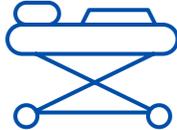




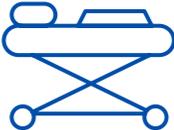
Platinum Advantage vs. Principal's Income Protector Disability Income Product

Platinum Advantage income protection insurance is built on the strength of contract. The Standard is known for, leveraging flexibility and unique features to help meet the needs of a broad range of clients. Offering the right product at the right price, you can help your clients protect their income and lifestyle. The following provides key strengths of Platinum Advantage ICC17-B180(07/17) when compared to Principal Life Insurance Company's Income Protector ICC22-800-IDI.

Policy Feature		The Standard — Platinum Advantage	Principal - Income Protector	Platinum Advantage's Strengths
<p>Base Contract</p>	<p>Definition of Total Disability</p> 	<p>An insured is totally disabled if unable to perform the substantial and material duties of their regular occupation and is not engaged in any other occupation for wage or profit.</p> <p>If insured's regular occupation is limited to a single medical specialty recognized by the American Board of Medical Specialties, or ABMS, or American Osteopathic Association Bureau of Osteopathic Specialists, or AOABOS, or American Dental Association, or ADA, that specialty is deemed insured's regular occupation.</p>	<p>Total disability and not working means the insured is unable to perform the substantial and material duties of their own occupation and they are not working.</p> <p>If the insured's own occupation is limited to a single professionally recognized specialty in medicine or dentistry and is within the scope of the insured's degree and/or license, that specialty is deemed the insured's own occupation. If the insured's own occupation is in the practice of law, the specialty of law the insured was routinely performing will be deemed the insured's own occupation.</p>	<p>Not applicable</p>

Not for use in CA, FL, MT, NY, ND, SD or WY.

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Policy Feature	The Standard – Platinum Advantage	Principal - Income Protector	Platinum Advantage’s Strengths
<p>Presumptive Disability</p> 	<p>Presumptive disability must be a total and permanent loss of any of the following: speech, hearing in both ears, sight in both eyes, use of both hands, use of both feet or use of one hand and one foot.</p> <p>Waiting period is waived for Presumptive Disability and benefits are payable through the end of the benefit period.</p> <p>Will pay the full monthly benefit regardless of earnings.</p>	<p>Presumptive disability must be a total loss — without any possibility of recovery — of power of speech, hearing in both ears, sight of both eyes, use of both hands, use of both feet, or use of one hand and one foot. Benefits will start when presumptive disability occurs, even if elimination period has not been satisfied and will be paid through the end of the maximum benefit period. Monthly benefits are paid as long as the loss continues, but no longer than the maximum benefit period.</p>	<p>Not applicable</p>
<p>Guaranteed Renewable</p> 	<p>Guaranteed renewable to age 65, or to age 67 for maximum benefit period “to age 67.” As long as premium is paid by the end of each grace period, we cannot change any part of the policy, except its premium, until the termination date.</p> <p>Can be changed to noncancelable and guaranteed renewable by purchasing the Noncancelable Policy Rider.</p>	<p>The policy is non-cancelable and guaranteed renewable to age 65/67/70. Principal cannot change or cancel the policy except for nonpayment of premiums. The policy is conditionally renewable, subject to change in premium rates annually for life.</p>	<p>Not applicable</p>
<p>Conditionally Renewable</p> 	<p>Conditionally renewable after the policy’s termination date (age 65 or 67) if not disabled and actively at work at least 30 hours per week. Premiums will be based on age and risk class as of the termination date.</p> <p>Benefit payable for 24 months if Totally Disabled on or before Policy Anniversary following 75th birthday and for 12 months if Totally Disabled after policy anniversary following 75th birthday.</p> <p>Benefits payable for one period of disability.</p>	<p>Conditionally renewable on an annual basis, for life, beginning with the policy’s termination date if not receiving benefits under the policy or its riders, and working at least 30 hours per week at the time of renewal and the 12 consecutive months prior to renewal. Premium based on rates in effect for the insured’s age at time of renewal. Renewal is issued with a two-year benefit.</p>	<p>Not applicable</p>

