

SERFF Tracking Number: PRLC-126229818 State: Arkansas  
Filing Company: Principal Life Insurance Company State Tracking Number: 42962  
Company Tracking Number: SF 753-J-2  
TOI: A03I Individual Annuities - Deferred Variable Sub-TOI: A03I.002 Flexible Premium  
Product Name: Flexible Premium Deferred Variable Annuity  
Project Name/Number: Revised Guaranteed Minimum Withdrawal Benefit Rider/SF 753-J-2

## Filing at a Glance

Company: Principal Life Insurance Company

Product Name: Flexible Premium Deferred Variable Annuity SERFF Tr Num: PRLC-126229818 State: Arkansas

Variable Annuity

TOI: A03I Individual Annuities - Deferred Variable SERFF Status: Closed-Approved- Closed State Tr Num: 42962

Variable

Sub-TOI: A03I.002 Flexible Premium

Co Tr Num: SF 753-J-2

State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Author: Julie Gwennap

Disposition Date: 07/24/2009

Date Submitted: 07/15/2009

Disposition Status: Approved-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Revised Guaranteed Minimum Withdrawal Benefit Rider Status of Filing in Domicile: Pending

Project Number: SF 753-J-2

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 07/24/2009

Explanation for Other Group Market Type:

State Status Changed: 07/24/2009

Deemer Date:

Created By: Julie Gwennap

Submitted By: Julie Gwennap

Corresponding Filing Tracking Number:

Filing Description:

A new individual flexible premium variable deferred annuity Guaranteed Minimum Withdrawal Benefit Rider and Data Pages are enclosed for your approval.

Rider form SF 753-J-2 is intended to replace form SF 753-J-1 that was approved on 06/08/2009. Data Pages form SF 749-4 is intended to replace form SF 749-3 that was approved on 06/08/2009. The forms will be used with flexible premium deferred variable annuity contract SF 749 that was approved on 05/28/2004.

We have removed the For Life withdrawal benefit payment percentage tables (one "single life" and one "joint life") from

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the rider text and added them to the Data Pages. We have also removed the GMWB Bonus table and added it to the Data Pages. The items moved to the Data Pages are shown within bracket to denote their variability. An explanation of all of the variables is enclosed. We also revised the rider's Investment Option Restrictions provision so the text is applicable whether we offer several options or one option at a time.

1. Form SF 753-J-2, Guaranteed Minimum Withdrawal Benefit Rider, will be sold by licensed agents and brokers to individuals who are between the ages of 45 and 80 (inclusive). Under this rider, as long as certain conditions are met, we guarantee the contract holder's ability to make annual withdrawals from the contract, regardless of the contract's accumulated value.

The quarterly rider charge is currently 0.2375%, will not exceed 0.4125%, and will be shown on the enclosed Data Pages.

There are two ways a contract owner can obtain the guaranteed amount, through the "Investment Back" withdrawal option which guarantees up to a 7% annual withdrawal until the benefit base reaches zero; or, the "For Life" withdrawal option, under which, after the oldest contract holder attains age 59 1/2 he or she can withdrawal a certain amount annually until his or her death. (The contract holder can make withdrawals prior to age 59 1/2; however, it will decrease the guaranteed amount.) The amount available for withdrawal under the For Life withdrawal option depends on the percentage at which the For Life payments are locked-in when the first withdrawal is taken. The single-life and joint-life percentages are set forth in the rider.

The Guaranteed Minimum Withdrawal Benefit Rider has a bonus feature whereby the benefit base may be increased by a certain percentage as long as no withdrawals have been taken. The bonus doesn't increase the contract accumulated value, it is only used to calculate the benefit base for the rider.

In addition, there is a "step up" feature under which we will automatically "step-up" the benefit base on the contract anniversary until the later of 10 years after issue or the oldest owner is 80 years old. The benefit base is "stepped up" to the contract accumulated value amount, if that amount is higher.

2. SF 749-4, Data Pages, will be issued with all new issues of contract form SF 749.

Several items on the sample Data Pages are shown within brackets to denote their variability. A Memorandum of Variability which explains those variable items is also enclosed.

Since this submission pertains to an SEC-regulated product, no readability statement is enclosed.

Please contact me with any questions or comments you may have.

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## Company and Contact

### Filing Contact Information

Julie Gwennap, Sr Contract Analyst Gwennap.Julie@principal.com  
 710 9th St 800-543-4015 [Phone] 77892 [Ext]  
 Des Moines, IA 50309 515-235-1953 [FAX]

### Filing Company Information

Principal Life Insurance Company CoCode: 61271 State of Domicile: Iowa  
 711 High Street Group Code: 332 Company Type:  
 Des Moines, IA 50309 Group Name: State ID Number:  
 (515) 246-7517 ext. [Phone] FEIN Number: 42-0127290

## Filing Fees

Fee Required? Yes  
 Fee Amount: \$40.00  
 Retaliatory? No  
 Fee Explanation: 2 forms x \$20 = \$40  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Principal Life Insurance Company	\$40.00	07/15/2009	29215280

SERFF Tracking Number: PRLC-126229818 State: Arkansas  
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Company Tracking Number: SF 753-J-2  
TOI: A031 Individual Annuities - Deferred Variable Sub-TOI: A031.002 Flexible Premium  
Product Name: Flexible Premium Deferred Variable Annuity  
Project Name/Number: Revised Guaranteed Minimum Withdrawal Benefit Rider/SF 753-J-2

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	07/24/2009	07/24/2009

*SERFF Tracking Number:* PRLC-126229818      *State:* Arkansas  
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## **Disposition**

Disposition Date: 07/24/2009

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Memorandum of Variability		Yes
Supporting Document	AR Fee Schedule		Yes
Form	Guaranteed Minimum Withdrawal Benefit Rider		Yes
Form	Data Pages		Yes

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## Form Schedule

Lead Form Number: SF 753-J-2

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	SF 753-J-2	Policy/Cont Guaranteed ract/Fratern Minimum Withdrawal al Benefit Rider Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		0.000	SF 753-J- 2.pdf
	SF 749-4	Data/DeclarData Pages ation Pages	Initial		0.000	SF 749-4.pdf

## GUARANTEED MINIMUM WITHDRAWAL BENEFIT RIDER

This rider is part of Your contract. All definitions, provisions, and exceptions of the contract apply to this rider unless specifically changed by this rider. This rider is available only if the Owner(s) and Covered Lives meet our rider eligibility guidelines.

The rider effective date is shown on the Data Page. In the event of a conflict between any provision in this rider and the contract, the provisions of this rider will control. The initial charge for this rider is shown on the Data Page. You may cancel this rider any time after it has been in force for five full Contract Years.

