



Annuity

Performance Choice[®]

Fixed Index Annuity

Consumer Brochure



“Change is inevitable. Growth is intentional.”

– Glenda Cloud

Change is a constant throughout our lives. However, the expectation of what we would like to achieve throughout our lives doesn't change. Most of us expect to accumulate a reliable income for our retirement years so we can enjoy the financial freedom we deserve, no matter what changes. Choosing the right accumulation vehicle for retirement can be difficult, especially as conditions decline. We need options to help us navigate through calm or turbulent times. The Performance Choice® from North American provides those options.

As a flexible premium fixed index annuity, the Performance Choice provides advantages such as tax-deferral, potential long-term growth, and a death benefit payout with the added benefit of growth with no risk of loss of premium due to market fluctuations. The Performance Choice is unique in that it offers an additional option for growth if index performance remains level or decreases. The Interest Credits will not mirror the actual performance of the index itself, but rather the index closes (monthly, annually, etc) are used as a basis for determining what the Interest Credits will be.

Change happens one day at a time, and it is good to know you have options to make the most of your future.

Under current law, annuities grow tax deferred. An annuity is not required for tax-deferral in qualified plans. Annuities may be subject to taxation during the income or withdrawal phase. Neither North American, nor any agents acting on its behalf, should be viewed as providing legal, tax or investment advice. Consult with and rely on your own qualified advisor.

SUMMARY OF FEATURES

- Index Account Options including the Inverse Performance Trigger that offers a declared rate of interest as a result of a zero or negative index performance
- A premium bonus on all premiums received in the first five contract years is available on the Performance Choice 8 Plus and Performance Choice 12 Plus products
- Tax-deferral, income for life and full Accumulation Value at death

This brochure is not complete and must be presented with the Product Details sheet that describes issue ages, premium bonus (if applicable), surrender charges, riders, and more.

Products that have premium bonuses may offer lower credited interest rates, lower Index Cap Rates, lower Participation Rates and/or greater Index Margins than products that don't offer a premium bonus. Over time and under certain scenarios the amount of the premium bonus may be offset by the lower credited interest rates, lower Index Cap Rates, lower Participation Rates and/or greater Index Margins. You may lose some or all of the premium bonus if withdrawals are taken in excess of those allowed due to the Premium Bonus Recapture feature discussed later in the brochure.

This brochure is not complete and must be presented with the Product Details sheet that describes issue ages, premium bonus, surrender charges, riders, and more.

Benefits of Owning a Deferred Annuity

TAX-DEFERRAL

Tax-deferred growth allows your money to grow faster because you earn interest on dollars that would otherwise be paid in taxes. Your premium earns interest, the interest compounds within the Contract and the money you would have paid in taxes earns interest. This chart shows the impact of a tax-deferred annuity.

LIFETIME INCOME

We can provide you with a guaranteed income stream with the purchase of your tax-deferred annuity. You have the ability to choose from several different annuity payout options, including life or a specified period.

See the Product Details sheet for more information on Annuity Payout Options.

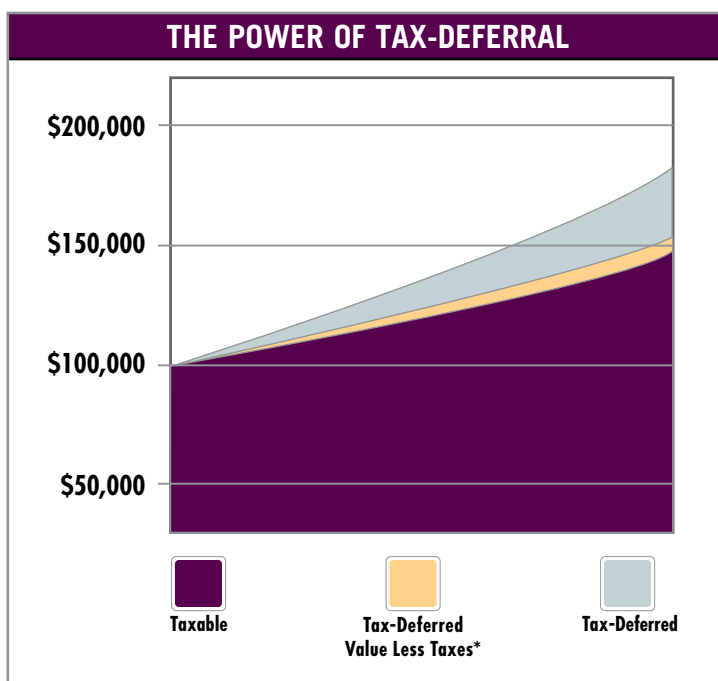
DEATH BENEFIT

North American will pay out, as the Death Benefit, the Accumulation Value to your beneficiary upon the death of the annuitant or an owner. Your beneficiary may choose to receive the payout in either a lump sum or a series of income payments. If joint annuitants are named, the Death Benefit will be paid on the death of the second annuitant. If joint owners are named, the Death Benefit will be paid on the death of the first owner.

MAY AVOID PROBATE

By naming a beneficiary, you may minimize the delays, expense and publicity often associated with probate. Your designated beneficiary receives death proceeds in either a lump sum or a series of income payments.

Please consult with and rely on your own legal or tax advisor.



Contract Values

ACCUMULATION VALUE

The Accumulation Value is 100% of premium, plus any applicable premium bonus, allocated to the Fixed and Index Accounts, plus any Interest Credit or other interest earned. It will be reduced by the amount of any withdrawals, but cannot decrease due to negative index performance.

For detailed information on charges incurred if the Contract is surrendered, see the Surrender Charge section on the Product Details sheet.

SURRENDER VALUE

The Surrender Value is the amount that is available at the time of surrender. The Surrender Value is equal to the Accumulation Value, subject to the Interest Adjustment, less applicable surrender charges, Premium Bonus Recapture and state premium taxes. The Surrender Value will never be less than the minimum requirements set forth by state laws, at the time of issue, in the state where the Contract is delivered.

