

Product Guide

Rates effective March 19, 2021



Premium Bonus	Performance Elite 7	
	Base	Plus
Annual Rider Charge Rate	N/A	0.95%
Premium Bonus	N/A	6%
Interest Crediting Rates		
Annual Strategy Charge Rate	1.75%	
Multi-Asset (No Cap)		
BNP Paribas Multi Asset Diversified 5 Index¹ – Point-to-Point Index Strategy		
2-Year (Participation Rate) With Charge*	195%	
2-Year (Participation Rate)*	95%	
1-Year (Participation Rate) With Charge	140%	
1-Year (Participation Rate)	70%	
Equity (No Cap)		
Nasdaq FC Index^{1,2} – Point-to-Point Index Strategy		
2-Year (Participation Rate) With Charge*	132%	
2-Year (Participation Rate)*	65%	
1-Year (Participation Rate) With Charge	87%	
1-Year (Participation Rate)	45%	
AI Powered US Equity Index¹ – Point-to-Point Index Strategy		
2-Year (Participation Rate) With Charge*	155%	
2-Year (Participation Rate)*	80%	
1-Year (Participation Rate) With Charge	117%	
1-Year (Participation Rate)	60%	
S&P 500 Daily Risk Control 2 8%™ Index TR (Total Return)¹ – Point-to-Point Index Strategy		
2-Year (Participation Rate) With Charge*	110%	
2-Year (Participation Rate)*	55%	
1-Year (Participation Rate) With Charge	80%	
1-Year (Participation Rate)	40%	
Equity (Cap)		
S&P 500® – Point-to-Point Index Strategy		
1-year (Cap) With Charge	7.00%	
1-year (Cap)	3.50%	
Fixed		
Fixed Account with 1-Year Guarantee	1.45%	
Withdrawal Charge Duration	7 years	

*Two-year strategies not available in NH.

This material is provided by Athene Annuity and Life Company (61689) headquartered in West Des Moines, Iowa, which issues annuities in 49 states (excluding NY) and D.C. Products not available in all states.

	Athene Performance Elite 7	Athene Performance Elite 7 Plus																		
Ownership	Qualified ³ – must be single ownership Nonqualified – joint ownership available																			
Premiums (Single premium only)	Minimum – \$10,000 Maximum – \$1,000,000 (larger amounts may be accepted with company approval)																			
Withdrawal Charge Rate Schedule⁴	<table border="1"> <thead> <tr> <th>Contract Yr</th> <th>Charge %</th> </tr> </thead> <tbody> <tr><td>1</td><td>9.0%</td></tr> <tr><td>2</td><td>8.8%</td></tr> <tr><td>3</td><td>7.9%</td></tr> <tr><td>4</td><td>6.9%</td></tr> <tr><td>5</td><td>5.9%</td></tr> <tr><td>6</td><td>5.0%</td></tr> <tr><td>7</td><td>4.0%</td></tr> <tr><td>8+</td><td>0.0%</td></tr> </tbody> </table> <p>A Withdrawal Charge in accordance with this schedule will apply to surrenders or amounts withdrawn in excess of the Free Withdrawal amount.</p>		Contract Yr	Charge %	1	9.0%	2	8.8%	3	7.9%	4	6.9%	5	5.9%	6	5.0%	7	4.0%	8+	0.0%
Contract Yr	Charge %																			
1	9.0%																			
2	8.8%																			
3	7.9%																			
4	6.9%																			
5	5.9%																			
6	5.0%																			
7	4.0%																			
8+	0.0%																			
Market Value Adjustment	A Market Value Adjustment applies to surrenders or withdrawals in excess of the Free Withdrawal amount during the withdrawal charge period.																			
Premium Bonus Vesting Percentage Schedule (Plus only) *Applied to surrenders or withdrawals in excess of the Free Withdrawal amount.	<table border="1"> <thead> <tr> <th>Contract Yr</th> <th>Vesting %</th> </tr> </thead> <tbody> <tr><td>1</td><td>0%</td></tr> <tr><td>2</td><td>5%</td></tr> <tr><td>3</td><td>15%</td></tr> <tr><td>4</td><td>25%</td></tr> <tr><td>5</td><td>40%</td></tr> <tr><td>6</td><td>60%</td></tr> <tr><td>7</td><td>80%</td></tr> <tr><td>8+</td><td>100%</td></tr> </tbody> </table> <p>This schedule shows the percentage of the Premium Bonus that is vested each Contract Year. It applies only to surrenders and withdrawals in excess of the Free Withdrawal amount.</p>		Contract Yr	Vesting %	1	0%	2	5%	3	15%	4	25%	5	40%	6	60%	7	80%	8+	100%
Contract Yr	Vesting %																			
1	0%																			
2	5%																			
3	15%																			
4	25%																			
5	40%																			
6	60%																			
7	80%																			
8+	100%																			
Free Withdrawal Percentage Schedule⁴	<table border="1"> <tbody> <tr><td>Y1+</td></tr> <tr><td>10%</td></tr> </tbody> </table> <p>The Free Withdrawal amount is calculated by applying the percentage shown to the Accumulated Value as of the previous contract anniversary.</p>		Y1+	10%																
Y1+																				
10%																				
Strategy Charge (Not available on the Fixed Strategy)	Strategy charge options offer higher Cap and Participation Rates. The charge is calculated by multiplying the Strategy Value of the associated Strategy and an Annual Strategy Charge Rate on each contract anniversary. A portion of that charge (1/12th) is deducted from the applicable Strategy Value each month. The Initial Annual Strategy Charge Rate is set at contract issue and guaranteed for the first Index Term Period. A new Annual Strategy Charge Rate will be declared at the start of each Index Term Period.																			

