



Attract. Retain. Succeed.

Executive Bonus Plans funded with whole life insurance



We'll help you get there.®

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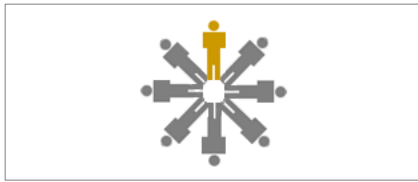
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Agenda



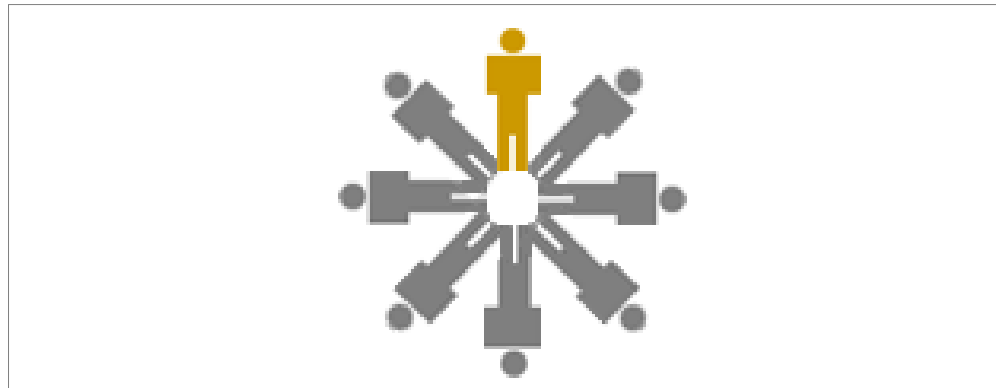
A critical business challenge



What do executives want?



A simple & effective solution



A critical business challenge



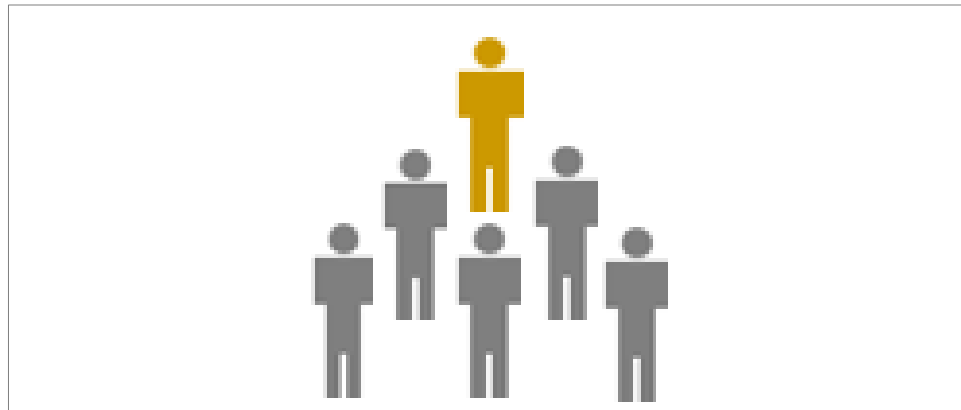
Attracting and Retaining Talent

- How critical are top performers to your success?
- How do you attract them?
- What key benefits do you offer to keep them loyal?



Rewarding Talent

- How do you reward top performers?
- What additional “selective” benefits have you considered offering?
- Has the expense or complexity prevented you from implementing a plan?
- Would a simple, affordable and flexible benefit be a consideration for your best employees?