Policy Feature		The Standard – Platinum Advantage	Principal - Income Protector	Platinum Advantage's Strengths
Base Contract	<p>Maximum Benefit Period</p> 	<p>Benefit periods available include:</p> <ul style="list-style-type: none"> • 2 years • 5 years • 10 years • To age 65 • To age 67 	<p>Benefit periods available include:</p> <ul style="list-style-type: none"> • 2 years • 5 years • To age 65 • To age 67 • To age 70 	Platinum Advantage offers a 10-year benefit period.
	<p>Benefit Waiting Period (Days)</p> 	<p>Benefit waiting periods available include:</p> <ul style="list-style-type: none"> • 60 days • 90 days • 180 days • 365 days 	<p>Elimination periods available include:</p> <ul style="list-style-type: none"> • 60 days • 90 days • 180 days • 365 days 	Not applicable
	<p>Family Care Benefit</p> 	<p>Family care benefit will be paid if insured is working at least 20% fewer hours in order to care for a family member with a serious health condition and insured's monthly earnings are reduced at least 20% due to the loss in hours. The insured cannot be disabled and no other benefits can be payable under the policy.</p> <p>The benefit can be claimed up to two times while the policy is in force. The maximum amount of benefits payable for all claims is six times the basic monthly benefit.</p>	Not available.	The Family Care Benefit is a unique benefit included in the base policy. It provides a benefit for loss of earnings while the insured takes time away from work to provide care for a family member.
	<p>Survivor Benefit</p> 	A benefit equal to three times the basic monthly benefit will be paid to a survivor if insured dies while disability benefits are payable.	<p>Death Benefit Cost Rider</p> <p>If insured dies after the elimination period and while disability benefits are being paid (or benefits for any attached rider) will pay a lump sum death benefit equal to three times the disability benefit in additional to any other policy benefit.</p>	<p>Platinum Advantage's Survivor Benefit is included in the base policy.</p> <p>Principal Income Protector Death Benefit is a cost rider.</p>

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Base Contract	Transplant Surgery Benefit 	Will pay a disability benefit if insured becomes disabled as a result of surgery to transplant part of insured's body to someone else. Surgery must occur after policy effective date.	Will pay benefits if disability results from surgery involving a transplant of a part of insured's body to another person.	Not applicable
	Waiver of Premium 	Will waive premium while disability or recovery benefits are payable. If the benefit waiting period is greater than 90 days, premium due and payable after the 90th day will be waived for a continuous disability. Will refund any premium due and paid after the date disability began. If insured remains disabled beyond maximum benefit period, will continue to waive premium.	Will waive premium during a period of continuous disability, after the lesser of 90 days or the elimination period. Will refund the pro rata portion of premium paid after the date the continuous disability started. Premium will be waived until no longer receiving benefits or when disability ends, whichever is later.	Not applicable
	Suspension During Military Service 	<p>Insured who is on full-time active duty in the military can suspend policy for up to five years.</p> <p>The policy will cover sickness or injury that occurs after policy is placed back in force.</p>	<p>Insured who is on full-time active duty in the military can suspend policy for up to five years.</p> <p>After the policy is restored it will cover sickness which first manifests itself or an injury which occurs after the policy is restored.</p>	Not applicable