### RIDER BENEFITS

This rider guarantees that You may take certain Withdrawals in each Contract Year regardless of Your contract's accumulated value, subject to the terms and conditions of this rider.

### DEFINITIONS

**COVERED LIFE** or **COVERED LIVES** are the natural person or persons upon whose lives the For Life Withdrawal Benefit Payments of this rider are based. There can be no more than two Covered Lives.

**EXCESS WITHDRAWAL** is the portion of a Withdrawal that exceeds the applicable Withdrawal Benefit Payment.

**OWNER** is the person, including any Joint Owner, who owns all rights and privileges of this rider. If the Owner is not a natural person, for purposes of this rider, the term "Owner" shall mean the Annuitant(s).

**REMAINING WITHDRAWAL BENEFIT BASE** is the total amount that is available for future Withdrawal Benefit Payments.

**SPOUSE** is the person recognized as the Owner's Spouse and eligible to make a spousal election under federal tax laws.

**WITHDRAWAL** is any partial surrender of the contract accumulated value (including Surrender Charges, if any) and/or any partial annuitization of the contract.

**WITHDRAWAL BENEFIT BASE** is the amount on which a Withdrawal Benefit Payment is based.

**WITHDRAWAL BENEFIT PAYMENT** is any amount guaranteed to be available for Withdrawal each Contract Year.

### GUARANTEED MINIMUM WITHDRAWAL BENEFIT (GMWB)

This rider provides for two separate guaranteed minimum withdrawal options. You may take "Investment Back" Withdrawal Benefit Payments or "For Life" Withdrawal Benefit Payments.

1. The "**Investment Back**" Withdrawal Benefit Payment is available immediately and guarantees that You may take Withdrawals up to 7% annually of the Investment Back Withdrawal Benefit Base. The Investment Back withdrawal option continues until the Investment Back Remaining Withdrawal Benefit Base is zero.
2. The "**For Life**" Withdrawal Benefit Payment guarantees that You may take Withdrawals up to an annual percentage of the For Life Withdrawal Benefit Base on and after the Contract Anniversary following the date the oldest Owner attains age 59 1/2. The annual percentage is based on "Single Life" unless You have elected "Joint Life" For Life Withdrawal Benefit Payments as described in FOR LIFE WITHDRAWAL OPTION – "SINGLE LIFE" AND "JOINT LIFE" WITHDRAWAL BENEFIT PAYMENTS. All Withdrawals made prior to the Contract Anniversary following the date the oldest Owner attains age 59 1/2 are treated as Excess Withdrawals when calculating the For Life withdrawal option.

You are not required to elect either the For Life or the Investment Back withdrawal option, except as described in EFFECT ON THE RIDER IF CONTRACT ACCUMULATED VALUE IS ZERO. You may take Withdrawals when, and in any amount, You desire, subject to the Minimum Unscheduled Partial Surrender amount shown on the Data Page. Anytime You take a Withdrawal, We adjust the Withdrawal Benefit Payment, the Withdrawal Benefit Base, and the Remaining Withdrawal Benefit Base associated with each of the For Life and Investment Back withdrawal options, as described in WITHDRAWAL BENEFIT PAYMENT CALCULATION, WITHDRAWAL BENEFIT BASE CALCULATION, and in REMAINING WITHDRAWAL BENEFIT BASE CALCULATION.

Note: Although this rider does not restrict Your Withdrawal rights under the contract, You need to know that the amount and timing of Withdrawals that exceed either, or both, the For Life or the Investment Back Withdrawal Benefit Payments have a negative effect on this rider's value as described in EFFECT ON THE RIDER OF EXCESS WITHDRAWALS.

## **FOR LIFE WITHDRAWAL OPTION – “SINGLE LIFE” AND “JOINT LIFE” FOR LIFE WITHDRAWAL BENEFIT PAYMENTS**

### “Single Life” For Life Withdrawal Benefit Payments

The For Life Withdrawal Benefit Payments under this rider are automatically calculated as “Single Life”, meaning based on one Covered Life. To be eligible for “Single Life” For Life Withdrawal Benefit Payments, the Covered Life:

1. must be either:
  - a. the Owner if there is only one Owner; or
  - b. the youngest Joint Owner if there are Joint Owners; and
2. must meet Our rider eligibility guidelines on the date named as a Covered Life.

“Single Life” For Life Withdrawal Benefit Payments continue until the earlier of:

1. the death of the first Owner to die; or
2. the For Life Withdrawal Benefit Base is zero.

The “Single Life” For Life Withdrawal Benefit Payment percentage is locked in as of the date of Your first Withdrawal and is set out in the chart shown on the Data Page.

### “Joint Life” For Life Withdrawal Benefit Payments

Anytime on or before Your first Withdrawal, You may elect to take For Life Withdrawal Benefit Payments on a “Joint Life” basis, meaning based on two Covered Lives. You may only elect “Joint Life” For Life Withdrawal Benefit Payments if there are two eligible Covered Lives.

In order to be eligible for “Joint Life” For Life Withdrawal Benefit Payments, the Covered Lives:

1. must be either:
  - a. if there is only one Owner, the Owner and the Owner's Spouse, provided the Spouse is named as a primary beneficiary; or
  - b. the Joint Owners, provided the Joint Owners are each other's Spouse; and
2. must meet Our rider eligibility guidelines on the date named as a Covered Lives.

“Joint Life” For Life Withdrawal Benefit Payments continue until the earlier of:

1. the death of the last Covered Life to die, or
2. the For Life Withdrawal Benefit Base is zero.

The “Joint Life” For Life Withdrawal Benefit Payment percentage is locked in as of the date of Your first Withdrawal and is set out in the chart shown on the Data Page.

Note: The For Life Withdrawal Benefit Payment will always be based on “Single Life” unless You notify us that You are electing “Joint Life” For Life Withdrawal Benefit Payments and You are eligible to make a “Joint Life” election. At the time You take Your first Withdrawal, regardless of whether that Withdrawal is deemed an Investment Back Withdrawal Benefit Payment or a For Life Withdrawal Benefit Payment, Your For Life Withdrawal Benefit Payment is locked in as either “Single Life” or “Joint Life”, whichever is applicable. You may not change Your For Life Withdrawal Benefit Payment election after You have taken a Withdrawal.

