



Principal® Term life insurance

# Get versatile protection that fits your life.



You've done some exciting and memorable things, and you have so much to look forward to. We're here to help you protect the life you've built. Term life insurance can offer the financial protection you need down the road, so you can focus on living your best life now.

### What is term life insurance?

Term insurance pays a death benefit if you should die during the specified policy period selected, usually at a lower cost than other types of life insurance.

### Term life insurance provides many benefits:

- Tax-free death benefit for beneficiaries.<sup>(1)</sup>
- Protection for short-term needs that may lessen over time, such as mortgages or business loans.
- Guaranteed coverage for the policy period you choose: 10, 15, 20, or 30 years.<sup>(2)</sup>

### How do you know if term insurance is right for you?

Not sure which type of policy you should purchase? Consider some of the differences between term and permanent insurance. A good way to compare them is to think about it like renting (term) vs. owning a home (permanent).

FEATURE	TERM (RENT)	PERMANENT (OWN)
Tax-free death benefit	✓	✓
Typically lower premium payment	✓	
Potential ability to pay off (pay up) the policy early		✓
Potential to build equity (cash value)		✓
Insurance coverage for a specific period of time	✓	

### What does Principal Term offer you?

- Our Principal Accelerated Underwriting<sup>SM</sup> program provides fast and easy underwriting that can help you get your coverage quicker.<sup>(3)</sup>
- Additional coverage options include Accelerated Benefits, Business Value Increase, Conversion Extension (available with some policies), Salary Increase, and Waiver of Premium Riders.<sup>(4)</sup>
- Some policies have conversion options that allow you to switch to a permanent policy as your insurance needs change. No additional underwriting is required.<sup>(5)</sup>

Term insurance provides many benefits that help you plan for the unexpected. Choose the policy that works best for your situation and needs.

 Let's connect

Contact your financial professional or go to [principal.com](https://www.principal.com).

<sup>(1)</sup> Life insurance proceeds generally pay to the beneficiary federal income-tax free.

<sup>(2)</sup> If you continue the Term policy past the level premium period, the premium will increase and may become less attractive.

<sup>(3)</sup> Applicants qualify based on age, product, face amount, and personal history.

<sup>(4)</sup> Policy rider descriptions are not intended to cover all restrictions, conditions, or limitations. See policy for full rider details. Riders are subject to state availability and may have additional costs.

<sup>(5)</sup> See the policy for full details.



### principal.com

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All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not obligations of, nor backed by, the broker/dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

Principal National Life Insurance Company Policy Form: ICC23 SN 174 N/ICC23 SN 174 C/SN 174 N/SN 174 C, Rider Forms: SN 2, SN 3, SN 4, SN 5, ICC17 SN 105/SN 105, ICC22 SN 171, and ICC23 SN 175

Principal Life Insurance Company Policy Form: SF 975 NY and SF 975 NY U, Rider Forms: SF 686 NY, SF 807 NY, and SF 976 NY

**Not FDIC or NCUA insured**

**May lose value • Not a deposit • No bank or credit union guarantee  
Not insured by any Federal government agency**

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