

Insurance products are issued by North American Company for Life and Health Insurance®

Performance in good times and bad

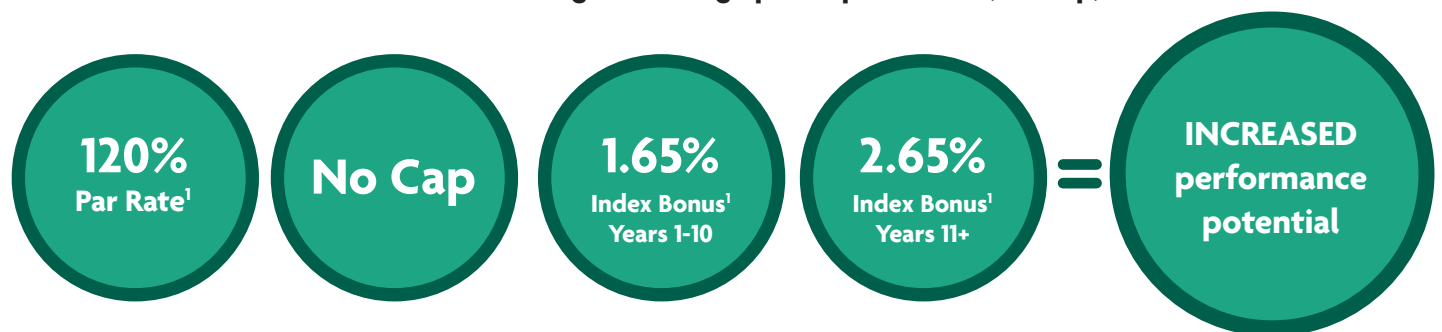
Builder Plus IUL® 3

Financial professionals who market indexed universal life insurance (IUL) are well aware of its unique advantage: death benefit protection, plus potential cash value growth based on the movement of a stock market index, while being subject to a floor and a cap, participation, and/or spread rate.

Builder Plus 3 with the Fidelity Multifactor Yield IndexSM 5% ER

Builder Plus 3 offers eight different index selections. However, this product stands out when illustrated with the Fidelity index, which employs an approach that seeks to reduce volatility to deliver more consistent returns over time. The reduced volatility creates the opportunity for North American to purchase the underlying options at a lower cost.

North American reinvested the cost savings into a high participation rate, no cap, and interest bonus!



What happens in a year with a 0% index credit?

Nothing highlights the benefits of fixed-rate bonuses like a down year. **The S&P 500 index has negative growth that results in zero index credits 26% of the time.**² Builder Plus 3 is strategically designed to reduce the effect of a down year on the policy's cash value growth potential with any index selection — and even more so when using the Fidelity index. The hypothetical example below shows what happens to the cash value in an IUL policy when years 1–14 are illustrated at the maximum illustrated rate, and year 15 is a 0% index credit year.

Male, 50 years old, preferred non-tobacco, Solving for minimum non-MEC face, 20 years of \$20,000/year premium
 Increasing DBO switching to level in year 21
 Illustrations use default index at max illustrated rate years 1-14, 0% credit in year 15

