



Custom Guarantee[®]

Universal Life Insurance with a Death Benefit Guarantee¹

Marketing Guide



Marketing Custom Guarantee

Uncertainty in life is guaranteed. No one can predict what changes may occur in his or her lifetime, or when the unthinkable might happen. Fortunately, universal life insurance can help provide protection from the unpredictable—and now, with Custom Guarantee®, death benefit protection can be guaranteed.¹

Custom Guarantee, part of our Custom Series of universal life insurance products, can give your clients the life insurance they need, regardless of what happens. It delivers guarantees that are more typical of whole life insurance, but offers the performance and flexibility of universal life. Plus, with its Extended No Lapse Guarantee, your clients can select the duration of the guarantee period that meets their specific needs.²

Guarantees include:

- Guaranteed death benefit for the duration the client chooses¹
- Guaranteed no premium payments beyond age 100
- Guaranteed exchange privilege
- Guaranteed policy expenses — no hidden fees

With these guarantees, Custom Guarantee can meet the needs of your clients looking for:

- Guaranteed death benefit protection
- An alternative to whole life
- A traditional universal life policy with solid guarantees
- A tool for estate planning
- A vehicle for legacy building

¹ Subject to premium payment requirements.
² Subject to premium payment requirements. After the no lapse guarantee period, coverage can be guaranteed to any age up to age 120 through the Extended No Lapse Guarantee. In illustration software, there may be restrictions in the length of the guaranteed death benefit. See illustration software for details.

EXTENDED NO LAPSE GUARANTEE*

The Extended No Lapse Guarantee is automatically included on every policy and extends the guarantee period to any age up to age 120 (subject to premium payment requirements). It guarantees that the policy will not enter the grace period when certain conditions are met.

How the Extended No Lapse Guarantee works: If on any monthly anniversary, the total of all premium guarantee accounts (explained below) is greater than or equal to the policy debt, then the policy will not enter the grace period or lapse due to its net cash surrender value, even if the net cash surrender value is insufficient to pay the monthly deductions.

The premium guarantee accounts are reference values used to determine whether the Extended No Lapse Guarantee is in effect. They do not represent an independent dollar value that can be accessed. They also do not affect the calculation of the actual account value, net cash surrender value, or any other value described in the policy.

For purposes of the Extended No Lapse Guarantee, premiums are applied at the beginning of the policy month in which they are received and special treatment is given to 1035 exchanges in order to provide extra protection for the performance of the Extended No Lapse Guarantee.

GUARANTEED EXCHANGE PRIVILEGE

With the guaranteed exchange privilege, your client can exchange a policy (up to the specified amount) without evidence of insurability to one of North American’s cash accumulation universal life insurance products then available from us for exchange from this product.

- The guaranteed exchange privilege is available to policy age 75, and it is not available to policy ages 76 and above. It is not available if there is an outstanding policy loan.
- Any supplementary benefit, rider, or new feature may be included on the new policy subject to North American’s approval and to the terms and conditions of each rider or endorsement.

The Cash Surrender Value on the new policy may not be greater than the Cash Surrender Value on the policy being exchanged.

CUSTOM GUARANTEE PRODUCT SPECIFICATIONS

The following product details are highlights of Custom Guarantee. You may also visit our Website at www.NorthAmericanCompany.com.

Minimum Face Amount

- \$50,000 for issue ages 15 days to 59 years
- \$25,000 for issue ages 60 to 85 years

Issue Ages

- 15 days to 85 years (age nearest)

Please consult our illustration software for premium rates.

* After the no lapse guarantee period, coverage can be guaranteed to any age up to age 120 through the Extended No Lapse Guarantee. Restrictions may apply.

Target Premium

Custom Guarantee features a two-year rolling target:

- Generally, the premium required to provide guaranteed coverage to age 120 is fully commissionable for issue ages up to 75 (on non-rated cases) on a level-pay basis. Beyond issue age 75, cases with small face amounts, and on rated cases, that premium may not be fully commissionable.
- We will pay the full first year commission on premium paid during the first 24 policy months up to the target premium established at the time of issue.
- We will not apply a rolling target to commissions paid for face increases.

Maximum Premium Limit³

- \$500,000 maximum premium limit in all years.
- Limit applies to lump sums, 1035 exchanges, and ongoing premiums.

Interest Rate

- 2.5% guaranteed in all years.
- Current rate is set by the company and is guaranteed for the first policy year.