Policy Feature		The Standard – Platinum Advantage	Principal - Income Protector	Platinum Advantage’s Strengths
Base Contract	<p>Exclusions & Limitations</p> 	<p>Disability caused or contributed to by</p> <ul style="list-style-type: none"> • War, declared or undeclared, including military training, action or conflict while on active duty in the military • Committing or attempting to commit a felony or being engaged in an illegal occupation • Actively participating in a violent disorder or riot • Intentionally self-inflicted injury <p>Disability benefits not payable for the first 90 days of disability due to pregnancy or childbirth, except for complications of pregnancy.</p> <p>Disability benefits will not be paid while confined to a penal or correctional institution for more than seven days.</p> <p>Will exclude disability caused or contributed by any condition or activity specifically named or described in an exclusion endorsement attached to the policy.</p> <p>Loss or restriction of a professional license alone does not constitute a disability.</p>	<p>Disability caused or contributed to by</p> <ul style="list-style-type: none"> • Intentional self-inflicted injury • Declared or undeclared war or act of war • Commission or attempt to commit a felony, or involvement in an illegal occupation or activity • Active military service • Voluntary participation in riot or insurrection • Loss excluded by name or specific description in any attached rider or endorsement <p>Benefits are not payable while incarcerated in a penal or correctional institution for a period of 7 consecutive days or longer.</p> <p>If the elimination period is less than 90 days, normal pregnancy and childbirth are not covered sicknesses except for complications of pregnancy.</p> <p>Benefits limited to 12 months during continuous disability unless insured resides in the United States or Canada for at least six consecutive months in each calendar year.</p> <p>Loss or restriction of a professional license alone does not constitute a disability.</p>	Not applicable
	<p>Injury & Sickness Covered after Reinstatement</p> 	<p>A reinstated policy will only cover disabilities due to injuries sustained or sickness that began after the reinstatement date.</p>	<p>A reinstated policy covers disability from a sickness that first manifests itself more than 10 days after the date of reinstatement and an injury that occurs after the date of reinstatement.</p>	<p>Platinum Advantage covers sickness that begins after the reinstatement date and Principal’s Income Protector covers sicknesses that manifest more than 10 days after the reinstatement date.</p>

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Base Contract	<p>Mental Disorder and/or Substance Abuse Limitation</p> 	<ul style="list-style-type: none"> Benefits for disabilities caused or contributed to by, or by medical or surgical treatment for, a mental disorder or substance abuse will be limited to a total of 24 months during lifetime. The limitation does not apply to any period during which insured is confined to a hospital solely because of a mental disorder. The limitation is added to policies for occupation classes 3D, 3P, 2A, 2P, A and B. All other occupation classes can choose to add the limitation. 	<p>Monthly benefits for mental/nervous/substance abuse disability will not be paid for more than an aggregate total of 24 months during the lifetime of the policy. However, subject to the maximum benefit period and all other provisions of the policy and any rider, will pay monthly benefits as long as insured is continuously confined as an inpatient in a hospital.</p> <p>Limitation is optional for most policies. It is required when:</p> <ul style="list-style-type: none"> Written for emergency room physicians, pharmacists, nurse anesthetists and any resident who has declared one of these as a specialty Written for individuals as part of an employer-sponsored Guaranteed Standard Issue case where the employer has selected this rider 	<p>Not applicable</p>

Policy Feature	The Standard – Platinum Advantage	Principal - Income Protector	Platinum Advantage’s Strengths
<p data-bbox="118 446 236 505">Contract Riders</p> <div data-bbox="309 365 497 422" style="text-align: center;"> <p data-bbox="309 365 497 389">Own Occupation Rider</p>  </div>	<p data-bbox="559 207 1198 678">For occupation classes 5A, 5P, 4A, 4P, 4S, 3A, 3D and 3P, option to elect Own Occupation Rider, under which an insured is totally disabled if unable to perform the substantial and material duties of regular occupation, even if they engage in any other occupation for wage or profit. If insured’s regular occupation is limited to a single medical specialty recognized by the American Board of Medical Specialties, or ABMS, or American Osteopathic Association Bureau of Osteopathic Specialists, or AOABOS, or American Dental Association, or ADA, that specialty is deemed insured’s regular occupation. If insured is an attorney and has limited regular occupation to the performance of the usual and customary activities of a trial attorney, then trial attorney will be deemed insured’s regular occupation.</p>	<p data-bbox="1244 207 1876 488">Total disability while working in another occupation, known as True Own Occupation, is an option available at additional cost. True Own Occupation means the insured is unable to perform the substantial and material duties of his or her own occupation and they are not working in their own occupation. True Own Occupation definition is not available on 2A, 2M or 2D or 1A, 1M or 1D occupation classes. It is not available for a benefit period of two years and is not allowed on DI Retirement Security.</p> <p data-bbox="1244 513 1884 727">If the insured’s own occupation is limited to a single professionally recognized specialty in medicine or dentistry and is within the scope of the insured’s degree and/ or license, that specialty is deemed the insured’s own occupation. If the insured’s own occupation is in the practice of law, the specialty of law the insured was routinely performing will be deemed the insured’s own occupation.</p>	<p data-bbox="1929 207 2085 232">Not applicable</p>

