



Individual Disability
Income Insurance

Protect your
income today.



Not familiar with income protection?

Don't worry, we're here to help.

The following pages outline what it's all about.

✓ Why it's important to
your financial security



✓ How budget-friendly
it can be



✓ How it can work with other
coverage you may have

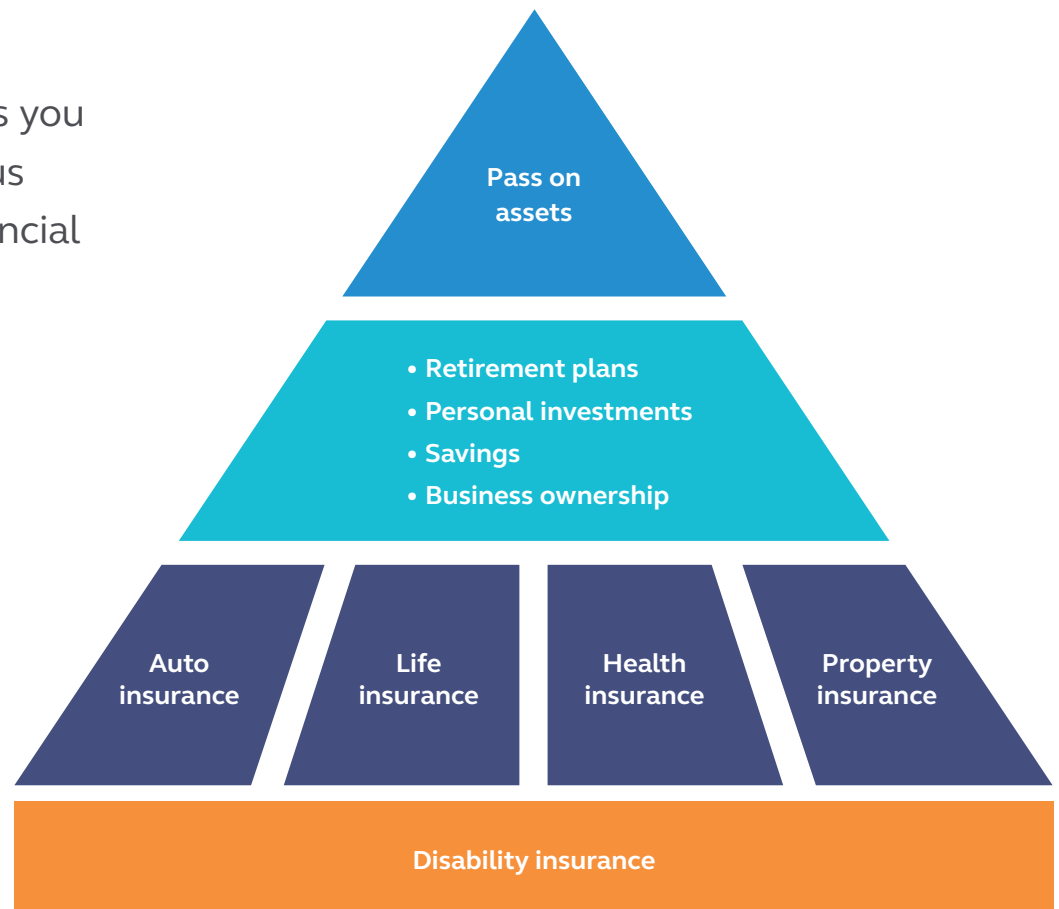


The need

Build a solid financial foundation

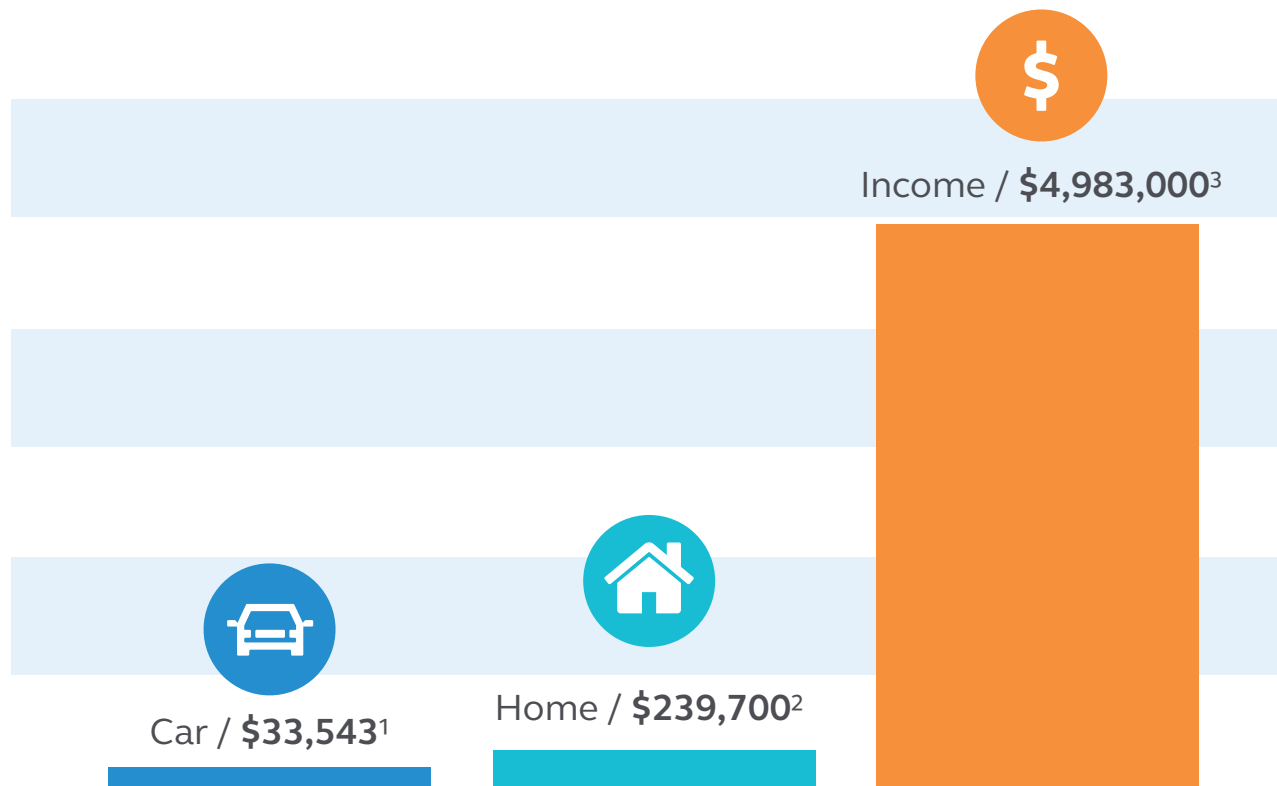
Your income allows you to do the things you love today and plan for the future. Let us help you take steps to protect your financial foundation with income protection.

➤ Learn more at principal.com/protectincome.



The need

You protect your home and car, but how about the asset you rely on most — your income?



¹ Average new car price, Kelley Blue Book, August 2015.

² U.S. Existing Single-Family Home Sales Price, YCharts, https://ycharts.com/indicators/sales_price_of_existing_homes. As seen on 07/2016.

³ Projected cumulative income of a 35-year-old earning \$6,250/month (\$75,000 annually), assuming a 5% annual increase to age 65.

Protect your future earnings

Have you thought about how much your income could add up to?

Protect what you've worked so hard to earn.



For example, a 35-year-old who's now earning \$75,000 could expect to earn

\$5 million

by age 65.

