



Life insurance as an asset

An overlooked way to help improve your financial future





Discover your policy's financial perks.

You probably know life insurance provides protection for your loved ones when you die.¹ But are you aware of its other financial benefits?

Learn more about the ways your policy can help you:

Pay **fewer taxes**
in retirement.

Prepare for
health surprises.

Get **more value**
for your money.

¹ In exchange for the death benefit, life insurance products charge fees such as mortality and expense risk charges and surrender fees.

Pay fewer taxes in retirement.

You have big plans for retirement. But in order to make your plans a reality, it's important to get the most from your financial assets.

How? One way is to minimize taxes that can take a bite out of your retirement income. You can do this by spreading your money across assets that are taxed differently—a strategy called tax diversification.

Most retirement assets are taxed in one of three ways:²

Taxed up-front

- Contributions/premiums are after-tax
- No tax on growth
- No tax when withdrawn

Types: Cash value life insurance and Roth IRA

Taxed as it grows

- Contributions are after-tax
- Growth is taxed
- No tax when withdrawn

Types: savings account, certificate of deposit, money market, and mutual fund

Taxed when you take income

- Contributions are tax-deductible
- No tax on growth
- Full amount is taxable when withdrawn

Types: 401(k) account, traditional IRA, and 403(b) account

Diversify your income.

A cash value life insurance policy can provide a source of tax-free income³ to supplement taxable income from other assets, such as a 401(k) or individual retirement account (IRA). Plus, life insurance offers the following:

- Income tax-free death benefit to your beneficiary
- Tax-deferred cash value build-up
- No penalty for withdrawals prior to age 59½⁴
- No income-based funding limits

➤ Keep more money in your pocket during retirement.

² This comparison represents only federal tax treatment. It is not intended to compare the features, fees, expenses, or benefits of specific products.

³ Distributions from a life insurance policy are generally received income tax-free. If the policy is considered a modified endowment contract, distributions in excess of the policy's principal may be subject to current income taxes.

⁴ If the policy is a modified endowment contract, withdrawals taken before age 59½ may be subject to a 10% penalty.

Prepare for health surprises.

Life throws a lot of curveballs your way. And unfortunately, illnesses are part of life. The good news: If you or a loved one are ever faced with a chronic illness, life insurance can provide much-needed financial protection.

It can happen to anyone.

Chronic illnesses are conditions that can be treated but not cured. And they're more common than many people realize.



Nearly **95%** of older adults have at least one chronic condition; nearly **80%** have two or more.⁵

It costs more than you think.

Paying for professional medical care, rehabilitation services, or medication in the event of a chronic illness can really add up. How would you cover these expenses?



\$315,000 average couple is expected to pay for medical expenses during retirement⁶

It can deplete your savings.

You might be tempted to pay for chronic illness expenses using money set aside for other goals, such as retirement or college savings. But that could negatively impact your family's financial future.



So what can you do in the event of a chronic illness?

That's where life insurance comes in. Select Principal® policies include an additional coverage option that allows you to receive a portion of the benefit typically paid at your death should you be diagnosed with a chronic illness.⁷ That gives you a way to offset medical costs while preserving your retirement nest egg for you and your family.

→ If the unexpected happens, you can be ready.

⁵ National Council on Aging, Chronic Inequities: Measuring Disease Cost Burden Among Older Adults in the U.S. April 2022.

⁶ 2022 Fidelity Retiree Health Care Cost Estimate

⁷ This is the Chronic Illness Death Benefit Advance Rider and its availability varies by product and by state. There is no cost to have the rider; however, if used, the payment amount is discounted to reflect early access. Taking a claim from the rider will reduce the amount your beneficiary receives at your death. Proceeds received may be taxable. Consult your tax advisor prior to taking a claim against the rider.

Get more value for your money.

When you think about your financial portfolio, life insurance likely isn't the first asset that comes to mind. But your policy can offer great value and an attractive rate of return.

Most assets take time to accumulate value. With life insurance, there's no build-up period. Your policy's death benefit is available to your loved ones whether you've been paying premiums for 40 years or just one.

See how your premium dollars perform.

Consider a hypothetical example in which a 55-year-old man purchases a life insurance policy that will pay his beneficiary \$1 million at his death. The chart below shows the strong internal rate of return (IRR) earned on premiums paid.

Even better: Beneficiaries receive the death benefit income tax-free. This needs to be taken into account to truly compare the policy's rate of return to other taxable assets. This is done by looking at a before-tax IRR equivalent⁸ that shows how paying zero taxes can further boost your return.

Internal rate of return (IRR)

This is the rate at which premiums paid for a policy would have to grow in order to equal the death benefit at the end of any given year.

If the policy owner in the example below invested \$13,737 per year for 29 years in another asset, that asset would need to earn 7.7% per year to equal the \$1 million death benefit.

Age	Annual premium	Death benefit	IRR on death benefit	Before-tax IRR equivalent
60	\$11,856	\$1,000,000	107.8%	149.7%
70	\$11,856	\$1,000,000	18.1%	25.1%
84LE ⁹	\$11,856	\$1,000,000	5.6%	7.7%
90	\$11,856	\$1,000,000	3.7%	5.2%

This example is based on a Principal Universal Provider Edge IISM policy for a male, age 55, Preferred non-tobacco, guaranteed protection to age 90, with non guaranteed protection to age 121. This example is for illustrative purposes only. These figures should not be viewed as an offer or promise of any specific return. See the full product quotation for more complete information regarding this policy.

→ Put your premium dollars to work for you.

⁸ Before-tax IRR equivalent is determined using a hypothetical tax rate of 28%. You should consider your income tax bracket, both current and anticipated, when making a decision, as this may impact the results of any comparison.

⁹ Life expectancy (LE) for someone age 55 using the 2015 Valuation Basic Table is age 84. <https://www.soa.org/49b7e3/globalassets/assets/files/resources/experience-studies/2018/2015-vbt-report.pdf>

How to get started

First, consider whether you could benefit from a product that offers the following:



Financial security
for your family
when you pass
away



Tax advantages
while you're living



Help if you're faced
with a chronic
medical condition



Value that may
make it an attractive
alternative to other
traditional assets

Then talk to your financial professional about life insurance and the options available for your personal situation.

Your goals, our purpose

No matter what's important to you, Principal is here to help you identify and implement solutions that are right for your needs. We help people protect and achieve their financial dreams through solutions that can help them live their best lives.

We work with people like you every day and make it a priority to understand where you want to be and how you plan to get there. This means you'll get expertise and innovative ideas when you need them to help make your financial progress possible.





principal.com

Insurance products issued by Principal National Life Insurance Co. (except in NY), Principal Life Insurance Company®, and the companies available through the Preferred Product Network, Inc. Plan administrative services provided by Principal Life. Referenced companies are members of the Principal Financial Group®, Des Moines, IA 50392.

All guarantees and benefits of the life insurance policy are subject to the claims-paying ability of the issuing insurance company.

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.

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

Principal®, Principal Financial Group®, and Principal and the logomark design are registered trademarks of Principal Financial Services, Inc., a Principal Financial Group company, in the United States and are trademarks and service marks of Principal Financial Services, Inc., in various countries around the world.