Policy Feature	The Standard – Platinum Advantage	Principal - Income Protector	Platinum Advantage's Strengths	
<p>Contract Riders</p>	<p>Enhanced Residual Disability Rider</p> 	<p>During the benefit waiting period the insured will be considered residually disabled if:</p> <ul style="list-style-type: none"> • Working in their regular occupation or any other occupation • At least a 20% loss of duties, time or income • They are receiving regular medical care from one or more physicians <p>After the benefit waiting period, a benefit will be paid as long as:</p> <ul style="list-style-type: none"> • Insured is working in their regular occupation or any other occupation, and • Insured has at least a 20% loss of income due to injury or sickness <p>Benefit varies based on income loss but during first 12 months the benefit will be no less than 50% of monthly benefit. If loss of income is more than 80%, the benefit will equal the basic monthly benefit.</p> <p>Recovery benefit paid if, after a period of disability, the insured is working in regular or any occupation at least as many hours as prior to disability and continues to have a loss of earnings of at least 20%, and loss of earnings is solely the result of the previous sickness or injury. The amount of the recovery benefit will be proportionate to loss of earnings. Premium waiver applies while recovery benefits are paid.</p> <p>Available to occupation classes 5A, 5P, 4A, 4P, 4S, 3A, 3D and 3P, through issue age 60.</p>	<p>Residual Disability and Recovery Benefit Rider</p> <p>During the elimination period, the insured is considered residually disabled if:</p> <ul style="list-style-type: none"> • Working in their own occupation or another occupation • Loss of duties or time, or a loss of earnings greater than or equal to 15% <p>After elimination period, benefits will be paid if:</p> <ul style="list-style-type: none"> • Insured is working in their own occupation or another occupation, and • Insured has a loss of earnings greater than or equal of 15%, and <ul style="list-style-type: none"> – Insured is able to perform some but not all of the substantial and material duties of their own occupation, or – Insured is unable to work full time in their own occupation <p>The amount of the benefit paid is equal to the loss of earnings divided by the prior earnings. One hundred percent of the maximum monthly benefit is paid if the percentage of loss of earnings exceeds 75%. A minimum of 50% will be paid for the first 12 months of a residual disability.</p> <p>Recovery Benefit is paid if the insured is no longer disabled and not receiving benefits and returns to full-time work and has a recovery loss of earnings equal to or greater than 20% of prior earnings.</p> <p>Available to occupation classes 2A, 2M, 2D and above.</p>	<p>The Standard's Platinum Advantage Enhanced Residual only requires loss of earnings for benefit to be paid.</p>