Potential earnings to age 65
(with 5% annual salary increases)

Annual Income					
Age	\$50,000	\$75,000	\$100,000	\$150,000	\$200,000
30	\$4,516,000	\$6,774,000	\$9,032,000	\$13,548,000	\$18,064,000
35	\$3,322,000	\$4,983,000	\$6,644,000	\$9,966,000	\$13,288,000
40	\$2,386,000	\$3,580,000	\$4,773,000	\$7,159,000	\$9,545,000
45	\$1,653,000	\$2,480,000	\$3,307,000	\$4,960,000	\$6,613,000
50	\$1,079,000	\$1,618,000	\$2,158,000	\$3,237,000	\$4,316,000
55	\$629,000	\$943,000	\$1,258,000	\$1,887,000	\$2,516,000
60	\$276,000	\$414,000	\$553,000	\$829,000	\$1,105,000

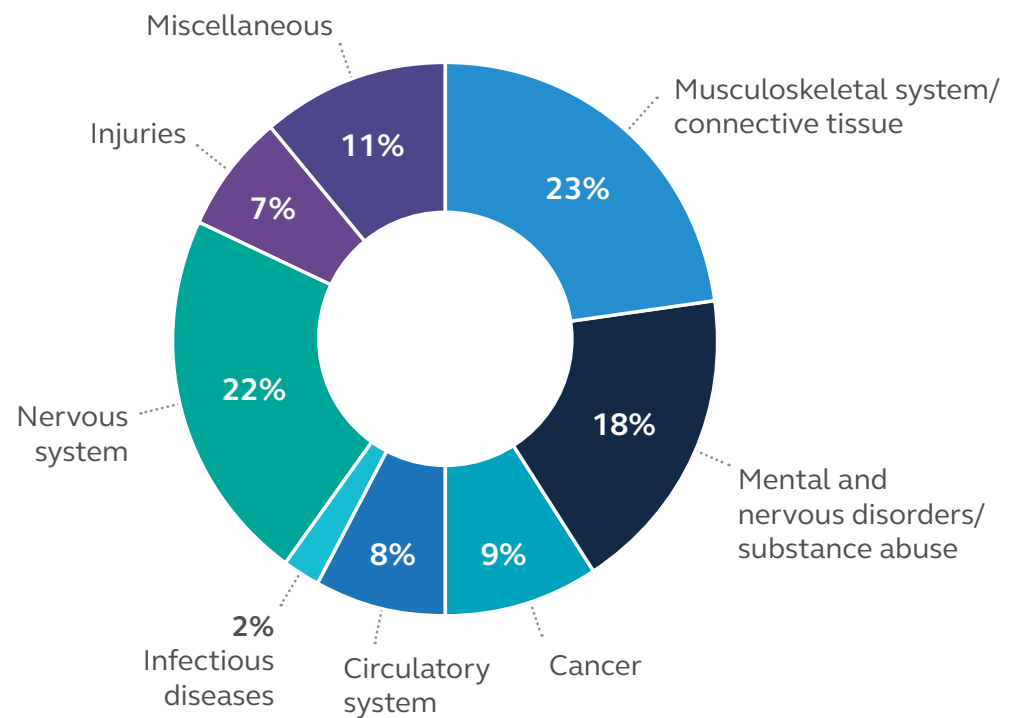
What will your future hold?

You can't predict the future, but you can make decisions today to protect against the real-world risks of tomorrow.

➤ Here are common conditions that have affected others' ability to work:

Source: Principal Disability insurance claims payments issued in 2015. The above is for illustrative purposes only and is not intended as an inclusive representation of all claims.

Common conditions



The need

Pop quiz: Who below lost their income because of a disability?



Carol

Age 34
Corporate employee



Jacob

Age 43
Veterinarian



Robert

Age 51
Teacher



Deena

Age 48
Optometrist

Answer:

It could be any one of them.

It may surprise you
to learn that:

1 in 4

of today's 20-year-olds
**will become disabled
before they retire.**

Source: Social Security Basics Facts,
<https://www.ssa.gov/news/press/basicfact.html>. October 2015.