	Athene Performance Elite 7	Athene Performance Elite 7 Plus
Strategy Charge Credit	A one-time Strategy Charge Credit will be added to the Accumulated Value at the end of the Withdrawal Charge Period, if the sum of all strategy charges applied, minus the sum of all interest credits, is greater than zero. If withdrawals subject to a Withdrawal Charge are taken (including a full surrender), the Credit will not be applied.	
Terminal Illness Waiver⁵	You can withdraw up to 100% of your annuity's Accumulated Value if you're diagnosed with a Terminal Illness that is expected to result in death within one year and you meet the eligibility requirements. This waiver is available after your first Contract Anniversary. You may not be diagnosed during the first Contract Year.	
Confinement Waiver⁵	After the first Contract Year, you can withdraw up to 100% of your annuity's Accumulated Value if you've been confined to a Qualified Care facility for at least 60 consecutive days and meet the eligibility requirements. You cannot be confined at the time the contract is issued. Confinement period must begin at least one year after the contract date.	
Death Benefit⁶	Greatest of (i) Accumulated Value with no surrender charges, (ii) the Minimum Guaranteed Contract Value or (iii) the Return of Premium Benefit (if applicable).	
Enhanced Free Withdrawals (Plus only)	If no withdrawals are taken in a given year, up to 20% of the Accumulated Value is available for withdrawal in the next year.	
Return of Premium (Plus only)	After the fourth contract year, the Cash Surrender Value will never be less than the premium minus premium taxes (if applicable) and prior withdrawals, including Withdrawal Charges, Premium Bonus Vesting Adjustment and Market Value Adjustment (if applicable) on those withdrawals.	
Enhanced Annuitization (Plus only)	After the fifth contract year, you may elect to surrender your contract and apply the Accumulated Value to one of five settlement options. No Withdrawal Charges, Premium Bonus Vesting Adjustments or Market Value Adjustments will apply upon election of this feature, provided one of the Settlement Options is elected and annuity payments commence. Please refer to the Certificate of Disclosure for specific settlement options.	
Annual Liquidity Rider Charge Rate (Plus only)	0.95% charge deducted from the Accumulated Value during the Rider Charge Period (same duration as the Withdrawal Charge period). The Charge is assessed upon the following: (i) end of each contract year; (ii) when a withdrawal is taken; (iii) on the Annuity Date; (iv) upon surrender; (v) upon the date of proof of death. The rider may not be terminated during the Withdrawal Charge period.	

¹ Because the index applies a volatility control mechanism, the range of both the positive and negative performance of the index is limited.