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<p data-bbox="118 792 236 850">Contract Riders</p> <div data-bbox="317 459 486 516"> <p data-bbox="317 459 486 516">Basic Residual Disability Rider</p> </div> 	<p data-bbox="559 207 1204 266">The insured will be considered residually disabled during and after the waiting period if:</p> <ul data-bbox="559 280 1204 451" style="list-style-type: none"> <li data-bbox="559 280 1204 339">• Working in his or her regular occupation or any other occupation, and <li data-bbox="559 354 1204 380">• Has at least a 20% loss of income, and has <li data-bbox="559 394 1204 451">• Either a 20% loss of duties or 20% loss of time in his or her regular occupation. <p data-bbox="559 475 1204 591">Disability benefits will vary based on income loss but during the first six months, benefits will be no less than 50% of monthly benefit. If loss of income is more than 80%, the benefit will equal the basic monthly benefit.</p> <p data-bbox="559 621 1204 834">Recovery benefit paid if, after a period of recovery, the insured is working in regular occupation at least as many hours as prior to disability and continues to have a loss of earnings of at least 20%, and loss of earnings is solely the result of the previous injury or sickness. The amount of the recovery benefit will be proportionate to loss of earnings. Premium waiver applies while recovery benefits are paid.</p> <p data-bbox="559 857 1204 915">Available to occupation classes 5A, 5P, 4A, 4P, 4S, 3A, 3D, 3P, 2A and 2P, through issue age 60.</p>	<p data-bbox="1244 207 1387 233">Not available</p>	<p data-bbox="1927 207 2494 298">Platinum Advantage offers different levels of residual coverage as options for clients, including our Basic Residual Disability Rider.</p>
<div data-bbox="290 1081 513 1138"> <p data-bbox="290 1081 513 1138">Short-Term Residual Disability Rider</p> </div> 	<p data-bbox="559 951 1204 1263">The insured will be considered residually disabled and may receive up to six months of residual disability benefits if working in his or her regular occupation and has at least a 20% loss of income and the insured is unable to perform one or more substantial and material duties or is performing all duties but not more than 50% of the time. The amount of residual disability benefit will be 50% of the policy's basic monthly benefit for a loss of income between 20% and 80%. If the loss of income is greater than 80%, the benefit will equal the full basic monthly benefit.</p> <p data-bbox="559 1287 782 1313">No recovery benefit.</p> <p data-bbox="559 1336 1204 1395">Available to occupation classes 2A, 2P, A and B, through issue age 60.</p>	<p data-bbox="1244 951 1744 977">Short Term Residual Disability Benefit Rider</p> <p data-bbox="1244 992 1865 1141">Option for a benefit period of six or 12 months. During the elimination period, the insured is considered residually disabled if working in their occupation or another occupation and has at least a 15% loss of income, or a loss of duties, or a loss of time.</p> <p data-bbox="1244 1166 1865 1315">After the elimination period, at least a 15% loss of income and a loss of duties or a loss of time is required. The amount of the benefit paid is equal to the loss of earnings divided by the prior earnings. 100% of maximum monthly benefit is paid if total loss is greater than 75% of earnings.</p> <p data-bbox="1244 1339 1462 1365">No recovery benefit.</p> <p data-bbox="1244 1390 1618 1416">Available to all occupation classes.</p>	<p data-bbox="1927 951 2085 977">Not applicable</p>