The need

We help people like you with income protection

Take a look at the individuals who receive a monthly benefit that works much like a paycheck from their disability policies:

Occupation	Age at policy purchase	Age at disability	Condition	Total amount received	Months received benefit payments
Administrative manager	38	41	Chronic fatigue syndrome	\$317,489	259
Bank teller	24	37	Lower back pain	\$18,208	21
Chief operating officer	44	52	Cornea disease	\$238,474	59
Commercial insurance sales	45	46	Chronic pain syndrome	\$75,333	21
ER physician	34	37	Back disorder	\$49,187	11
Financial advisor	43	49	Cirrhosis	\$230,267	65
Hardware support technician	33	38	Migraine	\$158,500	130
Legal secretary	37	48	Back disorder	\$246,380	173
Radiology technician	59	63	Pelvic fracture	\$20,625	35
Senior pastor	49	51	Depression	\$252,114	61
Surgeon	42	45	Lupus	\$114,903	18
Vice president	49	51	Panic disorder	\$507,500	149

Source: Active Principal Disability claims payments as of 8/31/15. The above is for illustrative purposes only and is not intended as a comprehensive representation of circumstances surrounding the claims displayed, an inclusive representation of all claims, or a promise to pay specific claims.

The need

Consider all the things your income pays for...



Car



Home



Cell phone bills

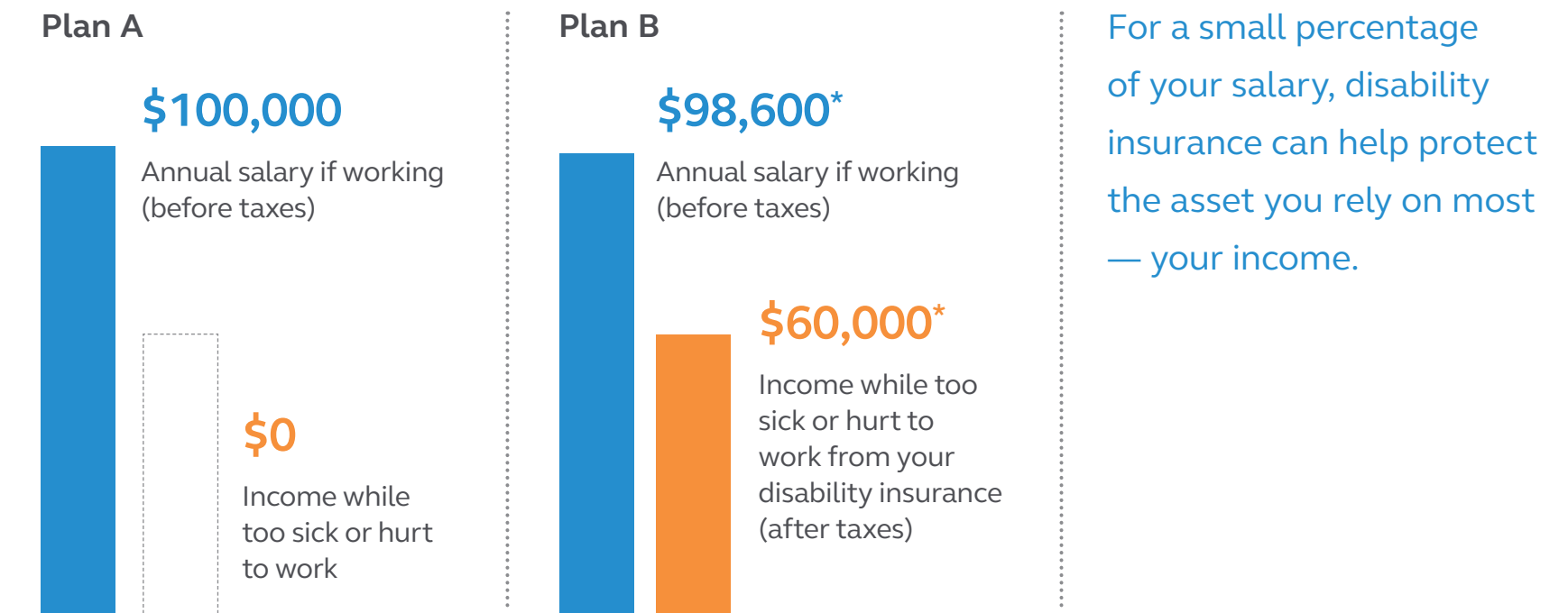
That's why you may want to consider buying income protection. If you're unable to work and earn an income, it helps you pay monthly expenses.

