

# WHAT YOU NEED TO KNOW

## TRANSAMERICA LIFETIME<sup>SM</sup> TRANSITION GUIDELINES

By now you should already know about the launch of our new permanent life product — *Transamerica Lifetime* on December 7, 2019.

Launching this product successfully requires we enforce the guidelines below. Please use these transition guidelines to aid in your planning process and conversations with prospects and customers.

### TRANSITION GUIDELINES

New Product & Launch Date	Sunset Product(s)	Last Date to Receive Application for Sunset	Underwriting Notes	Last Date to "Place" Business on Sunset	Reject/Repaper Deadlines = Hard Close for Sunset
<b>WHOLE LIFE</b>					
<p><b>Launch Date:</b> <b>Dec. 7, 2019</b></p> <p><i>Transamerica Lifetime</i> and new conversion product solution (WL12)</p>	<p><b>Sunset Date:</b> <b>Dec. 6, 2019</b></p> <ul style="list-style-type: none"> <li>-Dynamax, LP95</li> <li>-First Quality WL (NY &amp; Nat'l)</li> <li>-Guaranteed WL</li> <li>-TransAce CV</li> </ul> <p><b>All conversion WL will follow same sunset rule, inclusive of Transamerica Direct Conversion Products.</b></p>	<p>All iGO e-App<sup>®</sup> submissions must be signed and submitted to Transamerica on or before Dec. 6, 2019, at 11:59 p.m. ET.</p> <p>Will not be able to digitally transmit as of Dec. 7, 2019, unless it is locked/signed prior to cut-off time.</p> <p>Paper application must be signed on or before Dec. 6, 2019, AND received by the home office by 4 p.m. ET/3 p.m. CT on Dec. 11, 2019.</p>	<p><i>Express Protect Underwriting<sup>SM</sup></i> will be in place for new <i>Transamerica Lifetime</i>.</p> <p>For sunset - all UW requirements must be received by Dec. 20, 2019.</p>	<p>All requirements (including delivery) must be satisfied (in good order) and received in the home office by 4 p.m. ET/3 p.m. CT on Dec. 27, 2019, for the policy to be paid and in force no later than Dec. 31, 2019.</p>	<p>Any paper app signed on or after Dec. 7, 2019, and/or received on or after Dec. 12, 2019, will be rejected and a new application for the new <i>Transamerica Lifetime</i> product will be needed.</p> <p><i>*There is a potential for additional/ other underwriting requirements when submitting a new app for the new product.</i></p>