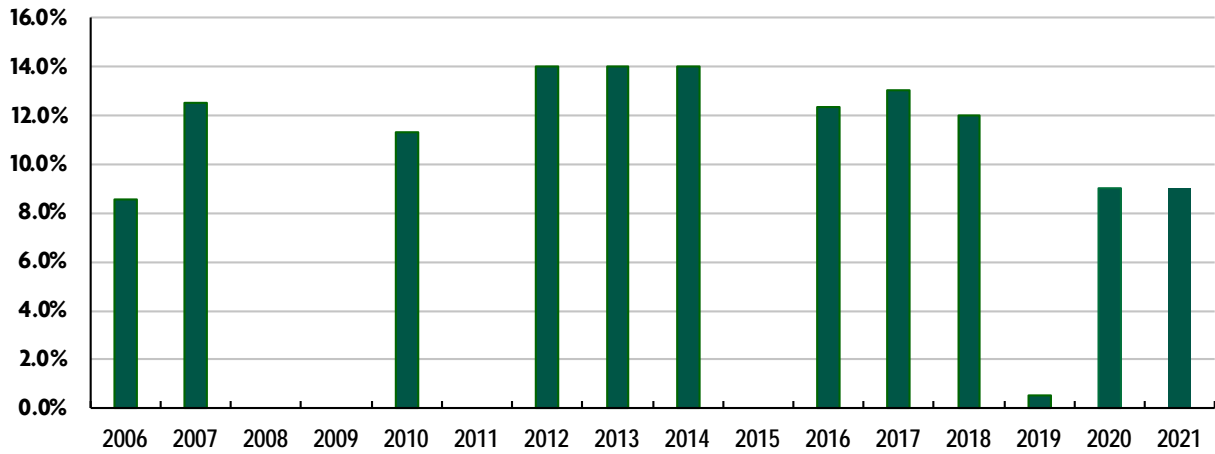
Top IUL carriers by premium in 2022	Initial death benefit	Year 14 cash value	Year 15 charges	Year 15 credits*	Net effect to cash value
North American Builder Plus IUL® 3 Fidelity Multifactor Yield Index 5% ER	\$240,438	\$411,905	\$6,827.16	\$11,445.49	\$4,618.33
Symetra Accumulator Ascent IUL Fixed Bonus 1-Year Point-to-Point	\$261,387	\$415,238	\$1,564	\$3,259	\$1,695
Nationwide Indexed UL Accumulator II 2020 1-Year BNPP Global H-Factor Plus	\$278,894	\$399,436	\$2,453	\$2,518	\$65
Pacific Life Trident IUL 1-Year Indexed Account	\$268,207	\$361,807	\$1,499	\$1,239	-\$260
Allianz Life Pro+ Advantage 50/50 Classic BUDBI II ER & PIMCO Tactical Balanced ER	\$247,459	\$405,549	\$4,112	\$3,822	-\$290
Securian Financial Eclipse Accumulator IUL 50/50 Index A S&P 500 & S&P PRISM 1-Year Uncapped	\$261,810	\$369,757	\$2,569	\$2,207	-\$362
LSW FlexLife NL US Pacesetter Index Point-to-Point No Cap	\$292,150	\$377,963	\$3,832	\$3,383	-\$449
Penn Mutual Accumulation IUL Capped 1-Year with 0% Floor	\$279,072	\$385,061	\$2,637	\$2,021	-\$616
John Hancock Accumulation IUL 21 Barclays Global MA Bonus Account	\$268,288	\$368,744	\$3,990	\$2,512	-\$1,478
Transamerica Financial Foundation IUL Global Index Account	\$292,000	\$389,262	\$5,161	\$0	-\$5,161

Information taken from competitor software as of 11/1/22. While North American believes the figures presented in the table are accurate, North American makes no representation or warranty as to their accuracy, and they may also be subject to change at any time. For questions regarding this information, please contact a representative from the applicable company. *Year 15 credits are due to index bonus, persistency bonus, augmented floor rate, or similar.

Real life results

Has North American's flagship IUL product performed in real life as it was illustrated? Let's take a look at North American's original IUL product, the Custom Builder IUL. The chart below shows the actual index credits credited since inception, using the default index available in 2005 (S&P 500 Annual Point-to-Point).

