



Principal® Term life insurance

Get versatile protection that fits your life

You've done some exciting and memorable things, and you have so much to look forward to. We're here to help you protect the life you've built. Term life insurance can offer the financial protection you need down the road, so you can focus on living your best life now.

What is term life insurance?

Term insurance pays a death benefit if you should die during the specified policy period selected, usually at a lower cost than other types of life insurance.

Term life insurance provides many benefits:

- Tax-free death benefit for beneficiaries.¹
- Protection for short-term needs that may lessen over time, such as mortgages or business loans.
- Guaranteed coverage for the policy period you choose: 10, 15, 20, or 30 years.²

How do you know if term insurance is right for you?

Not sure which type of policy you should purchase? Consider some of the differences between term and permanent insurance. A good way to compare them is to think about it like renting (term) vs. owning a home (permanent).

FEATURE	TERM (RENT)	PERMANENT (OWN)
Tax-free death benefit	✓	✓
Typically lower premium payment	✓	
Potential ability to pay off (pay up) the policy early		✓
Potential to build equity (cash value)		✓
Insurance coverage for a specific period of time	✓	

What does Principal Term offer you?

- Our Principal Accelerated UnderwritingSM program provides fast and easy underwriting that can help you get your coverage quicker.³
- Additional coverage options include Accelerated Benefits, Conversion Extension, and Waiver of Premium Riders.⁴
- Conversion options allow you to switch to a permanent policy as your insurance needs change. No additional underwriting is required.⁵

Term insurance provides many benefits that help you plan for the unexpected. Choose the policy that works best for your situation and needs.



Contact your financial professional or go to **principal.com**.

¹ Life insurance proceeds generally pay to the beneficiary federal income-tax free.

² If you continue the Term policy past the level premium period, the premium will increase and may become less attractive.

³ For 45–55% of applicants who qualify. Based on age, product, face amount, and personal history.

⁴ Policy rider descriptions are not intended to cover all restrictions, conditions, or limitations. See policy for full rider details. Riders are subject to state availability and may have additional costs.

⁵ If you convert within the policy conversion period, you have the option to select the best-suited product available for conversion at that time. The Conversion Extension Rider is available to add to the policy to extend the conversion period. The state of New York allows for a conversion period of at least two years from when the policy is issued, regardless of the insured's attained age.



principal.com

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

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not obligations of, nor backed by, the broker/dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

Principal National Life Insurance Company Policy Form: ICC17 SN 104/SN 104, Rider Forms: SN 2, SN 3, SN 4, SN 5, and ICC17 SN 105/SN 105

Principal Life Insurance Company Policy Form: SF 975 NY and SF 975 NY U, Rider Forms: SF 686 NY, SF 807 NY, and SF 976 NY

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.