

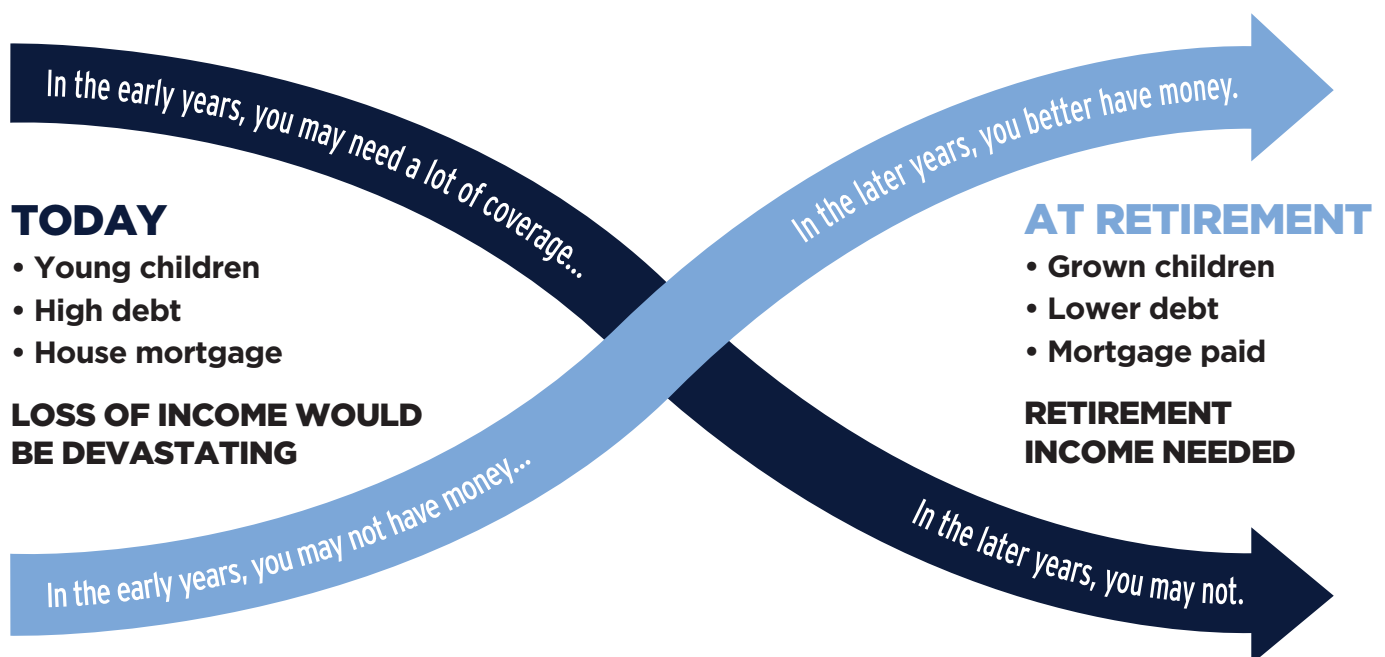
# WE DO WHAT'S RIGHT

We believe in  
“Buy Term and  
Invest the Difference.”

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Our “Buy Term and  
Invest the Difference”  
approach beats cash  
value life insurance.

## THE THEORY OF DECREASING RESPONSIBILITY



# FACT: NOT ALL LIFE INSURANCE IS EQUAL

## WHAT ARE INDUSTRY INSIDERS SAYING ABOUT IUL?\*

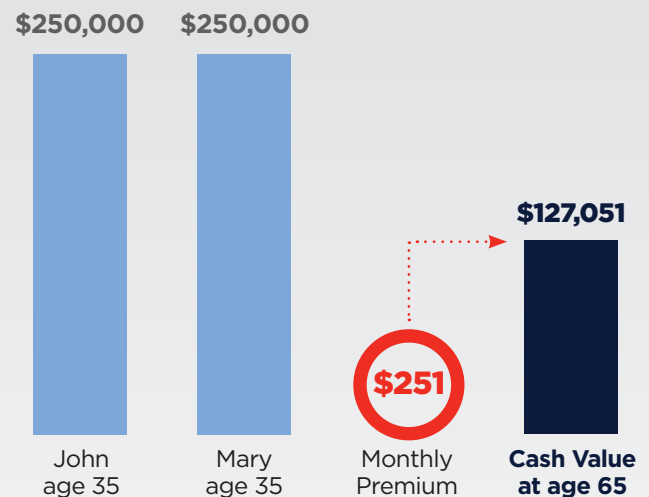
“Indexed universal life insurance is known for having a lot of costs, administrative expenses, sales fees and commissions, the cost of insurance, surrender charges and more.”

Forbes.com, “Explained: Indexed Universal Life Insurance (IUL Insurance),” May 10, 2022

“For the average person, buying term and investing the difference is usually the better option.”

Investopedia.com, “Is Life Insurance Worth It?” March 3, 2022

## LIFE INSURANCE VS IUL VS



## INDEXED UNIVERSAL LIFE INSURANCE

## WHICH PROGRAM V

Indexed universal life insurance (IUL) premiums and cash value may vary based on a number of factors and guaranteed and non-guaranteed assumptions. Hypothetical IUL policy premiums and cash value in this example are for male and female (both age 35 and standard risk) and assume an indexed interest rate of 5.21%, non-guaranteed. It may have benefits such as interest or cash value available for a loan or upon surrender of the policy. Term insurance provides a death benefit only and its premiums increase at certain ages.

