

# Building confidence in times of crisis

Insurance products issued by:  
The Lincoln National Life Insurance Company  
Lincoln Life & Annuity Company of New York

For use with the general public.

2997308

# A tradition of strength

## 115 years and counting

In a world that is rapidly changing around us, embracing confidence – and lessons learned from past experience – has never been more important.

Named for one of our nation’s greatest leaders and founded on the ideals of dependability, honesty and integrity, Lincoln has spent more than a century delivering on our promises and enriching the lives of our customers.

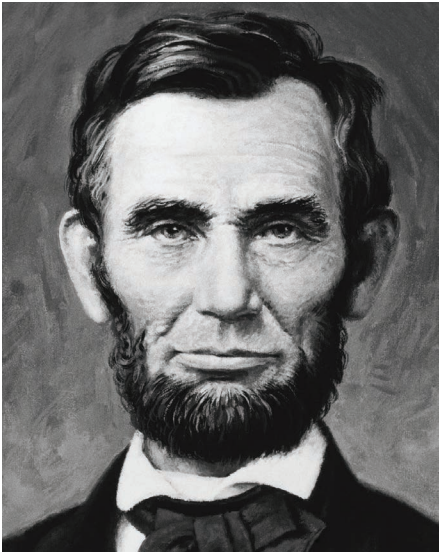
We live by these values and these outcomes. We take action, and it shows. And every day, we renew our commitment to inspiring confidence in your financial future.

## More than words... action

The past has the power to make us better. We navigated and learned from the last financial crisis by taking informed, strategic actions that positioned us to manage future challenges. You can see that dedication, and the results, over time.

Capital and balance sheet evolution	2008	2019
Assets under management	\$178B	\$275B
Statutory capital	\$5.1B	\$9.7B
Below investment-grade assets	6.1%	3.7%

Source: Lincoln Financial Group Investor Presentation, February 12, 2020. Data as of December 31, 2019.



“Commitment is what transforms a promise into a reality.”  
—Abraham Lincoln

## Financial strength ratings<sup>1</sup>

	The Lincoln National Life Insurance Company	Lincoln Life & Annuity Company of New York
A.M. Best	<b>A+</b> (2nd highest of 16)	<b>A+</b> (2nd highest of 16)
Fitch	<b>A+</b> (5th highest of 19)	<b>A+</b> (5th highest of 19)
Moody’s	<b>A1</b> (5th highest of 21)	<b>A1</b> (5th highest of 21)
Standard & Poor’s	<b>AA-</b> (4th highest of 21)	<b>AA-</b> (4th highest of 21)

## Commitment and confidence recognized

- *Forbes*, "Just 100," #1 Insurance Company for Customers
- 2019 *Fortune* 500 Top Companies in America
- 2019 Dow Jones Sustainability Index North America Award

What does all of this mean for you? It means you can feel confident that Lincoln is strong at a time when strength matters.

# Overcoming adversity

We’ve seen a lot since our founding in 1905 and learned this: There will always be challenges to overcome, but it’s critical to stand tall along the way. And that’s what we do.

We’ve witnessed and weathered challenges, from global health outbreaks to major financial events and their fallout.

Here are some of the most significant events we’ve experienced since being in business.

Financial

Epidemic

Event	Date
<div></div> World War I	1914
<div></div> Spanish Influenza	1918
<div></div> Crash of 1929	1929
<div></div> 1937 Fed Tightening	1937
<div></div> Post-WWII Crash	1946
<div></div> Eisenhower Recession	1956
<div></div> Flash Crash of 1962	1962
<div></div> 1966 Financial Crisis	1966
<div></div> Tech Crash 1970	1970
<div></div> Stagflation	1973
<div></div> Volcker Tightening	1980
<div></div> HIV/AIDS	1981
<div></div> 1987 Crash	1987
<div></div> Pneumonic Plague	1994
<div></div> Tech Bubble	2000
<div></div> SARS	2003
<div></div> Avian (Bird) Flu	2006
<div></div> Dengue Fever	2006
<div></div> Global Financial Crisis	2008
<div></div> Swine Flu (H1N1)	2009
<div></div> Cholera	2010
<div></div> MERS	2013
<div></div> Ebola	2014
<div></div> Measles	2014
<div></div> Zika	2016
<div></div> Measles	2019

Sources:  
"J.P. Morgan Guide to the Markets®," March 10, 2020.  
First Trust, "Epidemics and Stock Market Performance Since 1980," 2020.

