

Life



ADDvantage[®] Term Life Insurance

Marketing guide



Table of contents

Marketing ADDvantage	3
Product specifications.....	4
Minimum face amount	4
Issue ages and underwriting classes.....	4
Rate bands.....	4
Guarantee periods.....	4
Renewability	4
Annual policy fee.....	4
Modal factors	4
Conversion period	5
Accelerated death benefit endorsements.....	6
Waiver of term life premium for disability rider.....	6
Children’s term insurance rider	7
Underwriting.....	7
Substandard	7

MARKETING ADVANTAGE®

There comes a time in most people's lives to seek financial protection. Whether a client is recently married, takes on a mortgage, or starts a family, a need exists to help cover expenses or replace income due to loss of life. A simple and economical solution is ADDvantage term life insurance from North American.

ADDvantage offers five underwriting classifications that provide economical rates for clients who meet reasonable underwriting requirements. With marketable features and competitive rates, ADDvantage can offer your clients affordable protection.

Beyond Term Life Insurance

ADDvantage offers several marketable benefits that make it one of the leading term products in the industry.

- **Fully convertible:** Allows clients to convert their term insurance to permanent universal life insurance coverage without having to go through underwriting. (See page five for details.)
- **Custom options:** Helps your clients meet their specific needs with available riders and endorsements.
- **Comprehensive coverage:** Offers your clients a choice of a level premium period of 10, 15, 20, or 30 years.

North American guarantees the current premiums for the specified number of years (10, 15, 20, or 30), so your clients' rates won't increase during the guarantee period. If a client decides to continue coverage after the guarantee period, his or her premiums will increase annually, but will not exceed the guaranteed annual renewal premiums shown on the schedule of current and guaranteed annual premiums for the base policy.

With ADDvantage's conversion feature, riders and endorsements, and comprehensive coverage, it offers your clients financial protection along with flexibility to meet their specific needs.

SimpleSubmit® app

ADDvantage can be submitted through an online electronic application. Powered by iPipeline's iGO e-App®, North American's SimpleSubmit electronic application eliminates the paperwork. If you are working on a tablet, you can even collect a finger signature. The simple and convenient process allows North American to begin the underwriting process sooner, so a policy can be issued more quickly.

WriteAway®

Available on ADDvantage, WriteAway is an efficient underwriting process that couples personal health and history questions with publicly available data to help eliminate labs and paramedical exams. WriteAway is designed for your healthiest clients and uses the same pricing as traditional underwriting with no additional policy fee. Clients who are eligible for a faster underwriting decision include those who are ages 18-50 with up to \$2,000,000 of face amount, and ages 51-69 with up to \$500,000 of face amount, and don't have any major medical conditions.

PRODUCT SPECIFICATIONS

For full product details and rate schedules, visit our website at northamericancompany.com.

Issue ages* and underwriting classes

Plan	Underwriting class	Issue age
ADDvantage 10	Super Preferred NT	18–75
	Preferred NT	18–75
	Standard NT	18–75
	Preferred TB	18–75
	Standard TB	18–75
ADDvantage 15	Super Preferred NT	18–70
	Preferred NT	18–70
	Standard NT	18–70
	Preferred TB	18–70
	Standard TB	18–70
ADDvantage 20	Super Preferred NT	18–65
	Preferred NT	18–65
	Standard NT	18–65
	Preferred TB	18–65
	Standard TB	18–65
ADDvantage 30	Super Preferred NT	18–55
	Preferred NT	18–55
	Standard NT	18–55
	Preferred TB	18–50
	Standard TB	18–50

* Age nearest birthday. Maximum issue ages and underwriting classes may vary.

Rate bands

	Band 1	Band 2	Band 3	Band 4
Policy issue	\$100,000– \$249,999	\$250,000– \$499,999	\$500,000– \$999,999	\$1,000,000+**

**Maximum amount subject to availability from reinsurers.

Table ratings and flat extra ratings for medical conditions may be applied to standard non-tobacco and standard tobacco classes. Non-medical ratings (generally, permanent flat extras) may be applied to standard non-tobacco or standard tobacco classes.