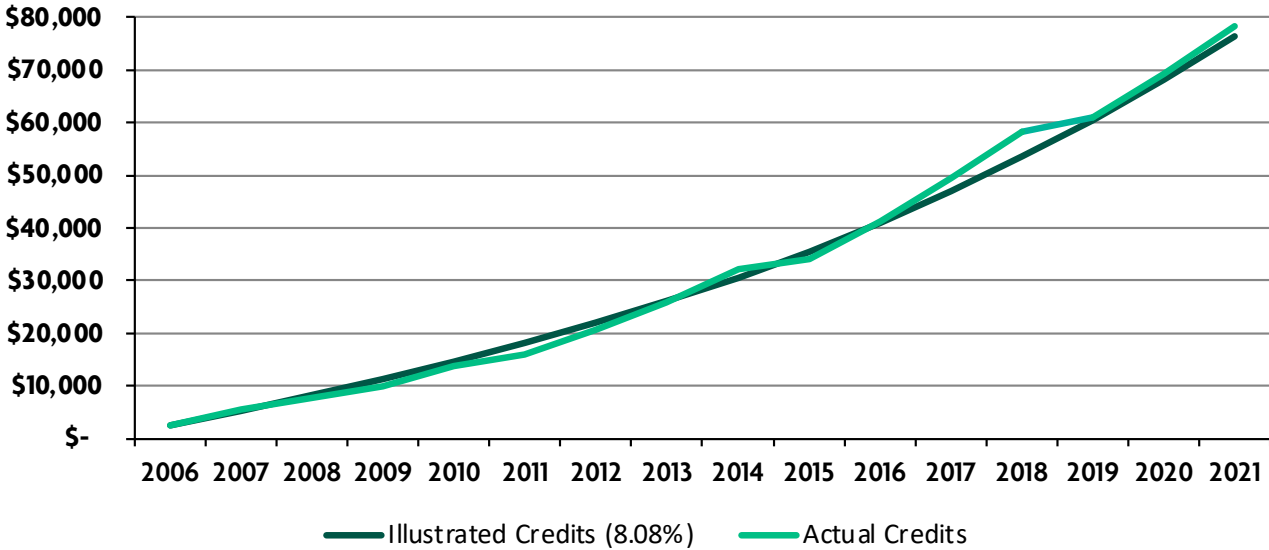
Actual index credits



Source: Internal calculations, January 2022.
S&P 500 Index, Annual Point-to-Point, October 1 of each year.

The next chart shows that throughout the ups and downs of the market, and even in the current low interest rate environment, Custom Builder IUL has performed as illustrated back when it was first sold in 2005. This level of performance is an accomplishment that North American is proud of and **Builder Plus IUL 3 is designed to carry on the tradition with the Fidelity Multifactor Yield IndexSM 5% ER for more consistent returns over time.**

Account value performance



Source: Internal calculations, January 2022.
Custom Builder IUL Issued October 1, 2005, Male Preferred Plus, Issue Age 45
Death Benefit = \$145,000, Annual Premium = \$3,000 allocated to S&P 500 Annual Pt-to-Pt

Help your clients be positioned to win in retirement.

What IUL cases do you have on your desk today?

Contact your MGA to illustrate a solution!

1. Participation rate is not guaranteed and applies only to the portion of the index account allocated to the Fidelity index. Bonus structure shown is not guaranteed and applies only to the portion of the index account allocated to the Fidelity index.

2. Source: North American actuary reports, June 2021.

The Fidelity Multifactor Yield Index 5% ER (the "Index") is a multi-asset index, offering exposure to companies with attractive valuations, high quality profiles, positive momentum signals, lower volatility and higher dividend yield than the broader market, as well as U.S. treasuries, which may reduce volatility over time. Fidelity and its related marks are service marks of FMR LLC. Fidelity Product Services LLC ("FPS") has licensed this index for use for certain purposes to North American Company for Life and Health Insurance® (the "Company") on behalf of the Product. The Index is the exclusive property of FPS and is made and compiled without regard to the needs, including, but not limited to, the suitability needs, of the Company, the Product, or owners of the Product. The Product is not sold, sponsored, endorsed or promoted by FPS or any other party involved in, or related to, making or compiling the Index. The Company exercises sole discretion in determining whether and how the Product will be linked to the value of the Index. FPS does not provide investment advice to owners of the Product, nor to any other person or entity with respect to the Index and in no event shall any Product contract owner be deemed to be a client of FPS.

Neither FPS nor any other party involved in, or related to, making or compiling the Index has any obligation to continue to provide the Index to the Company with respect to the Product. Neither FPS nor any other party involved in, or related to, making or compiling the Index makes any representation regarding the Index, Index information, performance, annuities generally or the Product particularly.

Fidelity Product Services LLC disclaims all warranties, express or implied, including all warranties of merchantability or fitness for a particular purpose or use. Fidelity Product Services LLC shall have no responsibility or liability whatsoever with respect to the Product.

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® (the Company). 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.

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.

Custom Builder IUL (policy form series LS154A) and Builder Plus IUL 3 (policy form series LS191) or state variations, including all applicable riders and endorsements, are issued by North American Company for Life and Health Insurance®, West Des Moines, IA. Products, features, riders, endorsements, or issues 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.