62% of Americans
have no emergency savings.

Source: Most Americans are only one paycheck away from the street," Market Watch, January 2015.

Everyone needs a "Plan B"

We know things don't always go as planned in life. That's why it's important to have a Plan B in place so you can keep living your best life.



For a small percentage of your salary, disability insurance can help protect the asset you rely on most — your income.

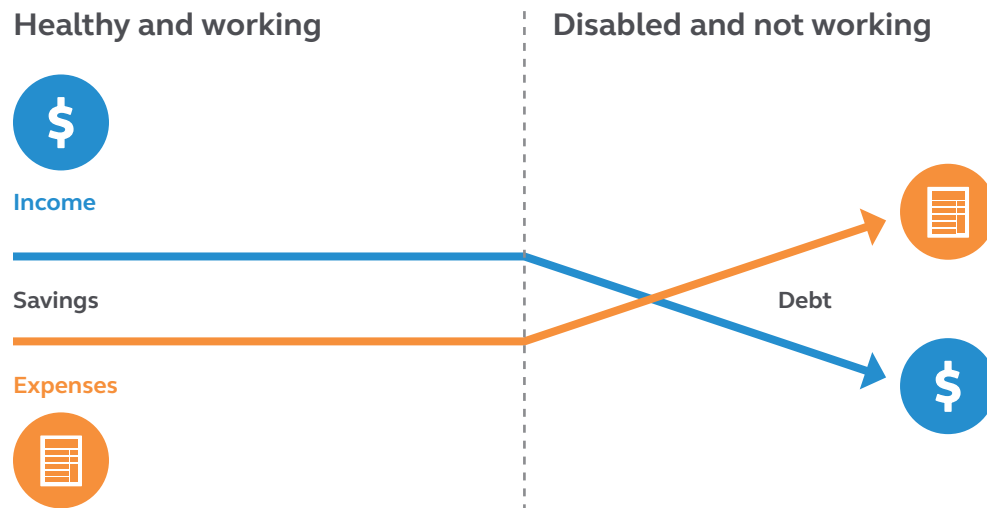
* 100,000 less \$1,400 in hypothetical annual disability income insurance premiums. Premiums and \$5,000 monthly benefit amount depend on various factors. Your local representative can illustrate the exact amount you're eligible for based on current underwriting guidelines. This a hypothetical example only.

The need

A disability can mean big changes in your expenses

When an illness or injury prevents you from working, two things often happen:

- Your income reduces or stops
- Expenses increase.



Don't worry, we can help you prepare.



During a disability...

Regular expenses continue:

- Food
- Housing
- Cars
- Utilities
- Internet
- Child care
- Student loan payment
- Insurance premiums
- Savings for retirement
- Plus, much more

Plus new disability-related expenses begin:

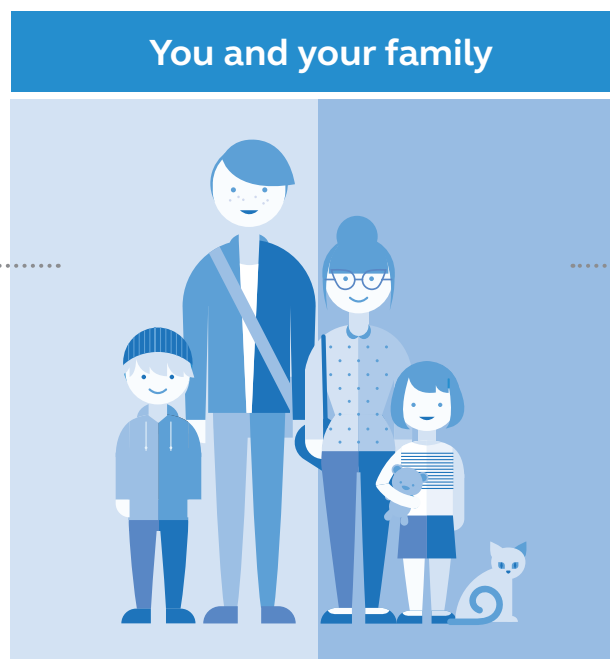
- Insurance co-pays
- Medical costs not covered by insurance
- In-home care
- Home modifications
- COBRA premiums

The dynamic duo of coverage

When you think of health insurance, don't forget its partner — disability insurance. Together, they help you pay the bills:

Health insurance covers:

- Hospital bills
- Doctor's bills
- Medications
- Other medical treatments



Disability insurance provides funds for:

- Food
- Clothing
- Housing
- Student loans
- Transportation
- Personal technology
- Insurance
- Retirement saving
- College saving
- Medical expenses not covered by health insurance
- Much, much more!

