

Inspiring confidence

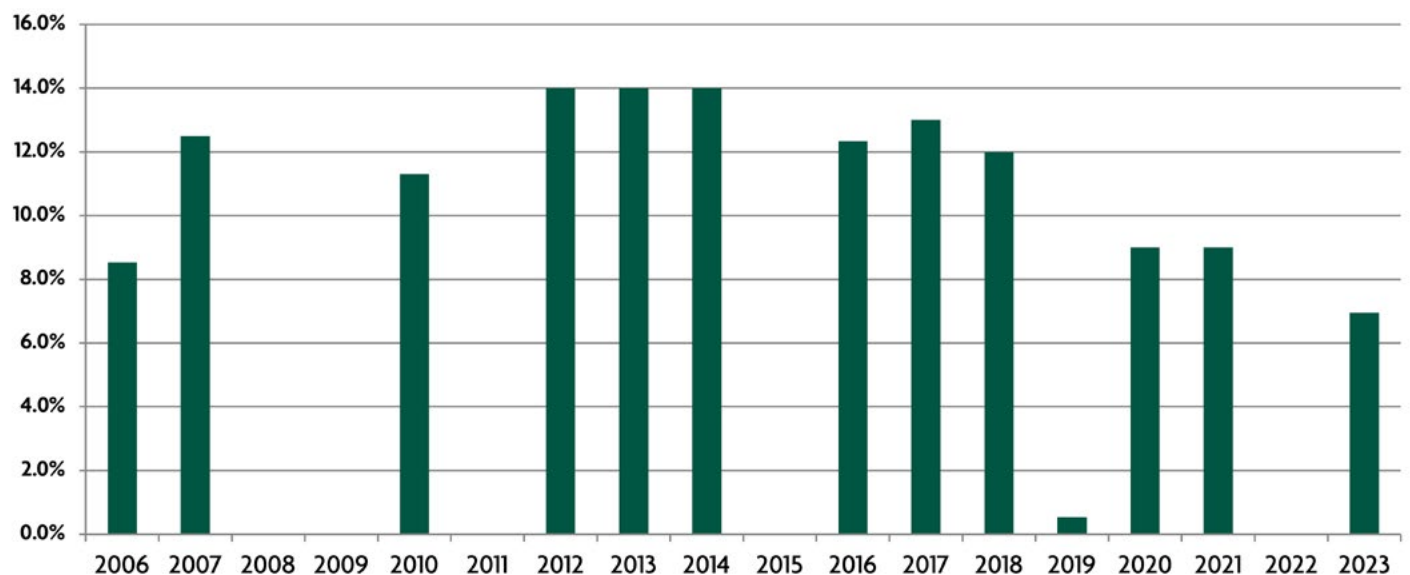
North American's indexed universal life (IUL) insurance

With uncertainty in the economic environment regarding interest rates, market volatility, and inflation, it may not inspire a lot of confidence. But there are some things you can still count on. As a company with a long history of financial strength and stability, you can feel confident that North American's life insurance products will continue to perform, even in the most difficult times.

Here's a fair question to ask:

Have North American's IUL products performed as advertised? Let's look at the Custom Builder IUL, the original version of North American's cash value IUL product. The chart below shows the index credits for a hypothetical policy issued on October 1, 2005.

Actual Index Credits

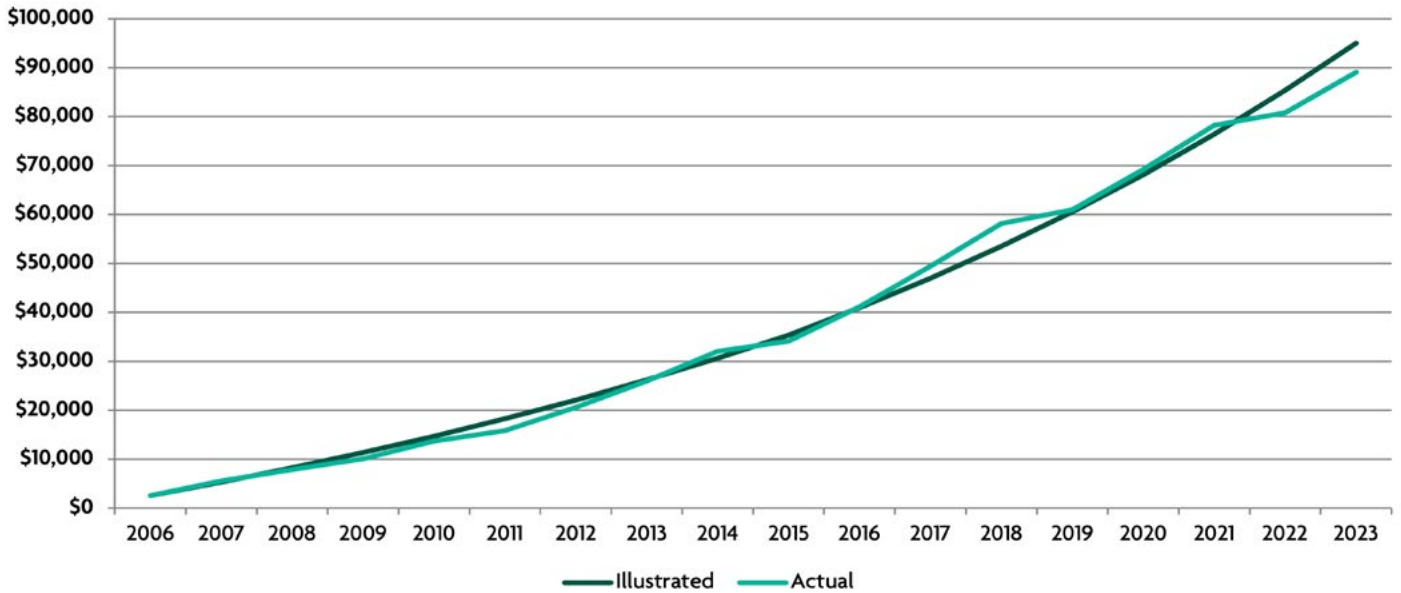


Source: S&P Global, January 2024.
 S&P 500 Index, Annual Point-to-Point, October 1 of each year.

As you can see, there have been multiple times where the zero percent floor has come into play over the years. 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 8.1%, which was the default illustrated rate as of October 1, 2006. Throughout the ups and downs of the market, and through different economic environments, it has performed as illustrated back when it was first sold.

Account Value Performance



Source: S&P Global, January 2024.
 Builder IUL (Gen 1) Issued October 1, 2005, Male Preferred Issue Age 45
 Death Benefit = \$150,000, Annual Premium = \$3,000 allocated to S&P500 Annual Pt-to-Pt

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 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.

Life insurance policies have terms under which the policy may be continued in force or discontinued. Current cost of insurance rates and interest rates are not guaranteed. Therefore, the planned periodic premium may not be sufficient to carry the contract to maturity. The Index Accounts are subject to caps, participation and spread rates. In no case will the interest credited be less than 0 percent. Please refer to the customized illustration provided by your agent for additional detail. The policy's death benefit is paid upon the death of the insured. The policy does not continue to accumulate cash value and excess interest after the insured's death. For costs and complete details, call or write the Administrative Office - North American Company, One Sammons Plaza, Sioux Falls, SD 57193 Telephone 1-877-872-0757.

THE S&P 500® COMPOSITE STOCK PRICE INDEX

THE S&P 400® COMPOSITE STOCK PRICE INDEX

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