



Principal Universal Life Flex IIISM

Offer protection that can evolve—just like life.



Your clients' lives change over time. Shouldn't their insurance coverage evolve, too? Give them flexibility with Principal Universal Life Flex III (UL Flex III), which offers the following:

Cost-effective coverage
that can fit most any budget

A liquid source of cash for
unplanned expenses or health issues

Protection to life expectancy and beyond
through death benefit guarantees

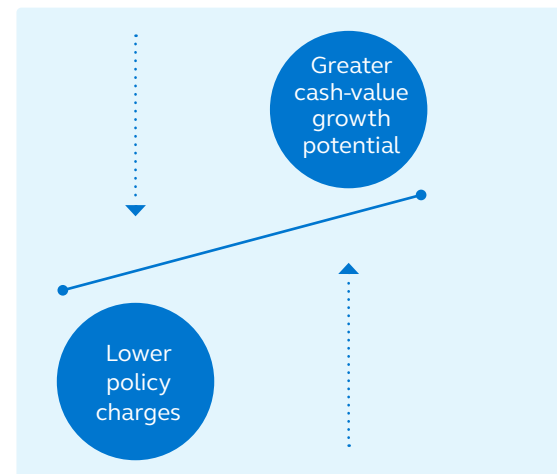
In addition to cost-effective coverage, this product offers cash-value accumulation without the volatility of indexed or variable insurance.

The strategy behind the product

UL Flex III features a competitive policy charge structure, enabling efficient cash-value accumulation that isn't reliant on high interest rates.

It also offers the following:

- Beneficial premium and death benefit flexibility designed to meet clients' changing needs.
- Added protection with the optional Extended No-Lapse Guarantee (ENLG) Rider^[1] that provides coverage to the lesser of age 95 or 35 years.
- Access to cash in the event of a chronic illness with an accelerated benefit rider¹ automatically added to qualifying policies at no additional cost.
- Time-saving Principal Accelerated Underwriting^{SM[2]}—a simple way for your Standard or better clients to get the coverage they need.



Who can benefit?

Clients who:

- Want cost-effective coverage with attractive cash-value growth
- Desire flexibility to meet changing needs
- Value the predictability of a fixed rate of return

Businesses that need:

- Executive benefits for key employees
- Key person protection
- Buy-sell strategy funding

¹ Rider availability varies by state.

² Accelerated Underwriting is an expedited underwriting program offered by Principal Life Insurance Company that eliminates paramed exams and lab tests for 45-55% of Preferred and Super Preferred applicants who qualify. Applicants may qualify based on age, face amount, and personal history.

Fast facts

Issue ages/ underwriting classes	<ul style="list-style-type: none">• 0-85: Standard• 20-85: Super Standard and Preferred• 20-80: Super Preferred		
Minimum face amount	<ul style="list-style-type: none">• \$25,000 for ages 0-19• \$50,000 for ages 20-85		
Underwriting programs	<ul style="list-style-type: none">• Accelerated Underwriting• Simplified Issue/Guaranteed Issue• Risk Upgrade Program• Business Solutions Enhanced Underwriting		
Cost of insurance rate bands	<ul style="list-style-type: none">• Up to \$100,000• \$100,000 - \$1 million• \$1 million+		
Death benefit options	1—Level	2—Increasing	3—Return of premium
Fixed policy loan (current)	Charge rate—2.5% in years 1-10; 1.5% in years 11+ Credit rate— 1.0% in all years		
Riders	<ul style="list-style-type: none">• Chronic Illness Death Benefit Advance• Cost of Living Increase• Extended No-Lapse Guarantee• Life Paid-Up• Salary Increase• Terminal Illness Death Benefit Advance• Waiver of Monthly Policy Charge		

Target market

- Ages 45-75
- \$1 million face amount
- Moderate funding level



Learn more

Call the National Sales Desk at 800-654-4278. Visit us at advisors.principal.com

Universal life insurance has fees and expenses that can impact its cost and cash value growth. If policy performance is less than expected, an increase in premium payments may be needed. This product may require more active management by the policyowner due to its flexibility and cash value component.

All guarantees are based on the claims-paying ability of the issuing insurance company.



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Principal National Life Insurance Company and Principal Life Insurance Company®, Des Moines, Iowa 50392

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