Are you prepared?

Protect your income today so you can take comfort in knowing that if the unexpected happens, you're prepared.

Is your “mental checklist” complete?



Emergency contact



Health Insurance



Sick leave



Life insurance



Child care



Other (pet sitter, lawncare, etc.)



Income Protection

Protect yourself with budget-friendly coverage

You could protect your income for less than what most people spend on routine expenses like coffee, a cell phone, internet services, etc.

Sample monthly cost

This chart shows how much you'd pay for \$1,000 in monthly benefits.

You can estimate the cost for more coverage by using the following:

Age	Male	Female
25	\$16	\$26
30	\$20	\$36
35	\$23	\$39
40	\$29	\$47

$$\begin{array}{ccc} \text{Sample monthly cost from chart} & \times & \text{Multiply by how much more coverage you may need (for example, 3 times for a benefit of \$3,000 a month)} \\ & & = \\ & & \text{Estimated monthly cost*} \end{array}$$

Assumptions: Principal Individual DI Insurance policy, Michigan resident, to Age 65 Benefit Period and Your Occupation Periods, non-tobacco, \$1,000 maximum monthly benefit, 90-day Elimination Period, 3A occupation class.

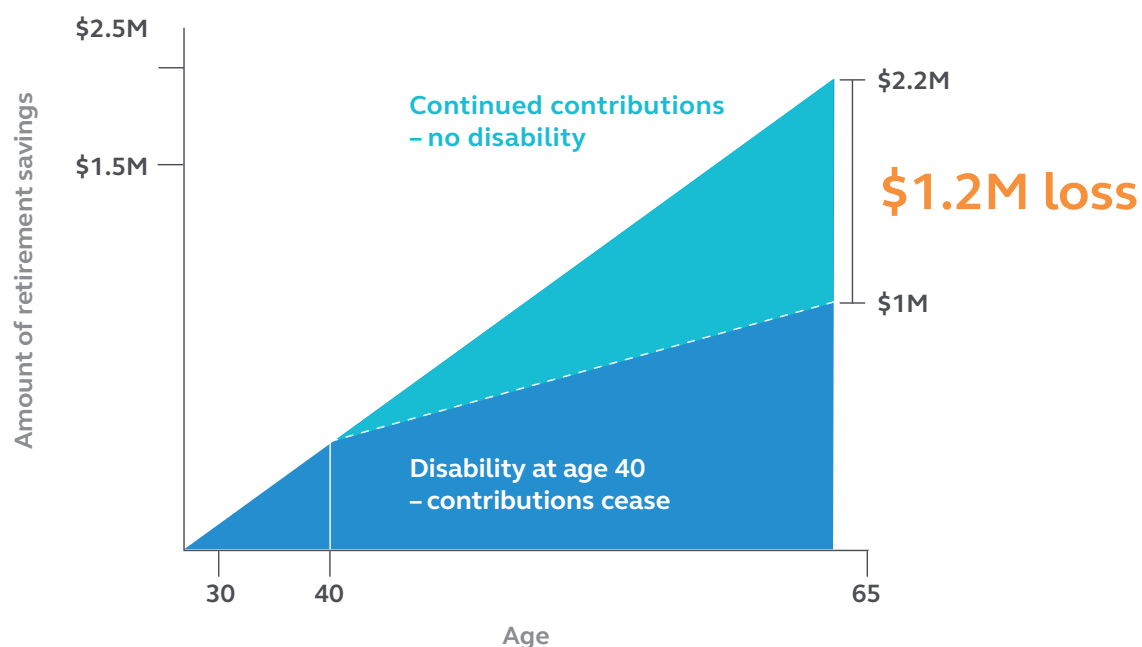
*Your specific premium depends on a variety of factors, including, but not limited to, gender, age, smoking status, benefit amount, elimination period, resident state and occupation class. These cost comparisons are for illustrative purposes only.

