



Principal Indexed Universal Life Flex II<sup>SM</sup>

# Get today's indexed UL built for tomorrow.

Some indexed universal life policies are built with an eye toward winning the illustration battle. But how a policy performs after the sale may be its true measure of value.

With Principal Indexed Universal Life Flex II (IUL Flex II), clients get a simple design with lower policy charges that doesn't rely on a persistency bonus, index multiplier, or other form of performance booster. In other words, it's built with stability in mind to help clients feel confident about achieving their long-term goals.

## The strategy behind IUL Flex

Lower policy charges enable IUL Flex II to do more with less. It doesn't need a high cap rate or heavy premium funding to perform well. Clients get a policy built to be:

### Dependable

- Its design is transparent with no hidden drawbacks in the future.
- Lower charges drive efficient growth. And in years when the index-linked return earns the floor rate, values are impacted less.

### Flexible

- Attractive cash value accumulation, especially during the first 30 years, provides a cash savings reserve and an exit strategy.
- Access to cash for a chronic illness is available via an accelerated benefit rider<sup>\*1</sup>—automatically added to qualifying policies at no additional cost.

### Economical

- Long-term coverage doesn't cost a lot of money, with the most competitive rates up to age 100.
- An optional Extended No-Lapse Guarantee (ENLG) Rider<sup>1</sup> offers greater than life expectancy guarantees for ages 50+ at a slightly higher charge.

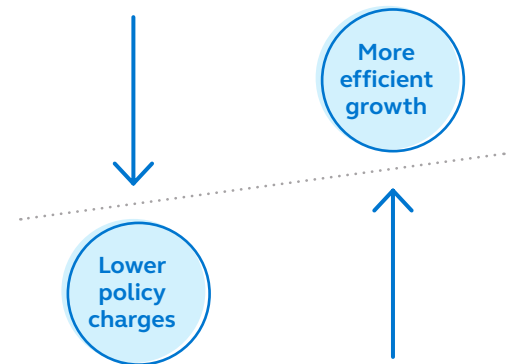
## Who can benefit?

### Individuals who:

- Believe in the long-term potential of the market but want protection against market declines
- Like the value of cost-effective coverage and attractive cash value growth
- Prefer flexibility over guaranteed UL products

### Business owners that need:

- Executive benefits for key employees
- Key person protection
- Buy-sell strategies



## Fast facts

<b>Issue ages/underwriting classes</b>	20-80: Super Preferred, Preferred, Super Standard, Standard  COVID underwriting restrictions may impact product availability. Check with your underwriter for current guidelines.
<b>Minimum face amount</b>	\$100,000
<b>Underwriting programs</b>	<ul style="list-style-type: none"> <li>• Accelerated Underwriting</li> <li>• Business Solutions Enhanced Underwriting</li> <li>• Simplified Issue/Guaranteed Issue</li> <li>• Risk Upgrade Program</li> </ul>
<b>Cost of insurance rate bands</b>	\$100,000 - 999,999; \$1 million+
<b>Death benefit options</b>	1 – Level, 2 – Increasing, 3 – Return of premium
<b>ENLG Rider duration</b>	Lesser of age 90 or 25 years
<b>Account options</b>	<ul style="list-style-type: none"> <li>• S&amp;P 500® Price Return Index-Linked Account</li> <li>• S&amp;P 500® Total Return Index-Linked Account</li> <li>• Fixed account</li> </ul>
<b>Riders*1</b>	<ul style="list-style-type: none"> <li>• Chronic Illness Death Benefit Advance</li> <li>• Cost of Living Increase</li> <li>• ENLG</li> <li>• Life Paid-Up</li> <li>• Salary Increase</li> <li>• Terminal Illness Death Benefit Advance</li> <li>• Waiver of Monthly Policy Charge</li> </ul>

### Target market

- Ages 35-65
- \$1 million face amount
- Moderate funding level



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\*1 Policy rider descriptions are not intended to cover all restrictions, conditions, or limitations that may apply. Certain riders have additional costs and a reduce the death benefit, cash surrender value, and other policy values. See the rider for full details, state variations, and availability.

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