

# Asset Growth & Asset Control



More ways for your money to work for you.

Fixed Index Annuity



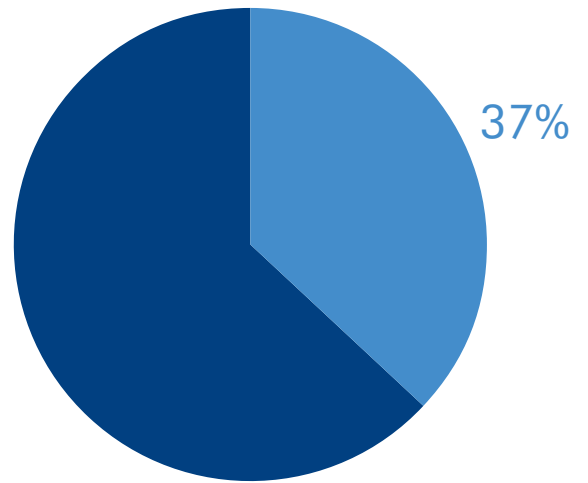
**AMERICAN EQUITY**  
INVESTMENT LIFE INSURANCE COMPANY®

# Path to retirement: the traditional has become the uncommon

For generations, most people worked lengthy tenures with a few employers and then left the workforce directly when they were ready to retire. Today, shifting career paths are much more common and transitioning directly from full-time employment to retirement is increasingly rare.



## Path to Retirement



■ Gradual ■ Direct

Source: National Bureau of Economic Research  
"Effects of Job Characteristics on Retirement." 2019  
[https://www.nber.org/system/files/working\\_papers/w26332/w26332.pdf](https://www.nber.org/system/files/working_papers/w26332/w26332.pdf)

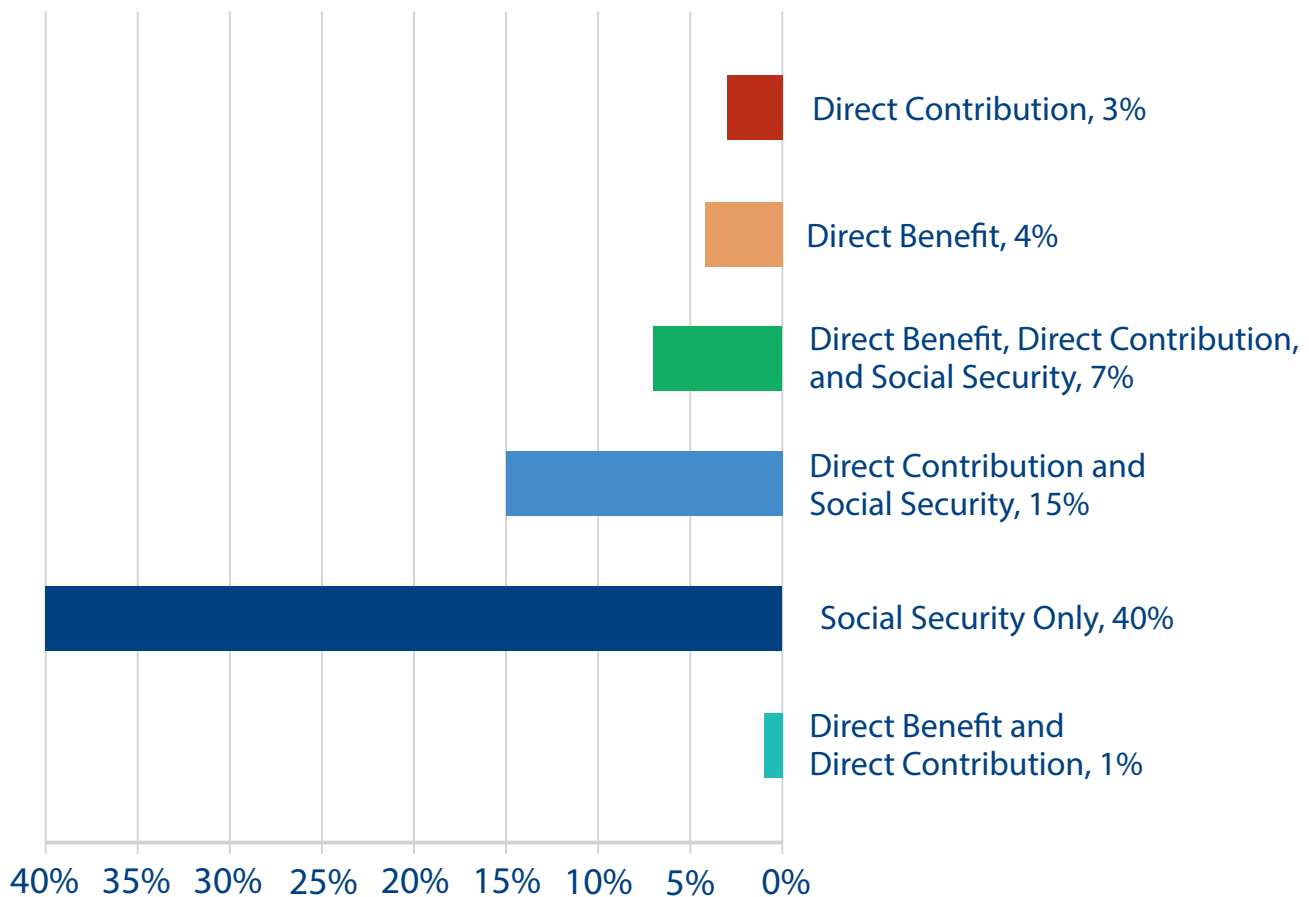


# Retirement income: diversified nest egg



No matter the route to retirement, most estimates suggest you will need between 60% and 80% of your working income to maintain your lifestyle through retirement. Typically, Social Security replaces approximately 40% of pre-retirement income.<sup>1</sup> A three source retirement income structure (Social Security, Defined Benefit and Defined Contribution) is widely considered ideal for retirement security, but only 7% of older Americans live this way.<sup>2</sup>

