

# Protection against loss has greater impact than you might think

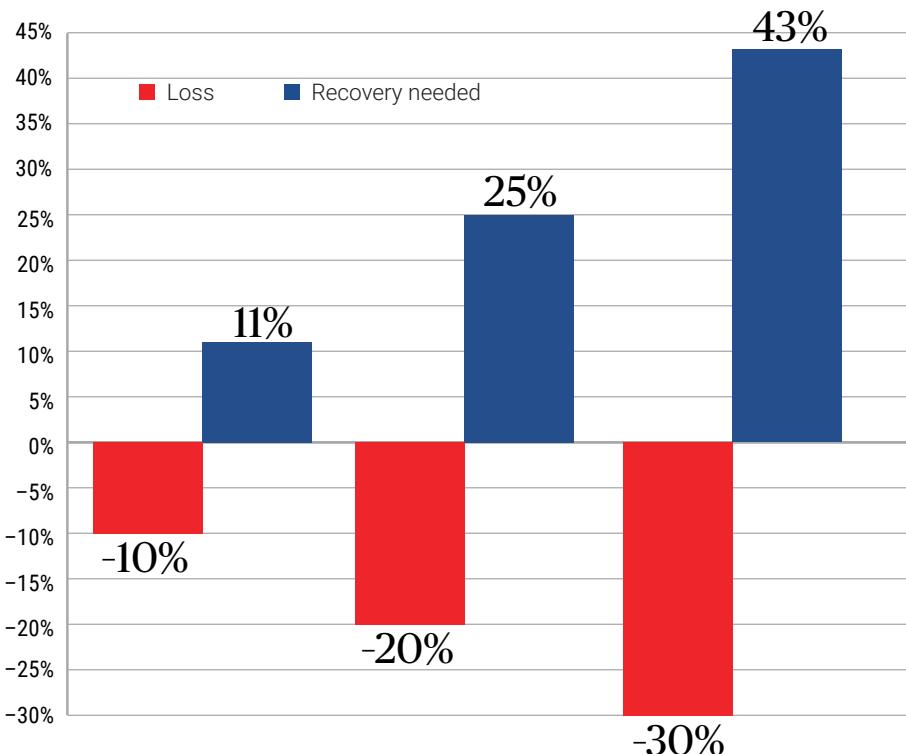
You may know Warren Buffett's famous saying: "Rule No. 1: Never lose money. Rule No. 2: Don't forget rule No. 1." While his investing strategy may be a bit more sophisticated than that, he is right about how important it is to minimize investment loss — especially as you approach retirement with less time to recover.

Why? Because losses hurt more than gains help. You would need a return greater than the loss to get back to the investment's original value. That means if a 10% loss is followed by a 10% gain, you still carry a loss. You would actually need 11% to fully recover. And, as losses increase, your money needs to work even harder — just to break even.

Consider a strategy built to protect your portfolio from a market decline. With a Lincoln fixed indexed annuity you have crediting strategies designed to provide 100% downside protection. Because you're safeguarded from market losses, even small gains will keep your money growing and working toward your income goals.

## Recovery needed from setbacks

The example below shows the cumulative gains needed over five years to break even after dips in the market.



With a Lincoln fixed indexed annuity, you'll never lose money with 100% downside protection.\*

\*If you do not withdraw the premium payment(s) or any interest from the annuity, the value of your money cannot go down.

If the market suffers a 10% loss, the investment has to recover by 11% to return to its original value.

As losses get larger, the return needed to break even increases. To regain a 30% loss over five years, a cumulative return of 43% is needed.

Insurance products issued by:  
 The Lincoln National Life Insurance Company  
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For more about how a fixed indexed annuity can help protect your savings from a volatile market, contact your financial professional.

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Product and features are subject to state availability. Limitations and exclusions may apply.

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Not a deposit
Not FDIC-insured
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May go down in value

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