



Nationwide®
is on your side

Nationwide® Advisory Variable Universal Life

Investment options guide

A diverse lineup to help you pursue your
financial goals through all market cycles



Providing a flexible plan for tomorrow

Nationwide has carefully selected experienced money managers to provide you with a wide range of investment options to help you pursue your financial goals through all market cycles.

This investment choices guide can help you make decisions with the money you invest in Nationwide® Advisory Variable Universal Life (VUL). You and your financial professionals can use this guide to pick your investment choices by asset class or fund family.

Understanding variable life insurance — the condensed version

Before we discuss the investment options available on Nationwide Advisory VUL, let's go over some important points about variable universal life products.

Variable universal life insurance can offer your family members income tax-free death benefit proceeds if something were to happen to you — and in some cases, estate tax-free proceeds, if properly structured. It also offers benefits you can access during your lifetime. If you're comfortable with market fluctuations, this type of policy may be for you.

A variable universal life product gives you the option to allocate

additional contributions into variable investment options tied to the stock market, as well as indexed interest options. It offers death benefit protection, plus cash value growth potential to supplement your income in the future — for retirement or any other need you may have.

Be sure to choose a product that keeps up with your long-term life insurance needs, as well as changes in

your personal situation — for example, marriage, birth of a child or retirement. Consider your objectives, time horizon and risk tolerance, as well as any associated costs, before investing.

Investing involves market risk, including the possible loss of the money you've invested. Variable products allow you to choose the amount of life insurance protection that's right for you that has an additional cost associated with it. If you don't pay enough premium into the policy, there is the possibility it may lapse.



The benefits of Nationwide Advisory VUL

Nationwide Advisory VUL offers tax advantages that can lower the income taxes you pay in retirement and allows your Investment Advisor to manage your subaccounts without any income tax consequences. It also offers:

Affordable guaranteed protection period

You can choose the amount of time you would like the death benefit to be guaranteed (known as the protection period). The protection premium is level and guaranteed not to change. It is also separate from the rest of the investment.

The ability to invest more money

Because the protection premium is separate from the investment and there are fewer charges than a typical life insurance policy,¹ more money is able to go directly into the subaccounts and indexed interest strategies. This helps provide you with more potential for cash value growth.

May help with future income needs

You have the opportunity to build cash value that you can access for income via policy loans and withdrawals, with no penalties or restrictions on access based on age.² This can help build tax-free retirement income with no age requirements.

No penalty for canceling

If you ever decide to cancel your life insurance policy, your cash value is 100% liquid. No surrender charges are passed on to you.

Investment options that meet your risk tolerance

We can match your investing style, regardless of what it may be, including both variable and indexed interest strategies.

Aids in legacy and estate planning

Quickly and easily transfer wealth to loved ones or to charitable organizations without going through a probate (i.e., court) process. Please consult a legal professional to help structure a policy for charity.

Help with long-term care planning

Prepare for potential long-term care expenses in your later years with the Long-Term Care Rider II.³

Help with unexpected expenses

Living Access Benefit features provide a way for you to request a portion of your death benefit when you have a qualified chronic, critical or terminal illness.

¹ There is no sales charge, commission charge or administrative fee charged to the client when making contributions to the product. There is a pass-through of state premium tax for funds contributed above the Protection Premium.

² Loans and withdrawals may affect the death benefit, and additional premiums may be required to keep the policy in force.

³ Riders usually have additional charges, may be known by different names in different states and may not be available in all states.



Fund category definitions

Money market funds

These funds are not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Although they seek to preserve the value of your investment at \$1.00 per share, it's possible to lose money by investing in money market funds.

International/emerging market funds

Funds that invest internationally involve risks not associated with investing solely in the United States, such as currency fluctuation, political risk, differences in accounting and the limited availability of information.

Small-/mid-cap funds

Funds investing in stocks of small-cap, mid-cap or emerging companies may have less liquidity than those investing in larger, established companies and may be subject to greater price volatility and risk than the overall stock market.

High-yield funds

Funds that invest in high-yield securities are subject to greater credit risk, liquidity risk and price fluctuations than funds that invest in higher-quality securities. The prices of high-yield bonds tend to be more sensitive to adverse economic and business conditions than are higher-rated corporate bonds. Increased volatility may reduce the market value of high-yield bonds. They are also subject to the claims-paying ability of the issuing company.

Government funds

While the funds invest primarily in the securities of the U.S. government and its agencies, the values are not guaranteed by these entities.

Real estate funds

Funds that focus on real estate investing are sensitive to economic and business cycles, changing demographic patterns and government actions.

