

# Indexed universal life insurance that inspires confidence

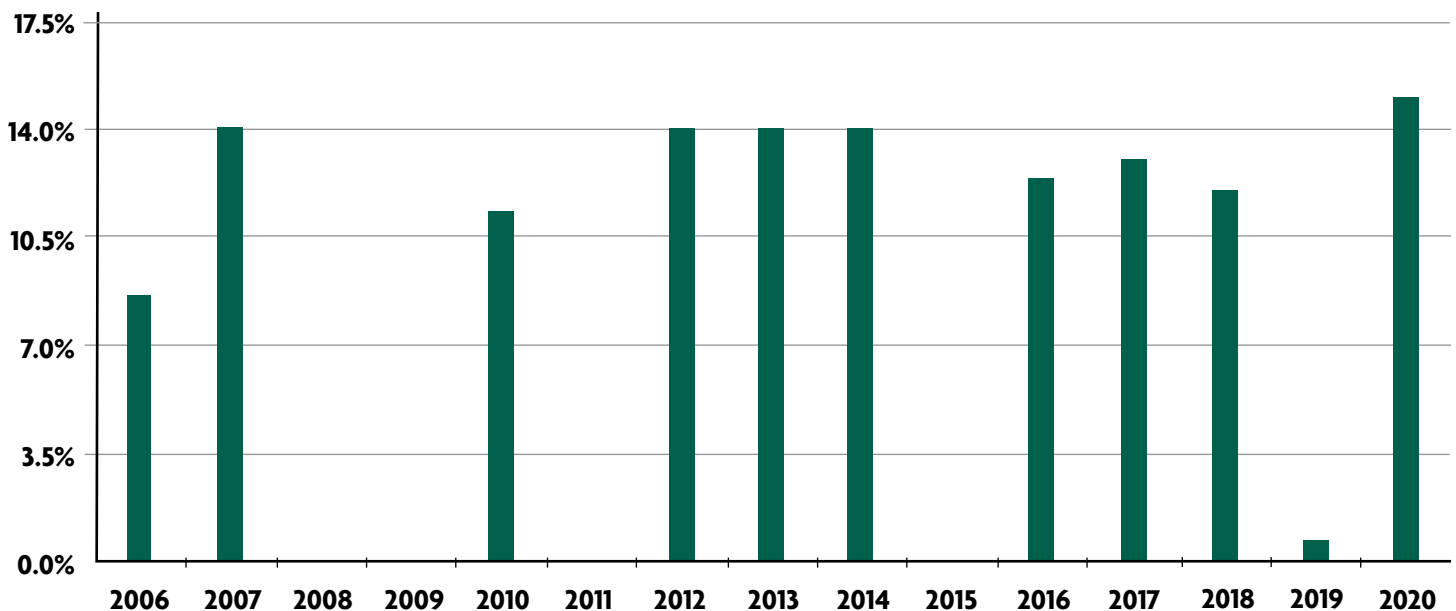
North American's Builder IUL® series

**Today's low interest rate environment, high stock market volatility, and the constant threat of a looming recession, don't inspire confidence. Rightfully so — a good financial professional keeps their ear to the ground and is always looking out for their clients' best interest.**

## Here's a fair question to ask:

Have North American's indexed UL products performed as advertised? Let's take a look at North American's original IUL product, the first generation of Builder IUL. The chart below shows the actual index credits credited since inception.