Withdrawals⁴

- Partial withdrawals are available starting in the first policy year.
- Only one withdrawal may be made in the first policy year.
- The maximum withdrawal in policy year one is equal to 50% of the net cash surrender value. In policy year two and beyond, the maximum cumulative withdrawal in each policy year is equal to 90% of the net cash surrender value.
- The minimum withdrawal is \$500.
- There is no withdrawal processing fee for the first withdrawal made in a policy year. A \$25 fee applies for each subsequent withdrawal made in the same policy year.

Surrender Charges

- Surrender charges decrease on an annual basis for policy years 1 through 20, but are not applied after attained age 95.
- Surrender charges vary by issue age, sex, premium class, policy year and amount of coverage.

³ Not contractual. Subject to change.

⁴ Income and growth on accumulated cash values is generally taxable only upon withdrawal. Adverse tax consequences may result if withdrawals exceed premiums paid into the policy. Withdrawals or surrenders made during a Surrender Charge period will be subject to surrender charges and may reduce the ultimate death benefit and cash value. Surrender charges vary by product, issue age, sex, underwriting class, and policy year.

Automatic Distribution Option

The policyowner can request monthly, quarterly, semi-annual or annual distributions of the net cash surrender value. The policyowner needs to complete the Automatic Distribution Option form to begin receiving the distribution.

Death Benefit Options

There are two Death Benefit options available on Custom Guarantee.

- Level Death Benefit, where the death benefit is at least the Specified Amount.
- Increasing Death Benefit, where the death benefit is at least the Specified Amount plus the Account Value in the policy.

Maturity Date

- To age 120, age nearest.
- Extended maturity: If the contract is still in effect at age 120 and if the IRS will still treat the policy as life insurance past age 120, then the owner may elect to extend the maturity date. (The Death Benefit Option must be the Level Death Benefit Option.)

Specified Amount Changes

- **Increases**
 - Available in the first policy year with satisfactory evidence of insurability
 - Not available after policy year 15
 - Minimum increase amount is \$25,000
- **Decreases**
 - Available after the second policy year
 - Specified amount may not be decreased below \$25,000
 - Subject to surrender charges

Flexibility for your clients!

Riders and Endorsements

ACCELERATED DEATH BENEFITS⁵

Accelerated Death Benefits help your clients access a portion of the death benefit for living needs. There’s no additional premium required; however there is an administrative fee at the time the accelerated benefit is elected for the chronic or terminal illness benefit. The death benefit will be reduced by the amount the client chooses to accelerate. However, the actual amount paid to the client will be less than the amount of death benefit accelerated. This is because a discount is applied to accelerated death benefits. For chronic and terminal illness, the discount depends on the specifics of the policy (including the insured’s age and premium class, among other factors), as well as interest rates at the time the acceleration is requested. For critical illness, all approved claims will receive a payment guaranteed to be 40% of the death benefit amount accelerated, less any amounts needed for debt repayments (for example, 40% of \$50,000 = \$20,000) – regardless of the type of critical illness

event, policy age, gender or underwriting class. Up to \$1,000,000 may be accelerated per policy. Payment of accelerated death benefit payments may impact policy provisions and other riders or endorsements. Refer to the product brochure for complete details.

Critical Illness

- Specific medical conditions that may qualify for the critical illness benefit include heart attack, different types of cancer, stroke, major organ transplant, and kidney failure. For complete definitions, please refer to the Accelerated Death Benefit Endorsement marketing guide (NAM-2146) at www.NorthAmericanCompany.com. Please keep in mind that the policyowner must file the claim within 12 months of a qualifying event. The maximum amount of the death benefit that may be accelerated is the lesser of 25% of the death benefit at the time of each election, or \$50,000. The minimum amount that may be accelerated is \$2500 (which would result in a payment of \$1000 after the discount is applied). The maximum issue age is 75, and the insured must be rated at a Table 2 or better and not have a medical flat extra. In California, the insured must also have health insurance in order to qualify for the Critical Illness benefit.

Chronic Illness⁶

- This endorsement allows the policyowner to accelerate a portion of the death benefit amount after being diagnosed as chronically ill. To qualify for the Accelerated Death Benefit Endorsement that includes chronic illness, the following criteria must be met: 1) Maximum issue age is 80 or less, 2) Insured is rated at table 4 or less, 3) Does not have a medical flat extra.

The insured is considered chronically ill if a physician has certified that within the past 12 months the insured:

- Is permanently unable to perform, for at least 90 consecutive days, without substantial assistance from another person, at least two Activities of Daily Living (bathing, continence, dressing, eating, toileting and transferring).
- Or
- Requires substantial supervision by another person to protect oneself from threats to health and safety due to Severe Cognitive Impairment. Severe Cognitive Impairment means deterioration or loss of intellectual capacity that is measured by clinical evidence and standardized tests, which reliably measure impairment in: short-term or long-term memory; or orientation to person, place or time; or deductive or abstract reasoning; or judgment as it relates to safety awareness.

