

# 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](http://NorthAmericanCompany.com) to find out more about our company.



**We're Here for Life®** [NorthAmericanCompany.com](http://NorthAmericanCompany.com)

525 W Van Buren  
Chicago IL 60607

## Affordable & Permanent Life Insurance

Consumer Brochure



### SECURING YOUR FINANCIAL FUTURE—AFFORDABLY

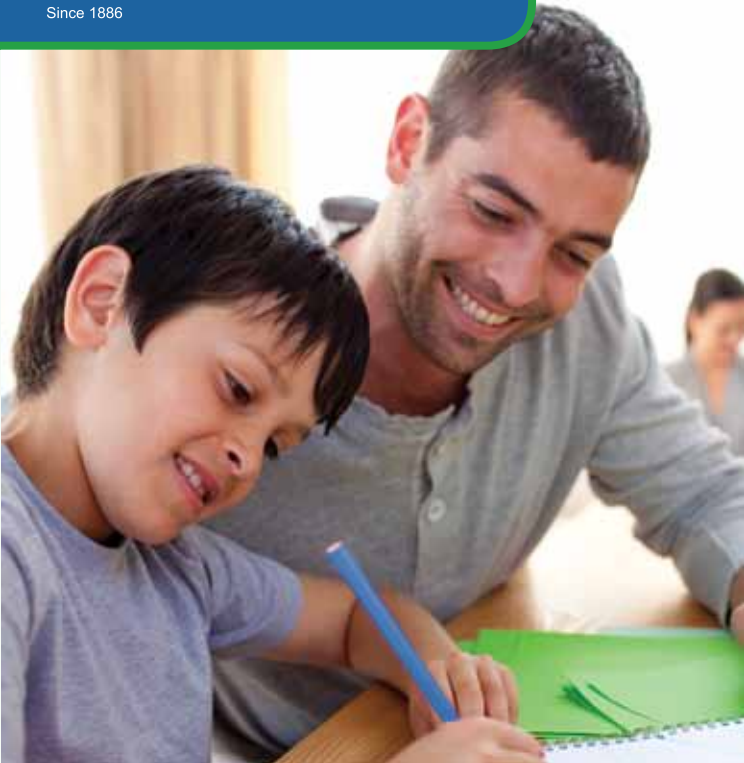
You want to help your family secure a bright financial future. You work to cover the basics like groceries, utility bills and mortgage payments. These are all expenses that won't go away if loss of life enters the picture. Now you can get permanent and affordable protection for life with North American Company's Custom TermGUL. Custom TermGUL is a universal life insurance product that may provide you with affordable protection for life.

Feature	Description	Benefit
Low-cost coverage	Attain affordable lifetime death benefit protection.	Gain maximum coverage at a minimum expense.
Premium Guarantee Rider	Provides a death benefit guarantee that doesn't expire as long as you pay sufficient premiums. <sup>1</sup>	Ensures that your wishes of having the death benefit available for loved ones will be there.
Cash value growth	Earn interest on your premium payments.	Gives you the potential to use the funds for future financial needs.
No premiums after age 100	If your policy is still inforce at age 100, it will remain inforce until age 120.	Keep your same coverage amount with no premiums except for any rider costs.

<sup>6</sup> Texas Residents: Receipt of acceleration-of-life-insurance benefits may affect your, your spouse or your family's eligibility for public assistance programs such as medical assistance (Medicaid), Aid to Families with Dependent Children (AFDC), supplementary social security income (SSI), and drug assistance programs. You are advised to consult with a qualified tax advisor and with social service agencies concerning how receipt of such a payment will affect you, your spouse and your family's eligibility for public assistance.

Custom TermGUL is issued on policy form series LS167, Accelerated Benefit Endorsement is issued on form series LR352A, Accidental Death Benefit Rider is issued on form series LR370A, Children's Term Insurance Rider is issued on form series LR372A, Chronic Illness Accelerated Benefit Rider is issued on form series LR450A, Premium Guarantee Rider is issued on form series LR452, Waiver of Monthly Deductions Rider is issued on form series LR416B; or state variation 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.

Life insurance policies have terms under which the policy may be continued in force or discontinued. Current risk rates and interest rates are not guaranteed. Therefore, the planned periodic premium may not be sufficient to carry the contract to maturity. For costs and complete details, contact North American Company at the above address, or call (877) 872-0757.





Universal Life Insurance Built for You

Along with Custom TermGUL’s affordable coverage, it comes with impressive features to help ensure you’ll be financially protected for the road ahead. You can find peace of mind knowing that for the first ten to fifteen policy years (depending on your age when the policy is issued), your minimum premium payments prevent your Custom TermGUL policy from lapsing so your coverage is guaranteed.<sup>1</sup>

Premium Guarantee Rider<sup>2</sup>

If you want to extend your policy’s premium guarantee period, you can add the Premium Guarantee Rider. With this rider, you can extend the guarantee period beyond the initial period (10-15 years) to whatever age or length of time you’d like, even up to age 120! If you’re looking for guaranteed death benefit coverage for the long-term, ask your life insurance professional about adding the Premium Guarantee Rider to your policy.