### **EFFECT ON THE RIDER IF CONTRACT ACCUMULATED VALUE IS ZERO**

If Your contract accumulated value is zero:

1. You must elect either the For Life withdrawal option (if the For Life Withdrawal Benefit Base is greater than zero) or the Investment Back withdrawal option (if the Investment Back Remaining Withdrawal Benefit Base is greater than zero). If You elect the For Life withdrawal option, the For Life Withdrawal Benefit Payment will be based on “Single Life” or “Joint Life” as described in FOR LIFE WITHDRAWAL OPTION – “SINGLE LIFE” AND “JOINT LIFE” FOR LIFE WITHDRAWAL BENEFIT PAYMENTS. You may elect the frequency of Your Withdrawal Benefit Payment on a schedule that is acceptable to Us.
2. After You elect either the For Life or the Investment Back withdrawal option, You will continue to receive the applicable Withdrawal Benefit Payment under this rider according to the rider terms, but all other rights and benefits under this rider and the contract, including death benefits, will terminate; and
3. You may not make any additional premium payments.

### **WITHDRAWAL BENEFIT PAYMENT CALCULATION**

We calculate the Withdrawal Benefit Payments on the rider effective date and on each Contract Anniversary thereafter.

1. The Investment Back Withdrawal Benefit Payment is calculated as 7% of the Investment Back Withdrawal Benefit Base.
2. The For Life Withdrawal Benefit Payment is calculated as a fixed percentage of the For Life Withdrawal Benefit Base. The For Life Withdrawal Benefit Payment percentage is locked in as of the date of Your first Withdrawal, regardless of whether that Withdrawal is deemed an Investment Back Withdrawal Benefit Payment or a For Life Withdrawal Benefit Payment, as set out in the charts shown on the Data Page, and is automatically based on “Single Life” unless You elect “Joint Life”.

You are not required to take a Withdrawal of any or all of a Withdrawal Benefit Payment in a Contract Year. If You do not take an available Withdrawal Benefit Payment in a Contract Year, that remaining Withdrawal Benefit Payment does not carry over to the next Contract Year.

### **WITHDRAWAL BENEFIT BASE CALCULATION**

We calculate the Withdrawal Benefit Bases on the rider effective date and on each Contract Anniversary this rider is in force. If the Contract Date and the rider effective date are the same, each Withdrawal Benefit Base equals premium payments made on that date. If the Contract Date and the rider effective date are different, on the rider effective date each Withdrawal Benefit Base equals the contract accumulated value.

Additional premium payments made during any Contract Year plus any applicable GMWB Bonus will increase the Withdrawal Benefit Bases.

Withdrawals during a Contract Year that are less than or equal to a Withdrawal Benefit Payment will not decrease the applicable Withdrawal Benefit Base. Excess Withdrawals will reduce the applicable Withdrawal Benefit Base in an amount equal to the greater of:

1. the Excess Withdrawals; and
2. the result of (a. divided by b.), multiplied by c., where:
  - a. is the amount withdrawn in excess of the Withdrawal Benefit Payment remaining prior to the Withdrawal;
  - b. is the contract accumulated value after the Withdrawal Benefit Payment is deducted, but prior to the Excess Withdrawal; and
  - c. is the Withdrawal Benefit Base prior to the adjustment for the Excess Withdrawal.

#### **REMAINING WITHDRAWAL BENEFIT BASE CALCULATION**

We calculate the Remaining Withdrawal Benefit Bases on the rider effective date, on each day that any additional premium payment or Withdrawal is made, and when any GMWB Bonus is credited. If the Contract Date and the rider effective date are the same, each Remaining Withdrawal Benefit Base equals premium payments made on that date. If the Contract Date and the rider effective date are different, on the rider effective date each Remaining Withdrawal Benefit Base equals the contract accumulated value.

Premium payments and any applicable GMWB Bonuses increase the Remaining Withdrawal Benefit Bases.

Any Withdrawal during a Contract Year decreases the Remaining Withdrawal Benefit Bases. A Withdrawal that is not an Excess Withdrawal will be deducted from each Remaining Withdrawal Benefit Base. Excess Withdrawals will reduce the applicable Remaining Withdrawal Benefit Base in an amount equal to the greater of:

1. the Excess Withdrawals; and
2. the result of (a. divided by b.), multiplied by c., where:
  - a. is the amount withdrawn in excess of the Withdrawal Benefit Payment remaining prior to the Withdrawal;
  - b. is the contract accumulated value after the Withdrawal Benefit Payment is deducted, but prior to the Excess Withdrawal; and
  - c. is the Remaining Withdrawal Benefit Base after the Withdrawal Benefit Payment is deducted, but prior to the adjustment for the Excess Withdrawal.

#### **EFFECT ON THE RIDER OF EXCESS WITHDRAWALS**

Any Withdrawal, or portion thereof, when aggregated with all prior Withdrawals during that Contract Year, that exceeds the applicable Withdrawal Benefit Payment is an Excess Withdrawal. For example, the Investment Back withdrawal option permits larger payment to You than the For Life withdrawal option. As a result, if You take a Withdrawal in an amount permitted under the Investment Back withdrawal option, that Withdrawal will be an Excess Withdrawal to the extent it exceeds the applicable For Life Withdrawal Benefit Payment. In addition, all Withdrawals made prior to the Contract Anniversary following the date the oldest Owner attains age 59 1/2 are treated as Excess Withdrawals when calculating the For Life withdrawal option.

Excess Withdrawals under a withdrawal option will reduce the applicable Withdrawal Benefit Base and Remaining Withdrawal Benefit Base. This reduction may be greater than the dollar amount of the Excess Withdrawal when the contract accumulated value is less than the applicable Withdrawal Benefit Base and Remaining Withdrawal Benefit Base. Calculations of Excess Withdrawals are set forth in WITHDRAWAL BENEFIT BASE CALCULATION and in REMAINING WITHDRAWAL BENEFIT BASE CALCULATION.

## GMWB BONUS

We may credit a GMWB Bonus to the Withdrawal Benefit Bases and the Remaining Withdrawal Benefit Bases, provided that You have not taken a Withdrawal in any preceding Contract Year during the life of this rider.

The GMWB Bonus, if any, is shown on the Data Page.

Note: The GMWB Bonus is used only for purposes of calculating the Withdrawal Benefit Bases and the Remaining Withdrawal Benefit Bases. It is not included in Your contract accumulated value.

## ANNUAL GMWB STEP-UP

On each Contract Anniversary following the rider effective date, You are eligible for an automatic increase ("Step-Up") to the Withdrawal Benefit Bases if the following requirements are satisfied:

1. the Contract Anniversary occurs before the later of:
  - a. the Contract Anniversary following the date the oldest Owner attains age 80; or
  - b. ten years after the rider effective date;
2. You have not declined any increases in the rider charge; and
3. You have not fully annuitized Your contract.

