

Life



Term life insurance

ADDvantage[®] Term
Classic Term

marketing brochure



MARKETING TERM

There comes a time in most people's lives to seek financial protection. Whether a client is recently married, takes on a mortgage, or starts a family, a need exists to help cover expenses or replace income due to loss of life. North American's term life insurance products provide solutions to fit the varying needs of your clients.

Classic Term – Extremely Competitive Rates

Classic Term is a “no-frills” product and therefore does not offer additional riders, endorsements, convertibility, or renewals. This design allows Classic Term to offer your price-sensitive clients extremely competitive rates. Classic Term is available in 10 and 15-year level premium periods.

ADDvantage® Term – Extra Advantages in a Term Life Package

ADDvantage Term offers economical rates and additional features that make it an exceptional value for the premium.

- **Accelerated Death Benefit Endorsement (ADBE):** Helps your clients mitigate the financial risk of a qualifying critical, chronic, or terminal illness for no additional premium.
- **Conversion Privilege:** Allows clients to convert their term insurance to most of North American's permanent life insurance products, without additional underwriting, subject to the terms in the policy.
- **Comprehensive coverage:** Offers your clients a choice of a level premium period of 10, 15, 20, or 30 years.

SimpleSubmit® e-app

North American's SimpleSubmit e-app electronic application eliminates the paperwork. If you are working on a tablet, you can even collect a finger signature. The simple and convenient process allows North American to begin the underwriting process sooner, so a policy can be issued more quickly. Classic Term is only available via SimpleSubmit e-app electronic application.

WriteAway®

WriteAway is an efficient underwriting process that couples a phone interview with publicly available data to help eliminate labs and paramedical exams. WriteAway is designed for your healthiest clients and uses the same pricing as traditional underwriting with no additional policy fee. Clients who are eligible for a faster underwriting decision include those who are age 18 – 60 and don't have any major medical conditions.

CLASSIC TERM PRODUCT SPECIFICATIONS

Issue ages* and underwriting classes

Plan	Underwriting class	Issue age
Classic Term 10	Super Preferred NT	18–75
	Preferred NT	18–75
	Standard NT	18–75
	Tobacco	18–75
Classic Term 15	Super Preferred NT	18–70
	Preferred NT	18–70
	Standard NT	18–70
	Tobacco	18–70

* Age nearest birthday. Maximum issue ages and underwriting classes may vary.

Rate bands

	Band 1	Band 2
Policy issue amounts	\$500,000 – \$999,999	\$1,000,000 +**

**Maximum amount subject to availability from reinsurers.

Table ratings and flat extra ratings for medical conditions may be applied to standard non-tobacco and tobacco classes. Non-medical ratings (generally, permanent flat extras) may be applied to standard non-tobacco or tobacco classes.

Guarantee periods

Plan	Guarantee period
Classic Term 10	10 years
Classic Term 15	15 years

North American guarantees the current initial premium will remain level for the full duration of the guarantee period. Classic Term does not have a renewal period and expires at the end of the guarantee period.

Minimum face amount

\$500,000

Renewals

Classic Term is not renewable.

Conversion privilege

Classic Term is not convertible.

Riders

There are no riders or accelerated death benefit endorsements for Classic Term.

Annual policy fee

\$65, non-commissionable

Modal factors

Annual		1.00
Semi-annual		
Direct,	List Bill	.522
PAC		.51
Quarterly		
Direct,	List Bill	.274
PAC		.256
Monthly		
PAC		.088
List Bill		.094

The factors apply to the total annual premium, including the policy fee. Due to the application of the modal factors, the policyowner will pay more in total annual premium for a policy year if he or she elects to pay premium more frequently than annually (semi-annually, quarterly or monthly when available).