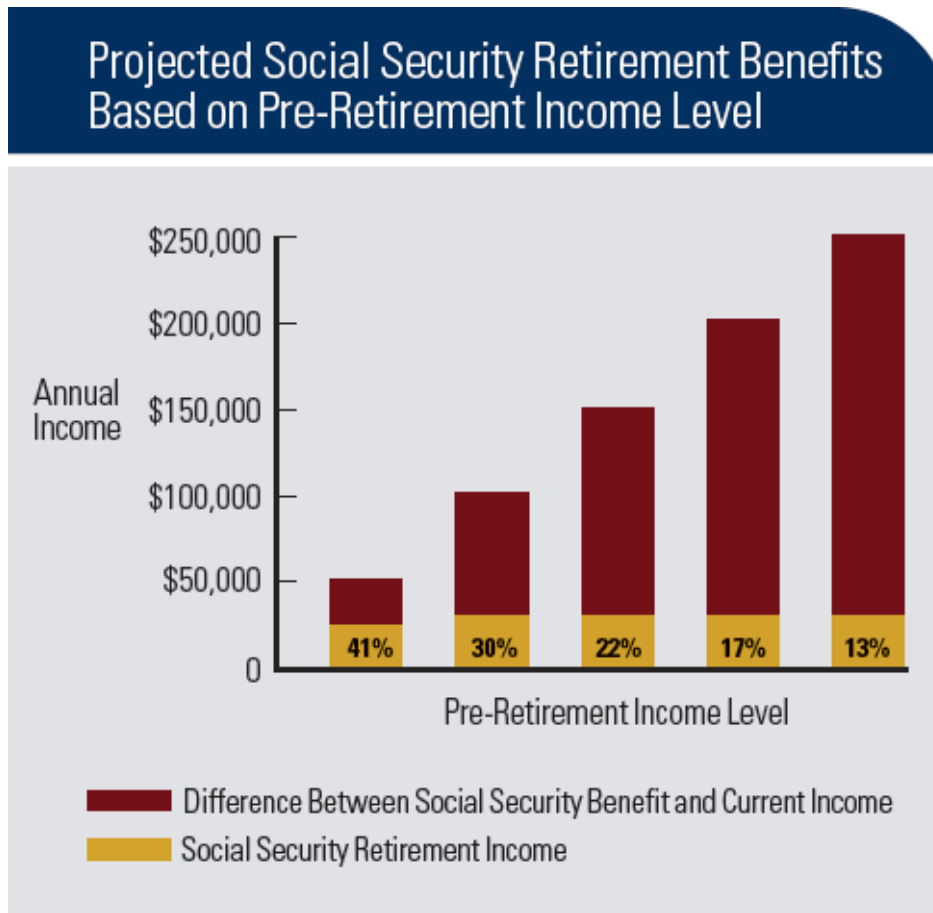
What do executives want?



**To be effective, you need something
over and above typical benefits.**



Projected Social Security Retirement Benefits



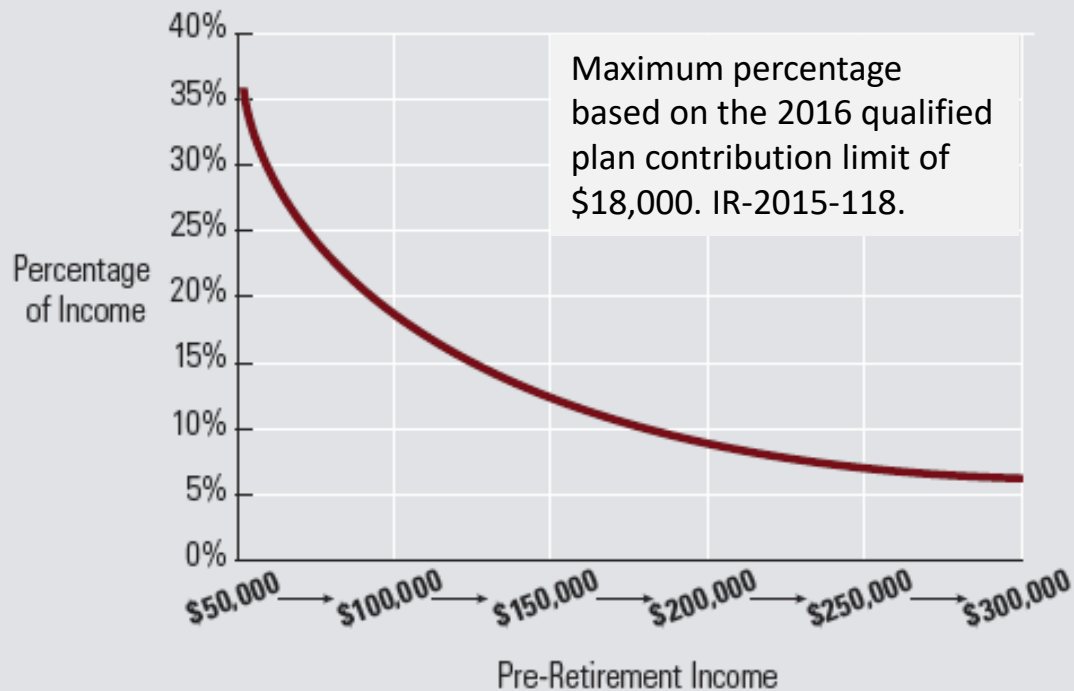
Estimated Social Security retirement income benefit in today's dollars calculated on 3/1/2016 using the Social Security Quick Calculator at www.ssa.gov/oact/quickcalc. Percentages are based on projected benefits for an individual currently age 45 retiring at age 67.