This brochure is not complete and must be presented with the Product Details sheet that describes issue ages, premium bonus, surrender charges, riders, and more.

WHAT IF I NEED TO ACCESS MY MONEY?

Access to your money is always an important concern. The Performance Choice offers a variety of liquidity features. For additional withdrawals before the end of the surrender charge period, surrender charges may apply. Withdrawals will be treated as ordinary income and if taken prior to age 59½, may be subject to a 10% IRS penalty. Withdrawals from your Contract will also reduce your Accumulation Value accordingly.

PENALTY-FREE WITHDRAWALS

After the first contract anniversary, a penalty-free withdrawal (also known as a penalty-free partial surrender), of up to 10% of the accumulation value may be taken each year. After the surrender charge period, surrender charges, Premium Bonus Recapture (if applicable) and an Interest Adjustment no longer apply to any withdrawals.

ANNUITY PAYOUT OPTIONS

Should you decide to receive an income from your annuity after the surrender charge period, you will have several annuity payout options from which to choose. Annuity payout options are a benefit of deferred annuities, but are not a requirement with the Performance Choice.

Once a payout option is elected, it cannot be changed and all other rights and benefits under the annuity end. On non-qualified plans, a portion of each income payment represents a return of premium that is not taxable, thus reducing your tax liabilities.

See the Product Details sheet for more information on Annuity Payout Options.

INTEREST ADJUSTMENT

(Also known as Market Value Adjustment)

Your Contract also includes an Interest Adjustment feature which may decrease or increase your Surrender Value depending on the change in interest rates since your annuity purchase. Lower interest rates at time of issue may result in less opportunity for a positive Interest Adjustment in future contract years. In certain rate scenarios at the time of issue, it may not be possible to experience a positive Interest Adjustment.

Due to the mechanics of an Interest Adjustment, the Surrender Value generally decreases as interest rates rise or remain constant. Likewise, when interest rates decrease enough over a period of time, the Surrender Value generally increases. However, the Interest Adjustment is limited to the interest credited to the Accumulation Value.

This adjustment is applied only during the surrender charge period to surrenders exceeding the applicable penalty-free amount. *See the "Understanding the Market Value Adjustment" brochure for more information.*

Interest Adjustment is not available in Utah.

SURRENDER CHARGES

Surrender charges allow the Company to invest your money on a long-term basis and generally credit higher yields than possible with a similar annuity of shorter term. During the surrender charge period, a surrender charge is assessed on any amount withdrawn, whether as a partial or full surrender, that exceeds the penalty-free allowance applicable and may result in a loss of premium. Additional premiums deposited into existing contracts will maintain the surrender charge schedule set forth at policy issue date. Certain payout options may incur a surrender charge and Premium Bonus Recapture (if applicable).

See the surrender charge schedule which details the declining charges on the Product Details sheet.

A surrender during the surrender charge period could result in a loss of premium. Surrender charge structure may vary by state. Consult your Product Details sheet and Annuity Disclosure Statement for details specific to your state.

PREMIUM BONUS RECAPTURE PROVISION

(Applicable to Performance Choice 8 Plus and Performance Choice 12 Plus products)

A premium bonus will be credited on premium received during the first five contract years. During the surrender charge period, withdrawals in excess of the penalty-free allowance or a full surrender will incur a premium bonus recapture. This is in addition to any applicable surrender charges and/or Interest Adjustments. This recapture schedule applies to all premium bonus credits, including the additional premium bonus, and is set at issue.

See the Premium Bonus Recapture Schedule which details the declining percentages on the Product Details sheet.

Choose Your Index Options

There are two main aspects that factor in determining the Interest Credits; the Index Account (crediting method) and the specific index.

You have total control over how your initial premium is allocated between our Fixed Account or Index Accounts. North American offers several Index Account options that can be used to calculate Interest Credits including Monthly Point-to-Point, Annual Point-to-Point Threshold Participation Strategy and Inverse Performance Trigger.

These crediting methods allow you to select from several different indexes noted in the index options chart. Each of these Index Account options performs differently in various market scenarios. It is important to note that the fixed account interest is never applied to premium allocated to the Index Accounts.

Please refer to the “How it Works-Crediting Methods” brochure for more information on the differences.

THE PERFORMANCE CHOICE OFFERS A VARIETY OF INDEX OPTIONS INCLUDING:	
S&P 500® INDEX	This index has been widely regarded as the best single gauge of the large cap U.S. equities market since the index was first published in 1957. The index includes 500 leading companies in leading industries of the U.S. economy.
S&P 500® LOW VOLATILITY DAILY RISK CONTROL 5% INDEX	The S&P 500® Low Volatility Daily Risk Control 5% Index strives to create stable performance through managing volatility (i.e. risk control) on the S&P 500 Low Volatility Index. The S&P 500 Low Volatility Index measures performance of the 100 least volatile stocks in the S&P 500®. The index adds an element of risk control by allocating between stocks, as represented by the S&P 500 Low Volatility Index, and cash. The index adds an element of risk control by applying rules to allocate between stocks, as represented by the S&P 500 Low Volatility Index, and cash.
S&P MIDCAP 400® INDEX	The S&P MidCap 400® Index provides investors with a benchmark for mid-sized companies. The index seeks to remain an accurate measure of mid-sized companies, reflecting the risk and return characteristics of the broader mid-cap universe on an on-going basis.
DOW JONES INDUSTRIAL AVERAGE™ INDEX (DJIA®)	Dow Jones Industrial Average™ Index – The oldest continuing stock market index, the DJIA® is one of the most well known and widely followed indicators of the U.S. stock market in the world. It is represented by 30 of the largest U.S. stocks, including household names and leaders in their respective industries.
NASDAQ-100® INDEX	The Nasdaq-100® index includes 100 of the largest domestic and international non-financial securities listed on The Nasdaq Stock Market based on market capitalization. The index reflects companies across major industry groups including computer hardware and software, telecommunications, retail/wholesale trade and biotechnology.
RUSSELL 2000®	The Russell 2000® Index measures the performance of the small-cap segment of the U.S. equity universe. The Russell 2000 Index includes approximately 2,000 of the smallest securities based on a combination of their market cap and current index membership.
EURO STOXX 50®	The EURO STOXX 50® (Price) Index is a free-float market capitalization-weighted index of 50 European blue-chip stocks from those countries participating in the EMU. Each component's weight is capped at 10% of the index's total free float market capitalization.
HANG SENG INDEX	The Hang Seng Composite Index (“HSCI”) offers a comprehensive Hong Kong market benchmark that covers companies listed on the Main Board of the Stock Exchange of Hong Kong (“SEHK”). The HSCI can be used as a basis for index funds, mutual funds as well as performance benchmarks.