Bond funds

These funds have the same interest rate, inflation and credit risks associated with the underlying bonds owned by the fund. Interest rate risk is the possibility of a change in the value of a bond due to changing interest rates. Inflation risk arises from the decline in value of cash flows due to loss of purchasing power. Credit risk is the potential loss on an investment based on the bond issuer's failure to repay on the amount borrowed.

Managed volatility funds

These funds are designed to offer traditional long-term investment allocations blended with a strategy that seeks to mitigate risk and manage portfolio volatility. These funds may not be successful in reducing volatility, and it is possible that the funds' volatility management strategies could result in losses greater than if the funds did not use such strategies.

Asset allocation funds

These funds may invest across multiple asset classes including, but not limited to, domestic and foreign stocks, bonds, and cash. The use of diversification and asset allocation as a part of an overall investment strategy does not assure a profit or protect against loss in declining market.

Commodities/natural resource funds

Specific uncertainties associated with commodities and natural resources investing include changes in supply-and-demand relationships due to environmental, economic and political factors, which may cause increased volatility and decreased liquidity.

Full investment lineup

Access 140+ funds from 35+ fund families such as Vanguard, DFA, Blackrock and more.

LEGEND

- ALLOCATION
- EQUITY
- FIXED INCOME
- SPECIALTY

ALLOCATION

Allocation — 30% to 50% Equity

Franklin Income VIP 2
Vanguard Conservative Allocation⁴

Allocation — 50% to 70% Equity

American Funds Asset Allocation 4
Fidelity® VIP Balanced Service 2
Janus Henderson Balanced Instl⁴
Vanguard Moderate Allocation⁴
Vanguard Balanced⁴

Tactical Allocation

Federated Hermes Managed Volatility II P⁴
PIMCO VIT All Asset Admin

World Allocation

BlackRock Global Allocation V.I. III
DFA VA Global Moderate Allocation⁴

EQUITY

Communications

Rydex Var Telecommunications

Convertibles

MainStay VP MacKay Convertible

Diversified Emerging Mkts

American Funds New World
John Hancock VIT Emerging Markets Value
Lazard Retirement Emerging Markets Equity
VanEck VIP Emerging Markets Initial⁴

Foreign Large Blend

First Eagle Overseas Variable
NVIT International Index⁴
Vanguard Total International Stock Market Index⁴

Foreign Large Growth

American Funds International
Fidelity VIP International Capital Appreciation
Invesco Oppenheimer International Growth
Vanguard International⁴

Foreign Large Value

DFA VA International Value⁴

Foreign Small/Mid Blend

DFA VA International Small Portfolio⁴

Health

T. Rowe Price Health Sciences

International Equity — Small

American Funds Global Small Cap

⁴ A low-cost subaccount fee, ranging from 0.00%-0.35%, may be assessed when choosing certain subaccounts. See the product prospectus for details.

⁵ Government Money Market Funds: Funds are not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. The funds are open to all investors, and although they seek to preserve the value of the investment at \$1.00 per share, they cannot guarantee they will do so. You could lose money by investing in a fund. A fund may impose a fee upon sale of shares or temporarily suspend the ability to sell shares if the fund's liquidity falls below required minimums because of market conditions or other factors. The fund's sponsor has no legal obligation to provide financial support to the fund, and you should not expect that the sponsor will provide financial support to the fund at any time.

EQUITY continued

Large Blend

American Funds Growth-Income
DFA VA Equity Allocation⁴
NVIT S&P 500 Index⁴
Vanguard Equity Index⁴
Vanguard Total Stock Market Index⁴

Large Growth

Alger Capital Appreciation⁴
American Funds Growth
ClearBridge Variable Large Cap Growth⁴
Fidelity® VIP Contrafund
Fidelity VIP Growth
Fidelity VIP Growth Opportunities
Rydex Var NASDAQ-100®
Rydex Var S&P 500 Pure Growth
T. Rowe Price Blue Chip Growth
Vanguard Capital Growth⁴
Vanguard Growth⁴

Large Value

AB VPS Growth and Income A
American Funds Washington Mutual Investors
DFA VA US Large Value⁴
Invesco VI Diversified Dividend I
Rydex Var S&P 500 Pure Value
T. Rowe Price Equity Income Port II
Vanguard Diversified Value⁴
Vanguard Equity Income⁴

Managed Futures

Guggenheim Global Mgd Futures Strat
NVIT J.P. Morgan Mozaic Multi-Asset⁴

Mid-Cap Blend

NVIT Mid Cap Index⁴
Vanguard Mid-Cap Index⁴

Mid-Cap Growth

Federated Kaufmann II
Fidelity VIP Mid Cap
Janus Henderson Enterprise⁴
NVIT Wells Fargo Discovery
Rydex Var S&P MidCap 400 Pure Growth

