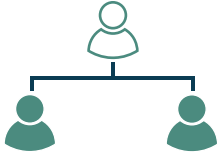

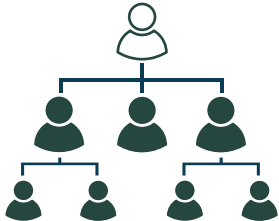

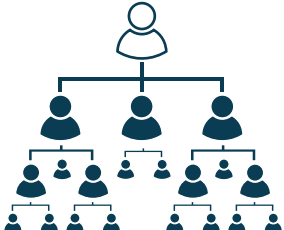
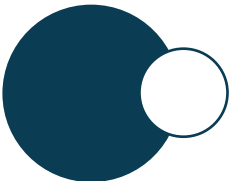


Where is your business today?

As your business grows so do your needs. Understanding first at what stage your businesses currently is can help you to start identifying any financial needs you may have now, and others you may have in the future.

Stages	Focus	Organization*	Owner & Business*	Common Needs
Early Stage	Establishing the business, securing funding, setting up operations, and launching products and services.	 <p>Direct supervision</p>		<ul style="list-style-type: none"> • Raising sufficient capital • Protecting owners or partners • Building a nest egg
Growth Stage	Expanding the customer base, increasing revenue, fine-tuning operations, hiring employees.	 <p>Functional</p>		<ul style="list-style-type: none"> • Ensuring a healthy cash flow • Hiring and retaining employees • Optimizing costs (tax savings)
Maturity Stage	Reaching a stable phase with consistent revenue and market presence, planning for business continuity or transfer.	 <p>Line & staff</p>		<ul style="list-style-type: none"> • Maintaining a stable balance sheet • Retaining executives • Creating succession or a legacy

* White circle denotes the owner and color circle denotes the business.
 Depictions based on Harvard Business Review, *The Five Stages of Small-Business Growth*, 1983.

The right solution at the right time.

Whether your business is still taking shape or already ripe for transition, small or large, incorporated or franchised, New York Life offers you a suite of tailored solutions designed to ensure your business continues to safely grow and prosper.

Stages	Common Solutions		
Early Stage	Personal insurance solutions <ul style="list-style-type: none"> • Life insurance • Disability insurance • Long-term care insurance 	Personal retirement solutions <ul style="list-style-type: none"> • Cash-value life insurance • Self-Employed (SEP) IRA • Annuities 	Capital reserve strategy <ul style="list-style-type: none"> • Bank on whole life (BOWL) cash-value access
Growth Stage	Employee insurance solutions <ul style="list-style-type: none"> • Employee whole life insurance* • Group employee benefits 	Supplemental retirement solutions <ul style="list-style-type: none"> • Savings Investment Match Plan for Employees (SIMPLE) IRA • Supplemental life insurance for retirement planning (SLIRP) 	Cost savings strategy <ul style="list-style-type: none"> • Tax efficiency with life insurance
Maturity Stage	Succession planning <ul style="list-style-type: none"> • Buy/Sell agreement • Split-dollar agreement 	Advanced retirement solutions <ul style="list-style-type: none"> • Deferred compensation • Executive benefits • Long-term care carveout 	Balance sheet strategy <ul style="list-style-type: none"> • Cash on the balance sheet (COTBS)

Businesses do business with the best.

New York Life Insurance Company and its subsidiaries earn the highest financial strength ratings currently awarded to any U.S. life insurer by the major ratings agencies:**

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51 Madison Avenue
New York, NY 10010
www.newyorklife.com

* In Oregon the Employee's Whole Life Insurance policy form number is ICC17-217-52P.
** Source: Individual third-party ratings reports, as of 10-18-22.

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