On each Contract Anniversary following the rider effective date, You are eligible for a Step-Up to the Remaining Withdrawal Benefit Bases if the following requirements are satisfied:

1. the Contract Anniversary occurs before the later of:
  - a. the Contract Anniversary following the date the oldest Owner attains age 80; or
  - b. ten years after the rider effective date;
2. You have not declined any increases in the rider charge;
3. You have not fully annuitized Your contract; and
4. the Remaining Withdrawal Benefit Base has not reduced to zero during the life of this rider.

Note: Once a Remaining Withdrawal Benefit Base has reduced to zero, You are no longer eligible for any future Step-Ups of that Remaining Withdrawal Benefit Base, even if You make additional premium payments.

So long as You remain eligible for the Step-Up feature of this rider, You will be charged the then current rider charge as described in RIDER CHARGE. You may avoid an increase in Your rider charge by declining the rider charge increase before the rider charge increase becomes effective. If You decline the increased charge, You are no longer eligible for the Step-Up feature. The feature may not be added later and You will not receive future Step-Ups.

On each Contract Anniversary following the rider effective date, We will compare the contract accumulated value on that date to the applicable Withdrawal Benefit Base. If the contract accumulated value is greater than the:

1. For Life Withdrawal Benefit Base, We will:
  - a. Step-Up the For Life Withdrawal Benefit Base to the contract accumulated value if You are eligible for that Step-Up.
  - b. Step-Up the For Life Remaining Withdrawal Benefit Base to the contract accumulated value if You are eligible for that Step-Up.
2. Investment Back Withdrawal Benefit Base, We will:
  - a. Step-Up the Investment Back Withdrawal Benefit Base to the contract accumulated value if You are eligible for that Step-Up.
  - b. Step-Up the Investment Back Remaining Withdrawal Benefit Base to the contract accumulated value if You are eligible for that Step-Up.

## **RIDER CHARGE**

There is an additional charge for this rider. The rider charge is computed quarterly based on the Investment Back Withdrawal Benefit Base and is deducted from Your contract accumulated value at the end of each calendar quarter. If this rider is issued after the beginning of a calendar quarter, We will pro-rate the rider charge to reflect the number of days it is in effect during the quarter.

The initial rider charge is shown on the Data Page. We may increase the rider charge, but We guarantee that the increased charge will not exceed the maximum rider charge shown on the Data Page. Rider charge increases, if any, will automatically apply unless We receive notice from You declining the increase prior to the effective date of the rider charge increase.

Note: If You decline an increase in the rider charge, You will no longer be eligible for future Step-Ups and Your current rider charge will remain in effect for the remaining life of this rider.

If this rider is terminated, We will pro-rate the rider charge to reflect the number of days that this rider was in effect during the quarter.

## **INVESTMENT OPTION RESTRICTIONS**

While this rider is attached to Your contract, We reserve the right to restrict Your Investment Options. We may modify the Investment Options available with this rider from time to time.

These restrictions may include:

1. limiting the Investment Options available while this rider is in effect;
2. limiting the percentages allocated to certain Investment Options;
3. limiting transfers among certain Investment Options; and
4. rebalancing certain Investment Options.

## **MAXIMUM TOTAL PREMIUM CONTRIBUTIONS**

The Maximum Total Premium Contributions you may make during the lifetime of the contract is shown on the Data Page. We reserve the right to treat all deferred variable annuity contracts issued by Us to You and/or Your Spouse with a guaranteed minimum withdrawal benefit rider attached as one contract for purposes of determining the Maximum Total Premium Contributions.

## **RIDER DEATH PROVISION**

If You die when the contract accumulated value is greater than zero:

1. If You are the only Owner, upon Your death, Your primary beneficiary may elect one of the following:
  - a. receive the death benefit under the contract;
  - b. receive the Investment Back Remaining Withdrawal Benefit Base as a series of payments in an amount and frequency acceptable to Us; or
  - c. if the primary beneficiary is Your Spouse, Your Spouse may continue the contract with or without this rider as set forth in SPOUSAL CONTINUATION.
2. If there are Joint Owners, upon the death of the first Joint Owner to die, the surviving Joint Owner may elect one of the following:
  - a. receive the death benefit under the contract;
  - b. receive the Investment Back Remaining Withdrawal Benefit Base as a series of payments in an amount and frequency acceptable to Us; or
  - c. if the surviving Joint Owner is Your Spouse, Your Spouse may continue the contract with or without this rider as set forth in SPOUSAL CONTINUATION.

If You die after the contract accumulated value has reduced to zero:

1. If You are the only Owner, upon Your death, We will pay Your primary beneficiary:
  - a. any For Life Remaining Withdrawal Benefit Base as a series of payments, If You elected the For Life withdrawal option as provided in EFFECT ON THE RIDER IF CONTRACT ACCUMULATED VALUE IS ZERO.
  - b. any Investment Back Remaining Withdrawal Benefit Base as a series of payments, If You elected the Investment Back withdrawal option as provided in EFFECT ON THE RIDER IF CONTRACT ACCUMULATED VALUE IS ZERO.
2. If there are Joint Owners, upon the death of the first Joint Owner to die, We will pay the surviving Joint Owner:
  - a. any For Life Remaining Withdrawal Benefit Base as a series of payments, If You elected the For Life withdrawal option as provided in EFFECT ON THE RIDER IF CONTRACT ACCUMULATED VALUE IS ZERO.
  - b. any Investment Back Remaining Withdrawal Benefit Base as a series of payments, If You elected the Investment Back withdrawal option as provided in EFFECT ON THE RIDER IF CONTRACT ACCUMULATED VALUE IS ZERO.

## **SPOUSAL CONTINUATION**

### **Eligibility to Continue This Rider**

If You die while this rider is attached to Your contract, Your Spouse may elect to continue the contract with this rider if:

1. the contract accumulated value is greater than zero;
2. the contract and this rider have not been previously continued; and
3. Your Spouse is either:
  - a. a primary beneficiary, if You were the sole Owner; or
  - b. the surviving Joint Owner, if there were Joint Owners.

Note: Although spousal continuation may be available under federal tax laws for a subsequent spouse, this rider may only be continued once.