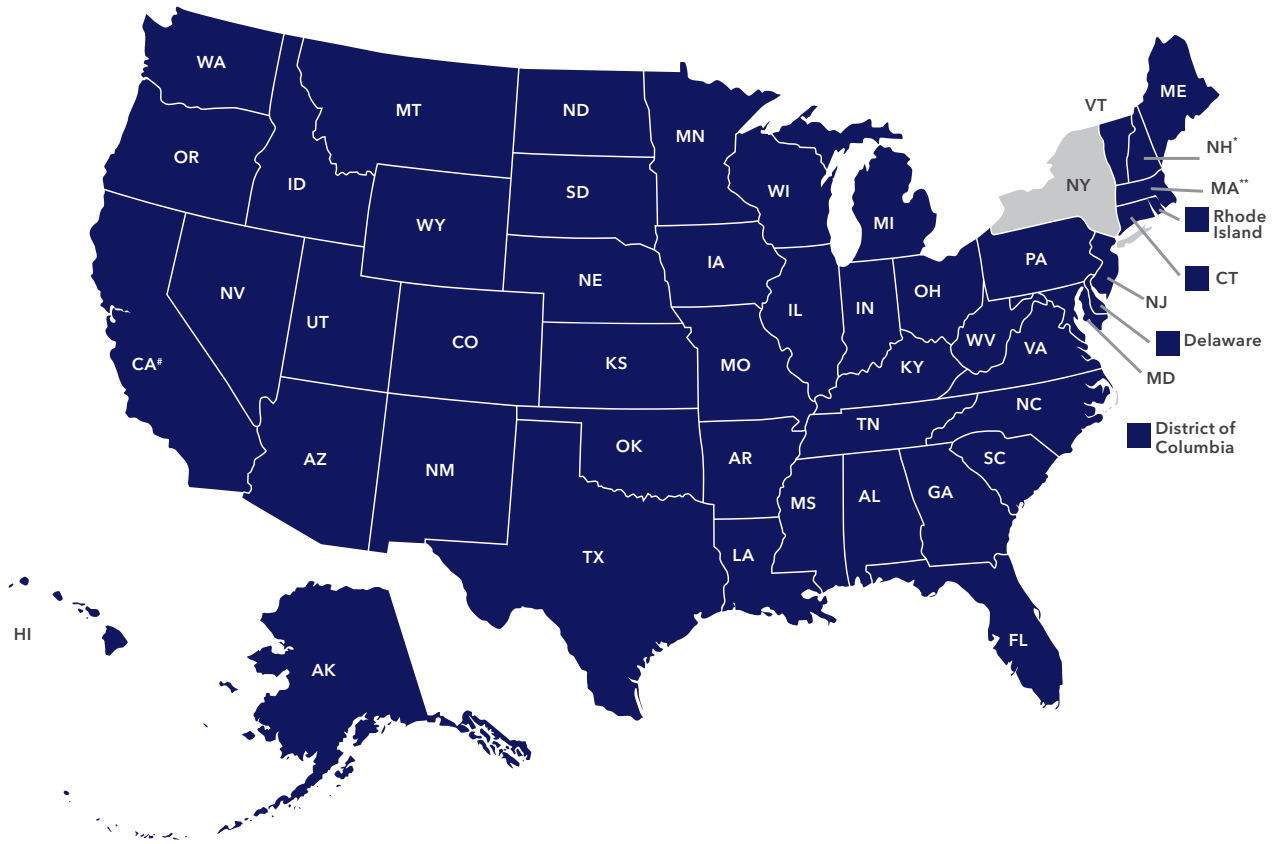
² The Index features a performance control mechanism that limits its maximum growth potential within any given month. Consumers may therefore forgo part of the growth of the Index if it rises beyond this limit within a month.

³ Under current tax law, the Internal Revenue Code already provides tax deferral to qualified contracts, such as IRAs, so there is no additional tax benefit obtained by funding a qualified contract with an annuity; consider the other benefits provided by an annuity, such as lifetime income and a Death Benefit.



⁴ Withdrawals prior to age 59½ may be subject to a 10% IRS penalty.

⁵ **This benefit is NOT long-term care insurance nor is it a substitute for such coverage.** Limitations, variations and exclusions apply. Please see the Certificate of Disclosure for more information.

⁶ After annuitization, payments will be consistent with the settlement option selected.