This brochure is not complete and must be presented with the Product Details sheet that describes issue ages, premium bonus, surrender charges, riders, and more.

CREDITING METHODS

MONTHLY POINT-TO-POINT WITH INDEX CAP RATE	MONTHLY POINT-TO-POINT	This method for determining any Interest Credit uses the monthly changes in the Index Value, subject to a monthly Index Cap Rate. The Interest Credit is credited annually and is based on the sum of all the monthly percentage changes in the index value—which could be positive or negative. On each contract anniversary, these monthly changes, each not to exceed the monthly Index Cap Rate, are added together to determine the Interest Credit for that year. Negative monthly returns have no downside limit and will reduce the Interest Credit, but the Interest Credit will never be less than zero.
	INDEX CAP RATE	Your annuity applies an Index Cap Rate, or upper limit, to calculate your Interest Credits each year for the Monthly Point-to-Point. This cap, which is applied monthly, may change annually. The Index Cap Rate will be declared on each contract anniversary and is guaranteed for that year. The Index Cap Rate is set at the Company's discretion, however, at no time will this cap ever fall below the minimum guaranteed Index Cap Rate set for the Monthly Point-to-Point Index Account.
ANNUAL POINT-TO-POINT WITH • INDEX CAP RATE; OR • INDEX MARGIN	ANNUAL POINT-TO-POINT	This calculation method measures the change in index value using two points in time; the beginning index value and the ending index value for that year. Index linked gains are calculated based on the difference between these two values. The index change, if any, is then subject to an Index Cap Rate and/or Index Margin. The annual Interest Credit will never be less than zero.
	INDEX CAP RATE	Your annuity applies an Index Cap Rate, or upper limit, to calculate your Interest Credits each year applied to the Annual Point-to-Point Index Account option. This cap is applied annually and may change annually. It is declared on the contract anniversary and is guaranteed for that year. The Index Cap Rate is set at the Company's discretion. However, at no time will this cap ever fall below the minimum guaranteed Index Cap Rate set for the Annual Point-to-Point Index Account.
	INDEX MARGIN	Once a gain has been calculated using the Annual Point-to-Point Index Account option, an Index Margin is subtracted. The Index Margin is guaranteed for the first year, but can change each year thereafter at the Company's discretion. The Index Margin is set in advance each contract year, however at no time will it be greater than the maximum Index Margin for the Annual Point-to-Point Index Account.
THRESHOLD PARTICIPATION STRATEGY	ANNUAL POINT-TO-POINT	This calculation method measures the change in index value using two points in time; the beginning index value and the ending index value for that year. Index linked gains are calculated based on the difference between these two values. For the Annual Point to Point with Threshold Participation Rate, once an index-linked gain has been calculated using the Annual Point-to-Point Index Account, the index-linked gain is compared to a declared Index Return Threshold and is subject to either one or both of the of the threshold participation rates, called the Base Participation Rate and the Enhanced Participation Rate. The annual Interest Credit will never be less than zero.
	THRESHOLD PARTICIPATION RATES AND INDEX RETURN THRESHOLD	A Participation Rate is a percentage that is multiplied by any index-linked gain at the end of the contract year to determine the Interest Credit to your contract. If the gain is less than or equal to the Index Return Threshold, the Base Participation Rate is applied to the gain and used to determine your interest credit. If the gain exceeds the Index Return Threshold, the Base Participation Rate is applied to the portion of the gain up to and including the Threshold Index Return and the Enhanced Participation Rate is applied to the portion of the gain that exceeds the Index Return Threshold. The sum of these values is used to determine your interest credit. The Index Return Threshold, the Base Participation Rate, and the Enhanced Participation Rate are each declared annually at the Company's discretion. Each is guaranteed for the first contract year, and can change each year thereafter on the contract anniversary, but will never exceed the maximum Index Return Threshold, or fall below the minimum Base Participation Rates, or minimum Enhanced Participation Rate.

This brochure is not complete and must be presented with the Product Details sheet that describes issue ages, premium bonus, surrender charges, riders, and more.

CREDITING METHODS		
INVERSE PERFORMANCE TRIGGER	INVERSE PERFORMANCE TRIGGER (OR ANNUAL DECLARED RATE NEGATIVE PERFORMANCE OPTION)	The Inverse Performance Trigger is based on the S&P 500®. The S&P 500® Index Value from the beginning of your Contract year is compared to the Index Value at the end of the Contract year. If the ending S&P 500® Index value is equal to or less than the starting value, the money allocated to this option will be credited interest at the Declared Performance Rate. If the ending Index Value is greater than the beginning Index Value, the money allocated to this option will receive a zero percent (0%) Interest Credit.
	DECLARED PERFORMANCE RATE	This method for determining any Interest Credit applies a Declared Performance Rate of interest when the Index Value stays the same or goes down throughout the year. This Declared Performance Rate may change annually, and it will never fall below the minimum guaranteed rate. The Declared Performance Rate is set each year at the Company's discretion.
FIXED ACCOUNT	Premium allocated to the Fixed Account will be credited interest at a declared Fixed Account interest rate and is credited daily. The initial premium interest rate is guaranteed for the first contract year. For each subsequent contract year, we will declare, at our discretion, a Fixed Account interest rate that will apply to the amount allocated to the Fixed Account as of the beginning of that contract year. A declared Fixed Account Interest rate will never fall below the minimum guaranteed fixed account interest rate.	

