

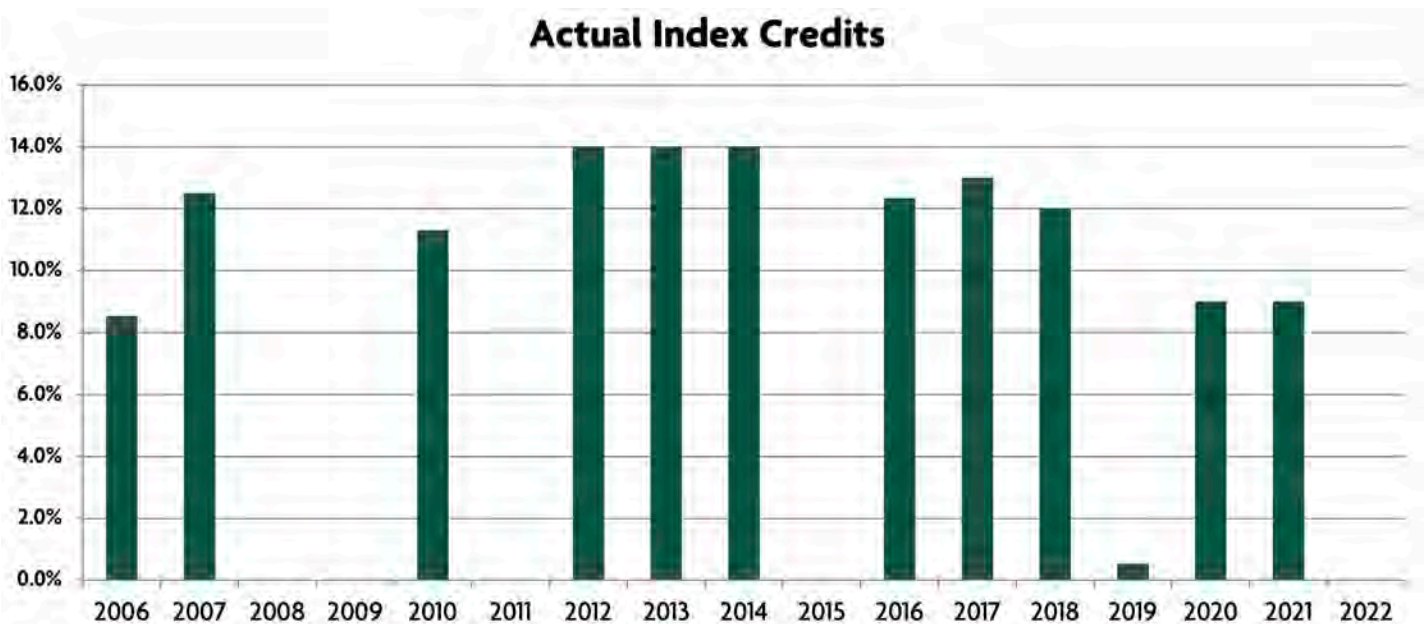
# Inspiring confidence

North American's indexed universal life (IUL) insurance

Today's low interest rate environment, high stock market volatility, and looming recession may not inspire a lot of confidence. But there are some things you can still count on. As a company with a long history of financial strength and stability, you can feel confident that North American's life insurance products will continue to perform, even in the most difficult times.

## Here's a fair question to ask:

Have North American's IUL products performed as advertised? Let's take a look at North American's Builder Plus IUL® 3, originally marketed as Custom Builder IUL. The chart below shows the actual index credits credited since inception.

