

New Era Life Insurance Co.

Med Supp New Business

Summer Cash Bonus

Submission Period: 7/1/2024 - 9/30/2024

Payout Date: 10/28/2024

Summer is here and so is your chance to cash in! Boost your earnings under the sun with our Summer Cash Bonus!

No limit to earnings! No minimum app count required!

Submit 11+ qualifying apps to instantly increase your earnings per app!

| Underwritten Plans | Bonus per App When you submit 1-10 qualifying apps | Bonus per App When you submit 11+ qualifying apps |
|-----------------------------------|---|--|
| Med Supp FHD & G ^{HD} | \$200 | \$250 |
| Med Supp C, F & G | \$175 | \$225 |
| Med Supp N & M | \$150 | \$200 |
| Hospital Indemnity MA Gap | \$75 | \$125 |

| Open Enrollment Plans | Bonus per App When you submit 1-10 qualifying apps | Bonus per App When you submit 11+ qualifying apps |
|-----------------------------------|---|--|
| Med Supp FHD & G ^{HD} | \$100 | \$150 |



For underwritten new business plans only, except for the open enrollment plans indicated above. Applications for all eligible plans must be issued and paid for by 10/14/2024. Policies must be in force at the time of processing the payment. See back for additional details.

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Payout Examples

| Plan | Apps Submitted 16 qualifying apps submitted | Bonus per App When you submit 11+ qualifying apps | Total |
|--------------------------------------|--|--|---------|
| Underwritten Plan F ^{HD} | 4 | \$250 | \$1,000 |
| Underwritten Plan C | 4 | \$225 | \$900 |
| Underwritten Plan N | 4 | \$200 | \$800 |
| Open Enrollment Plan G ^{HD} | 4 | \$150 | \$600 |
| Total Bonus Earnings | | \$3,300 | |

| Plan | Apps Submitted 8 qualifying apps submitted | Bonus per App When you submit less than 10 qualifying apps | Total |
|--------------------------------------|---|---|-------|
| Underwritten Plan F ^{HD} | 2 | \$200 | \$400 |
| Underwritten Plan C | 2 | \$175 | \$350 |
| Underwritten Plan N | 2 | \$150 | \$300 |
| Open Enrollment Plan G ^{HD} | 2 | \$100 | \$200 |
| Total Bonus Earnings | | \$1,250 | |

Rules & Exclusions

- New business only.
- No bonus will be given for guarantee issue, disability or conversion business.
- Policies must be received between the Submission Period of 7/1/2024 - 9/30/2024.
- Policies must be issued and paid for by 10/14/2024. Policies must be in force at the time of processing the payment.
- Producers and FMOs must be in good standing with New Era Life Insurance Company, New Era Life Insurance Company of the Midwest, and Philadelphia American Life Insurance Company (collectively "The Company") at the conclusion of the cash incentive.
- The Company reserves the right to withhold a payout if persistency, loss ratios and production do not meet an acceptable level.
- The Company, at its sole discretion, reserves the right to modify, change or rescind any of the qualifications or offerings at any time.
- The decision of The Company on any interpretation of these rules shall be final and conclusive.