Guarantee periods

Plan	Guarantee period
ADDvantage 10	10 years
ADDvantage 15	15 years
ADDvantage 20	20 years
ADDvantage 30	30 years

The ADDvantage plans have two premium schedules: guaranteed annual premiums and current annual premiums. North American Company guarantees the current annual premiums for the guarantee period and may, but does not guarantee to, continue to charge premiums from the current annual premium schedule thereafter. In no event will premiums exceed the guaranteed annual premium schedule.

Minimum face amount

\$100,000

Renewability

All plans renewable to age 95

Annual policy fee

\$65, non-commissionable

Modal factors

Annual		1.00
Semi-annual		
Direct,	List Bill	.522
PAC		.51
Quarterly		
Direct,	List Bill	.274
PAC		.256
Monthly		
PAC		.088
List Bill		.094

The factors apply to the total annual premium, including the policy fee. Due to the application of the modal factors, the policyowner will pay more in total annual premium for a policy year if he or she elects to pay premium more frequently than annually (semi-annually, quarterly or monthly when available).



Conversion period

Conversion is allowed during the level premium period of the policy, or to age 75 (69 for ADDvantage 30), whichever is earlier. The conversion period is never less than five years, regardless of issue age.

Plan	Issue ages	Conversion period
ADDvantage 10	18–64	10 years
	65–70	to age 75
	71–75	5 years
ADDvantage 15	18–59	15 years
	60–70	to age 75
ADDvantage 20	18–54	20 years
	55–65	to age 75
ADDvantage 30	18–39	30 years
	40–50 (-55 NT)	through age 69

Accelerated death benefit endorsements for term life for critical, chronic, or terminal illness

ADDvantage term offers a variety of benefits and options to provide additional value and flexibility for your clients. These benefits and options may vary by state availability.

Refer to the accelerated death benefit for term life marketing guide for specifics.

Critical illness

Specific medical conditions that may qualify for the critical illness benefit include heart attack, different types of cancer, stroke, major organ transplant, and kidney failure. For complete definitions, please refer to the accelerated death benefit endorsement marketing guides at northamericancompany.com. Please keep in mind that the policyowner must file the claim within 12 months of a qualifying event. The maximum amount of the face amount that may be accelerated is the lesser of 90% of the face amount at the time of each election, or \$1 million. The minimum amount that may be accelerated is the lesser of 10% of the face amount on the election date, or \$100,000. The maximum issue age is 75, the insured must be rated at a table 2 or better, and not have a medical flat extra.

NOTE: The critical illness benefit on ADDvantage is not available in California.

Chronic illness

This benefit allows the policyowner to accelerate a portion of the face amount after being diagnosed as chronically ill. To qualify for the accelerated death benefit endorsement for chronic illness, the following criteria must be met: 1) maximum issue age is 80 or less, 2) insured is rated at table 4 or less, 3) does not have a medical flat extra.

One election is available every 12 months. The maximum amount that may be accelerated per election is the lesser of 24% of the face amount or \$480,000. The minimum amount that may be accelerated is 5% of the face amount on the initial election date or \$50,000 if smaller.

The face amount on the initial election date is used to determine the maximum accelerated death benefit and the residual death benefit. The residual death benefit is the greater of 5% of the policy face amount on the initial election date or \$10,000. The residual death benefit only applies to accelerated death benefits for chronic illness.

NOTE: The chronic illness benefit described above is not available in California.

Terminal illness

This benefit allows the policyowner to accelerate a portion of the face amount if he or she is certified as terminally ill with a life span of 24 months (12 months in Florida) or less. The minimum accelerated amount is 10% of the policy's face amount on the election date or \$100,000, whichever is less. The maximum accelerated amount is 90% of the face amount or \$1 million, whichever is less. Only one election can be made for terminal illness. Refer to the accelerated death benefit for term life marketing guide for specifics.

The company will not simultaneously accelerate any portion of the policy's face amount for more than one qualifying event. The policyowner must discontinue any existing accelerated death benefit payments in order to elect another accelerated death benefit under another endorsement.

Waiver of term premium for disability rider

Available at policy issue, this rider allows the premium payments to be waived, including rider premiums, if the insured is totally disabled.

- The benefit does not become effective until the insured has been totally disabled for 180 consecutive days.
- For total disability occurring before age 60, premiums will be waived as they become due.

