

# Simple, affordable life insurance

Help protect your business while providing key employee benefits

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Protecting your business—with affordable insurance options—can sometimes be a challenge. That's why Principal® offers Principal Term coverage on a Guaranteed Issue<sup>1</sup> basis. Designed for qualified key employee groups of 25 or more, this innovative program is a simple and affordable funding option to meet a variety of your business needs.

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This innovative solution can help you:

- Finance business solutions for you and your key employees.
- Leverage the benefits of life insurance with lower costs and fewer medical requirements.
- Protect your business by insuring key employees whose loss would have a significant negative financial impact.
- Secure coverage efficiently, while providing the flexibility to convert to permanent insurance later.

## Who can benefit?

This innovative solution can help with a number of needs for businesses:

- Benefits to help recruit, retain, reward and retire key employees.
- Key person insurance to help the business recover costs associated with the loss of key employees.
- Buy-sell strategies to help facilitate ownership transitions.
- Additional coverage for participants of a nonqualified deferred compensation plan.
- Executive carve-out coverage to supplement company-sponsored group life insurance.

## Key program highlights<sup>2</sup>

This program may allow up to \$5 million of coverage per policy. Premiums can be guaranteed to stay the same for 10 or 20 years—you decide the option that best fits your needs. And the benefit isn't reduced as the insured gets older, is convertible to permanent insurance, and is fully portable at retirement or termination.

Employees will appreciate being insured without worrying about medical exams and health questions. Guaranteed Issue eliminates the hassle and uncertainty of medical underwriting for eligible participants.

 Let's connect | Contact your financial professional.

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<sup>1</sup> Principal Term coverage on a Guaranteed Issue basis is available in all states except New York.

<sup>2</sup> Plan design and group composition are subject to approval by Principal. Participants must not be known to be uninsurable and may not have missed more than 5 consecutive days in the past 90 days due to medical reasons.



[principal.com](https://principal.com)

Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines, Iowa 50392-0002

Insurance products issued by Principal National Life Insurance Co. (except in NY) and Principal Life Insurance Co. Plan administrative services offered by Principal Life. Principal National and Principal Life are members of the Principal Financial Group®, Des Moines, IA 50392.

Principal National Life Insurance Company Policy Form: ICC17 SN 104/SN 104

<b>Not FDIC or NCUA insured</b>
<b>May lose value • Not a deposit • No bank or credit union guarantee</b> <b>Not insured by any Federal government agency</b>

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