Are you planning for retirement?

Keep those plans on track — no matter what life brings.

You can use Principal® DI Retirement Security to help protect your ability to save for retirement if you become too sick or hurt to work.

How a disability could affect your ability to save



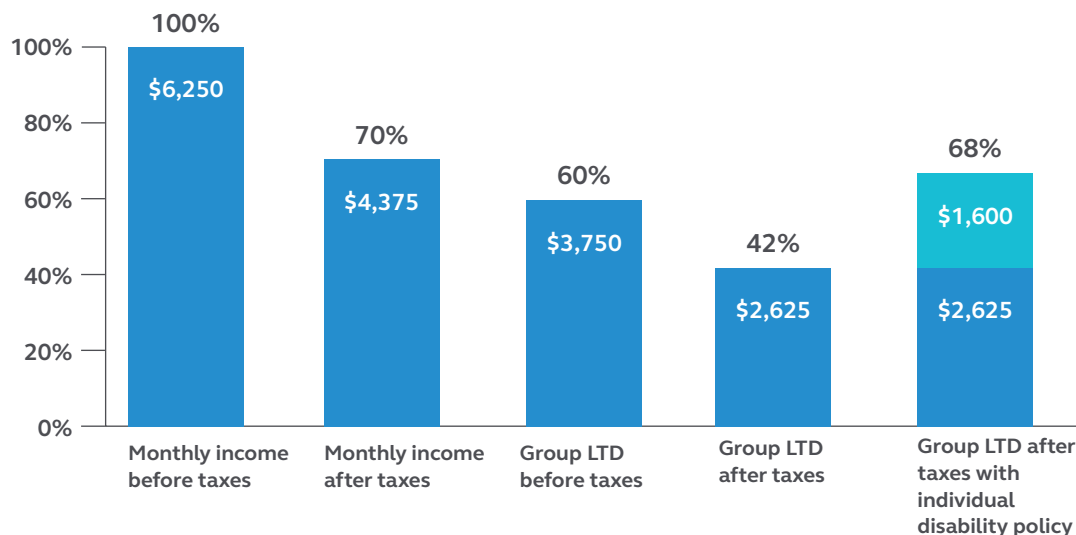
Assumptions: \$2,000/month contributions beginning at age 30, 5% rate of return and age 65 retirement. Potential loss due to disability at age 40 without continued contributions to retirement savings.

DI Retirement Security is issued as non-cancelable, guaranteed renewable, individual disability income insurance policy. It is not a pension or retirement program or a substitute for such a program. DI Retirement Security is not available for anyone who is over insured based on our current Issue and Participation guidelines. It may not be available or the benefit may be reduced for certain occupations if there is existing disability coverage with lifetime benefits. Additional underwriting guidelines may apply.

Is your employer-provided group disability insurance enough?

The disability insurance you have through work is a great start for protecting your income. For many though, it may not be enough, especially after taxes.

Adding an individual disability insurance policy to a group long-term disability (LTD) plan helps ensure that you can replace more of your income. And that goes a long way in helping you pay everyday living expenses.



Plus, an individual disability insurance policy is yours and goes with you even if:

- You change jobs
- Your income increases
- You develop health issues

Chart based on \$6,250 gross monthly income (\$75,000 annual), with 60% group long-term disability program, assuming a 30% tax bracket for federal, state and FICA.



Disability insurance from Principal® is issued by Principal Life Insurance Company. Des Moines, Iowa 50392, principal.com

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Disability insurance has limitations and exclusions. For costs and coverage details, contact your Principal representative.

Not FDIC or NCUA insured
May lose value • Not a deposit • No bank or credit union guarantee
Not insured by any Federal government agency

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