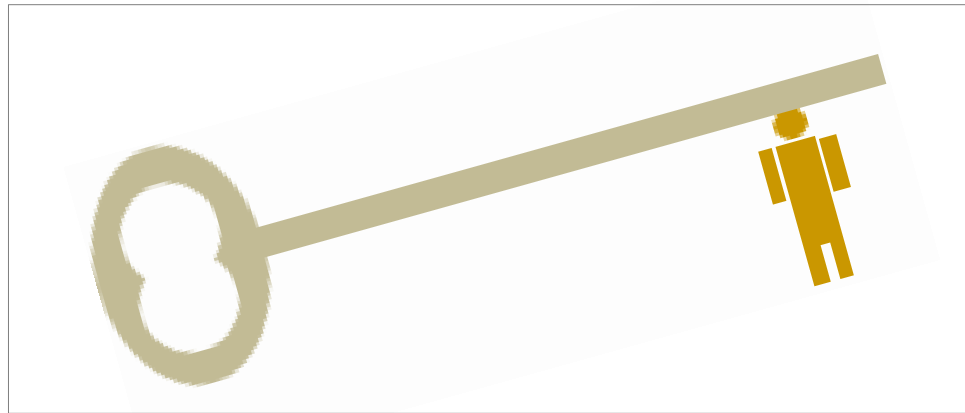
What do executives want?



The more you earn, the less that can be contributed to qualified retirement plans as a percentage of income.

Maximum 401(k) Contribution as a Percentage of Income





A simple and effective solution



What is an Executive Bonus Plan?

- A fringe benefit funded with **whole life** insurance
- Provided to a **select group** of key executives or business owners
- Helps provide **protection** during working years and supplemental **income**¹ before or during retirement