- For total disability occurring on or after age 60, premiums will be waived until age 65, but not less than two years, if the insured continues to be totally disabled.
- Total disability begins after the effective date of the rider.
- If the insured is disabled on the conversion date, no disability endorsement or rider will be included in the new policy, and no benefits will be paid on the new policy after the conversion date.

This rider is subject to the following:

- Issue ages: 18–59, maximum of table 4 rating
- Expiry age: 65
- Certain exclusions and limitations apply. Refer to rider form for complete details.

Children’s term life insurance rider

The children’s term life insurance rider provides level term coverage for any unmarried child, stepchild or legally adopted child within issue ages 15 days and 20 years on the rider’s effective date, living with and financially dependent on the insured and satisfactory evidence of insurability for the child is provided to us.

- Issue ages: 15 days–20 years (age last); 18 years to issue age 55 of the primary insured
- Maturity: The policy anniversary after the insured child’s 23rd birthday
- Minimum issue: \$5,000
- Maximum issue: \$25,000
- Annual premium per unit: \$6.00
- If the insured dies before the benefit’s expiration, the coverage becomes paid-up term insurance and continues until the policy anniversary following the child’s 23rd birthday or the expiry date shown on the schedule of policy benefits, or in a supplemental schedule page, if earlier.
- No substandard ratings will be offered. Ratings other than standard will be declined.
- Conversions: Minimum: \$25,000; Maximum: rider benefit amount (special conversion conditions allowed up to five times rider benefit amount, up to a maximum of \$50,000)

UNDERWRITING

Detailed underwriting requirements can be found in the underwriting guidelines brochure.

Substandard

Table ratings are available for both medical and non-medical reasons for issue ages 18–75, and are applied under the following guidelines:

- Table ratings are 25% per table and are applied to the standard non-tobacco or standard tobacco premiums.

Flat extras may be applicable for issue ages 18–75, and are applied under the following guidelines:

- Flat extras will be available for both medical and non-medical reasons.
- Medical flat extras may be applied to the standard non-tobacco and standard tobacco rates.
- Non-medical flat extras may be applied to standard non-tobacco and standard tobacco rates, as otherwise qualified.
- Temporary flat extras are non-commissionable.

ADDvantage term is issued on policy form series LS174, or state variation including all applicable endorsements and riders, by North American Company for Life and Health Insurance, Administrative Office, One Sammons Plaza, Sioux Falls, SD 57193. Products, features, riders, endorsements, or issue ages may not be available in all jurisdictions. Restrictions and limitations may apply.

Sammons FinancialSM is the marketing name for Sammons[®] Financial Group, Inc.'s member companies, including North American Company for Life and Health Insurance[®]. Annuities and life insurance are issued by, and product guarantees are solely the responsibility of, North American Company for Life and Health Insurance.



Administrative Office
One Sammons Plaza
Sioux Falls, South Dakota
NorthAmericanCompany.com

LOWER RATES. BETTER VALUE.

ADDvantage[®] Term Launch Overview



Our Focus: Value where it counts

It begins with focus. North American focused its efforts where ADDvantage Term is most popular.

The result — we lowered rates the most in the scenarios where the most sales occur. For example, we decreased rates in 96% of non-tobacco cells with a face amount of \$500k or higher. That’s for **10, 15, 20** and **30-year terms**.¹

Why? Because that’s where the sales are. Yet, of course, ADDvantage term remains competitive across the board.

Our challenge to you: Take a holistic look at ADDvantage Term. Combine the newly lowered premiums with accelerated death benefits for critical, chronic, and terminal illness and our comprehensive conversion privileges. We’re confident you’ll find ADDvantage Term has a value that’s very hard to beat.

Where we win: Accelerated Death Benefit for Critical, Chronic, Terminal²

North American’s ADDvantage Term is consistently competitive in price and convertible to a powerful product portfolio. Adding living benefits for Chronic and Critical Illness puts ADDvantage Term into a league of its own — ADDvantage Term is consistently the lowest priced term product with living benefits for critical and chronic illness.