**Actual index credits**

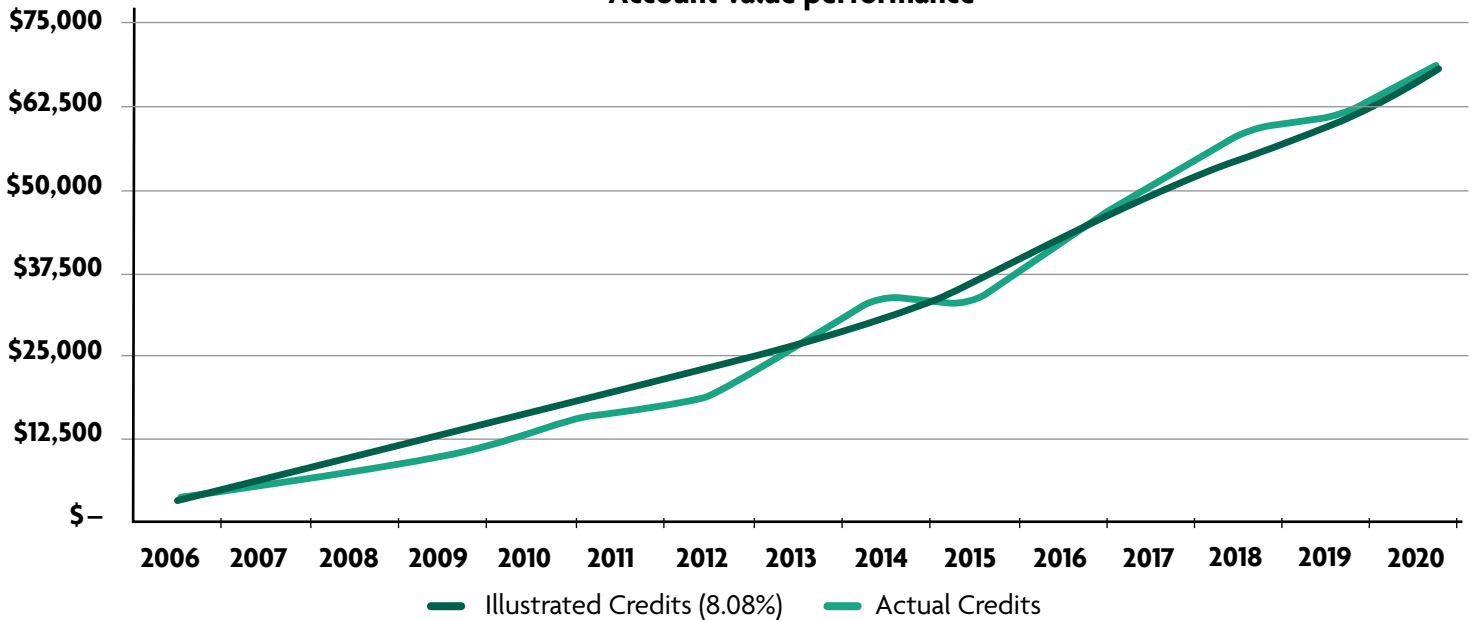


Source: Internal calculations, November 2020.  
 S&P 500 Index, Annual Point-to-Point, October 1 of each year.

As you can see, there have been multiple times where the zero percent floor has come into play over the past decade. Undoubtedly, while earning zero percent in any given year isn't an exciting prospect, it may be less disheartening than receiving an annual statement showing a market loss.

The graph on the next page compares actual index credits to an illustrated rate of 8.2%, which was the default illustrated rate at that time. Throughout the ups and downs of the market, and even in the current low interest rate environment, it has performed as illustrated back when it was first sold in 2005.

## Account value performance



Source: Internal calculations, November 2020.  
 Builder IUL (Gen 1) Issued October 1, 2005, Male Preferred Plus Issue Age 45  
 Death Benefit = \$145,000, Annual Premium = \$3,000 allocated to S&P500 Annual Pt-to-Pt

The legacy continues with the Builder Plus IUL® 2. Built with the same philosophy as the first generation, you can be confident in its strong cash value potential.

As a privately held company, North American is not driven by short-term earnings pressures. We plan for the long term, which has resulted in consistently strong performance throughout the years – withstanding even the toughest times of economic downturn.

North American backs its commitment to our customers by following a disciplined and conservative investment strategy. We closely monitor our investments, maintain a balanced and diversified portfolio, and have maintained a strong capital position through stormy economic periods.

**With a track record like this, you can have confidence in North American.**

Contact sales development at **800-800-3656 ext. 10411.**

Indexed universal life insurance products are not an investment in the “market” or in the applicable index and are subject to all policy fees and charges normally associated with most universal life insurance.

### THE S&P 500® COMPOSITE STOCK PRICE INDEX

### THE S&P 400® COMPOSITE STOCK PRICE INDEX

These Indices do not include dividends paid by the underlying companies. The S&P MidCap 400®, and the S&P 500® Indices are products of S&P Dow Jones Indices LLC (“SPDJI”), and has been licensed for use by North American Company for Life and Health Insurance®. Standard & Poor’s, S&P®, S&P MidCap 400® and S&P 500® are registered trademarks of Standard & Poor’s Financial Services LLC (“S&P”); Dow Jones® registered trademark of Dow Jones Trademark Holdings LLC (“Dow Jones”); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by the Company. The Company’s Product(s) are 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 makes no representation or warranty, express or implied, to the owners of the Company’s Product(s) or any member of the public regarding the advisability of investing in securities generally or in the Company’s Product(s) particularly or the ability of the S&P MidCap 400® and the S&P 500® Indices to track general market performance. S&P Dow Jones Indices’ only relationship to the Company with respect to the S&P MidCap 400® and the S&P 500® Indices is the licensing of the Index and certain trademarks, service marks and/or trade names of S&P Dow Jones Indices or its licensors. The S&P MidCap 400® and the S&P 500® Indices are determined, composed and calculated by S&P Dow Jones Indices without regard to the Company or the Company’s Product(s). S&P Dow Jones Indices have no obligation to take the needs of the Company or the owners of the Company’s Product(s) into consideration in determining, composing or calculating the S&P MidCap 400® and the S&P 500® Indices. S&P Dow Jones Indices is not responsible for and has not participated in the determination of the prices, and amount of the Company’s Product(s) or the timing of the issuance or sale of the Company’s Product(s) or in the determination or calculation of the equation by which the Company’s Product(s) are 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 Company’s Product(s). There is no assurance that investment products based on the S&P MidCap 400® and the S&P 500® 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. Notwithstanding the foregoing, CME Group Inc. and its affiliates may independently issue and/or sponsor financial products unrelated to the Product(s) currently being issued by the Company, but which may be similar to and competitive with the Company’s Product(s). In addition, CME Group Inc. and its affiliates may trade financial products which are linked to the performance of the S&P MidCap 400® and the S&P 500® Indices.

S&P DOW JONES INDICES DOES NOT GUARANTEE THE ADEQUACY, ACCURACY, TIMELINESS AND/OR THE COMPLETENESS OF THE S&P MIDCAP® AND THE S&P 500® 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 THE COMPANY, OWNERS OF THE PRODUCT(S), OR ANY OTHER PERSON OR ENTITY FROM THE USE OF THE S&P MIDCAP® AND THE S&P 500® 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 ARRANGEMENTS BETWEEN S&P DOW JONES INDICES AND THE COMPANY, OTHER THAN THE LICENSORS OF S&P DOW JONES INDICES.

Builder IUL (policy form series LS172) and Builder Plus IUL 2 (policy form series LS183) are issued 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. Limitations or restrictions may apply.



Sammons Financial® 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, SD | [NorthAmericanCompany.com](http://NorthAmericanCompany.com)