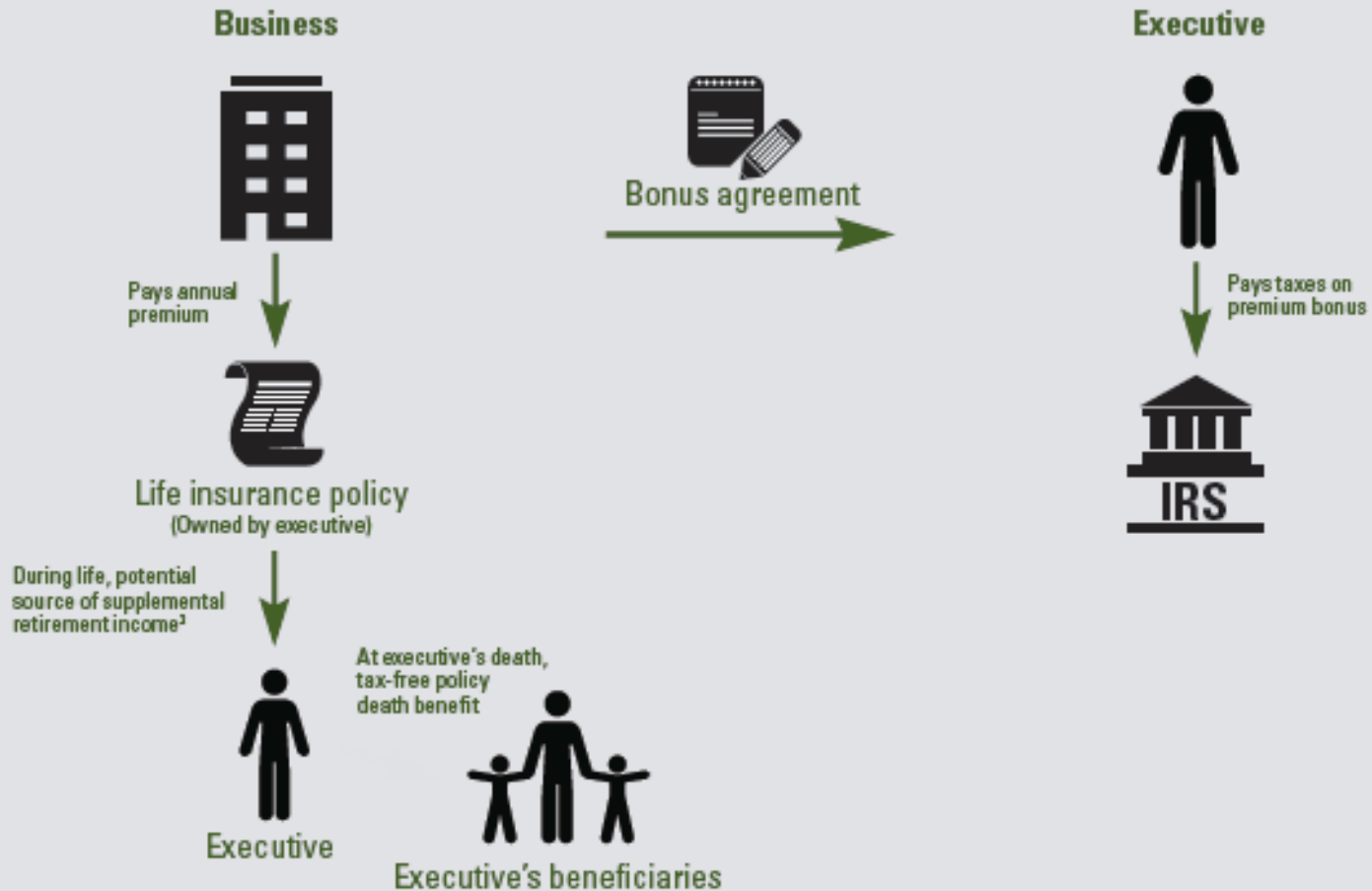
¹ Distributions under the policy (including cash dividends and partial/full surrenders) are not subject to taxation up to the amount paid into the policy (cost basis). If the policy is a Modified Endowment Contract (MEC), policy loans and/or distributions are taxable to the extent of gain and are subject to a 10% tax penalty if the policyowner is under age 59½.

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

A simple and effective solution



Executive Bonus Plan





What are the benefits?

To the Business

- Effective **recruiting** and **retention** tool
- A **selective** benefit
- **Easy** to implement and administer
- Immediate income **tax deduction** (subject to applicable compensation limits)

To the Executive

- **Owned** by executive
- Generally income tax-free **death benefit**
- Tax-advantaged growth and **access to cash value**¹



Plans can be designed to:

- **Reward** top performers
- Address **retirement** and **protection** needs
- Help minimize or eliminate the executive's **after-tax costs**
- Create a strong **incentive to stay** with your company
- Stay within your **budget**

Summary



A critical business challenge

- A simple and effective way to help **attract, retain, and reward**



What do executives want?

- Other sources of **retirement income¹** and **life insurance protection**



A simple & effective solution

- **Executive Bonus Plan:** a simple, effective, and flexible solution for your business & executives



We'll help you get there.®

Individual participating whole life, level-premium, permanent insurance policies issued by Massachusetts Mutual Life Insurance Company, Springfield, MA 01111-0001.

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