Stay bonus
Individual Life Insurance

Insurance products issued by:
Minnesota Life Insurance Company
Securian Life Insurance Company

Stay bonus

Maintain your business's value after your death

Your challenge

If you died today, your key employees may be concerned about the future of your business. By retaining your key employees, you can help ensure a smooth transition to new ownership, maintain business integrity and preserve the value of your business for your heirs.

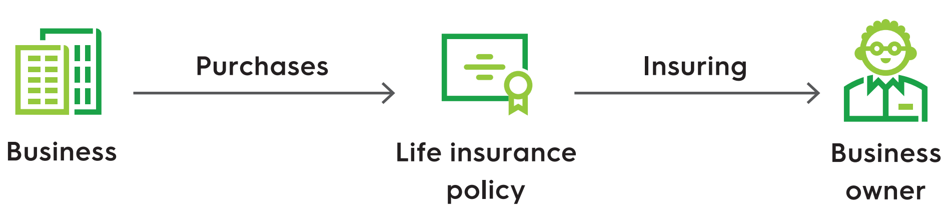
Because your business is your life

A potential solution

A stay bonus can help retain key employees by providing a financial incentive to stay with the business.

How does a stay bonus work?

1. The business purchases a life insurance policy on the business owner's life. The purpose of the policy is to provide liquidity to potentially pay bonuses to select key employees after death of the owner.



2. If the business owner dies, a bonus agreement is drafted and executed to retain the key employees by providing a financial incentive to stay with the business.

3. The life insurance policy's death benefit proceeds provide the funds needed for the stay bonus.

Why permanent life insurance?

- Permanent, cash value life insurance policies provide death benefit protection upon death of a business owner.
- These policies can grow in value over time and provide a source of funding for other business owner life stages (downturn, disability and departure).
- The owner of the policy can be the business owner, the business or an irrevocable life insurance trust (ILIT) (see table below).

Owner	Why?	Considerations
Business owner	Business owner can have access to the policy	Will be included in the business owner's estate
Business	Business will pay the premiums of the policy	Cash value and death benefit are paid to the business, and there may be tax issues taking policy proceeds out of the business
ILIT or spousal limited access trust	Keeps the policy out of the business owner's estate and outside the reach of the business's creditors	No access to the policy for the business owner

How you benefit from a stay bonus

- Helps protect your family by upholding the business's value.
- Helps stabilize the business by retaining key employees and reassuring creditors, vendors and customers at your death.
- Flexibility – depending on the policy ownership, it can be used in combination with your other business objectives.

Owner	Other Objectives
Business owner	Supplemental income, income replacement, legacy strategies
Business	Key person, entity redemption buy-sell
ILIT	Estate tax planning, legacy strategies

Things you should consider

- Since no ownership is transferred, your family will continue to own the business.
- Stay bonus must be drafted after your death.
- Employees will pay income taxes on the stay bonus, and the business will receive a deduction.

At Securian Financial, we're here for family. And we're here because of it.

Family doesn't have to branch from your tree, but it always shares your roots. Roots woven by common understanding, shared values and mutual respect. Those who believe a rewarding life is really about being present in the here and now, and that your financial picture should support the everyday moments as much as the major milestones. That's why our insurance, investment and retirement solutions give you the confidence to focus on what's truly valuable: banking memories with those who matter most.

Learn more

Want to help ensure the ongoing success and growth of your business? Contact your financial professional today to find out how you can implement a stay bonus strategy.

Life insurance products contain charges, such as Cost of Insurance Charge, Cash Extra Charge, and Additional Agreements Charge (which we refer to as mortality charges), and Premium Charge, Monthly Policy Charge, Policy Issue Charge, Transaction Charge, Index Segment Charge, and Surrender Charge (which we refer to as expense charges). These charges may increase over time, and these policies may contain restrictions, such as surrender periods. Policyholders could lose money in these products.

Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Policy loans and withdrawals may create an adverse tax result in the event of lapse or policy surrender, and will reduce both the surrender value and death benefit. Withdrawals may be subject to taxation within the first fifteen years of the contract. Clients should consult their tax advisor when considering taking a policy loan or withdrawal.

This information is a general discussion of the relevant federal tax laws provided to promote ideas that may benefit a taxpayer. It is not intended for, nor can it be used by any taxpayer for the purpose of voiding federal tax penalties. Taxpayers should seek the advice of their own advisors regarding any tax and legal issues specific to their situation.

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Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

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