

ADDvantage[®] Term Life Insurance

Marketing Guide



North American Company
for Life and Health Insurance
Since 1886

| *Life*

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Marketing A D D v a n t a g e

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 pg. 5 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 is easy to submit online. 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.

Product Specifications

For full product details and rate schedules, visit our Website at www.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

Policy Issue Amounts	Band 1	Band 2	Band 3	Band 4
	\$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 ¹
Semi-annual	
Direct, Credit Card, List Bill	.522
PAC	.51
Quarterly	
Direct, Credit Card, List Bill	.274
PAC	.256
Monthly	
Credit Card, PAC	.088
List Bill	.094

1. Credit Card for annual mode will only be accepted at issue time.

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 through age 74 (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	through age 74
	71-75	5 years
ADDvantage 15	18-59	15 years
	60-70	through age 74
ADDvantage 20	18-54	20 years
	55-65	through age 74
ADDvantage 30	18-39	30 years
	40-50 (-55 NT)	through age 69

ACCELERATED DEATH BENEFIT ENDORSEMENT FOR TERMINAL ILLNESS

If the insured is diagnosed with a terminal illness (likely to result in death within 24 months), the policyowner can elect up to 75% of the policy's specified death benefit (maximum \$750,000). Premium payments are also waived after this benefit is elected. The death benefit will be reduced by the amount of the death benefit accelerated. Since benefits are paid prior to death, a discount will be applied to the death benefit accelerated. As a result, the actual amount received will be less than the amount of the death benefit accelerated. There is an administrative fee at time of election for this benefit. Refer to the Accelerated Death Benefit Endorsement guide, for complete details. This endorsement is included on all term policies.

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 disabilities occurring before age 60, premiums will be waived as they become due.
- For disabilities 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 INSURANCE RIDER

The Children's Term 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.



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ADDvantage Term is issued on policy form series LS174; the Accelerated Death Benefit Endorsement for Terminal Illness, Children's Term Insurance Rider and Waiver of Term Premium for Disability Rider are issued on form series LR474, LR456, and LR472 respectively 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.

We're Here For Life[®]

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