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<p data-bbox="298 391 510 444">Automatic Increase Benefit Rider</p> 	<p data-bbox="559 207 1196 581">The Automatic Increase Benefit Rider is included if eligible, at no additional cost, for occupation classes 5A, 5P, 4A, 4P, 4S, 3A, 3D, 3P, 2A and 2P, through issue age 59. Provides an annual automatic 4% increase to the policy's basic monthly benefit, for a period of up to six years, without evidence of insurability. Increases may occur for six consecutive years or until the increase date next following insured's 60th birthday. Increases are compounded annually and are subject to issue and participation limits. Policyowner may apply for additional increase periods. If policyowner declines two consecutive increases the rider will terminate.</p> <p data-bbox="559 607 1177 727">Increases will be suspended if the policy is suspended during military service. If premium is being waived on an increase date, premium will be due for the increase when premium is no longer waived.</p>	<p data-bbox="1244 207 1499 232">Annual Increase Rider</p> <p data-bbox="1244 248 1809 431">A no cost rider for all occupation classes for 20 consecutive years up to insured age 50. Offers a 3% compounded annual increase without evidence of insurability. Rider will terminate if two consecutive increases are rejected, age 50 policy anniversary or 20 years.</p> <p data-bbox="1244 456 1803 509">This rider is required to purchase the Maximize Your Benefit rider.</p>	<p data-bbox="1927 207 2502 261">Platinum Advantage coverage provides a 4% annual increase compared to Principal's 3% annual increase.</p> <p data-bbox="1927 287 2564 470">The Standard's Platinum Advantage issues AIB Rider through issue age 59, renewable at no cost every six years subject to financial underwriting. Does not require AIB Rider in order to have Benefit Increase Rider. Principal Income Protector Annual Increase Rider is required in order to purchase the Maximize Your Benefit Rider.</p>
<p data-bbox="120 730 236 784">Contract Riders</p> <p data-bbox="325 927 483 980">Benefit Increase Rider</p> 	<p data-bbox="559 764 1190 885">The Benefit Increase Rider is included if eligible, at no additional cost, for occupation classes 5A, 5P, 4A, 4P, 4S, 3A, 3D, 3P, 2A and 2P, through issue age 50, when at least 75% of the basic monthly benefit offered is accepted.</p> <p data-bbox="559 911 1196 1252">The policyowner can apply for an increase to the basic monthly benefit every three years, without providing medical information. Through age 50, can apply for an accelerated increase during any three year period if, in the prior 90 days, earnings increased by at least 30% since last option date or if involuntarily lost group LTD. Rider will terminate if application for increase is not received in any three year period, or if less than 50% of an increase offer is accepted, or if policyowner requests to reduce the basic monthly benefit. The rider will terminate on the policy anniversary next following insured's 55th birthday.</p>	<p data-bbox="1244 764 1567 789">Maximize Your Benefit Rider</p> <p data-bbox="1244 805 1876 1019">A no cost rider for all occupation classes up to issue age 49 when at least 75% of eligible coverage is purchased at issue. The minimum benefit increase requirement is \$200. Insured may request to increase coverage to maximum issue and participation limits based solely on income during the first three years of the policy. After that, the increase must be due to a life event.</p> <p data-bbox="1244 1044 1876 1097">At each increase event the insured must accept a minimum of 50% of the additional benefit offer or the rider will be removed.</p> <p data-bbox="1244 1122 1835 1175">The benefit rider is only available if the Annual Increase rider is purchased.</p> <p data-bbox="1244 1200 1881 1292">MY Benefit increase offers may be made on the Catastrophic Disability Benefit rider, but the insured is not obligated to accept a minimum of 50% to maintain the MY rider.</p>	<p data-bbox="1927 764 2553 857">Platinum Advantage allows increases every three years. After a third anniversary, Principal requires increases to be tied to a life event.</p> <p data-bbox="1927 881 2494 935">Automatic Increase Benefit Rider not required to add Benefit Increase Rider.</p>

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<p>Catastrophic Disability Benefit Rider</p> 	<p>Pays a benefit if unable to perform two or more activities of daily living without hands-on or standby assistance, if require substantial supervision due to severe cognitive impairment, or if presumptively disabled. Benefits begin at the same time benefits for total disability begin and are paid through the end of the maximum benefit period. We will waive the benefit waiting period if presumptively disabled. Available to all occupation classes.</p>	<p>Pays a benefit if unable to perform two or more activities of daily living activities of daily living without standby assistance, if require substantial supervision due to severe cognitive impairment, or if presumptively disabled. Benefits begin at the same time benefits for total disability begin (waive elimination period for presumptive disability) and are paid through the end of the maximum benefit period. Available to all occupation classes.</p>	<p>Not applicable</p>
<p>Indexed Cost of Living Benefit Rider</p> 	<p>On the first of the month following any anniversary of the date disability started, a cost of living adjustment will be made to the basic monthly benefit. Provides up to a 3 or 6% annually compounded increase to the monthly benefit. Increase is based on the CPI-U. When disability ends, policyowner has option to apply to increase the policy's basic monthly benefit, without evidence, up to the amount of the adjusted basic monthly benefit paid at the time disability ends. Rider is available to occupation classes 5A, 5P, 4A, 4P, 4S, 3A, 3D, 3P, 2A and 2P, through issue age 60.</p>	<p>On each yearly anniversary of the start date of the insured's continuous disability, a cost of living adjustment will be made to the monthly benefit, providing up to a 3 or 6% annually compounded increase to the monthly benefit. Increase is based on the CPI-U. When disability ends, may apply to increase the monthly benefit to the difference between the adjusted monthly benefit and the monthly benefit shown in the base policy. Rider is available to occupation classes 2A, 2M or 2D and above, all issue ages. Not available with a two-year benefit period.</p>	<p>Not applicable</p>
<p>Noncancelable Policy Rider</p> 	<p>Noncancelable and guaranteed renewable to age 65, or to age 67 for maximum benefit period "to age 67." As long as premium is paid by the end of the grace period, The Standard cannot change the policy or its premiums until the termination date.</p>	<p>Included in base and not available as a rider.</p>	<p>Not applicable</p>
<p>Own Occupation Rider</p> 	<p>See Own Occupation Rider in the base contract section above.</p>	<p>See True Own Occupation in the base contract section above.</p>	<p>Not applicable</p>