## Understanding bear markets

Since 1929, we’ve seen 25 bear markets (defined as instances of ≥ 20% market decline). Below are 12 of the most noteworthy events in these bear market periods, with a closer look at their durations and the bull markets that followed.

Market event	Market peak	Bear return	Duration (months)	Next bull market return	Duration (months)
Crash of 1929	Sept.-'29	−86%	32	129%	23
1937 Fed Tightening	Mar.-'37	−60%	61	158%	49
Post-WWII Crash	May-'46	−30%	36	267%	85
Eisenhower Recession	Aug.-'56	−22%	14	39%	13
Flash Crash of 1962	Dec.-'61	−28%	6	76%	39
1966 Financial Crisis	Feb.-'66	−22%	7	48%	25
Tech Crash 1970	Nov.-'68	−36%	17	74%	31
Stagflation	Jan.-'73	−48%	20	62%	32
Volcker Tightening	Nov.-'80	−27%	20	229%	60
1987 Crash	Aug.-'87	−34%	3	417%	113
Tech Bubble	Mar.-'00	−49%	30	101%	60
Global Financial Crisis	Oct.-'07	−57%	17	326%	132
Average		−42%	22	161%	55

A bear market is defined as a 20% or more decline from the previous market high. The related market return is the peak-to-trough return over the cycle.

## What does this mean for today?

While short-term uncertainty will continue as market, economic and other global impacts of COVID-19 unfold, don’t lose sight of this fact: **History shows it's possible to bounce back from crisis moments like this one.**



# A history of recovery

A closer look at some of the most significant health and financial events in recent memory shows that while the immediate declines looked — and felt — catastrophic, recovery was not far off. As Americans, and as a company, it's in our nature to come back better and stronger from every crisis.

## 9/11: Changed the way we live

The September 11, 2001, attacks set off financial and societal ripple effects, with long-term changes to American life.

- Temporary market shutdown; record-setting daily market drops; and steep travel, tourism and hospitality losses
- Military actions in Afghanistan and Iraq impacted the market for the next two years

**But soon, a rebound:**

- Two years later, in 2003, the market surpassed pre-9/11 levels
- By the end of 2007, the market was up 34%

## 2008 Financial Crisis and 2009 H1N1 (Swine Flu): Changed the financial industry and how we think about health crises

2008 marked the largest financial downturn since the Great Depression.

- Sparked by converging factors like deregulation and subprime mortgages
- Affected the global financial system, leading to a -57% loss from market peak

Following soon after, the Swine Flu pandemic emerged in spring 2009.

- Over 60M U.S. cases, and more worldwide
- 274,304 hospitalizations and 12,469 deaths in the U.S.<sup>2</sup>
- \$7.65B appropriated by Congress to fight the virus<sup>3</sup>

**Despite both crises, long-term recovery followed:**

- Market grew 53% in the first six months of recovery and fully recovered in three years
- Reached 178% cumulative growth over five years, leading the way to the greatest bull market of all time

