerate a portion of their death benefit if they suffer a qualifying chronic illness.**

WHY THIS MATTERS TO YOU

This case shows how adding MassMutual Group Whole Life alongside an existing 401(k) can deepen client relationships, address real employee needs, and enable you to provide holistic benefits guidance — without disrupting retirement plans.

CLIENT:

- A high-end restaurant in the Southeast
- 500 eligible employees for Group Whole Life

CHALLENGE:

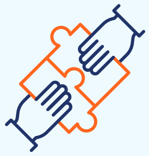
While employees were saving for retirement through the 401(k), many still lacked:

- Family protection today
- Access to available cash value for unexpected needs
- Support for health-related financial risks

GOALS:

- Educate employees on the importance of life insurance protection to round out their benefits through face-to-face enrollment
- Enroll employees in a Group GWL offering

THE RESULTS



- The case demonstrated how GWL could help protect employees, build accessible value over time and the potential to help with health-related risks without disrupting retirement plans.

- 40% of eligible employees enrolled
- The enrollment resulted in nearly $200K of added premium

FOR FINANCIAL PROFESSIONALS. NOT FOR USE WITH THE PUBLIC.

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* Access to cash values through borrowing or partial surrenders will reduce the certificate's cash value and death benefit, increase the chance the certificate will lapse, and may result in a tax liability if the certificate terminates before the death of the insured.

** Riders and other features, such as the Accelerated Death Benefit for Chronic Illness (Chronic Care Benefit) provision under the certificate, may be available for an additional premium or have a fee when exercised. Availability of these features may be limited based on issue age or state of issue. **The Chronic Care Benefit is not approved in MA**. For further details contact a MassMutual representative.

State variations will apply. Certain product features may not be available in all states.

Group Whole Life Insurance (GPWL), (policy/certificate forms MM-GPWL-2014 and MM-GCWL-2014, and MM-GPWL-2014 (NC) and MM-GCWL-2014 (NC) in North Carolina), is level-premium, participating permanent life insurance. The GPWL policy and GCWL certificates are issued by Massachusetts Mutual Life Insurance Company, Springfield, MA 01111-0001.

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