



Simplifying business insurance

Nationwide® Business Solutions Group

When you're competing for a business case, it's important to work with a company that can match your pace and provide critical support when you need it. That's just what you get with our Nationwide Business Solutions Group:

- A leader in the business insurance market for 13 years
- Providing services to over 500 corporations — many in the Fortune 1000
- More than 36,000 corporate- and bank-owned policies in force¹
- Over \$9.1 billion in assets under management¹

Our tenured managers and dedicated team members — over 40 in all — have drawn upon their experience to design a package of offerings that can help you win business clients and keep them for a long time to come.

A full complement of business insurance strategies

| Aggregately funded deferred compensation | The Nationwide Corporate Incentive Program® | Corporate-sponsored, individually owned plans |
|--|--|---|
| <ul style="list-style-type: none"> • Corporate owned • Informal funding of: <ul style="list-style-type: none"> - Nonqualified deferred compensation plans - Supplemental executive retirement plans (SERPs) - Other post-employment benefits | <ul style="list-style-type: none"> • Corporate owned • Nonqualified deferred compensation plan • Informally funded with life insurance • Turnkey solution: <ul style="list-style-type: none"> - Plan documents - Online record keeping - Participant and plan sponsor access | <ul style="list-style-type: none"> • Executive bonus plans • Death-benefit-only plans • Insurance-based retirement plans • Buy/sell plans • Split-dollar plans |

Outstanding service, beginning to end

- Point-of-sale support
- Specialized underwriting:
 - Dedicated team
 - Guaranteed-issue, simplified-issue and full underwriting are all available
- Dedicated new business coordinator
- Dedicated account representative
- Easily accessible policy values
- Flexible and accurate reporting

Quality investments you can rely on

- Access to an investment consultant for fund information
- Breadth and depth of fund options
 - More than 250 in our private placement product
 - More than 100 fund options in our registered products
 - Selected specifically for our business insurance products
- Timely and accurate performance reports

¹ Nationwide's Prefix Reporting System as of March 31, 2011.

Federal income tax laws are complex and subject to change. The information being provided is based on current interpretations of the law and is not guaranteed. Neither the company nor its representatives give legal or tax advice. Please consult your attorney or tax advisor for answers to specific questions.

A broad range of products — fixed and variable

- Specifically for the business market, not hybrids of individual life products
- Designed by our actuarial team that's 100% dedicated to the business market
- Featuring institutional pricing based on Nationwide's experience throughout more than 13 years in the business insurance market
- Supporting both corporate-owned life insurance (COLI) and corporate-sponsored, individually owned (CSIO) arrangements
- Meeting a wide variety of your business clients' needs



| Product name | Nationwide® Future Executive UL | Nationwide® Executive Indexed UL | Nationwide® Variable Executive Life | Nationwide® Future Executive VUL COMING SOON! | Nationwide® Future Corporate VUL | Next Generation Corporate Variable Universal Life® | Nationwide® Private Placement VUL |
|----------------------|---------------------------------|----------------------------------|-------------------------------------|--|----------------------------------|--|-----------------------------------|
| Typical case premium | \$100,000+ | \$100,000+ | \$100,000+ | \$100,000+ | \$500,000+ | \$500,000+ | \$1,000,000+ |
| Plan design | COLI or CSIO | COLI or CSIO | COLI or CSIO | COLI or CSIO | COLI | COLI | COLI |

Take advantage of all we can offer you.

Call our Nationwide Business Solutions Group at 1-877-351-8808 to talk about your next case — big or small, corporate-sponsored or corporate-owned.

Variable products are sold by prospectus. The prospectus contains this and other important information about the investment company. To request a copy, write to Nationwide Life Insurance Company, P.O. Box 182150, Columbus, OH 43218-2150. Please read the product and underlying fund prospectuses carefully before your clients invest.

All guarantees and benefits of the insurance policies are subject to the claims-paying ability of the issuing insurance company.

As situations change so will the corporation's business and life insurance needs. Care should be taken to ensure these strategies and products are suitable for the corporation's long-term goals. Weigh the corporation's objectives, time horizon and risk tolerance as well as any associated costs before investing. Also, be aware that market volatility can lead to the possibility of the need for additional premium in the policy. Variable life insurance has fees and charges associated with it, which include costs of insurance, underlying fund expenses and administration fees.

Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution
• Not insured by any federal government agency • May lose value

FOR BROKER/DEALER USE ONLY — NOT FOR USE WITH THE PUBLIC

Life insurance is issued by Nationwide Life Insurance Company or Nationwide Life and Annuity Insurance Company, Columbus, OH. The general distributor is Nationwide Investment Services Corporation, member FINRA. In MI only, Nationwide Investment Svcs. Corporation

Nationwide, the Nationwide framemark, The Nationwide Corporate Incentive Program and On Your Side are service marks of Nationwide Mutual Insurance Company. Next Generation Corporate Variable Universal Life is a service mark of Nationwide Life Insurance Company.

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On Your Side®

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