### **Effect of Spousal Continuation on the Rider Benefits**

If Your Spouse elects to continue the contract with this rider attached:

When No Withdrawals have been taken:

1. If Your Spouse meets the minimum age requirement of Our rider eligibility guidelines on the date of the continuation election, then:
  - a. the For Life withdrawal option remains effective on and after the date of Your death. For Life Withdrawal Benefit Payments will be calculated as "Single Life". You will be removed as a Covered Life and Your Spouse will be the sole Covered Life. Your Spouse may not add a new Covered Life or elect "Joint Life" For Life Withdrawal Benefit Payments. The For Life Withdrawal Benefit Payment percentage will be based on Your Spouse's age and will lock in at the "Single Life" percentage applicable on the date of Your Spouse's first Withdrawal. For Life Withdrawal Benefit Payments will continue to be available until the death of Your Spouse.
  - b. the Investment Back withdrawal option remains effective on and after the date of Your death. Investment Back Withdrawal Benefit Payments will continue to be available until the Investment Back Remaining Withdrawal Benefit Base is zero.
  - c. All other provisions of this rider will continue as in effect on the date of Your death.

2. If Your Spouse does not meet the minimum age requirement of Our rider eligibility guidelines, then:
  - a. the For Life withdrawal option terminates upon Your death and is not available to Your Spouse. You will be removed as a Covered Life and Your Spouse is not an eligible Covered Life.
  - b. the Investment Back withdrawal option remains effective on and after the date of Your death. Investment Back Withdrawal Benefit Payments will continue to be available until the Investment Back Remaining Withdrawal Benefit Base is zero.
  - c. All other provisions of this rider will continue as in effect on the date of Your death.

When Withdrawals have been taken and You have locked in "Single Life" For Life Withdrawal Benefit Payments:

- a. the For Life withdrawal option terminates upon Your death and is not available to Your Spouse. You will be removed as a Covered Life and Your Spouse is not an eligible Covered Life.
- b. the Investment Back withdrawal option remains effective on and after the date of Your death. Investment Back Withdrawal Benefit Payments will continue to be available until the Investment Back Remaining Withdrawal Benefit Base is zero.
- c. All other provisions of this rider will continue as in effect on the date of Your death.

When Withdrawals have been taken and You have locked in "Joint Life" For Life Withdrawal Benefit Payments:

1. If Your Spouse is an eligible Covered Life, then
  - a. the For Life withdrawal option remains effective on and after the date of Your death. For Life Withdrawal Benefit Payments will remain locked in at the "Joint Life" percentage applicable on the date of Your first Withdrawal and will not be reset to reflect Your removal as a Covered Life on Your death. Your Spouse may not add a new Covered Life. For Life Withdrawal Benefit Payments will continue to be available until the death of Your Spouse.
  - b. the Investment Back withdrawal option remains effective on and after the date of Your death. Investment Back Withdrawal Benefit Payments will continue to be available until the Investment Back Remaining Withdrawal Benefit Base is zero.
  - c. All other provisions of this rider will continue as in effect on the date of Your death.
2. If Your Spouse is not an eligible Covered Life, then:
  - a. the For Life withdrawal option terminates upon Your death and is not available to Your Spouse. You will be removed as a Covered Life and Your Spouse is not an eligible Covered Life.
  - b. the Investment Back withdrawal option remains effective on and after the date of Your death. Investment Back Withdrawal Benefit Payments will continue to be available until the Investment Back Remaining Withdrawal Benefit Base is zero.
  - c. All other provisions of this rider will continue as in effect on the date of Your death.

If Your Spouse elects to continue the contract without this rider attached, this rider and all rights, benefits and charges under this rider will terminate. This rider cannot be reinstated.

## **COVERED LIFE CHANGE**

Any ownership, beneficiary designation or other contract or rider change before the Annuitization Date which would cause a change in the Covered Life (a "Change") will result in termination of this rider, except for the following permissible Changes.

1. Spousal continuation of this rider as described above in SPOUSAL CONTINUATION.
2. If Withdrawals have not been taken and You have not previously elected to continue this rider as provided in SPOUSAL CONTINUATION:
  - a. You may add a Joint Owner or primary beneficiary as a Covered Life, provided that the new Joint Owner or primary beneficiary is an eligible Covered Life as set forth in FOR LIFE WITHDRAWAL OPTION – "SINGLE LIFE" AND "JOINT LIFE" WITHDRAWAL BENEFIT PAYMENTS;
  - b. You may remove a Joint Owner or primary beneficiary as a Covered Life.
  - c. The For Life Withdrawal Benefit Payment percentage will be calculated based on the age of the Covered Lives and will lock in at the percentage applicable on the date of Your first Withdrawal.
3. If Withdrawals have been taken and You have locked in "Single Life" For Life Withdrawal Benefit Payments,
  - a. You may remove a Joint Owner as a Covered Life;
  - b. You may add a primary beneficiary to Your contract; however, You may not add a primary beneficiary as a Covered Life for purposes of this rider.
  - c. The For Life Withdrawal Benefit Payment percentage will remain locked at the percentage applicable on the date of Your first Withdrawal and will not be reset to reflect the removal of the Covered Life. For Life Withdrawal Benefit Payments will cease upon Your death.
4. If Withdrawals have been taken and You have locked in "Joint Life" For Life Withdrawal Benefit Payments,
  - a. You may remove a Joint Owner or primary beneficiary as a Covered Life;
  - b. You may add a primary beneficiary to Your contract; however, You may not add a primary beneficiary as a Covered Life for purposes of this rider.
  - c. The For Life Withdrawal Benefit Payment percentage will remain locked at the percentage applicable on the date of Your first Withdrawal and will not be reset to reflect the removal of the Covered Life. For Life Withdrawal Benefit Payments will cease upon Your death.
5. If You have previously elected to continue the Rider as provided in SPOUSAL CONTINUATION, You may add a primary beneficiary to Your contract; however, You may not add a primary beneficiary as a Covered Life for purposes of this rider.

No Change is effective until approved by Us in writing. Upon Our approval, the Change is effective as of the date You signed the Notice requesting the Change.

An assignment of the contract or this rider shall be deemed a request for a Change. If the Change is not one of the above permissible Changes, this rider will be terminated as of the date of the assignment.

## **EFFECT OF DIVORCE ON THE RIDER**

Generally, in the event of a divorce, the Spouse who retains ownership of the contract will continue to be entitled to all rights and benefits of this rider while the former Spouse will no longer have any such rights or be entitled to any benefits under this rider. If You take a Withdrawal to satisfy a court order to pay a portion of the contract to Your former Spouse, any portion of such Withdrawal that exceeds the available Withdrawal Benefit Payments shall be an Excess Withdrawal under this rider.

## TERMINATION

You may terminate this rider anytime after this rider has been in force for five full Contract Years.