ADVANTAGE TERM PRODUCT SPECIFICATIONS

Issue ages* and underwriting classes

Plan	Underwriting class	Issue age
ADDvantage 10	Super Preferred NT	18–75
	Preferred NT	18–75
	Standard NT	18–75
	Preferred TB	18–75
	Standard TB	18–75
ADDvantage 15	Super Preferred NT	18–70
	Preferred NT	18–70
	Standard NT	18–70
	Preferred TB	18–70
	Standard TB	18–70
ADDvantage 20	Super Preferred NT	18–65
	Preferred NT	18–65
	Standard NT	18–65
	Preferred TB	18–65
	Standard TB	18–65
ADDvantage 30	Super Preferred NT	18–55
	Preferred NT	18–55
	Standard NT	18–55
	Preferred TB	18–50
	Standard TB	18–50

* Age nearest birthday. Maximum issue ages and underwriting classes may vary.

Rate bands

Policy issue amounts	Band 1	Band 2	Band 3	Band 4
	\$100,000–\$249,999	\$250,000–\$499,999	\$500,000–\$999,999	\$1,000,000+**

**Maximum amount subject to availability from reinsurers.

Table ratings and flat extra ratings for medical conditions may be applied to standard non-tobacco and standard tobacco classes. Non-medical ratings (generally, permanent flat extras) may be applied to standard non-tobacco or tobacco classes.

Guarantee periods

Plan	Guarantee period
ADDvantage 10	10 years
ADDvantage 15	15 years
ADDvantage 20	20 years
ADDvantage 30	30 years

ADDvantage Term plans have two premium schedules: guaranteed annual premiums and current annual premiums. North American guarantees the current annual premium will remain level for the full duration of the premium guarantee period. After the premium guarantee period, premiums may increase annually but will never exceed the guaranteed annual premiums.

Minimum face amount

\$100,000

Renewals

All plans renewable to age 95

Annual policy fee

\$65, non-commissionable

Modal factors

Annual		1.00
Semi-annual		
Direct,	List Bill	.522
PAC		.51
Quarterly		
Direct,	List Bill	.274
PAC		.256
Monthly		
PAC		.088
List Bill		.094

The factors apply to the total annual premium, including the policy fee. Due to the application of the modal factors, the policyowner will pay more in total annual premium for a policy year if he or she elects to pay premium more frequently than annually (semi-annually, quarterly or monthly when available).



ADDvantage Term Conversion Privilege

An ADDvantage term policy may be converted to most of North American's permanent products currently available at the time conversion, subject to the terms in the policy. Conversion is allowed during the level premium period of the policy, or to age 75 (69 for ADDvantage 30), whichever is earlier. The conversion period is never less than five years, regardless of issue age. Partial conversions are allowed, subject to the terms of the policy.

Plan	Issue ages	Conversion period
ADDvantage 10	18–64	10 years
	65–70	to age 75
	71–75	5 years
ADDvantage 15	18–59	15 years
	60–70	to age 75
ADDvantage 20	18–54	20 years
	55–65	to age 75
ADDvantage 30	18–39	30 years
	40–50 (-55 NT)	through age 69

Accelerated death benefit endorsements for term life for critical, chronic, or terminal illness (ADDvantage Term)

ADDvantage Term offers a variety of benefits and options to provide additional value and flexibility for your clients. These benefits and options may vary by state availability.

The information below provides a summary of the endorsement. Please refer to the accelerated death benefit endorsement for term life marketing guide available at northamericancompany.com for complete definitions.

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. Please keep in mind that the policyowner must file the claim within 12 months of a qualifying event. The maximum amount of the face amount that may be accelerated is the lesser of 90% of the face amount at the time of each election, or \$1 million. The minimum amount that may be accelerated is the lesser of 10% of the face amount on the election date, or \$100,000. The maximum issue age is 75, the insured must be rated at a table 2 or better, and not have medical flat extra.

NOTE: The critical illness benefit on ADDvantage Term is not available in California.

Chronic illness

This benefit allows the policyowner to accelerate a portion of the face amount after being diagnosed as chronically ill. To qualify for the accelerated death benefit endorsement for 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.

One election is available every 12 months. The maximum amount that may be accelerated per election is the lesser of 24% of the face amount or \$480,000. The minimum amount that may be accelerated is 5% of the face amount on the initial election date or \$50,000 if smaller.