Ask your sales representative for the current Index Cap Rates, Index Margins, Participation Rate, including the Base and Enhanced Participation Rate and the Index Return Threshold, Declared Performance Rate and Fixed Account Interest Rate.

ANNUAL RESET

The annual reset allows Interest Credits, if any, to be added to your Index Accounts each contract anniversary. That amount, when added, becomes “locked-in” and cannot be taken away due to negative index performance. The “locked-in” Interest Credit will be added to the Accumulation Value, giving you the advantage of compounding in subsequent years.

This feature also resets your starting index point each contract anniversary. This can help minimize your risk when the index experiences a severe downturn. Without this feature, you would have to wait for the index to climb up to its original level before any Interest Credit could be realized.

TRANSFER OPTIONS

Each year, you may elect to transfer your values between the Fixed Account and Index Account options. You may also elect to transfer between crediting methods within the Index Account options on an annual basis. Transfers are not allowed until your first contract anniversary. Based on current tax laws, these transfers between options will not be taxable or subject to surrender penalties.

Please refer to your Performance Choice annuity Contract for minimum transfer amounts.

SUBSEQUENT PREMIUM

All subsequent premiums will be credited a fixed interest rate. We will declare this interest rate for each subsequent premium at the time that subsequent premium is received. The interest rate applicable to each subsequent premium is guaranteed until the end of the Contract Year. On each Contract Anniversary, North American will allocate any premiums received since the prior Contract Anniversary among the accounts, according to your most recent instructions. Subsequent premiums added during the first five contract years will receive a premium bonus for Performance Choice 8 Plus and Performance Choice 12 Plus products. The premium bonus for subsequent premiums is also subject to the premium bonus recapture feature, should withdrawals in excess of these be taken.

Getting Started

SUMMARY OF CHOICES

CHOOSE EACH YEAR:

1 INDEX ACCOUNT OPTIONS

- ☐ Monthly Point-to-Point
AND/OR
- ☐ Annual Point-to-Point
AND/OR
- ☐ Threshold Participation Strategy
AND/OR
- ☐ Inverse Performance Trigger

2 HOW TO ALLOCATE YOUR PREMIUM*

- _____ % S&P 500®
- _____ % S&P 500® Low Volatility Daily
Risk Control 5%
- _____ % S&P MidCap 400®
- _____ % DJIA®
- _____ % Nasdaq-100®
- _____ % Russell 2000®
- _____ % EURO STOXX 50®
- _____ % Hang Seng
- _____ % Fixed Account

**See the Diversify Your Premium chart on the Product Details sheet for index availability under each Index Account Option.*

This section is for your reference only. It does not need to be returned to North American.



This brochure is not complete and must be presented with the Product Details sheet that describes issue ages, premium bonus, surrender charges, riders, and more.

This brochure is for solicitation purposes only. Please refer to your Contract for any other specific information. With every Contract that North American issues there is a free-look period. This gives you the right to review your entire Contract and if you are not satisfied, return it and have your premium returned. Fixed Index Annuities are not a direct investment in the stock market. They are long term insurance products with guarantees backed by the issuing company. They provide the potential for interest to be credited based in part on the performance of specific indices, without the risk of loss of premium due to market downturns or fluctuation. They may not be appropriate for all clients.

Premium taxes: Accumulation Value will be reduced for premium taxes as required by the state of residence. The Performance Choice® is issued on form LC/LS160A (certificate/contract), LR431A, LR424A-1, AE520A, LR426A, LR427A, LR428A, AE509A, AE510A, AE511A, AE556A, AE594A and LR433A, (riders/endorsements) or appropriate state variation by North American Company for Life and Health Insurance®, West Des Moines, IA. This product, its features, riders and index options may not be available in all states.

SPECIAL NOTICE REGARDING THE USE OF A LIVING TRUST AS OWNER OR BENEFICIARY OF THIS ANNUITY.

The use of living trusts in connection with an annuity contract can be a valuable planning mechanism. However, a living trust is not appropriate when mass-produced in connection with the sale of an insurance product. We strongly suggest you seek the advice of your qualified legal advisor concerning the use of a trust with an annuity contract.

Neither North American, nor any agents acting on its behalf, should be viewed as providing legal, tax or investment advice. Consult with and rely on a qualified advisor. Under current law, annuities grow tax deferred. Annuities may be subject to taxation during the income or withdrawal phase. The tax-deferred feature is not necessary for a tax-qualified plan. In such instances, you should consider whether other features, such as the Death Benefit, lifetime annuity payments and optional riders make the Contract appropriate for your needs.

The EURO STOXX 50® is the intellectual property (including registered trademarks) of STOXX Limited, Zurich, Switzerland and/or its licensors ("Licensors"), which is used under license. The Index Accounts in this Product based on the Index are in no way sponsored, endorsed, sold, or promoted by STOXX and its Licensors and neither of the Licensors shall have any liability with respect thereto.

