

ADDVANTAGE[®]

North American Company

Term Life Insurance for Those That Matter Most to You

Consumer Brochure



North American Company
for Life and Health Insurance
Since 1886





FINANCIALLY PROTECT THE LOVED ONES THAT DEPEND ON YOU

Although the future is unpredictable, there are steps you can take to help plan for the unknown. Purchasing term life insurance is one of the easiest and most economical ways you can ensure your family is financially protected. Beyond final expenses, term life insurance can help pay the mortgage, utility bills, and daily living expenses. North American Company's ADDvantage® term life insurance provides protection for your beneficiaries and offers guaranteed level premiums you can build into your budget.

Benefits	ADDvantage Term
Comprehensive coverage	Your choice of a level premium period of 10, 15, 20, or 30 years. ¹
Custom options	Design your policy to meet your needs with available riders and endorsements.
Conversion privilege	Should your needs change, you may decide to switch all of your coverage over to a permanent life insurance policy.

COMPREHENSIVE COVERAGE

Most financial analysts recommend a life insurance death benefit based on your total financial situation. According to the Life and Health Insurance Foundation for Education (LIFE, 2012), they recommend an amount based on two variables:

1. the capital needed at death to meet immediate obligations, and
2. the amount of future income needed to sustain the household.

Your North American representative can help you determine the amount of coverage appropriate for you. North American offers policies with face amounts starting at \$100,000, up to as high as you need, subject to underwriting limits.

Once you've determined how much coverage you need, choose a level premium period of 10, 15, 20, or 30 years, and that's how long your rates are guaranteed not to increase.¹ Plus, with our underwriting approach, we are able to determine underwriting risk classifications on a case-by-case basis. This approach is important because the risk classification you receive determines your premium. We consider your overall health management so we can offer you the best rate you deserve.



CUSTOM OPTIONS

Design your policy to meet your needs by choosing among the following options:

- Optional life insurance coverage for your children.²
- A range of premium payment plans, including monthly, quarterly, semi-annual and annual. You may even qualify to pay by credit card.³
- Waive your premium should you become disabled, while keeping your coverage in force. This option must be chosen at the time your policy goes into effect and is subject to underwriting requirements.²

In addition, your coverage may automatically include:

- Additional Insurance Option Rider – This feature allows you to increase your death benefit amount by 25%-50% within the first three policy years if you qualify (depending on issue age), with minimal health information. Your increased premiums will be based upon your original issue age and underwriting risk classification.⁴
- Accelerated Death Benefit – Life can offer harsh realities, so we offer this “living benefit,” which allows you to receive 75% of your policy's face amount in advance, up to \$250,000, in the event of terminal illness that would likely result in death within 24-months. Subject to underwriting requirements.



CONVERSION PRIVILEGE

Life changes, so you should be able to change your life insurance policy, too. With ADDvantage term, you may convert your policy to one of North American Company's permanent life insurance products without any physical exam.

Should your needs change, you may generally convert your term insurance to permanent coverage throughout the level premium period (10, 15, 20, or 30 years), or through age 69, whichever is earlier, but never less than five years. The conversion privilege gives you control should you decide to change your coverage needs!

HELP SECURE YOUR FINANCIAL FUTURE WITH THE COVERAGE, CUSTOM OPTIONS, AND FLEXIBILITY OF CONVERSION WITH YOUR TERM LIFE INSURANCE POLICY. YOUR ADVISOR CAN HELP DEVELOP A PLAN THAT MEETS YOUR NEEDS.

A COMPANY YOU CAN TRUST

North American Company for Life and Health Insurance has been providing quality life insurance products since 1886. As one of the leading life insurance companies in the U.S., we'll make it as easy as possible for you to become one of our insureds. Please visit our Website at NorthAmericanCompany.com to find out more about our company.



We're Here for Life[®]

NorthAmericanCompany.com

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- 1 After the level premium period, premiums will increase annually, but will never exceed the maximum annual premium shown in the policy.
- 2 Options require additional premium.
- 3 Due to the application of modal factors, you will pay more in total premium for a policy year if you elect to pay premium more frequently than annually.
- 4 Only available for Super Preferred Non-Tobacco and Preferred Non-Tobacco risk classifications.

ADDvantage plans are issued on policy form series LS143AMP, Accelerated Death Benefit Endorsement is issued on form series LR352A, Additional Insurance Option Rider is issued on form series LRS-313A, Children's Term Insurance Rider is issued on form series LR456, Waiver of Premium is issued on form series LR409A; or state variations by North American Company for Life and Health Insurance, Administrative Office, Sioux Falls, SD 57193. Product, features, riders, endorsements or issue ages may not be available in all jurisdictions. Limitations and restrictions may apply.