One election is available every 12 months. The maximum death benefit amount that may be accelerated per election is the lesser of 24% of the death benefit or \$240,000. The minimum accelerated death benefit amount that may be accelerated is 5% of the death benefit on the initial election date or \$50,000 if smaller. Only one accelerated benefit rider or endorsement can be elected at any given time.

Terminal Illness

- This endorsement allows the policyowner to accelerate a portion of the death benefit if he or she is certified as terminally ill with a life span of 24 months or less. Only one election can be made for terminal illness. The maximum death benefit amount that may be accelerated on the benefit election date of terminal illness is the lesser of 75% of the death benefit or \$750,000. The minimum is the lesser of 10% of the death benefit or \$100,000.

ADDITIONAL RIDERS

Additional riders available for Custom Guarantee:

- Accidental Death Benefit Rider
- Children’s Term Rider
- Guaranteed Insurability Rider
- Waiver of Monthly Deductions Rider⁷

North American’s illustration software can illustrate cases that include these riders.

⁵ Critical illness and Chronic Illness are Subject to eligibility requirements.
⁶ CALIFORNIA NOTE. Refer to endorsement form LR492 or the Consumer Brochure 502NM for complete details regarding the chronic illness benefit offered in this state.
⁷ Not available in California

POLICY COSTS

- Policy expense charge is \$6.00 per month in all policy years until age 100.
- Guaranteed premium load is 20% in all policy years until age 100.
- Guaranteed and current cost of insurance charges until age 100.
- Guaranteed COIs based on 2001 CSO, ANB, sex distinct, smoker distinct tables.
- Extended No Lapse Guarantee charge is a per \$1,000 of specified amount charge assessed for the earlier of 30 years or age 100 on a current basis and to age 100 on a guaranteed basis.

Underwriting

Detailed underwriting requirements can be found in the Underwriting Guidelines brochure.

Issue Ages (age nearest)	Specified Amount: Minimum to Maximum*
15 days - 14 years	Standard NT
15 years - 17 years	Standard NT Standard TB**
18 years - 85 years	Super Preferred NT Preferred NT Standard NT Preferred TB Standard TB

* Specified amounts for applicants under age 18 are limited by underwriting guidelines. Please contact your underwriter for details.
**Even though standard tobacco is indicated as 15 years of age, blood/urine will not be taken until age 16.

SUBSTANDARD

Table ratings are available for both medical and non-medical reasons and vary by issue age. Table ratings are applied under the following guidelines:

- Table ratings are 25% per table for COI rates and minimum premiums.
- Target premiums will increase on table rated cases.
- Table ratings are applied to the Standard Non-Tobacco or Standard Tobacco rates.

Flat extras may be applicable and vary by issue age. Flat extras are applied under the following guidelines.

- Non-medical flat extras are applied to Standard Non-Tobacco and Standard Tobacco rates only.
- Medical temporary flat extras may be applied to the Standard Non-Tobacco and Standard Tobacco rates.
- Temporary flat extras are non-commissionable.



CALIFORNIA NOTE: Agents offering, marketing, or selling accelerated death benefits for chronic illness must be able to describe the differences between benefits provided under an accelerated death benefit for chronic illness and benefits provided under long-term care insurance to clients. You must provide clients with the ADBE Consumer Brochure for California that includes this comparison.

Neither North American Company nor its agents give legal or tax advice. Please advise your customers to consult with and rely on a qualified legal or tax advisor before entering into or paying additional premiums with respect to such arrangements.

Custom Guarantee is issued on policy form series LS170, Accidental Death Benefit Rider is issued on form series LR370A, Children's Term Rider is issued on form series LR456, Chronic Illness Accelerated Death Benefit Rider is issued on form series LR450A, Florida only, Accelerated Benefit Endorsement for Chronic Illness and Terminal Illness is issued on form series LR487, Accelerated Death Benefit Endorsement for Critical, Chronic and Terminal Illness is issued on form series LR477, Accelerated Benefit Endorsement for Terminal Illness is issued on form series LR488, Accelerated Death Benefit Endorsement - Chronic Illness is issued on form LR492 and Accelerated Death Benefit for Critical Illness is issued on form LR498, California only, Guaranteed Insurability Rider is issued on form series LR373A, Waiver of Monthly Deductions Rider is issued on form series LR416B 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.

We're Here For Life®

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