The "S&P 500®", "S&P 500® Low Volatility Daily Risk Control 5% Index", "S&P MidCap 400®", and "DJIA®" Indices ("Indices") are products of S&P Dow Jones Indices LLC or its affiliates ("SPDJI") and have been licensed for use by North American Company for Life and Health Insurance® ("the Company"). Standard & Poor's® and S&P® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P") and Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"). The trademarks have been licensed to SPDJI and have been sublicensed for use for certain purposes by the Company. Performance Choice® ("Product") is not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, any of their respective affiliates (collectively, "S&P Dow Jones Indices"). S&P Dow Jones Indices does not make any representation or warranty, express or implied, to the owners of the Performance Choice or any member of the public regarding the advisability of investing in securities generally or in this Product particularly or the ability of these Indices to track general market performance. S&P Dow Jones Indices only relationship to North American with respect to these Indices is the licensing of the Index and certain trademarks, service marks and/or trade names of S&P Dow Jones Indices and/or its licensors. The Indices are determined, composed and calculated by S&P Dow Jones Indices without regard to North American or the Product. S&P Dow Jones Indices has no obligation to take the needs of the Company or the owners of this Product into consideration in determining, composing or calculating these Indices. S&P Dow Jones Indices is not responsible for and have not participated in the determination of the prices, and amount of Performance Choice or the timing of the issuance or sale of this Product or in the determination or calculation of the equation by which the Product is to be converted into cash, surrendered or redeemed, as the case may be. S&P Dow Jones Indices has no obligation or liability in connection with the administration, marketing or trading of the Product. There is no assurance that investment products based on these Indices will accurately track index performance or provide positive investment returns. S&P Dow Jones Indices LLC is not an investment advisor. Inclusion of a security within an index is not a recommendation by S&P Dow Jones Indices to buy, sell, or hold such security, nor is it considered to be investment advice.

S&P DOW JONES INDICES DOES NOT GUARANTEE THE ADEQUACY, ACCURACY, TIMELINESS AND/OR THE COMPLETENESS OF THESE INDICES OR ANY DATA RELATED THERETO OR ANY COMMUNICATION, INCLUDING BUT NOT LIMITED TO, ORAL OR WRITTEN COMMUNICATION (INCLUDING ELECTRONIC COMMUNICATIONS) WITH RESPECT THERETO. S&P DOW JONES INDICES SHALL NOT BE SUBJECT TO ANY DAMAGES OR LIABILITY FOR ANY ERRORS, OMISSIONS, OR DELAYS THEREIN. S&P DOW JONES INDICES MAKES NO EXPRESS OR IMPLIED WARRANTIES, AND EXPRESSLY DISCLAIMS ALL WARRANTIES, OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE OR AS TO RESULTS TO BE OBTAINED BY NORTH AMERICAN, OWNERS OF THE PERFORMANCE CHOICE, OR ANY OTHER PERSON OR ENTITY FROM THE USE OF THE INDICES OR WITH RESPECT TO ANY DATA RELATED THERETO. WITHOUT LIMITING ANY OF THE FOREGOING, IN NO EVENT WHATSOEVER SHALL S&P DOW JONES INDICES BE LIABLE FOR ANY INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE OR CONSEQUENTIAL DAMAGES INCLUDING BUT NOT LIMITED TO, LOSS OF PROFITS, TRADING LOSSES, LOST TIME OR GOODWILL, EVEN IF THEY HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER IN CONTRACT, TORT, STRICT LIABILITY, OR OTHERWISE. THERE ARE NO THIRD PARTY BENEFICIARIES OF ANY AGREEMENTS OR AGREEMENTS BETWEEN S&P DOW JONES INDICES AND THE COMPANY, OTHER THAN THE LICENSORS OF S&P DOW JONES INDICES.

The Nasdaq-100®, Nasdaq-100® Index and Nasdaq® are trademarks of the Nasdaq Stock Market Inc. (which with its affiliates are the "Corporations") and are licensed for use by North American. The Product(s) have not been passed on by the Corporations as to their legality or suitability. The Performance Choice is not issued, endorsed, sold or promoted by the Corporations. THE CORPORATIONS MAKE NO WARRANTIES AND BEAR NO LIABILITY WITH RESPECT TO THE PERFORMANCE CHOICE.

Russell 2000® Index is a trademark of Russell Investments and has been licensed for use by North American. The Performance Choice is not sponsored, endorsed, sold or promoted by Russell Investments and Russell Investments makes no representation regarding the advisability of purchasing the Product.

The Hang Seng (the "Index(es)") is/are published and compiled by Hang Seng Indexes Company Limited pursuant to a license from Hang Seng Data Services Limited. The mark(s) and name(s) Hang Seng are proprietary to Hang Seng Data Services Limited. Hang Seng Indexes Company Limited and Hang Seng Data Services Limited have agreed to the use of, and reference to, the Index(es) by North American in connection with Performance Choice (the "Product"), BUT NEITHER HANG SENG INDEXES COMPANY LIMITED NOR HANG SENG DATA SERVICES LIMITED WARRANTS OR REPRESENTS OR GUARANTEES TO ANY BROKER OR HOLDER OF THE PRODUCT OR ANY OTHER PERSON (i) THE ACCURACY OR COMPLETENESS OF ANY OF THE INDEX(ES) AND ITS COMPUTATION OR ANY INFORMATION RELATED THERETO; OR (ii) THE FITNESS OR SUITABILITY FOR ANY PURPOSE OF ANY OF THE INDEX(ES) OR ANY COMPONENT OR DATA COMPRISED IN IT; OR (iii) THE RESULTS WHICH MAY BE OBTAINED BY ANY PERSON FROM THE USE OF ANY OF THE INDEX(ES) OR ANY COMPONENT OR DATA COMPRISED IN IT FOR ANY PURPOSE, AND NO WARRANTY OR REPRESENTATION OR GUARANTEE OF ANY KIND WHATSOEVER RELATING TO ANY OF THE INDEX(ES) IS GIVEN OR MAY BE IMPLIED. The process and basis of computation and compilation of any of the Index(es) and any of the related formula or formulae, constituent stocks and factors may at any time be changed or altered by Hang Seng Indexes Company Limited without notice. TO THE EXTENT PERMITTED BY APPLICABLE LAW, NO RESPONSIBILITY OR LIABILITY IS ACCEPTED BY HANG SENG INDEXES COMPANY LIMITED OR HANG SENG DATA SERVICES LIMITED (i) IN RESPECT OF THE USE OF AND/OR REFERENCE TO ANY OF THE INDEX(ES) BY NORTH AMERICAN IN CONNECTION WITH THE PRODUCT; OR (ii) FOR ANY INACCURACIES, OMISSIONS, MISTAKES OR ERRORS OF HANG SENG INDEXES COMPANY LIMITED IN THE COMPUTATION OF ANY OF THE INDEX(ES); OR (iii) FOR ANY INACCURACIES, OMISSIONS, MISTAKES, ERRORS OR INCOMPLETENESS OF ANY INFORMATION USED IN CONNECTION WITH THE COMPUTATION OF ANY OF THE INDEX(ES) WHICH IS SUPPLIED BY ANY OTHER PERSON; OR (iv) FOR ANY ECONOMIC OR OTHER LOSS WHICH MAY BE DIRECTLY OR INDIRECTLY SUSTAINED BY ANY BROKER OR HOLDER OF THE PRODUCT OR ANY OTHER PERSON DEALING WITH THE PRODUCT AS A RESULT OF ANY OF THE AFORESAID, AND NO CLAIMS, ACTIONS OR LEGAL PROCEEDINGS MAY BE BROUGHT AGAINST HANG SENG INDEXES COMPANY LIMITED AND/OR HANG SENG DATA SERVICES LIMITED in connection with the Product in any manner whatsoever by any broker, holder or other person dealing with the Product. Any broker, holder or other person dealing with the Product does so therefore in full knowledge of this disclaimer and can place no reliance whatsoever on Hang Seng Indexes Company Limited and Hang Seng Data Services Limited. For the avoidance of doubt, this disclaimer does not create any contractual or quasi-contractual relationship between any broker, holder or other person and Hang Seng Indexes Company Limited and/or Hang Seng Data Services Limited and must not be construed to have created such relationship.