Mid-Cap Value

Janus Henderson Mid Cap Value Instl⁴
Pioneer Mid Cap Value
Rydex Var S&P MidCap 400 Pure Value

Sector Equity

Columbia VP Seligman Global Tech 2
Rydex Var Banking
Rydex Var Biotechnology
Rydex Var Electronics
Rydex Var Energy
Rydex Var Energy Services
Rydex Var Financial Services
Rydex Var Health Care
Rydex Var Internet
Rydex Var Leisure
Rydex Var Precious Metals
Rydex Var Retailing
Rydex Var Technology
Rydex Var Transportation
Rydex Var Utilities

Small Blend

NVIT Small Cap Index⁴

Small Cap Core

Fidelity VIP Disciplined Small Cap
Guggenheim Small Cap Value
Royce Micro-Cap⁴

Small Growth

ClearBridge Variable Small Cap Growth II
MFS® VIT New Discovery Service
Rydex Var S&P SmallCap 600 Pure Growth

Small Value

AB VPS Small/Mid Cap Value
DFA VA US Targeted Value⁴
Rydex Var S&P SmallCap 600 Pure Value

Utilities

MFS® VIT Utilities Series Service

World Large Stock

Invesco VI Global
NVIT iShares ETF Global Equity⁴

FIXED INCOME

Bank Loan

Eaton Vance VT Floating-Rate Income
Guggenheim Floating Rate Strategies

Emerging Markets Bond

PIMCO VIT Emerging Markets Bond

High Yield Bond

BlackRock High Yield
PIMCO VIT High Yield
Rydex Var High Yield Strategy
Vanguard High Yield Bond⁴

Inflation-Protected Bond

DFA VIT Inflation-Protected Secs Instl⁴
PIMCO VIT Real Return Admin

Intermediate Government

NVIT Government Bond

Intermediate-Term Bond

American Funds The Bond Fund of America
BlackRock Total Return
Fidelity® VIP Investment Grade Bond
Guggenheim Total Return Bond
Invesco VI Core Plus Bond I
Janus Henderson Flexible Bond
NVIT Bond Index⁴
NVIT DoubleLine Total Return Tactical⁴

NVIT iShares ETF Fixed Income⁴
PIMCO VIT Total Return
Pioneer Bond
Putnam Income
Vanguard Total Bond Market Index⁴

Multisector Bond

Fidelity® VIP Strategic Income
Lord Abbett Bond Debenture
PIMCO Income Admin
Pioneer Strategic Income VCT II

Prime Money Market

NVIT Government Money Market^{4, 5}

Short-Term Bond

PIMCO VIT Low Duration
Vanguard Short Term Investment Grade⁴

Ultrashort Bond

DFA VA Short-Term Fixed⁴
PIMCO VIT Short-Term Admin

World Bond

DFA VA Global Bond⁴
PIMCO Global Core Bond (Hedged) Adm
Templeton Global Bond
Vanguard Global Bond Index⁴

SPECIALTY

Commodities Broad Basket

Credit Suisse Trust Commodity Return St⁴
Gold Bullion Strategy
Rydex Var Commodities Strategy

Energy Limited Partnership

ALPS/Alerian Energy Infrastructure

Equity Energy

Fidelity® VIP Energy

Global Real Estate

Invesco VI Global Real Estate

Infrastructure

Morgan Stanley VIF Global Infrastructure

Market Neutral

Merger

Multi Strategy

Guggenheim Multi-Hedge Strategies

Natural Resources

Rydex Var Basic Materials
VanEck VIP Global Resources Fund

Real Estate

Rydex Var Real Estate
Vanguard Real Estate Index⁴
Virtus Duff & Phelps Real Estate Secs A

About Nationwide

Nationwide is committed to helping America prepare for and live in retirement. We work in partnership with financial professionals to deliver innovative solutions that help clients like you simplify your retirement challenges. Our mission is to provide continuous support as you seek to reach your goals through every phase of your financial lifecycle.

Addressing every phase of
the Client Financial Lifecycle

ACCUMULATION

INCOME

LEGACY



Talk to your financial
professional to learn more.



Nationwide[®]
is on your side

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Variable products are sold by prospectus. Carefully consider the investment objectives, risks, charges and expenses. The product and underlying fund prospectuses contain this and other important information. Investors should read them carefully before investing. To request a product prospectus, visit nationwide.com/NationwideAdvisoryVUL or call 1-800-848-6331.

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