We will terminate this rider when any of the following occurs:

1. the contract terminates;
2. You fully annuitize the contract;
3. the Investment Back Remaining Withdrawal Benefit Base is zero and the For Life Withdrawal Benefit Base is zero;
4. there is a Change of Covered Life or Owner, except as permitted in COVERED LIFE CHANGE;
5. You violate the investment restrictions of this rider;
6. the Investment Back Remaining Withdrawal Benefit Base is zero and there are no eligible Covered Lives; or
7. Your surviving Spouse continues the Contract without this rider.

## REINSTATEMENT

If this rider terminates for any reason other than Your full surrender of Your contract, this rider may not be reinstated.

If You surrender Your contract with this rider attached and the contract is later reinstated, this rider also must be reinstated. If the contract and rider are reinstated, this rider will be reinstated as of the date of the termination. At the time this rider is reinstated, We will deduct rider fees scheduled during the period of termination and make any other adjustments necessary to reflect any changes in the amount reinstated and the contract accumulated value as of the date of termination.

  
Chairman, President and CEO

Principal Life Insurance Company  
Des Moines, Iowa 50392-0001

**DATA PAGE**

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**Flexible Premium Deferred Variable Annuity**

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**CONTRACT DATA**

<b>Contract Number:</b>	[Sample]
<b>Annuitant/Age:</b>	[John Doe/35]
<b>Owner:</b>	[Jane Doe]
<b>Joint Annuitant/Age:</b>	[Jane Doe/35]
<b>Joint Owner:</b>	[John Doe]
<b>Contract Date:</b>	[November 1, 2009]
<b>Maximum Annuitization Date:</b>	[October 31, 2058]
<b>Initial Premium:</b>	[\$10,000.00]

**BENEFITS**

<b>Fixed Account Guaranteed Minimum Interest Rate:</b>	[1.00%-3.00%]	
<b>Fixed Account Interest Rate for premium payments received on the Contract Date:</b>	[3.50%]	
The Fixed Account Interest Rate may be lower for the Premium Payment Credit Rider. <span style="border: 1px solid black; width: 40px; height: 20px; display: inline-block; vertical-align: middle;"></span>		
<b>Fixed Dollar Cost Averaging (DCA) Account Guaranteed Minimum Interest Rate:</b>	[1.00%-3.00%]	
<b>Fixed DCA Account 6-Month DCA Term Interest Rate for premium payments received on the Contract Date:</b>	[4.50%]	
<b>Fixed DCA Account 12-Month DCA Term Interest Rate for premium payments received on the Contract Date:</b>	[5.50%]	

**CONTRACT CHARGES AND LIMITS**

<b>Separate Account Administration Charge:</b>	Currently [ 0.00% ], not to exceed 0.15% annually
<b>Mortality &amp; Expense Risks Charge:</b>	1.25% annually
<b>Annual Fee:</b>	Lesser of \$30.00 or 2.00% of accumulated value
<b>Transaction Fee:</b>	[Currently \$00.00 ], or, for unscheduled Division transfers after the first, such larger amount as is required by law or by the underlying mutual fund of the Division.
<b>Minimum Additional Premium:</b>	\$500.00
<b>Maximum Total Premium Contributions:</b>	\$2,000,000.00
<b>Minimum Unscheduled Partial Surrender:</b>	\$100.00
<b>Minimum Accumulated Value After A Partial Surrender:</b>	\$5,000.00
<b>Minimum Accumulated Value To Initiate A Scheduled Partial Surrender:</b>	\$5,000.00
<b>Minimum Transfer Amount:</b>	\$100.00
<b>Free Surrender Amount:</b>	
The greater of (A.) and (B.) where:	
(A.) is 10% of premium payments decreased by any partial surrenders made since the last Contract Anniversary; and	
(B.) is the accumulated value minus remaining premium payments as of the surrender date.	
<b>[ Minimum Fixed DCA Account Premium Payment:</b>	<b>\$1,000.00 ]</b>

**SURRENDER CHARGES**

Completed Contract Years Since Each Premium Payment Was Made	Surrender Charge Percentage
0	6.00%
1	6.00%
2	6.00%
3	5.00%
4	4.00%
5	3.00%
6	2.00%
7 and after	0.00%

**SURRENDER CHARGES**

Completed Contract Years Since Each Premium Payment Was Made	Surrender Charge Percentage
0	8.00%
1	8.00%
2	7.00%
3	6.00%
4	5.00%
5	4.00%
6	3.00%
7	2.00%
8	1.00%
9 and after	0.00%

## RIDER DATA

### Guaranteed Minimum Withdrawal Benefit Rider

**Effective Date:** [ November 1, 2009 ]  
**Current Quarterly Rider Charge:** { 0.2375% }  
**Maximum Quarterly Rider Charge:** 0.4125%

#### **Table of For Life Withdrawal Benefit Payment Percentages – “Single Life”:**

<u>Age of Covered Life at first Withdrawal</u>	<u>For Life Withdrawal Benefit Payment Percentage</u>
{ 45-49 }	{ 3.50% }
{ 50-54 }	{ 4.00% }
{ 55-59 }	{ 4.50% }
{ 60-69 }	{ 5.00% }
{ 70-74 }	{ 5.50% }
{ 75-79 }	{ 6.00% }
{ 80+ }	{ 6.50% }

#### **Table of For Life Withdrawal Benefit Payment Percentages – “Joint Life”:**

<u>Age of youngest Covered Life at first Withdrawal</u>	<u>For Life Withdrawal Benefit Payment Percentage</u>
{ 45-49 }	{ 3.00% }
{ 50-54 }	{ 3.50% }
{ 55-59 }	{ 4.00% }
{ 60-69 }	{ 4.50% }
{ 70-74 }	{ 5.00% }
{ 75-79 }	{ 5.50% }
{ 80+ }	{ 6.00% }

**GMWB Bonus** is available for the years shown below and equals the total of all premium payments made multiplied by the applicable GMWB Bonus Percentage shown below:

<u>Contract Anniversary Following the Rider Effective Date</u>	<u>GMWB Bonus Percentage</u>
{ 1 }	{ 7.00% }
{ 2 }	{ 6.00% }
{ 3 }	{ 5.00% }

SERFF Tracking Number: PRLC-126229818 State: Arkansas  
 Filing Company: Principal Life Insurance Company State Tracking Number: 42962  
 Company Tracking Number: SF 753-J-2  
 TOI: A03I Individual Annuities - Deferred Variable Sub-TOI: A03I.002 Flexible Premium  
 Product Name: Flexible Premium Deferred Variable Annuity  
 Project Name/Number: Revised Guaranteed Minimum Withdrawal Benefit Rider/SF 753-J-2

## Supporting Document Schedules

**Item Status:** **Status**  
**Date:**

**Satisfied - Item:** Flesch Certification

**Comments:**

We certify compliance with Rule and Reg. 19, Rule & Regulation 49, ACA 23-79-138 and Bulletin 11-88. We are not enclosing a flesch certification because this is a variable annuity rider that is used with an SEC regulated product.