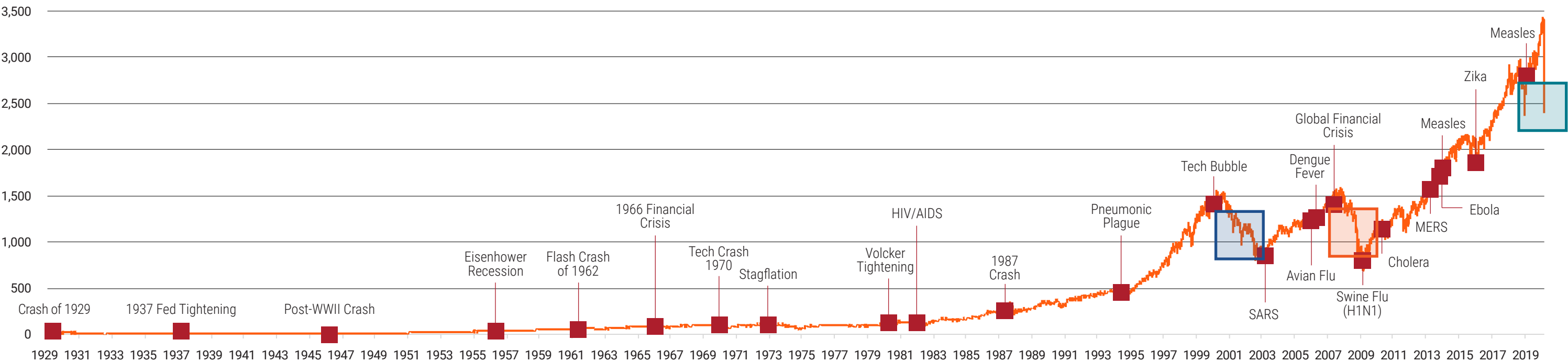
## 2020: Prepared to face new challenges

The World Health Organization declared COVID-19 an international emergency in January 2020, which grew to a global pandemic by March.

- Sparked an unprecedented global crisis, which impacted the healthcare system, service and travel industries, oil markets, and ultimately, our daily lives
- Fortunately, the U.S. entered this particular crisis with a healthy economy and strong job market, which may help provide greater resiliency in the months to come

**Long-term impacts are unknown, but history reminds us that we'll respond — and recover.**

## Market performance in crisis



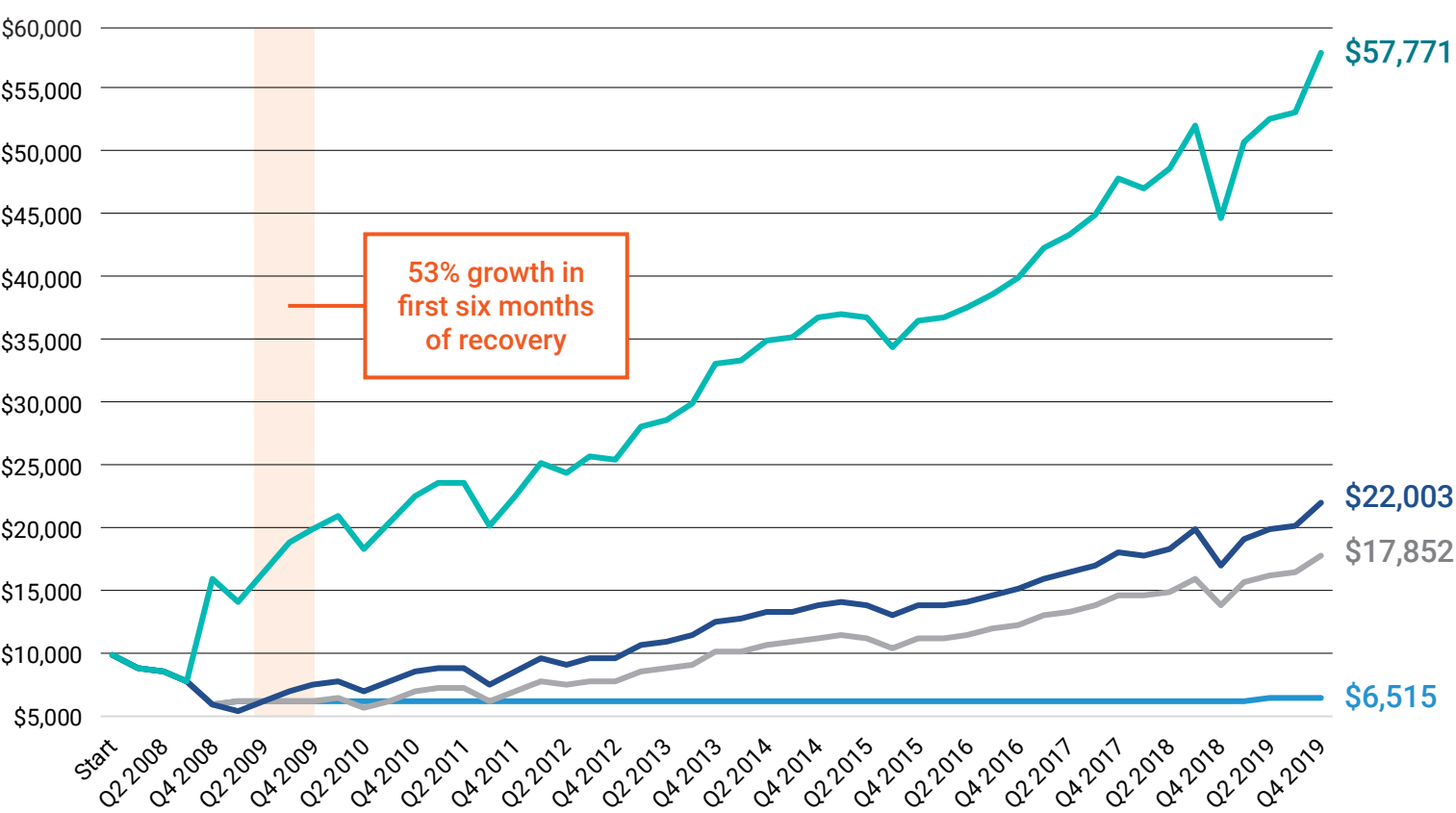
Market is defined as S&P 500 Price Index, 1929–2019.  
Source: First Trust, "Epidemics and Stock Market Performance Since 1980," 2020.

