

A bonus that does so much more

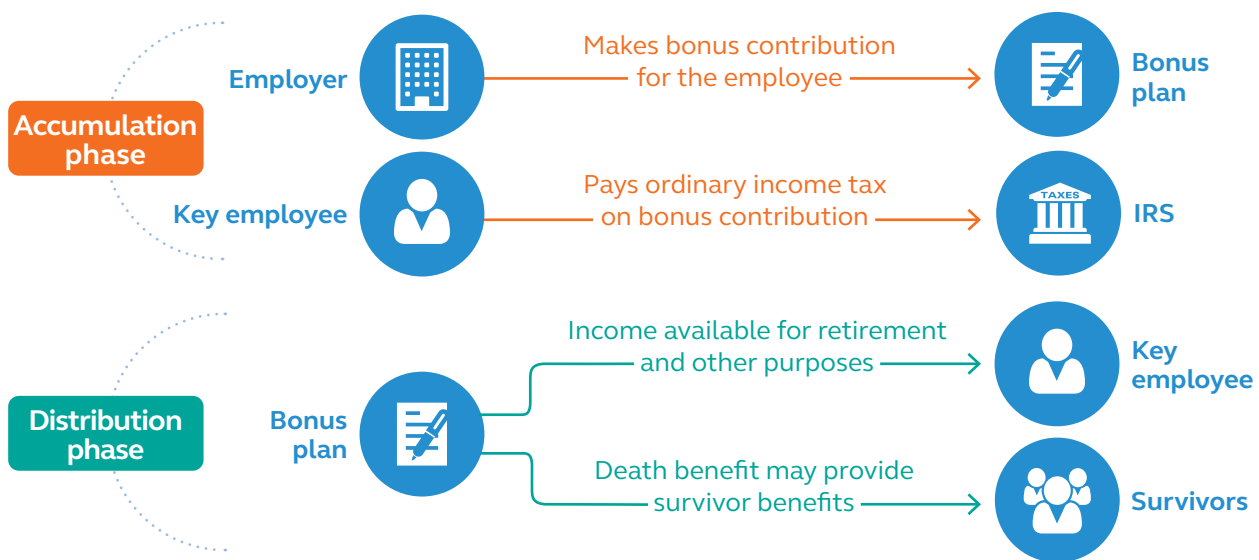
Offer a retirement benefit that helps you recruit, reward, and keep your top talent.

You're focused on running a successful business, which includes hiring and keeping top employees. Your organization depends on it. So what can you do today—that's simple and effective—to recognize your key employees and give them another reason to stay with you?

Take a close look at this incentive plan that offers your key employees multiple benefits. It helps your top talent increase their savings for the future, while helping you reward and keep them for the long term. Plus, contributions are tax-deductible to you, and it's easy to administer!

Here's how it works

Typically, the bonus you contribute to the plan for select key employees is used to buy a life insurance policy¹ from Principal. This policy funds the plan and provides retirement income, death benefit protection, as well as additional living benefits.



- Employer offers an incentive bonus benefit to key employees and receives a current tax deduction.²
- Employer submits the bonus contribution to pay premiums on a life insurance policy.¹
- Key employee owns the life insurance policy and may receive the cash value and survivor benefits, but also pays income tax on any bonus contributions made to the plan.

What you need to know

There are many advantages to this plan, just as there are some things to consider.

For
you

Increase morale. It's an effective way to recruit, reward, retain, and retire the employees who are most valuable to your business.

Receive tax deduction. You receive a current tax-deduction² on the bonuses contributed to the plan.

Communicate easily. The simple and flexible plan design is easy to communicate and maintain.

Save time. You won't have annual reporting or ERISA requirements to complete.

Impact cash flow. Bonuses you pay reduce company cash flow.

Rely on us. Trust our dedicated team of experts to provide ongoing services for your plan.

For
your key
employees

Save more. More can be saved for retirement; above the limits of a qualified plan, such as a 401(k).

Receive multiple benefits. Distributions may be used for planned events such as supplementing retirement income, funding a child's education or purchasing a second home. The plan can also provide access to funds to address unplanned events—such as disability, chronic illness and other financial needs.

Enhance financial security. The employee's family may receive tax-free benefits at the employee's death.

Owens the policy. The key employee owns the life insurance policy¹, but must stay with the organization to be eligible for the bonus.

Pay potential taxes. An additional tax may be due if the employer's bonus doesn't cover all of the income tax. However, the tax on the bonus may be partially or fully offset with another employer bonus.

Consent may be needed. The key employee owns the policy, but may need to get consent from you before withdrawing assets during a specified period.

Repayment may be required. If the key employee leaves the company before meeting the service requirement, they may be required to repay any bonuses received. This can be structured like a vesting schedule.

You want to offer key employees benefits they value—and those that will have a positive impact on them and your business. This plan can provide key employees with a retirement benefit, while helping you recruit and keep your top talent. Plus, you can trust the service and expertise we'll provide to you and your key employees every step of the way, year after year.

 [Learn more](#) | Contact your financial professional today.

¹ Additional financing options may be available.

² Due to the flow-through tax treatment of some businesses, such as S corporations and limited liability corporations (LLCs), you may want to consider specific plans designed to benefit the owners of these entities.

Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines, Iowa 50392-0001, principal.com

The subject matter in this communication is provided with the understanding that Principal® is not rendering legal, accounting, or tax advice. You should consult with appropriate counsel or other advisors on all matters pertaining to legal, tax or accounting obligations and requirements.

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 Funds, Inc. is distributed by Principal Funds Distributor, Inc. Securities offered through Principal Securities, Inc., 800-247-1737, Member SIPC and/or independent broker/dealers. Principal National, Principal Life, Principal Funds Distributor, Inc., and Principal Securities are members of the Principal Financial Group®, Des Moines, IA 50392.

Principal, Principal and symbol design and Principal Financial Group are trademarks and service marks of Principal Financial Services, Inc., a member of the Principal Financial Group.

Not FDIC or NCUA insured

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