**Item Status:** **Status**  
**Date:**

**Bypassed - Item:** Application

**Bypass Reason:** This submission does not include a policy.

**Comments:**

**Item Status:** **Status**  
**Date:**

**Satisfied - Item:** Memorandum of Variability

**Comments:**

**Attachments:**

Memorandum of Variable Material for SF 753-J-2.pdf

Memorandum of Variability for SF 749-4.pdf

**Item Status:** **Status**  
**Date:**

**Satisfied - Item:** AR Fee Schedule

**Comments:**

**Attachment:**

AR Fee Schedule\_REV.pdf



Principal Life Insurance Company  
711 High Street  
Des Moines, IA 50392-3750

**Memorandum of Variable Material for form SF 753-J-2  
Dated 07/13/2009**

Variable material is contained within brackets on the form.

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**1. Officer name, signature and title:**

In the event of a leadership change at Principal Life Insurance Company, the authorized officer may change. This would result in a different signature appearing on the rider form. In addition, the authorized officer's title may change from what is shown in brackets on the form.

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**2. Home office address:**

The company may vary the address by the physical location of the home office.



Principal Life Insurance Company  
711 High Street  
Des Moines, IA 50392-3750

**Memorandum of Variability for form SF 749-4  
Dated 07/13/2009**

**The following variable material is contained within brackets on the form:**

1. **Contract Number:** Prints a unique number for each contract issued here.
2. **Annuitant/Age:** Prints the Annuitant's name and age here.
3. **Owner:** Prints the contract Owner's name here.
4. **Joint Annuitant/Age:** Prints any Joint Annuitant's name and age here. If there is no Joint Annuitant for the contract this line will not print.
5. **Joint Owner:** Prints any Joint Owner's name here. If there is no Joint Owner for the contract this line will not print.
6. **Contract Date:** Prints the effective date of the contract here.
7. **Maximum Annuitization Date:** Prints the Maximum Annuitization Date for the contract here. The date will be equal to the contract anniversary immediately following the Annuitant's age 85 or 10 years after the contract date, whichever is later.
8. **Initial Premium:** Prints the initial premium paid for the contract here.
9. **Fixed Account Guaranteed Minimum Interest Rate:** Prints the Fixed Account Guaranteed Minimum Interest Rate here if Fixed Account Endorsement is issued with the contract. This rate will range between 1% and 3% inclusive. If the Fixed Account Endorsement is not issued with the contract this line will not print.
10. **Fixed Account Interest Rate for premium payments received on the Contract Date:** Prints the initial Fixed Account interest rate for premium payments received on the contract date if the Fixed Account Endorsement is issued with the contract. This rate will never be less than the Fixed Account Guaranteed Minimum Interest Rate. If the Fixed Account Endorsement is not issued with the contract this line will not print.
11. **The Fixed Account Initial Interest Rate may reflect an adjustment for the Premium Payment Credit Rider:** Prints when the Premium Payment Credit Rider is issued with the contract. If the Premium Payment Credit Rider is not issued with the contract, this line will not print.
12. **Fixed Dollar Cost Averaging (DCA) Account Guaranteed Minimum Interest Rate:** Prints the Fixed DCA Guaranteed Minimum Interest Rate here if the Fixed Dollar Cost Averaging Account Endorsement is issued with the contract. This rate will range between 1% and 3% inclusive. If the Fixed Dollar Cost Averaging Account Endorsement is not issued with the contract, this line will not print.
13. **Fixed DCA Account 6-Month DCA Term Interest Rate for premium payments received on the Contract Date:** Prints the Initial 6-month Fixed DCA Account interest rate for premium payments received on the contract date. This rate will never be less than the Fixed Dollar Cost Averaging (DCA) Account Guaranteed Minimum Interest Rate. If premium payments are not allocated to the 6-month DCA Term when the contract is issued, this line will not print.

14. **Fixed DCA Account 12-Month DCA Term Interest Rate for premium payments received on the Contract Date:** Prints the Initial 12-month Fixed DCA Account interest rate for premium payments received on the contract date. This rate will never be less than the Fixed Dollar Cost Averaging (DCA) Account Guaranteed Minimum Interest Rate. If premium payments are not allocated to the 12-month DCA Term when the contract is issued, this line will not print.
15. **Separate Account Administration Charge:** The current Separate Account Administration Charge will print here; however, the charge will not exceed 0.15% annually.
16. **Transaction Fee:** The current Transaction Fee prints here. The fee is currently set at \$00.00 or, for unscheduled separate account division transfers after the first, such larger amount as is required by law or by the underlying mutual fund of the separate account division.
17. **Minimum Fixed DCA Account Premium Payment:** \$1,000. This line will only print if all or part of the initial premium payment is allocated to a Fixed DCA Account.
18. **Surrender Charges:** Only one of the following tables will print when a contract is issued depending on whether or not the Premium Payment Credit Rider is issued with the contract. **NOTE** the charges shown within each table are not variable and will never change after a contract is issued.

This table will print when the Premium Payment Credit Rider is not issued with a contract:

**SURRENDER CHARGES**

Completed Contract Years Since Each Premium Payment Was Made	Surrender Charge Percentage
0	6.00%
1	6.00%
2	6.00%
3	5.00%
4	4.00%
5	3.00%
6	2.00%
7 and after	0.00%

This table will print when the Premium Payment Credit Rider is issued with a contract:

**SURRENDER CHARGES**

Completed Contract Years Since Each Premium Payment Was Made	Surrender Charge Percentage
0	8.00%
1	8.00%
2	7.00%
3	6.00%
4	5.00%
5	4.00%
6	3.00%
7	2.00%
8	1.00%
9 and after	0.00%

19. **Rider Data:** Prints the RIDER DATA heading here if one or more riders are issued with the contract. If no riders are issued with the contract, then this line will not print. From time to time we may add new or delete rider paragraphs from this section depending on which riders are available for new issue. Currently, the rider paragraphs that may be printed in this section include:

- **Enhanced Death Benefit Rider:** If the Enhanced Death Benefit Rider is issued with the contract the following paragraph will print. The current quarterly rider charge will print and it will never be more than the guaranteed charge stated within the same sentence.

**Enhanced Death Benefit Rider**

**Effective Date:** {MM DD, YYYY} – *The effective date of the rider will print here.*  
**Quarterly Rider Charge:** Currently {0.0625%} of average quarterly accumulated value, not to exceed 0.0750%.