This brochure is not complete and must be presented with the Product Details sheet that describes issue ages, premium bonus, surrender charges, riders, and more.

Protect Your Assets and Those You Love with an Industry Leader

North American Company for Life and Health Insurance® is a leading insurance company in the U.S. Throughout our 100+ year history, we've focused on providing growth, income, and financial protection to the clients we serve. Our insurance and annuity products have consistently provided value to our clients - in all types of market and economic environments.

For nearly 30 years, North American has continued to earn high ratings, based on our financial strength, operating performance, and ability to meet obligations to our policyholders and contract holders. North American currently holds the following ratings:

A.M. BEST ^{A,B}	STANDARD & POOR'S ^{B,C}
A+ (2nd category of 15) Superior ability to meet ongoing obligations to policyholders	A+ (5th category of 22) Very strong financial security characteristics

A.M. Best is a large third-party independent reporting and rating company that rates an insurance company on the basis of the company's financial strength, operating performance, and ability to meet its obligations to policyholders. Standard & Poor's Corporation is an independent, third-party rating firm that rates on the basis of financial strength. Ratings shown reflect the opinions of the rating agencies and are not implied warranties of the company's ability to meet its financial obligations. The ratings to the left apply to North American's financial strength and claims-paying ability. a) A.M. Best rating affirmed on June 3, 2015. For the latest rating, access www.ambest.com. b) Awarded to North American as part of Sammons® Financial Group Inc., which consists of Midland National® Life Insurance Company and North American Company for Life and Health Insurance®. c) Standard & Poor's rating assigned February 26, 2009 and affirmed on July 2, 2015.



| *Annuity*

4350 Westown Parkway
West Des Moines, IA 50266
www.NorthAmericanCompany.com

Not FDIC/NCUA Insured	Not a Deposit Of A Bank	Not Bank Guaranteed
May Lose Value	Not Insured By Any Federal Government Agency	

Performance Choice® 12 Product Details for Florida

Fixed Index Annuity

ISSUE AGES	Available issue ages 0-75 (Qualified and Non-Qualified) For issue ages 0-17, a Uniform Gift to Minors Act (UGMA) or Uniform Transfers to Minors Act (UTMA) custodial account must be established.											
ANNUITY PAYOUT OPTIONS	Should you decide to receive an income from your annuity after the first contract year, you will have several annuity payout options from which to choose. Annuity payout options are a benefit of deferred annuities, but are not a requirement with the Performance Choice 12. Once a payout option is elected, it cannot be changed and all other rights and benefits under the annuity end.						The following options are available: <ul style="list-style-type: none">• Life Income• Life Income with a 10-Year or 20-Year Period Certain• Joint and Survivor Life Income• Joint and Survivor Life Income with a 10-Year or 20-Year Period Certain					
MINIMUM PREMIUM	Flexible Premium \$10,000 non-qualified, \$2,000 qualified (\$50/month TSA Salary Reduction)											
SURRENDER CHARGE SCHEDULE	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12
	10%	10%	10%	10%	10%	9%	8%	7%	6%	5%	4%	2%
RIDERS	Nursing Home Confinement Waiver: After the first contract anniversary, should the annuitant become confined to a qualified nursing home facility for at least 90 consecutive days, we will increase the penalty-free withdrawal by 10% of the Accumulation Value each year while the annuitant is confined. This waiver is only available for issue ages 75 and younger and is automatically included with your annuity at no additional charge. If joint annuitants are named on the annuity, waiver will apply to the first annuitant who qualifies for the benefit. Other riders may apply, ask for details.											
OTHER	Interest Adjustment (also known as Market Value Adjustment): Includes an Interest Adjustment which may decrease or increase Surrender Value depending on the change in interest rates since purchase. See brochure for further details. Penalty-Free Withdrawals: After the first contract anniversary, a penalty-free withdrawal (also known as a Penalty-Free Partial Surrender), of up to 10% of the Accumulation Value may be taken each year. After the Surrender Charge period, Surrender Charges and an Interest Adjustment no longer apply to any withdrawals. RMDs: Surrender charges and Interest Adjustments on any portion of an IRS-Required Minimum Distributions exceeding the 10% penalty-free withdrawal amount will be waived by current company practice*. Transfers: After the first contract year and on an annual basis, you may elect to transfer between crediting methods and Index Account options, including the fixed account. By current company practice*, you will have 30 days following each contract anniversary to reallocate.											

*A feature offered "by current company practice" is not a contractual guarantee of this annuity contract and can be removed or changed at any time.