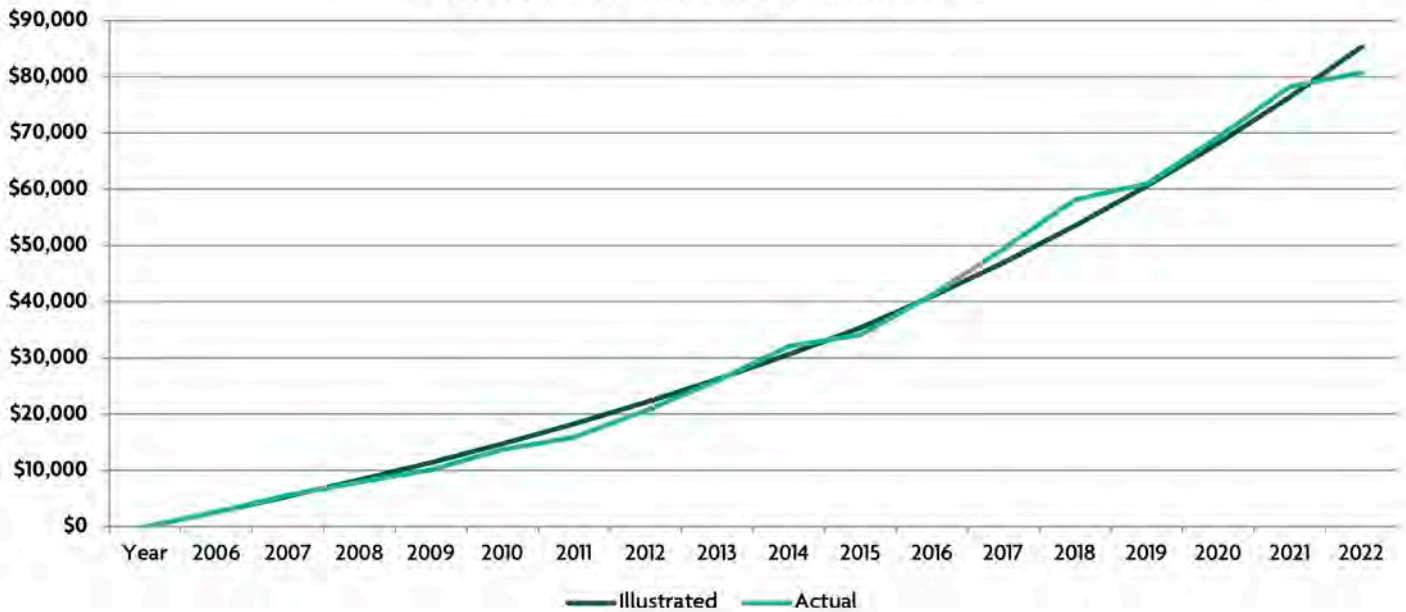


Source: S&P Global, January 2023.  
 S&P 500 Index, Annual Point-to-Point, October 1 of each year.

As you can see, there have been multiple times where the zero percent floor has come into play over the past decade. Undoubtedly, while earning zero percent in any given year isn't an exciting prospect, it may be less disheartening than receiving an annual statement showing a market loss.

The graph on the next page compares actual index credits to an illustrated rate of 8.2%, which was the default illustrated rate at that time. Throughout the ups and downs of the market, and even in the current low interest rate environment, it has performed as illustrated back when it was first sold.

## Account Value Performance



Source: S&P Global, January 2023.  
 Builder IUL (Gen 1) Issued October 1, 2005, Male Preferred Issue Age 45  
 Death Benefit = \$150,000, Annual Premium = \$3,000 allocated to S&P500 Annual Pt-to-Pt

As a privately held company, North American is not driven by short-term earnings pressures. We plan for the long term, which has resulted in consistently strong performance throughout the years – **withstanding even the toughest times of economic downturn.**

North American backs its commitment to our customers by following a disciplined and conservative investment strategy. We closely monitor our investments, maintain a balanced and diversified portfolio, and have maintained a strong capital position through stormy economic periods.

**With a track record like this, you can have confidence in North American.**

Life insurance policies have terms under which the policy may be continued in force or discontinued. Current cost of insurance rates and interest rates are not guaranteed. Therefore, the planned periodic premium may not be sufficient to carry the contract to maturity. The Index Accounts are subject to caps, participation and spread rates. In no case will the interest credited be less than 0 percent. Please refer to the customized illustration provided by your agent for additional detail. 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 the Administrative Office - North American Company, One Sammons Plaza, Sioux Falls, SD 57193 Telephone 1-877-872-0757.

### THE S&P 500® COMPOSITE STOCK PRICE INDEX

### THE S&P 400® COMPOSITE STOCK PRICE INDEX

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While we are featuring this index keep in mind that other indexes besides the presented one are available and that this piece should not be viewed as allocation advice.



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