- **Guaranteed Minimum Withdrawal Benefit Rider:** If one of the available Guaranteed Minimum Withdrawal Benefit (GMWB) riders is issued with the contract one of the following paragraphs will print. The determination of which paragraph will print is dependent upon which of the GMWB riders is issued. The current quarterly rider charge will print and it will never be more than the guaranteed charge stated within the same paragraph.

**Guaranteed Minimum Withdrawal Benefit Rider**

**Effective Date:** {MM DD, YYYY} – *The effective date of the rider will print*  
**Quarterly Rider Charge:** Currently {0.2000%} of average quarterly Investment Back Remaining Withdrawal Benefit Base, not to exceed 0.2125%.

**Guaranteed Minimum Withdrawal Benefit Rider**

**Effective Date:** {MM DD, YYYY} – *The effective date of the rider will print*  
**Current Quarterly Rider Charge:** {0.2375%}  
**Maximum Quarterly Rider Charge:** 0.4125%

**IN ADDITION, the following paragraphs may print when a GMWB rider is issued:**

**Table of For Life Withdrawal Benefit Payment Percentages – “Single Life”:**

<u>Age of Covered Life at first Withdrawal</u>	<u>For Life Withdrawal Benefit Payment Percentage</u>
45-49	3.50%
50-54	4.00%
55-59	4.50%
60-69	5.00%
70-74	5.50%
75-79	6.00%
80+	6.50%

**Table of For Life Withdrawal Benefit Payment Percentages – “Joint Life”:**

<u>Age of youngest Covered Life at first Withdrawal</u>	<u>For Life Withdrawal Benefit Payment Percentage</u>
45-49	3.00%
50-54	3.50%
55-59	4.00%
60-69	4.50%
70-74	5.00%
75-79	5.50%
80+	6.00%

\*\* The ages shown in the left-hand column may vary but will not be less than 45 or more than 80+. The percentages shown in the right hand column may vary but will not be less than 0.5% or more than 10%.

**GMWB Bonus** is available for the years shown below and equals the total of all premium payments made multiplied by the applicable GMWB Bonus Percentage shown below:

<u>Contract Anniversary Following the Rider Effective Date</u>	<u>GMWB Bonus Percentage</u>
{ 1 }	{ 7.00% }
{ 2 }	{ 6.00% }
{ 3 }	{ 5.00% }

**If the rider is issued after the contract effective date, the following would print instead of the above paragraph/table:**

**GMWB Bonus** is available for the years shown below and equals the contract accumulated value on the rider effective date plus all premium payments made since the rider effective date multiplied by the applicable GMWB Bonus Percentage shown below:

<u>Contract Anniversary Following the Rider Effective Date</u>	<u>GMWB Bonus Percentage</u>
{ 1 }	{ 7.00% }
{ 2 }	{ 6.00% }
{ 3 }	{ 5.00% }

\*\* For both of the GMWB Bonus tables above, the information shown in the left-hand column may vary between 1 and "All Years" and the information shown in the right-hand column may vary between 0.0% and 10%.

- **Premium Payment Credit Rider:** If the Premium Payment Credit Rider is issued with the contract the following paragraph will print.

**Premium Payment Credit Rider**

**Effective Date:** {MM DD, YYYY} – *The effective date of the rider will print here.*  
**Annual Rider Charge:** 0.60% of the Division Value for the first eight Contract Years.

**Also, the Fixed Account Initial Interest Rate may reflect an adjustment for this rider.** If the Fixed Account Endorsement is issued with the contract this line will print here. If the Fixed Account Endorsement is not issued with the contract this line will not print.



**ARKANSAS  
INSURANCE  
DEPARTMENT**  
1200 West Third Street  
Little Rock Arkansas 72201-1904  
501-371-2600

Mike Pickens  
Insurance Commissioner

ATTN: LIFE & HEALTH DIVISION, ARKANSAS INSURANCE DEPARTMENT

Company Name: Principal Life Insurance Company  
 Company NAIC Code: 61271  
 Company Contact Person & Telephone # Julie Gwennap 800-543-4015 (x77892)  
 Form Number(s): SF 753-J-2, SF 749-4

\*\*\*\*\*  
 \* INSURANCE DEPARTMENT USE ONLY \*  
 \* \* \* \* \*  
 \* ANALYST: \_\_\_\_\_ AMOUNT: \_\_\_\_\_ ROUTE SLIP: \_\_\_\_\_ \*  
 \* \* \* \* \*

ALL FEES ARE PER EACH INSURER, PER ANNUAL STATEMENT LINE OF BUSINESS,  
 UNLESS OTHERWISE INDICATED.

FEE SCHEDULE FOR ADMITTED INSURERS

RATE/FORM FILINGS

Life and/or Disability policy form filing and review, per each policy, contract, annuity form, per each insurer, per each filing	<b>( 5 )</b>	_____ x \$50 = _____ **Retaliatory _____
Life and/or Disability – Filing and review of each rate filing or loss ratio guarantee filing, per each insurer.	<b>( 6 )</b>	_____ x \$50 = _____ **Retaliatory _____
Life and/or Disability Policy, Contract or Annuity Forms: Filing and review of each certificate, rider, endorsement or application if each is filed separately from the basic form.	<b>( 7 )</b>	2 _____ x \$20 = <b>40.00</b> **Retaliatory \$00.00 _____
Policy and contract forms, all lines, filing corrections in previously filed policy and contract forms.	<b>( 8 )</b>	* _____ x \$20 = _____ **Retaliatory _____
Life and/or Disability: Filing and review of Insurer's advertisements, per advertisement, per each insurer.	<b>( 9 )</b>	* _____ x \$25 = _____ **Retaliatory _____ _____

AMEND CERTIFICATE OF AUTHORITY

Review and processing of information to  
amend an Insurer's Certificate of Authority.

( 10 )

\* \_\_\_\_\_ x \$400 = \_\_\_\_\_

Filing to amend Certificate of Authority. ( 11 )

\*\*\* \_\_\_\_\_ x \$100 = \_\_\_\_\_

\*THESE FEES ARE PAYABLE UNDER THE NEW FEE SCHEDULE AS OUTLINED UNDER RULE  
AND REGULATION 57.

\*\*THESE FEES ARE PAYABLE UNDER THE OLD FEE SCHEDULE AS OUTLINED UNDER ARK.  
CODE ANN. 23-63-102, RETALIATORY TAX.

\*\*\*THESE FEES ARE PAYABLE AS REQUIRED IN ARK. ANN. 23-61-401.