# Your response matters

Challenges are a natural part of the market, but the short-term intensity and impact doesn't have to define your outlook. How you react to the current environment will play a role in your ability to reach your long-term goals. It's okay to pause and consider how today's actions will affect the future.

There are four general reactions that investors may have during periods of financial upheaval. Take a look at this example of how each approach played out. The case for optimism is clear: Those investors who stayed the course and leaned into market lows saw better results in the long run.

Growth of \$10,000 following the financial crisis of 2008\*



\*Based on S&P 500 performance.



### Opportunistic

Taking advantage of the reduced values of equities to make additional investments to the existing portfolio. **This investor added an additional \$10,000 in Q1 2009.**



### Steady

Riding out the crisis without making any changes to the investment portfolio. **This investor stayed in the market.**



### Uncertain

Waiting until the market recovers before moving assets to more conservative and stable investments. **This investor moved to "cash" in the beginning of Q1 2009, and reinvested in S&P 500 in Q1 2010.**



### Apprehensive

Moving assets away from volatility during a market low to find more stable investment opportunities. **This investor moved to "cash" in Q1 2009 and stayed put.**

"It is the words that speak boldly of your intentions. And the actions which speak louder than words." *A Lincoln®*



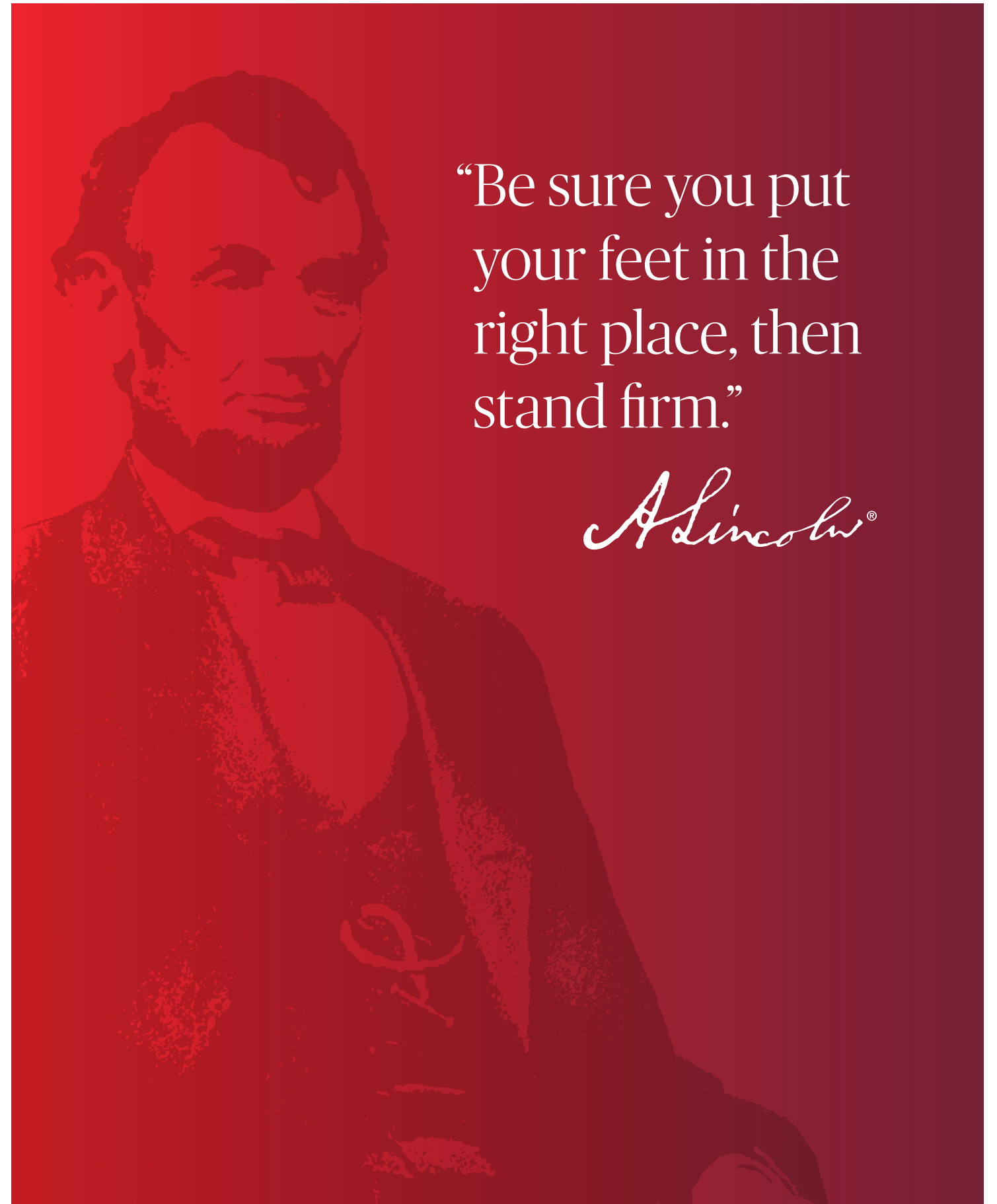