Not FDIC/NCUA Insured	Not A Deposit Of A Bank	Not Bank Guaranteed
May Lose Value	Not Insured By Any Federal Government Agency	



This Product Details sheet must be presented along with the brochure at point of sale.
For further details not included in this sheet, please refer to the brochure.

23716Z-12-FL | PRT 5-16

www.NorthAmericanCompany.com
4350 Westown Parkway, West Des Moines, IA 50266

Performance Choice® 12 Product Details for Florida

DIVERSIFY YOUR PREMIUM AMONG THE FOLLOWING INDEX ACCOUNT OPTIONS

CREDITING METHODS (Subject to factor below)	HOW IS INTEREST CREDIT CALCULATED?	WHEN IS INTEREST CREDIT CALCULATED/ CREDITED?	WHEN IS THE FACTOR APPLIED?	WHEN CAN THE FACTOR CHANGE?	INDEX AVAILABILITY*
MONTHLY POINT-TO-POINT (Subject to an Index Cap Rate)	Sum of monthly performance	Annually	Monthly For Index Cap Rate	Annually For Index Cap Rate	<ul style="list-style-type: none"> • S&P 500® • Nasdaq-100®
ANNUAL POINT-TO-POINT (Subject to an Index Cap Rate)	Annual change in index values	Annually	Annually For Index Cap Rate	Annually For Index Cap Rate	<ul style="list-style-type: none"> • S&P 500® • EURO STOXX 50® • (DJIA®) Dow Jones Industrial Average™ • S&P MidCap 400® • Russell 2000® Index • Nasdaq-100® • Hang Seng Index
ANNUAL POINT-TO-POINT (Subject to an Index Margin)	Annual change in index values	Annually	Annually For Index Margin	Annually For Index Margin	<ul style="list-style-type: none"> • S&P 500® Low Volatility Daily Risk Control 5%
INVERSE PERFORMANCE TRIGGER (Declared Performance Rate)	Annual change in index values	Annually	Annually For Declared Performance Rate	Annually For Declared Performance Rate	<ul style="list-style-type: none"> • S&P 500®
ANNUAL POINT-TO-POINT WITH THRESHOLD PARTICIPATION STRATEGY (Subject to Base and Enhanced Participation Rates and Index Return Threshold)	Annual change in index values	Annually	Annually For Base and Enhanced Participation Rates, subject to the Index Return Threshold	Annually For Base and Enhanced Participation Rates, and Index Return Threshold	<ul style="list-style-type: none"> • S&P 500® Low Volatility Daily Risk Control 5%

* NOTE: Past Index performance is not intended to predict future performance and the Index does not include dividends.

Performance Choice® 12 Product Details for Florida

The Performance Choice® 12 is issued in Florida on form LS160A09.NB.12 (contract), LR424A-1, LR431A, AE520A, AE556A, LR427A09, LR428A, LR426A09, AE594A and LR433A09 (riders/endorsements) by North American Company for Life and Health Insurance®, West Des Moines, IA.

Fixed Index Annuities are not a direct investment in the stock market. They are long term insurance products with guarantees backed by the issuing company. They provide the potential for interest to be credited based in part on the performance of specific indices, without the risk of loss of premium due to market downturns or fluctuation. They may not be appropriate for all clients.

The EURO STOXX 50® is the intellectual property (including registered trademarks) of STOXX Limited, Zurich, Switzerland and/or its licensors ("Licensors"), which is used under license. The Index Accounts in this Product based on the Index are in no way sponsored, endorsed, sold, or promoted by STOXX and its Licensors and neither of the Licensors shall have any liability with respect thereto.

The "S&P 500®", "S&P 500® Low Volatility Daily Risk Control 5% Index", "S&P MidCap 400®", and "DJIA®" Indices ("Indices") are products of S&P Dow Jones Indices LLC or its affiliates ("SPDJI") and have been licensed for use by North American Company for Life and Health Insurance® ("the Company"). Standard & Poor's® and S&P® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P") and Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"). The trademarks have been licensed to SPDJI and have been sublicensed for use for certain purposes by the Company. Performance Choice 12 ("Product") is not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, any of their respective affiliates (collectively, "S&P Dow Jones Indices"). S&P Dow Jones Indices does not make any representation or warranty, express or implied, to the owners of the Performance Choice 12 or any member of the public regarding the advisability of investing in securities generally or in this Product particularly or the ability of these Indices to track general market performance. S&P Dow Jones Indices only relationship to North American with respect to these Indices is the licensing of the Index and certain trademarks, service marks and/or trade names of S&P Dow Jones Indices and/or its licensors. The Indices are determined, composed and calculated by S&P Dow Jones Indices without regard to North American or the Product. S&P Dow Jones Indices has no obligation to take the needs of the Company or the owners of this Product into consideration in determining, composing or calculating these Indices. S&P Dow Jones Indices is not responsible for and have not participated in the determination of the prices, and amount of Performance Choice 12 or the timing of the issuance or sale of this Product or in the determination or calculation of the equation by which the Product is to be converted into cash, surrendered or redeemed, as the case may be. S&P Dow Jones Indices has no obligation or liability in connection with the administration, marketing or trading of the Product. There is no assurance that investment products based on these Indices will accurately track index performance or provide positive investment returns. S&P Dow Jones Indices LLC is not an investment advisor. Inclusion of a security within an index is not a recommendation by S&P Dow Jones Indices to buy, sell, or hold such security, nor is it considered to be investment advice.

