

Life insurance

My Principal[®] Lifestyle

Another way to connect
with the people you serve



Program benefits

For your new clients:

Earn rewards for activities that lead to a healthy lifestyle. It's like getting paid for things they're already doing.

For your prospects:

Get competitive and use the app for that extra motivation to live a healthy lifestyle. And learn more about financial wellness along the way.

For you, the financial professional:

Gain valuable insight into the interests and activities of your clients. And if they want to learn more about financial solutions, you'll be the first to know.

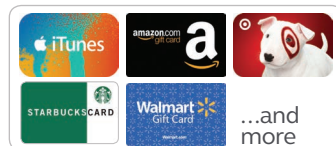
How it works

New applicants are invited to join:

- Once a qualifying life insurance application is received, we'll send an invite
- Mobile app download and enrollment details are provided

Policy owners redeem points:

- Once the policy is in force, points can be redeemed for gift cards



Users are motivated to get active and engage with us as they:

- Set goals and track steps, cycling and floors
- Join activity-based and financial awareness-based challenges
- Respond to polls, quizzes and requests for feedback

Anyone can take a test drive:

- Registration is open to anyone 18 or older, regardless of Principal application status
- However, points cannot be redeemed for gift cards unless they become an eligible customer (see below)

Program details

Limited time:

May 2018 - March 2019

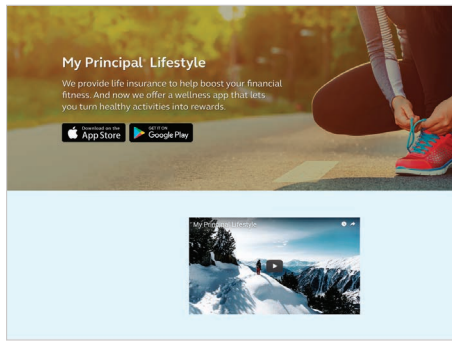
Features:

- Unique and convenient consumer engagement
- No premium impacts
- Works with many popular devices and apps

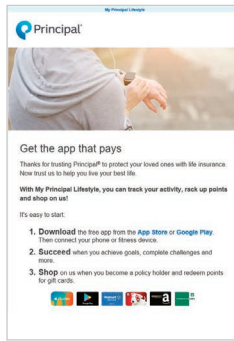
Gift card eligibility:

- Policy is issued in CA, CO or IA*
- Includes all currently-sold, non-variable Principal life insurance products.**
- Insured is owner
- 18 years of age or older
- Application received and policy issued during program duration
- Policy must be in force before points can be redeemed for gift cards

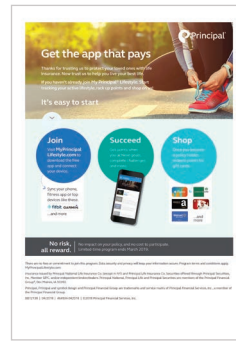
How we'll communicate with your clients:



MyPrincipalLifestyle.com



Email invitation



Policy packet insert



Direct mail invitation

* Also seeking approval in IL, MA, MN, NJ, OH, PA and WI.

** Qualifying products include: Principal Term (10-, 15-, 20- and 30-year), Principal Indexed Universal Life FlexSM, Principal Indexed Universal Life Flex IISM, Principal Indexed Universal Life AccumulationSM, Principal Universal Life Protector IVSM, Principal Universal Life AccumulationSM, Principal Universal Life Flex IISM, Principal Universal Life Flex IIISM, Principal Universal Life Provider EdgeSM



principal.com

There are no fees or commitment to join this program. Data security and privacy will keep information secure. Program terms and conditions apply. See MyPrincipalLifestyle.com

Insurance issued by Principal National Life Insurance Co. (except in NY) and Principal Life Insurance Co. Securities offered through Principal Securities, Inc, Member SIPC, and/or independent broker/dealers. Principal National, Principal Life and Principal Securities are members of the Principal Financial Group®, Des Moines, IA 50392.

For financial professional use only. Not for distribution to the public.

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 and symbol design and Principal Financial Group are trademarks and service marks of Principal Financial Services, Inc., a member of the Principal Financial Group.