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Contract Riders	<p>Student Loan Rider</p> 	<p>Provides a monthly benefit to reimburse insured's monthly student loan expense if insured becomes totally disabled. Available to occupation classes 5A, 5P, 4A, 4P, 4S, 3A, 3P and 3D for a 10- or 15-year reducing term. Benefit subject to a monthly maximum amount from \$100 to \$2,500 for occupation classes 5P, 4P, 4S, 3P, and 3D, or from \$100 to \$1,500 for occupation classes 5A, 4A and 3A.</p>	<p>Not available</p>	<p>Platinum Advantage offers monthly student loan reimbursement coverage.</p>

Policy Feature	The Standard – Platinum Advantage	Principal - Income Protector	Platinum Advantage's Strengths
<p>Business Owner Discount</p> 	<p>10% discount when the business owner owns at least 20% of the business, has been financially successful (as determined by us) for at least the past two years and employs at least one full-time equivalent W-2 employee. Discount is available to occupation classes 5A, 4A, 3A and 2A, except for financial advisors, financial planners or insurance producers, or those listed in the product guide under financial services, entertainment industry or real estate.</p>	<p>Not available</p>	<p>Platinum Advantage provides a 10% discount to eligible individuals, including top occupation class individuals.</p>
<p>Employer-Based Multi-Life Discount</p> 	<p>10% discount provided when The Standard receives applications for three or more lives employed by the same employer within a six-month period. If third application is submitted after two others in force, all three will receive the discount on the next premium due date.</p> <p>This discount is also available for as few as two lives if those participating a) are each at least 20% owners of the same business, b) purchase policies with combined pre-discounted annual premium of at least \$5,000 and c) meet all other provisions related to timing for the Employer-Based Multi-Life Discount.</p> <p>This discount is not available for government employees.</p>	<p>Multi-Life (Employer) Discount</p> <p>20% discount provided when three or more employees with a common employer purchase coverage from the same financial representative. Discount taken on gender-neutral rates. If third case is submitted after two others already in force, the first policy(ies) will be rewritten and the discount and unisex rates would be effective as of the original issue date.</p>	<p>Platinum Advantage requires applications for three or more lives from the same employer and can be submitted from different financial professionals. Principal's Income Protector requires coverage to be purchased by three or more employees from the same financial representative.</p>
<p>Multi-Product Discount</p> 	<p>5% discount for individuals who purchase Business Overhead Protector and/or Business Equity Protector at the same time as Platinum Advantage.</p>	<p>Not available</p>	<p>Applicant receives a 5% Multi-Product Discount on Platinum Advantage when the purchase is combined with Business Overhead Protector or Business Equity Protector, or BOP, and/or BEP applications must be received no later than 30 days following the placement of Platinum Advantage).</p>

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Discounts	<p>Residency Multi-Life Discount</p> 	Allows most ACGME or AOA hospitals and medical centers to establish a 15% discount for residents, interns and fellows. The discount is also available to dental post-doctorates in dental education programs accredited by the Commission of Dental Accreditation.	Provides a 20% discount on sex-distinct rates when three or more dental and/or medical residents from the same institution purchase coverage.	Not applicable
	<p>eApply Discount</p> 	5% discount when applicant uses both The Standard's eApp and Electronic Medical Questionnaire.	Not available	Platinum Advantage provides a 5% discount to applicants using The Standard's electronic application tools.
	<p>Preferred Occupation Discount</p> 	20% (10% in SC) to some 5A occupations, including but not limited to executives earning at least \$75,000 a year, attorneys, CPAs, licensed engineers, doctorate scientists and consultants earning at least \$150,000 a year.	Not available	Platinum Advantage provides a 20% discount to eligible professional and executive occupations.

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