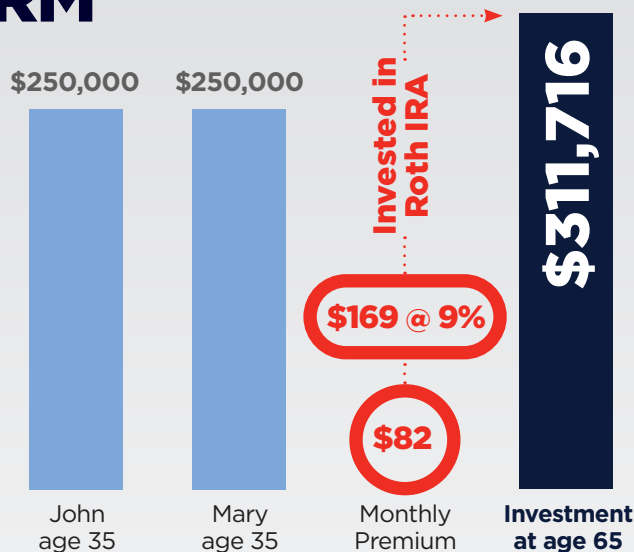
# THE DOWNFALLS OF IUL

Indexed Universal Life insurance is a type of cash value policy often marketed as an investment because the cash value part of the policy is tied to an index such as the S&P 500. That sounds like a great way to save for the future, right? Not so fast. When you really dig in to the typical “features” of IUL, the truth may surprise you.<sup>1</sup>

Dollar for dollar, feature for feature, investment for investment, Primerica's term life insurance along with a sound investments strategy - in a vehicle such as a Roth IRA - beats whole life, like Indexed Universal Life (IUL) hands down.

## INSURANCE: TERM

ME  
51



**BUY TERM AND INVEST  
THE DIFFERENCE**

## WOULD YOU WANT?

Hypothetical investment rates assume a nominal 9% rate of return, compounded monthly, and are not indicative of any specific investment. Any actual investment may be subject to taxes and fees, which would lower performance. This example shows a constant rate of return, unlike actual investments which may fluctuate in value.

Investing entails risk including loss of principal. Shares, when redeemed, may be worth more or less than original value.

“Consumers should avoid IUL because the insurers and agents who sell the product have no obligation to work in the consumer’s best interest. Mix in massively complex products designed to juice illustrations with opaque and unaccountable features and you have the recipe for future financial disaster,” said Birny Birnbaum (executive director of the nonprofit Center for Economic Justice) in a July 2020 statement that warned consumers against buying IUL.”

Forbes.com, “Sounding the Alarm on Indexed Universal Life Insurance (IUL),” November 11, 2022

\*The quoted articles express opinions of third parties on IUL and other products and should be considered in their entirety. For more information, see the quoted articles.

### Fees & Charges

- Premium Expense Fee
- Monthly Expense Charge
- Surrender Charge
- Index Account Charge
- On top of typical life insurance sales commissions and administrative expenses.

### Not Invested in the Market

- Contribution participation is limited
- Growth is capped
- No dividends

### Cost of Insurance

- High cost
- May continue to rise in the policy

### Built on Cash Value Foundation

# ABOUT PRIMERICA

Primerica is the largest independent financial services marketing organization in North America.<sup>2</sup>

- Listed on the NYSE (PRI)
- Over 5.7 million lives insured through our life companies
- Approximately 2.8 million client investment accounts
- 91% of claims are paid within 14 days of receiving all required claim documents
- \$917 billion of term life insurance in force
- An average of \$5.3 million in benefit claims paid every day
- Investment clients have nearly \$84 billion in asset values in their Primerica investment accounts

## THE FACTS ARE IN

There's no need to spend a lot of money on a product that won't help you achieve your goals. Talk to the Primerica Representative who gave you this brochure or visit us online to find out how Primerica can help you take control of your future through our term life insurance solutions<sup>3</sup> plus a sound investments strategy!



**1.** IUL products vary and may have different features or components. Please be sure to carefully review any applicable IUL contracts and disclosure documents to fully understand all terms and conditions and decide what may be best for you. **2.** Numbers reflect the combined totals or daily average, as indicated above, as of, or for the year ended, December 31, 2021, for the following affiliated companies: Life Insurance: National Benefit Life Insurance Company (Home Office: Long Island City, NY) in New York; Primerica Life Insurance Company (Executive Offices: Duluth, GA) in all other U.S. jurisdictions; Primerica Life Insurance Company of Canada (Head Office: Suite 400, 6985 Financial Dr., Mississauga, ON L5N 0G3, Tel: 905-812-2900) in Canada. Investments: In the United States, securities are offered by PFS Investments Inc. (PFSI), 1 Primerica Parkway, Duluth, Georgia 30099-0001; In Canada, mutual funds are offered by PFSI Investments Canada Ltd., mutual fund dealer, and segregated funds are offered by Primerica Life Insurance Company of Canada, Head Office: Mississauga, ON. Each company is responsible for its own financial obligations. **3.** Term life insurance provides a death benefit and an initial level premium period. Its premiums increase after initial premium periods at certain ages.

Primerica PrecisionTerm term life insurance policy form ICC21PA0 or PLF22PA0 in the U.S. Primerica PowerTerm term life insurance policy form ICC21QA0 or PLF22QA0 in the U.S.

In the United States (except in New York), term life insurance products are underwritten by Primerica Life Insurance Company, Executive Offices: Duluth, Georgia. In Canada: Term life insurance and Common Sense Funds segregated fund products are underwritten by Primerica Life Insurance Company of Canada, Head Office: Suite 400, 6985 Financial Dr., Mississauga, ON L5N 0G3, Tel: 905-812-2900.

Not all products/services available in all states or provinces. A representative's ability to market products is subject to state and federal licensing and/or certification requirements.

Not for use in New York.