

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

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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.

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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.



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