



Principal Variable Universal Life Income IVSM

Lifestyles of the prepared and protected

Are your high-earning clients well-off when it comes to their retirement plan?

Do they have the life insurance coverage they need to ensure a bright future for their loved ones or business if they die prematurely? Are they saving enough? They may be maxing out what they can save via traditional retirement savings vehicles. But if that's their only source of retirement income, it may not be enough to maintain the lifestyle they're accustomed to. That's where you come in.

With the help of cash-value life insurance, your clients can close their potentially growing retirement income gap while benefiting from favorable tax treatment.

High-income earners are looking for additional ways to save for retirement. Variable universal life insurance presents an opportunity for you to provide them with a better option.

A real difference doing business with Principal[®]

Our product gives your clients more bang for their buck. **Principal Variable Universal Life Income IV (VUL Income IV)** is designed to help maximize growth and income potential with:



A diverse investment lineup of more than 65 options from well-known fund families and investment managers.



A simplified approach to income distribution that delivers maximized values and helps protect against an unexpected tax bill.



Principal Accelerated UnderwritingSM for qualifying cases that can get coverage in as little as 24 hours.¹



The rewards can outweigh the risks

While any type of investing comes with its share of risks, variable universal life insurance is an excellent option for diversifying a client's financial portfolio and supplementing retirement income because it provides the following:

- A tax-free death benefit
- Market-based growth potential
- Tax-deferred accumulation
- Tax-free income²
- No income-based funding limits or penalty for accessing money prior to age 59½

Fast facts

TOP PROSPECTS

Ages 35–55

\$100,000+ income level

Individuals making maximum contributions to 401(k) plan, business owners, or key employees

PRODUCT SPECIFICATIONS

Issue ages/underwriting (age nearest birthday)

0–85	Standard Non-Tobacco
18–85	Standard Tobacco
20–85	Preferred Non-Tobacco & Tobacco
20–80	Super Preferred Non-Tobacco
With	<ul style="list-style-type: none">• Accelerated Underwriting• Business Solutions Enhanced Underwriting• Guaranteed and Simplified Issue³• Risk Upgrade Program

Minimum face amount:

\$100,000

Loan provision:

Guaranteed zero net-cost loans in policy years 11+

Death benefit options:

- 1: Face amount
- 2: Face amount + policy value
- 3: Face amount + cumulative premiums paid – surrenders

RIDERS⁴

Change of Insured⁵	Allows the insured to be changed, with additional underwriting
Chronic Illness Death Benefit Advance³	Pays a portion of the death benefit in the event of a chronic illness
Cost of Living Increase	Provides increases in policy coverage to keep pace with cost of living
Death Benefit Guarantee	Guarantees the policy will not lapse before age 65
Life Paid-Up	Converts the policy to reduce paid-up status to prevent it from lapsing due to large loan(s)
Salary Increase³	Provides increases in policy coverage to keep coverage in-step with higher salary
Surrender Value Enhancement⁵	Produces higher than normal cash surrender values within first seven policy years so business can show higher asset value on its balance sheet
Terminal Illness Death Benefit Advance³	Pays a portion of the death benefit in the event of terminal illness
Waiver of Monthly Policy Charge	Keeps the policy active by covering the monthly policy charges
Waiver of Specified Premium	Ensures the policy remains active, paying the greater of the specified premium amount or the monthly policy charge

INVESTMENT PORTFOLIOS



The target-**date** approach

Target-date investing helps reduce complexity. Clients using Principal LifeTime Accounts simply pick an account based on their expected retirement date.



The target-**risk** approach

Target-risk investing uses the client's tolerance for risk and estimated years to retirement to pick the portfolio that best fits their needs. Principal Strategic Asset Management (SAM) Portfolios are each diversified across 12 to 15 asset classes.

About Principal LifeTime Accounts: The Principal LifeTime accounts, which are target date portfolios, invest in underlying Principal Funds. Each Principal LifeTime portfolio is managed toward a particular target (retirement) date, or the approximate date an investor starts withdrawing money. As each Principal LifeTime portfolio approaches its target date, the investment mix becomes more conservative by increasing exposure to generally more conservative investment options and reducing exposure to typically more aggressive investment options. The asset allocation for each Principal LifeTime portfolio is regularly readjusted within a time frame that extends 15 years beyond the target date, at which point it reaches its most conservative allocation. Principal LifeTime portfolios assume the value of an investor's account will be withdrawn gradually during retirement. Neither the principal nor the underlying assets of the Principal LifeTime portfolios are guaranteed at any time, including the target date. Investment risk remains at all times.



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Visit us at advisors.principal.com.

- ¹ Accelerated Underwriting is an expedited underwriting program offered by Principal Life Insurance Company that eliminates paramed exams and lab tests for applicants who qualify. Applicants may qualify based on age, product, face amount, and personal history.
- ² Withdrawals are generally tax-free until cost basis has been recovered. Thereafter, policy loans are generally tax-free unless the policy lapses. Withdrawals and loans will reduce the policy cash surrender value and net death benefit and may cause the policy to lapse. Lapse of a life policy may cause loss of death benefit and adverse income tax consequences. A life insurance policy classified as a modified endowment contract (MEC) will have less favorable tax treatment during the life of the insured compared to other life insurance (non-MEC policies). Such tax treatment would be similar to tax treatment of a deferred annuity.
- ⁴ Availability varies by state. Policy rider descriptions are not intended to cover all restrictions, conditions, or limitations. Refer to rider for full details.
- ³ Not available in New York.
- ⁵ Only available for business cases.



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Equity investment options involve greater risk, including heightened volatility, than fixed-income investment options. Fixed-income investments are subject to interest rate risk; as interest rates rise their value will decline.

Fixed-income and asset allocation investment options that invest in mortgage securities are subject to increased risk due to real estate exposure. International and global investing involves greater risks such as currency fluctuations, political/social instability, and differing accounting standards. No investment strategy such as asset allocation or diversification can guarantee a profit or protect against loss in periods of declining value. All guarantees are subject to the claims-paying ability of the issuing insurance company. Some policy provisions and riders are subject to state variation and additional charges. Not all investment divisions are approved in every state.

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