Cash Value Growth

With universal life insurance, your premium payments earn interest and, over time, these funds could grow and be used for just about any future financial need. In addition to a guaranteed interest rate of 2.5%, Custom TermGUL also offers a current interest rate that could be higher. If the current interest rate is above the guaranteed rate, you will qualify for an interest bonus, which earns you an extra 1% interest in years 11 and thereafter.<sup>3</sup> So, if you’d like help to payoff the mortgage or help supplement retirement income, Custom TermGUL may provide the funds to meet your financial needs.

1 Coverage is guaranteed for 15 years or to age 75, but never less than 10 years provided the 15-year no lapse guarantee premium requirement is met. If you do not meet the requirement, significantly higher premiums may be necessary to keep the policy in force. Paying a premium that is equal to, but not greater than the 15 year no lapse guarantee premium will keep the policy in force, but may result in a negative or zero account value. By paying only the 15-year no lapse guarantee premium you may be forgoing the advantage of building more cash values.  
2 If the premium requirements of the Premium Guarantee Rider are not met, significantly higher premiums may be necessary to keep the policy in force.

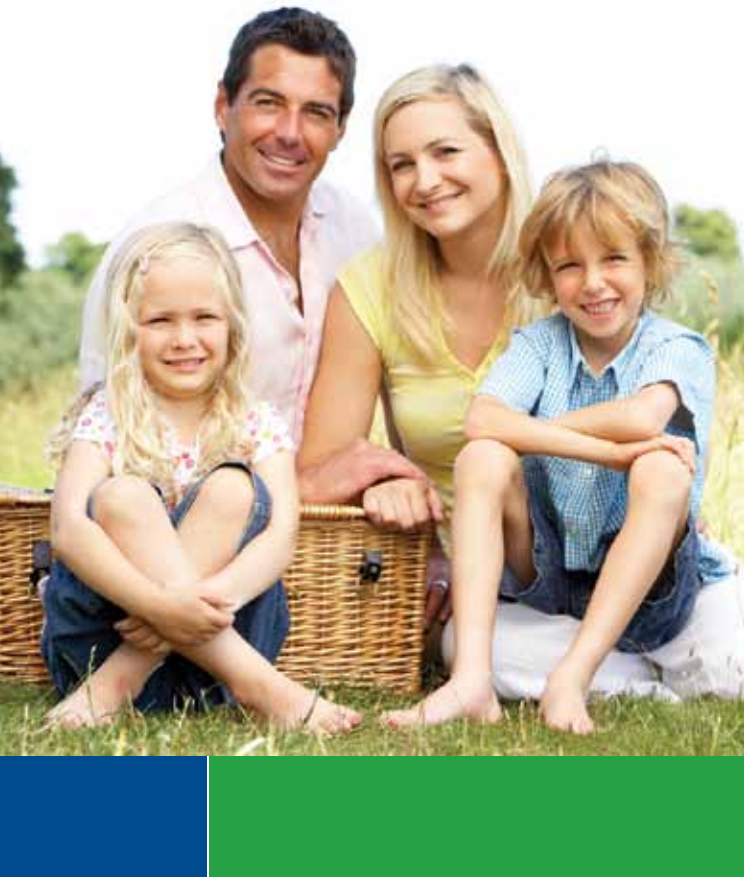
Customize Your Plan

Permanent life insurance is flexible and allows you to customize your policy.

- **Accelerated Benefit Endorsement:**  
This endorsement, which is automatically included with your policy, allows you to access up to 75% of your Specified Amount (up to \$250,000) if you are diagnosed with a terminal illness that will likely result in death within 24 months (state variations apply).<sup>4</sup>
- **Chronic Illness Accelerated Benefit Rider:**  
An unexpected illness can quickly harm your financial future. This rider allows the policyowner to access a portion of the life insurance policy’s death benefit if a physician certifies the insured as being chronically ill.<sup>4,5,6</sup>
- **Talk to your North American representative about the following riders for even more protection:**

- Accidental Death Benefit Rider
- Children’s Term Insurance Rider
- Waiver of Monthly Deductions Rider

Paying the premium to guarantee the Death Benefit under this rider may result in a negative or zero account value. By paying only the premium required to guarantee the Death Benefit under this rider, the policyowner may be forgoing the advantage of building significant cash value.  
3 If we are crediting interest in excess of the guaranteed interest rate and your policy is in effect after the 10th policy anniversary, your policy will receive an interest bonus. The interest bonus is 1.0% above the then current interest rate in years 11 and thereafter. The interest bonus is not applied to loaned funds. The interest bonus percentage is subject to change; however once a policy is issued, the percentage will not change. Not available in Texas.



YOU CAN HELP PROTECT THE FINANCIAL SECURITY OF YOUR LOVED ONES WITH PERMANENT UNIVERSAL LIFE INSURANCE THAT CAN BE EASY ON YOUR BUDGET

4 Not available to insureds rated over Table 4 or assessed a flat extra for medical reasons. Subject to certification requirements. Additional exclusions may apply. Refer to rider for details.  
5 Chronic illness/Chronically ill is defined as permanently unable to perform at least two of the six Activities of Daily Living (bathing, continence, dressing, eating, toileting and transferring) without substantial assistance from another person. Severe cognitive impairment means the insured requires substantial supervision by another person to protect him or herself from threats to health and safety due to a severe cognitive impairment. (In MN, insured must have a condition that requires Continuous Confinement in an Eligible Institution and is expected to remain there for the rest of his or her life).