



Pricing update

Effective March 2, 2026, Principal Executive Variable Universal Life III (Executive VUL III) will be repriced for new-issue policies. New Executive VUL III (3/2026) rates are approved in all states except New York.

Key Dates

February 20, 2026:

- **For nonqualified deferred compensation plans**, applications must be received in the home office by February 20, 2026, and policies must be issued by February 27, 2026, to guarantee the current (10/2021) rates. Applications cannot be backdated.

March 1, 2026:

- **For BOES plans**, applications must be received in the home office by March 1, 2026, to receive the current (10/2021) rates. Backdating with current rates is allowed as long as the plan has been conditionally issued by February 28, 2026, and all delivery requirements returned to the home office on March 2, 2026.

Cases pending on March 2, 2026

Your requested policy date will determine whether new rates or current rates will be issued.

- If the requested policy date is **on or after March 2**, the policy will be issued with new (3/26) rates. A new application will not be required; however, a new, unsigned illustration must be provided.
- If the requested policy date is **prior to March 2**, the policy will be issued with current (10/21) rates, unless the new (3/26) rates are requested.

Questions?

Contact your Principal wholesaler, or the National Sales Desk 800-654-4278.

Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines, Iowa 50392-0002

Insurance products issued by Principal National Life Insurance Co. (except in NY) and Principal Life Insurance Company®. Plan administrative services offered by Principal Life. Securities offered through Principal Securities, Inc. member SIPC. Reference companies are members of the Principal Financial Group®, Des Moines, IA 50392.

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

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

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