

Life



# Custom Guarantee<sup>®</sup>

Universal life insurance

*Consumer brochure*

Life insurance products are issued by North American Company for Life and Health Insurance<sup>®</sup>



Guaranteed life insurance  
your family can depend on

# A guarantee that's **custom** to you.

North American's Custom Guarantee gives you the life insurance you need, regardless of what happens. With our Extended-No Lapse Guarantee, you select the duration of the guarantee period to meet your specific needs.<sup>1,2</sup>

## It can help...

- **Provide financial help to your family in a time of need**
- **Replace income to continue your family's current quality of life**
- **Pay off credit cards, student loans, mortgage payments, and other debts**

It provides **guaranteed protection**  
so your loved ones can rest easy.





## Financial protection

When it comes to protecting your financial future, Custom Guarantee provides financial protection with the Extended No-Lapse Guarantee, which is automatically included on every policy and extends the no-lapse guarantee to any age you choose, even up to age 120. The length of the guaranteed death benefit will depend on the amount and timing of your premium payments.

## Protection for unexpected illness or injury

An unexpected illness or injury can quickly harm your financial future. Custom Guarantee offers accelerated death benefits. These benefits allow a policy owner to receive an advance payment of a portion of the death benefit, subject to certain conditions.<sup>3</sup> Your North American representative can advise you of the eligibility requirements.

In the event of a disability or injury, the monthly deductions can be waived with the Waiver of Monthly Deductions Rider. This rider is subject to eligibility requirements and is only available at time of policy issue. Your North American representative can advise you of the benefit eligibility requirements.

## Flexibility

Your needs may change over time, so we provide a Guaranteed Exchange Privilege. With this privilege, you can exchange your Custom Guarantee policy to one of North American's indexed universal life insurance products that focuses on cash value accumulation, (products must be available at the time of exchange). The exchange is made without evidence of insurability and no surrender charges, so you have flexibility even if your health changes.<sup>4</sup>

With our Premium Recovery Endorsement<sup>5</sup> you have the option to fully surrender the policy and recover all or a portion of the total premiums paid less any policy debt or withdrawals, including withdrawal charges and processing fees. If you have previously elected to accelerate the death benefit, the total premiums will also be reduced by the same portion that the death benefit was reduced at the time of that election. This benefit is available for a 60-day window following the 15, 20, and 25-year policy anniversaries. The owner may recover up to 50% of paid premiums if exercised during the 60-day window following the 15-year anniversary, and up to 100% of paid premiums if exercised in the 60-day window following the 20 or 25-year anniversaries. The maximum amount that can be recovered is capped at 50% of the lowest specified amount of the policy.

## Control

We believe everyone's needs are unique. With some life insurance policies, the amount you purchase can change due to circumstances beyond your control, like the economy or the rising cost of insurance. North American gives the control back to you! Issue ages range from 15 days to 85 years, and you can customize your death benefit guarantee period to the length that you desire—you have the ability to change it by adjusting the timing and amount of your premium payments. And, with the addition of riders, Custom Guarantee allows you to build on your financial protection where you need it most.

Ask your North American representative about these riders for even more protection:

- Accidental Death Benefit Rider
- Children's Term Life Insurance Rider
- Guaranteed Insurability Rider
- Waiver of Monthly Deductions Rider

**Help give your family financial protection, flexibility, and control.  
Put the North American guarantee in your hands today.**

# CHOOSE **NORTH AMERICAN** FOR YOUR LIFE INSURANCE PROTECTION.

## **Strength and stability since 1886**

With over 130 years of business under our belt, North American's continued and consistent financial strength is a result of our conservative and disciplined investment strategy, our private ownership structure, and doing what is right for our policyowners.

---

## **Privately owned and customer focused**


As a privately owned company, North American is not subject to the short-term earnings pressures that publicly held companies often face. We are a company with plans to perpetuate itself for hundreds of years, not the next quarter or the next fiscal year. We focus on the long term. We focus on you.

---

## **High ratings for financial strength**

Independent agency ratings provide a vital picture of an insurer's ability to keep its commitments to you, the customer. As a company, we've received A+ marks from A.M. Best, Fitch Ratings, and S&P Global Ratings.<sup>6</sup> These ratings are based on financial strength, operating performance, and the ability to meet our obligations to our policyowners and contract holders. Our consistently high ratings have shown that with North American, you aren't just buying a product. You're buying a commitment to you and your family.

---



Contact your North American financial professional **today** to help you develop a plan that is tailored to your specific needs.

1. Coverage is guaranteed for 5 years for all issue ages provided the 5-year no-lapse guarantee premium requirement is met. If you do not meet this requirement significantly higher premiums may be necessary to keep the policy in effect. By paying only the 5-year no-lapse guarantee premium you may be forgoing the opportunity to build more cash values. Paying a premium that is equal to, but not greater than the 5-year no-lapse guarantee premium will keep the policy in effect but may result in a negative or zero account value. We will not credit or charge interest on this negative balance. Monthly deductions will continue to be made and will be deducted from the negative balance.