State Availability

-  Performance Elite 7: ages 0-83
-  Performance Elite 7 is not available for sale.

Guarantees provided by annuities are subject to the financial strength and claims paying ability of the issuing insurance company. Fixed indexed annuities are not stock market investments and do not directly participate in any stock or equity investments. Market indices may not include dividends paid on the underlying stocks, and therefore may not reflect the total return of the underlying stocks; neither an Index nor any market-indexed annuity is comparable to a direct investment in the equity markets. Index Crediting strategies may be added or eliminated at the company's discretion and may not be available in all states. If a strategy is eliminated, its value will be reallocated to the Fixed Strategy. Please refer to the Product Guide for additional details and available index options.

S&P 500® Index • The "S&P 500® and S&P 500 Daily Risk Control 2.8%™ Index TR (Total Return)" are products of S&P Dow Jones Indices LLC or its affiliates ("SPDJI") and have been licensed for use by Athene Annuity and Life Company. Standard & Poor's® and S&P® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by Athene Annuity and Life Company. Athene Annuity and Life Company's products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, their respective affiliates and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the S&P 500® and S&P 500 Daily Risk Control 2.8%™ Index TR (Total Return).

Nasdaq FC Index • Athene Annuity and Life Company's Product ("Product") is not sponsored, endorsed, sold or promoted by BofA Securities, Inc. or its affiliates ("BofAS"). BofAS has not passed on the legality or suitability of, or the accuracy or adequacy of descriptions and disclosures relating to, the Product, nor makes any representation or warranty, express or implied, to the owners of the Product or any member of the public regarding the Product or the advisability of purchasing the Product, particularly the ability of the NASDAQ FC Index ("Index") to track performance of any market or strategy. BofAS's only relationship to Athene Annuity and Life Company ("Licensee") is the licensing of certain trademarks and trade names and the Index or components thereof. The Index is determined, composed and calculated by BofAS without regard to the Licensee or the Product or its holders. BofAS has no obligation to take the needs of the Licensee or the holders of the Product into consideration in determining, composing or calculating the Index. BofAS is not responsible for and has not participated in the determination of the timing of, prices of, or quantities of the Product to be issued or in the determination or calculation of the equation by which the Product is to be priced, sold, or purchased, or redeemed. BofAS has no obligation or liability in connection with the administration or marketing of the Product.

BOFAS DOES NOT GUARANTEE THE ACCURACY AND/OR THE COMPLETENESS OF THE INDEX OR ANY DATA INCLUDED THEREIN AND BOFAS SHALL HAVE NO LIABILITY FOR ANY ERRORS, OMISSIONS, UNAVAILABILITY, OR INTERRUPTIONS THEREIN. BOFAS MAKES NO WARRANTY, EXPRESS OR IMPLIED, AS TO RESULTS TO BE OBTAINED BY LICENSEE, HOLDERS OF THE PRODUCT OR ANY OTHER PERSON OR ENTITY FROM THE USE OF THE INDEX OR ANY DATA INCLUDED THEREIN. BOFAS MAKES NO EXPRESS OR IMPLIED WARRANTIES AND EXPRESSLY DISCLAIMS ALL WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE, WITH RESPECT TO THE INDEX OR ANY DATA INCLUDED THEREIN. WITHOUT LIMITING ANY OF THE FOREGOING, IN NO EVENT SHALL BOFAS HAVE ANY LIABILITY FOR ANY SPECIAL, PUNITIVE, INDIRECT, INCIDENTAL, CONSEQUENTIAL DAMAGES, OR LOST PROFITS, EVEN IF NOTIFIED OF THE POSSIBILITY OF SUCH DAMAGES.