S&P DOW JONES INDICES DOES NOT GUARANTEE THE ADEQUACY, ACCURACY, TIMELINESS AND/OR THE COMPLETENESS OF THESE INDICES OR ANY DATA RELATED THERETO OR ANY COMMUNICATION, INCLUDING BUT NOT LIMITED TO, ORAL OR WRITTEN COMMUNICATION (INCLUDING ELECTRONIC COMMUNICATIONS) WITH RESPECT THERETO. S&P DOW JONES INDICES SHALL NOT BE SUBJECT TO ANY DAMAGES OR LIABILITY FOR ANY ERRORS, OMISSIONS, OR DELAYS THEREIN. S&P DOW JONES INDICES MAKES NO EXPRESS OR IMPLIED WARRANTIES, AND EXPRESSLY DISCLAIMS ALL WARRANTIES, OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE OR AS TO RESULTS TO BE OBTAINED BY NORTH AMERICAN, OWNERS OF THE PERFORMANCE CHOICE 12, OR ANY OTHER PERSON OR ENTITY FROM THE USE OF THE INDICES OR WITH RESPECT TO ANY DATA RELATED THERETO. WITHOUT LIMITING ANY OF THE FOREGOING, IN NO EVENT WHATSOEVER SHALL S&P DOW JONES INDICES BE LIABLE FOR ANY INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE OR CONSEQUENTIAL DAMAGES INCLUDING BUT NOT LIMITED TO, LOSS OF PROFITS, TRADING LOSSES, LOST TIME OR GOODWILL, EVEN IF THEY HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER IN CONTRACT, TORT, STRICT LIABILITY, OR OTHERWISE. THERE ARE NO THIRD PARTY BENEFICIARIES OF ANY AGREEMENTS OR AGREEMENTS BETWEEN S&P DOW JONES INDICES AND THE COMPANY, OTHER THAN THE LICENSORS OF S&P DOW JONES INDICES.

The Nasdaq-100®, Nasdaq-100® Index and Nasdaq® are trademarks of the Nasdaq Stock Market Inc. (which with its affiliates are the "Corporations") and are licensed for use by North American. The Product(s) have not been passed on by the Corporations as to their legality or suitability. The Performance Choice 12 is not issued, endorsed, sold or promoted by the Corporations. THE CORPORATIONS MAKE NO WARRANTIES AND BEAR NO LIABILITY WITH RESPECT TO THE PERFORMANCE CHOICE 12.

Russell 2000® Index is a trademark of Russell Investments and has been licensed for use by North American. The Performance Choice 12 is not sponsored, endorsed, sold or promoted by Russell Investments and Russell Investments makes no representation regarding the advisability of purchasing the Product.

The Hang Seng (the "Index(es)") is/are published and compiled by Hang Seng Indexes Company Limited pursuant to a license from Hang Seng Data Services Limited. The mark(s) and name(s) Hang Seng are proprietary to Hang Seng Data Services Limited. Hang Seng Indexes Company Limited and Hang Seng Data Services Limited have agreed to the use of, and reference to, the Index(es) by North American in connection with Performance Choice 12 (the "Product"), BUT NEITHER HANG SENG INDEXES COMPANY LIMITED NOR HANG SENG DATA SERVICES LIMITED WARRANTS OR REPRESENTS OR GUARANTEES TO ANY BROKER OR HOLDER OF THE PRODUCT OR ANY OTHER PERSON (i) THE ACCURACY OR COMPLETENESS OF ANY OF THE INDEX(ES) AND ITS COMPUTATION OR ANY INFORMATION RELATED THERETO; OR (ii) THE FITNESS OR SUITABILITY FOR ANY PURPOSE OF ANY OF THE INDEX(ES) OR ANY COMPONENT OR DATA COMPRISED IN IT; OR (iii) THE RESULTS WHICH MAY BE OBTAINED BY ANY PERSON FROM THE USE OF ANY OF THE INDEX(ES) OR ANY COMPONENT OR DATA COMPRISED IN IT FOR ANY PURPOSE, AND NO WARRANTY OR REPRESENTATION OR GUARANTEE OF ANY KIND WHATSOEVER RELATING TO ANY OF THE INDEX(ES) IS GIVEN OR MAY BE IMPLIED. The process and basis of computation and compilation of any of the Index(es) and any of the related formula or formulae, constituent stocks and factors may at any time be changed or altered by Hang Seng Indexes Company Limited without notice. TO THE EXTENT PERMITTED BY APPLICABLE LAW, NO RESPONSIBILITY OR LIABILITY IS ACCEPTED BY HANG SENG INDEXES COMPANY LIMITED OR HANG SENG DATA SERVICES LIMITED (i) IN RESPECT OF THE USE OF AND/OR REFERENCE TO ANY OF THE INDEX(ES) BY NORTH AMERICAN IN CONNECTION WITH THE PRODUCT; OR (ii) FOR ANY INACCURACIES, OMISSIONS, MISTAKES OR ERRORS OF HANG SENG INDEXES COMPANY LIMITED IN THE COMPUTATION OF ANY OF THE INDEX(ES); OR (iii) FOR ANY INACCURACIES, OMISSIONS, MISTAKES, ERRORS OR INCOMPLETENESS OF ANY INFORMATION USED IN CONNECTION WITH THE COMPUTATION OF ANY OF THE INDEX(ES) WHICH IS SUPPLIED BY ANY OTHER PERSON; OR (iv) FOR ANY ECONOMIC OR OTHER LOSS WHICH MAY BE DIRECTLY OR INDIRECTLY SUSTAINED BY ANY BROKER OR HOLDER OF THE PRODUCT OR ANY OTHER PERSON DEALING WITH THE PRODUCT AS A RESULT OF ANY OF THE AFORESAID, AND NO CLAIMS, ACTIONS OR LEGAL PROCEEDINGS MAY BE BROUGHT AGAINST HANG SENG INDEXES COMPANY LIMITED AND/OR HANG SENG DATA SERVICES LIMITED in connection with the Product in any manner whatsoever by any broker, holder or other person dealing with the Product. Any broker, holder or other person dealing with the Product does so therefore in full knowledge of this disclaimer and can place no reliance whatsoever on Hang Seng Indexes Company Limited and Hang Seng Data Services Limited. For the avoidance of doubt, this disclaimer does not create any contractual or quasi-contractual relationship between any broker, holder or other person and Hang Seng Indexes Company Limited and/or Hang Seng Data Services Limited and must not be construed to have created such relationship.