# Now is the time for confidence

Regardless of how the world changes around us, the best decision you can make for your future is to remain optimistic.

Staying the course to see beyond current challenges can feel like a tremendous task in times of uncertainty, but there is one thing you can be sure of: No matter what tomorrow brings, you have the support and strength of Lincoln by your side.



**We're all in this together —  
let's make the choice to be  
in it with confidence.**





<sup>1</sup>These ratings apply only to the claims-paying ability as of February 5, 2020. All ratings are subject to revision or withdrawal at any time by the rating agencies. The ratings are not recommendations to buy, sell or hold our securities. For more information on ratings, including rating agency outlooks, see [LincolnFinancial.com/investor](http://LincolnFinancial.com/investor).

<sup>2</sup>Centers for Disease Control and Prevention (CDC), "2009 H1N1 Pandemic (H1N1pdm09 virus)."

<sup>3</sup>PBS.org, "How Much Will the H1N1 Flu Cost the U.S.?" October 2009.

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates, including broker-dealer/distributor Lincoln Financial Distributors, Inc., Radnor, PA, and insurance company affiliates The Lincoln National Life Insurance Company, Fort Wayne, IN, and Lincoln Life & Annuity Company of New York, Syracuse, NY. Affiliates are separately responsible for their own financial and contractual obligations.

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May go down in value	Not guaranteed by any bank or savings association	

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