The Product is not sponsored, endorsed, sold or promoted by Nasdaq, Inc. or its affiliates (Nasdaq, with its affiliates, are referred to as the "Corporations"). The Corporations have not passed on the legality or suitability of, or the accuracy or adequacy of descriptions and disclosures relating to, the Product. The Corporations make no representation or warranty, express or implied to the owners of the Product or any member of the public regarding the advisability of investing in securities generally or in the Product particularly, or the ability of the NASDAQ-100 Index and NASDAQ FC Index to track general stock market performance. The Corporations' only relationship to BofA Securities, Inc. ("BofAS") is in the licensing of Nasdaq® and certain trade names of the Corporations and the use of the NASDAQ-100 Index which is determined, composed and calculated by Nasdaq without regard to BofAS or the Product. Nasdaq has no obligation to take the needs of BofAS or the owners of the Product into consideration in determining, composing or calculating the NASDAQ-100 Index. The Corporations are not responsible for and have not participated in the determination of the timing of, prices at, or quantities of the Product to be issued or in the determination or calculation of the equation by which the Product is to be converted into cash. The Corporations have no liability in connection with the administration, marketing or trading of the Product.

THE CORPORATIONS DO NOT GUARANTEE THE ACCURACY AND/OR UNINTERRUPTED CALCULATION OF THE NASDAQ-100 INDEX OR ANY DATA INCLUDED THEREIN. THE CORPORATIONS MAKE NO WARRANTY, EXPRESS OR IMPLIED, AS TO RESULTS TO BE OBTAINED BY BOFAS, OWNERS OF THE PRODUCT, OR ANY OTHER PERSON OR ENTITY FROM THE USE OF THE NASDAQ-100 INDEX AND NASDAQ FC INDEX OR ANY DATA INCLUDED THEREIN. THE CORPORATIONS MAKE NO EXPRESS OR IMPLIED WARRANTIES, AND EXPRESSLY DISCLAIM ALL WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE WITH RESPECT TO THE NASDAQ-100 INDEX AND NASDAQ FC INDEX OR ANY DATA INCLUDED THEREIN. WITHOUT LIMITING ANY OF THE FOREGOING, IN NO EVENT SHALL THE CORPORATIONS HAVE ANY LIABILITY FOR ANY LOST PROFITS OR SPECIAL, INCIDENTAL, PUNITIVE, INDIRECT, OR CONSEQUENTIAL DAMAGES, EVEN IF NOTIFIED OF THE POSSIBILITY OF SUCH DAMAGES.

BNP Paribas Multi Asset Diversified 5 Index • The BNP Paribas Multi Asset Diversified 5 Index (the "BNPP MAD 5 Index") is the exclusive property of BNP Paribas or one of its affiliates (BNP Paribas and its affiliates are hereinafter called "BNPP") and is determined, composed and calculated by BNPP. "BNP", "BNPP", "BNP Paribas", "BNPP MAD 5 Index" and "BNP Paribas Multi Asset Diversified 5 Index" (collectively, the "BNPP Marks") are trademarks or service marks of BNPP and have been licensed by Athene Annuity and Life Company (the "Company") for use in a fixed indexed annuity offered by the Company. The fixed indexed annuity is not, in whole or in part, sponsored, structured, priced, endorsed, offered, sold, issued or promoted by BNPP or any of its affiliates, or any third party licensor of information to BNPP. BNPP's only relationship to the Company is the licensing of the BNPP MAD 5 Index and BNPP Marks for certain purposes. BNPP shall not have any liability with respect to a fixed indexed annuity in which an interest crediting option is based on the BNPP MAD 5 Index, and is not liable for any loss relating to the fixed indexed annuity, whether arising directly or indirectly from the use of the BNPP MAD 5 Index, its methodology, any BNPP Mark or otherwise.

In calculating the level of the BNPP MAD 5 Index, BNPP deducts a servicing cost of 0.50% per annum, calculated on a daily basis. In addition, the BNPP MAD 5 Index methodology embeds certain costs which cover among other things, rebalancing and replication costs. Such costs may vary over time with market conditions. These costs reduce the potential positive change in the BNPP MAD 5 Index and thus the amount of interest that will be credited to the fixed indexed annuity that includes the BNPP MAD 5 Index.