The importance of Accelerated Benefits

2/3

Two-thirds of people who file bankruptcy say that medical bills are a major reason for their financial distress.³

20-year Term, \$500,000 Death Benefit Age 40, Preferred Best non-tobacco

Annual premium including critical and chronic illness coverage

Company	Product	Male	Female	NO EXTRA PREMIUM
North American	ADDvantage Term	\$350	\$300	✓
American National	Signature Term	\$365	\$340	✓
AIG	QoL FlexTerm ⁴	\$385	\$333	
LSW	Level Term 20-G	\$420	\$375	✓
Ameritas	FLX Living Benefits Term ⁴	\$510	\$410	
Transamerica	Trendsetter LB ⁴	\$550	\$450	

Sources: CompuLife and carrier web sites; accessed 6/14/2019. Competitor information is obtained from sources believed to be reliable, but its accuracy or completeness is not guaranteed. All expressed information or opinions are subject to change without notice. If there are questions regarding this information, please contact a representative from the applicable company. This data is for informational purposes. Insurance company names are strictly used for comparison purposes. North American does not have a business relationship with the companies being depicted nor does it offer products from any of these companies.

We’re Here For Life[®]

northamericancompany.com



Critical Illness

- **NO ADDITIONAL PREMIUM²**
- Premiums reduced based on lowered Face Amount⁵
- Maximum 90% of Face up to \$1,000,000
- Up to \$1 million Critical Acceleration
- Up to \$2 million Policy Max Total⁶
- Minimum lesser of 10% of Face or \$100,000



Chronic Illness

- **NO ADDITIONAL PREMIUM²**
- Premiums reduced based on lowered Face Amount⁵
- Maximum 24% of Face up to \$480,000 per election
- Up to \$2 million Policy Max Total⁶
- Minimum lesser of 5% of Face on Initial Election Date or \$50,000



Terminal Illness

- **NO ADDITIONAL PREMIUM²**
- 24 Month Life Expectancy in most States
- Discounted at Time of Election
- Premiums Waived when Benefit is Elected
- Maximum 90% of Face up to \$1 million Total Acceleration
- Minimum lesser of 10% of face or \$100,000

Fully Convertible

North American's ADDvantage Term is **fully convertible to a powerful portfolio of competitive permanent products.**

- Convertible to nearly all of North American's permanent products – not a just a select product.
- No additional underwriting and no proof of insurability required.
- Conversion period (10, 15 and 20-year) ends the earlier of age 75 or end of level term period (minimum of 5 years). Earlier of age 70 or 5 years for 30-year term.⁷

WriteAway[®] Accelerated Underwriting

Doing business is easy with North American's WriteAway accelerated underwriting which offers a seamless application experience with our SimpleSubmit[®] electronic application.

44%

44% of applications submitted via WriteAway have been accelerated.

6.5 days

Average time from submitted to underwriting approval is 6.5 days for WriteAway cases. Similar cases in traditional underwriting: 20 days.

65%

65% of approved WriteAway cases get a preferred or better underwriting decision.

Source: Internal Data, 6/14/2019.

1. Source Internal Data, 6/20/19. 2. An administration fee is required at time of election of an accelerated death benefit. The face amount will be reduced by the accelerated death benefit amount. Since benefits are paid prior to death, a discount will be applied to the face amount accelerated. As a result, the actual amount received will be less than the amount of face amount accelerated. 3. This is the real reason most Americans file for bankruptcy. CNBC. Feb 2019. <https://www.cnbc.com/2019/02/11/this-is-the-real-reason-most-americans-file-for-bankruptcy.html> 4. Carrier offers another product that does not include critical and chronic illness benefits at a lower premium. 5. Policy fees and premiums for riders, other than waiver of premium rider, are not reduced. 6. Combined Terminal, Chronic and Critical. 7. There are some restrictions based upon the age of the insured at policy issue, but the conversion period is never less than five years.

ADDvantage Term (policy form series LS174) and the Accelerated Death Benefit Endorsement for Term Life for Critical, Chronic and Terminal Illness (form series LR508), are issued by North American Company for Life and Health, Administrative Office, One Sammons Plaza, Sioux Falls, SD 57193. Products, features or riders may not be available in all jurisdictions. Limitations or restrictions may apply.



We're Here For Life[®]

northamericancompany.com