The face amount on the initial election date is used to determine the maximum accelerated death benefit and the residual death benefit. The residual death benefit is the greater of 5% of the policy face amount on the initial election date or \$10,000. The residual death benefit only applies to accelerated death benefits for chronic illness.

NOTE: The chronic illness benefit on ADDvantage Term is not available in California.

Terminal illness

This benefit allows the policyowner to accelerate a portion of the face amount if he or she is certified as terminally ill with a life span of 24 months (12 months in Florida) or less. The minimum accelerated amount is 10% of the policy's face amount on the election date or \$100,000, whichever is less. The maximum accelerated amount is 90% of the face amount or \$1 million, whichever is less. Only one election can be made for terminal illness. Refer to the accelerated death benefit for term life marketing guide for specifics.

Multiple accelerations

The company will not simultaneously accelerate any portion of the policy's face amount for more than one qualifying event. The policyowner must discontinue any existing accelerated death benefit payments in order to elect another accelerated death benefit under the endorsement.

Waiver of term premium for disability rider

Available at policy issue for ADDvantage Term, this rider allows the premium payments to be waived, including rider premiums, if the insured is totally disabled.

- The benefit does not become effective until the insured has been totally disabled for 180 consecutive days.
- For disabilities occurring before age 60, premiums will be waived as they become due while the insured continues to be totally disabled.
- For disabilities occurring on or after age 60, premiums will be waived until age 65, but not less than two years, if the insured continues to be totally disabled.

- Total disability begins after the effective date of the rider.
- If the insured is disabled on the conversion date, no disability endorsement or rider will be included in the new policy, and no benefits will be paid on the new policy after the conversion date.

This rider is subject to the following:

- Issue ages: 18–59, maximum of table 4 rating
- Expiry age: 65
- Certain exclusions and limitations apply. Refer to rider form for complete details.

Refer to the Riders and Options Guide available on northamericancompany.com for further details.

Children's term life insurance rider

Available for ADDvantage Term, the children's term life insurance rider provides level term coverage for any unmarried child, stepchild or legally adopted child within issue ages 15 days and 20 years on the rider's effective date, living with and financially dependent on the insured and satisfactory evidence of insurability for the child is provided to us.

- **Issue ages:** 15 days–20 years (age last); the Primary Insured is issue ages 18–55
- **Maturity:** The policy anniversary after the insured child's 23rd birthday
- **Minimum issue:** \$5,000
- **Maximum issue:** \$25,000
- **Annual premium per unit:** \$6.00
- If the insured dies before the benefit's expiration, the coverage becomes paid-up term insurance and continues until the policy anniversary following the child's 23rd birthday or the expiry date shown on the schedule of policy benefits, or in a supplemental schedule page, if earlier.
- No substandard ratings will be offered. Ratings other than standard will be declined.
- **Conversions:** Minimum: \$25,000; Maximum: rider benefit amount. (Special conversion conditions allowed up to five times the rider benefit amount, up to a maximum of \$50,000. The amount of insurance under the new policy must meet the minimum insurance requirements specified by the plan selected.)

Refer to the Riders and Options Guide available on northamericancompany.com for further details.

UNDERWRITING

Detailed underwriting requirements can be found in the underwriting guidelines brochure.

Substandard

Table ratings are available for both medical and non-medical reasons for issue ages 18–75, and are applied under the following guidelines:

- Table ratings are 25% per table and are applied to the standard non-tobacco or tobacco premiums.

Flat extras may be applicable for issue ages 18–75, and are applied under the following guidelines:

- Flat extras will be available for both medical and non-medical reasons.
- Medical flat extras may be applied to the standard non-tobacco and tobacco rates.
- Non-medical flat extras may be applied to standard non-tobacco and tobacco rates, as otherwise qualified.
- Temporary flat extras are non-commissionable.



ADDvantage Term (policy form series LS174) and Classic Term (policy form series LS188), or state variation including all applicable endorsements and riders, are issued by North American Company for Life and Health Insurance, Administrative Office, One Sammons Plaza, Sioux Falls, SD 57193. Product, features, riders, endorsements or issue ages may not be available in all jurisdictions. Limitations and restrictions may apply.

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