AI Powered US Equity Index • The AI Powered US Equity Index (the "AiPEX Index") is the exclusive property of EquBot Inc. ("EquBot") and administered, calculated, and published by Solactive AG. EquBot, AiPEX, and "AI Powered US Equity Index" (collectively, the "AiPEX Marks") are trademarks or service marks of EquBot and have been licensed by HSBC and sub-licensed by Athene Annuity and Life Company (the "Company") for use in a fixed indexed annuity offered by the Company. The fixed indexed annuity is not, in whole or in part, sponsored, structured, priced, endorsed, offered, sold, issued or promoted by EquBot or HSBC or any of their affiliates. EquBot and HSBC's only relationship to the Company is the licensing of the AiPEX Index and AiPEX Marks for certain purposes. EquBot and HSBC shall not have any liability with respect to a fixed indexed annuity in which an interest crediting option is based on the AiPEX Index and are not liable for any loss relating to the fixed indexed annuity, whether arising directly or indirectly from the use of the AiPEX Index, its methodology, any AiPEX Mark or otherwise. Neither EquBot nor HSBC has any obligation to take into consideration any of the needs of the Company or any of the owners, annuitants or beneficiaries of the fixed indexed annuity, in designing, calculating, administering or licensing the AiPEX Index.

NEITHER EQUBOT, HSBC, SOLACTIVE AG, OR THEIR SUPPLIERS GUARANTEES THE ACCURACY, ADEQUACY, TIMELINESS, COMPLETENESS OR AVAILABILITY OF THE AIPLEX INDEX OR ANY COMPONENT THEREOF OR DATA INCLUDED THEREIN, OR THAT NO ERROR, OMISSION, DELAY OR INTERRUPTION WILL EXIST THEREIN. NEITHER HSBC NOR EQUBOT OR THEIR SUPPLIERS, MAKES ANY REPRESENTATION OR WARRANTY, AND EACH OF HSBC AND EQUBOT AND THEIR SUPPLIERS EXPRESSLY DISCLAIMS

ALL REPRESENTATIONS AND WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THOSE REGARDING (I) MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE, OR (II) THE ADVISABILITY OF ANY PERSON INVESTING IN THE FIXED INDEXED ANNUITY.

No purchaser, seller or holder of the fixed indexed annuity, or any other person or entity, should use or refer to any AiPEX Mark or other EquBot trade name to sponsor, endorse, market or promote the fixed indexed annuity without a license from EquBot and HSBC. Under no circumstances may any person or entity claim any affiliation or association with EquBot or HSBC without the prior written permission of EquBot or HSBC.

In calculating the performance of the AiPEX Index, EquBot deducts a servicing cost of 0.50% per annum, calculated on a daily basis. Such costs may vary over time with market conditions. These costs reduce the potential positive change in the AiPEX Index and thus the amount of interest that will be credited to the fixed indexed annuity option based on the AiPEX Index.

The volatility control applied by EquBot may reduce the potential positive or negative change in the AiPEX Index and thus the amount of interest that will be credited to the fixed indexed annuity option that is based on the AiPEX Index.

Nothing provided herein should be construed as HSBC or EquBot or their suppliers providing tax, legal, or investment advice nor is HSBC or its suppliers recommending engaging in any investment strategy or transaction.

Athene Performance Elite GEN (09/15) NB and ICC16 GEN10 (11/16) SR Athene Performance Elite Plus BONUS (04/17) and Enhanced Liquidity Rider ICC15 PEPR (11/14) are issued by Athene Annuity and Life Company, West Des Moines, IA. Product features, limitations and availability vary; see the Certificate of Disclosure for details.

This material is a general description intended for general public use. Athene Annuity and Life Company (61689), headquartered in West Des Moines, Iowa, and issuing annuities in 49 states (excluding NY) and D.C. is not undertaking to provide investment advice for any individual or in any individual situation, and therefore nothing in this should be read as investment advice. Please reach out to your financial professional if you have any questions about Athene products or their features.

The term "financial professional" is not intended to imply engagement in an advisory business with compensation unrelated to sales. Financial professionals will be paid a commission on the sale of an Athene annuity.

ATHENE ANNUITIES ARE PRODUCTS OF THE INSURANCE INDUSTRY AND NOT GUARANTEED BY ANY BANK NOR INSURED BY FDIC OR NCUA/NCUSIF. MAY LOSE VALUE. NO BANK/CREDIT UNION GUARANTEE. NOT A DEPOSIT. NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY. MAY ONLY BE OFFERED BY A LICENSED INSURANCE AGENT.

This insert must be accompanied by the applicable product brochure and Certificate of Disclosure which provide more detailed product information, including all charges or limitations as well as definitions of capitalized terms.