2. After the 5-year no-lapse guarantee period, coverage can be guaranteed to any age up to age 120 through the Extended No-Lapse Guarantee. The Extended No-Lapse Guarantee ensures that coverage will continue even if the policy's net cash surrender value is insufficient to pay the monthly deductions. This guarantee is provided as long as the premium guarantee account is greater than or equal to the policy debt. The Extended No-Lapse Guarantee does not guarantee coverage during the 5-year no-lapse guarantee period. The performance of the Extended No-Lapse Guarantee is sensitive to the timing of premium payments. You should make sure your premium payments are made on time and consistent with your plan in order to keep the guarantee. By paying only the premium required to satisfy the Extended No-Lapse Guarantee, you may be forgoing the opportunity to build more cash values. Restrictions may apply.

3. Accelerated death benefits are subject to eligibility requirements. The death benefit will be reduced by the amount of the death benefit accelerated. Since benefits are paid prior to death, a discount will be applied to the death benefit accelerated. As a result, the actual amount received will be less than the amount of the death benefit accelerated. An administrative fee may be required at time of election.

4. Not available for policy ages 76 and above or if there is an outstanding policy loan. The Cash Surrender Value on the new policy may not be greater than the Cash Surrender Value on the policy being exchanged.

5. The Premium Recovery Endorsement will remain in effect to the 25-year policy anniversary as long as the qualification test is satisfied at each policy anniversary. Generally, the qualification test is met if the gross premiums paid guarantee the policy to at least the insured's attained age of 95, assuming no policy loans are taken. In some instances, additional premium may be required based on underwriting class, table ratings, or flat extras. If the Premium Recovery Endorsement terminates, it cannot be reinstated.

6. A.M. Best is a large third-party independent reporting and rating company that rates an insurance company on the basis of the company's financial strength, operating performance, and ability to meet its obligations to contract holders. A+ (Superior) is the second highest rating out of 15 categories, and was affirmed for North American as part of Sammons Financial Group on July 29, 2022.

S&P Global Ratings awarded its "A+" (Strong) rating for insurer financial strength on February 26, 2009 and affirmed on May 25, 2022 to North American as part of Sammons Financial Group. The A+ (Strong) rating, which is the fifth highest out of twenty-two, reflects the financial strength of North American, member of Sammons Financial Group.

A+ Stable Rated by Fitch Ratings. Fitch Ratings, a global leader in financial information services and credit ratings, on December 14, 2021, assigned an Insurer Financial Strength rating of A+ Stable for North American. This rating is the fifth highest of 19 possible rating categories. The rating reflects the organization's strong business profile, low financial leverage, very strong statutory capitalization and strong operating profitability supported by strong investment performance. For more information, read the Fitch Ratings Report at [www.fitchratings.com/research/insurance/fitch-affirms-sammons-financial-group-ratings-outlook-stable-14-12-2021](https://www.fitchratings.com/research/insurance/fitch-affirms-sammons-financial-group-ratings-outlook-stable-14-12-2021).

Texas Residents: Receipt of acceleration-of-life-insurance benefits may affect you, 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.

Permanent life insurance requires monthly deductions to pay the policy's charges and expenses, some of which will increase as the insured gets older. These deductions may reduce the cash value of the policy. Current cost of insurance rates and current interest rates are not guaranteed. Therefore, if the planned periodic premium is not carrying the policy through age 120 via the Extended No-Lapse Guarantee provision, additional premium may be necessary to carry the contract longer or to maturity using guaranteed or current rates. 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 North American Company, Administrative Office, One Sammons Plaza, Sioux Falls, SD 57193. Telephone: (877) 872-0757.

Custom Guarantee UL (policy form series LS185), Premium Recovery Endorsement (form series LR511), Accelerated Death Benefit Endorsement for Critical, Chronic and Terminal (form series LR508), Accidental Death Benefit Rider (form series LR493), Accelerated Death Benefit Endorsement for Critical Illness (form LR498, CA only), Children's Term Life Insurance Rider (form series LR456A), Guaranteed Insurability Rider (form series LR495), Waiver of Monthly Deductions Rider (form series LR416B, form LR416C04, CA only) are issued by North American, West Des Moines, IA. Products, features, riders, endorsements, or issue 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.



## North American is a Sammons Financial Group company.

We are committed to our customers, distribution partners, employees and communities – and the deeply rooted belief that we grow stronger together.

With so much change happening in the world, people are looking for companies that can stand the test of time. They need a partner that can weather life's storms. That's us. For over a century, we have been here for our customers and honoring our commitments. And because we're privately owned, we don't measure our impact by the number of years we've been in business, investor goals or size of the company. We are proud of our impact of the financial futures we help secure, and the legacies we help establish.

We believe that we aren't here to serve just today's customers, but customers for generations to come. As we look ahead to our next hundred years, that fundamental principle remains rich in its vision. No matter how much change happens in the world around us, we strive to find new ways to create value for our customers.

Just like always.

North American has continued to earn high ratings, based on our financial strength, operating performance, and ability to meet obligations to our policyholders and contract holders. North American currently holds the following ratings:

“A+”

**A.M. Best<sup>6</sup>** (Superior) (Second category of 15)

**S&P Global Ratings<sup>6</sup>** (Strong) (Fifth category of 22)

**Fitch Ratings<sup>6</sup>** (Stable) (Fifth category of 19)