## Retirement Income Sources



<sup>1</sup>Social Security Administration. Retirement Benefits. 2021  
<https://www.ssa.gov/benefits/retirement/learn.html>

<sup>2</sup>National Institute on Retirement Security. "Examining the Nest Egg: The Sources of Retirement Income for Older Americans" 2020  
<https://www.nirsonline.org/wp-content/uploads/2020/01/Examining-the-Nest-Egg-Final.pdfv>

# Building assets for the long-term

As the responsibility of building a nest egg has shifted to the individual, more are taking an active role in long-term planning to secure the financial stability and flexibility that multiple income sources can provide.

The closer you get to retirement, the fewer opportunities you may have to grow the assets you've earned for retirement years, hence why it's all the more important to protect your money as it grows.

A fixed index annuity is a contract that can help protect hard-earned dollars, while providing safe growth potential. It is a contract backed by the financial strength and claims paying ability of the issuing company. This guarantees contract owners a retirement vehicle designed for the types of benefits people need as they near retirement.

By establishing a plan for a portion of retirement assets with a fixed index annuity, you can provide yourself principal protection from market downturns and allow tax-deferred portfolio growth\*, while having your choice of diversified accumulation strategies.

\*Assumes contract is individually owned



# AssetShield Fixed Index Annuity

## AssetShield Fixed Index Annuity

The AssetShield fixed index annuity is designed to help you get the most work out of every dollar you place toward your future.



### Asset Growth Potential

American Equity's flagship accumulation fixed index annuity offers a wide selection of crediting strategies linked to index performance, so you can choose to allocate to strategies that align with your wide variety of goals.



### Asset Control

In addition, to having your choice of indices and strategies, you also have the option to purchase higher rates on select crediting strategies with a Performance Rate Rider. All the while, your money is able to grow tax-deferred for faster growth potential and increased control on the impact taxes have on your portfolio.



### Asset Protection

Your principal is protected from market volatility, and you will never lose any of your initial premium due to a decrease in an underlying index. This allows you to build and shield your assets for the long-term.



### Asset Access

AssetShield contract owners have multiple liquidity options to access their contract value as their annuity accumulates. This includes free withdrawals for up to 10% of the contract value annually. If withdrawals exceed the free withdrawal amount, during the surrender charge period a deduction will be taken out according to the surrender charge schedule.





# Choosing your growth potential

American Equity utilizes indices managed by other financial institutions and industry benchmark index options like the S&P 500 to provide a wide selection of diversified exposure to multi-asset and equity classes.

Each index was selected for a unique value that can also work in tandem with the other indices. As different markets react to different factors, the option to allocate your money to multiple crediting methods can help you pursue your accumulation goals, lock in potential index-linked interest and manage volatility.

## Index choices

**BofA Destinations Index™ (Ticker: BOFADST5):** Developed in collaboration with Bank of America and exclusive to American Equity, the volatility-controlled index tracks domestic equities, treasuries and the Gold Index.

**Credit Suisse Tech Edge Index (Ticker: CSEATEDG):** The excess return index combines four U.S tech and biotech ETFs and two fixed income components. It utilizes a cutting-edge volatility control mechanism, powered by Salt Financial, to identify to changing market conditions using a combination of intraday and end-of-day data.

**SG Global Sentiment Index (Ticker: SGIXSENT Index):** This multi-asset class index assesses market sentiments to determine whether a market is in a growth, intermediate or shrinking phase. Each phase is associated with an allocation across a global and diverse asset base, including equities, bonds and commodities in domestic, European and Asian markets. SG Global Sentiment Index (Ticker: SGIXSENT): This multi-asset class index assesses market sentiments to determine whether a market is in a growth, intermediate or shrinking phase. Each phase is associated with an allocation across a global and diverse asset base, including equities, bonds and commodities in domestic, European and Asian markets.

**S&P 500® (Ticker: SPX):** Consists of 500 leading U.S. stocks and is a common benchmark of the U.S. stock market. The S&P® 500 Index is widely regarded as the best single gauge of large-cap U.S. equities.

**S&P 500® Dividend Aristocrats® Daily Risk Control 5% Excess Return Index (Ticker: SPXD5UE):** Volatility control index that consists of the S&P 500 members that have consistently increased dividends every year for at least 25-consecutive years.

The Credit Suisse Tech Edge Index is an excess return index (it reflects the return of the Index components net of the cost of funding a hypothetical investment in them) and has a 0.5% p.a. index calculation fee deducted on a daily basis.

Societe Generale is one of the largest European financial services groups. It combines financial solidity with a strategy of sustainable growth and employs 138,000 employees in 62 countries, serving more than 29 million clients globally. Societe Generale's teams offer services to individual, corporate and institutional customers in three core businesses: Retail banking in France, International retail banking and Corporate and investment banking (SG CIB).

Possible interest credits for money allocated to an index-linked crediting strategy are based upon performance of the specific index; however, fixed index annuities are not an investment, but an insurance product, and do not directly invest in the stock market or the index itself.

# Asset Control Options

## Performance Rate Rider

The Performance Rate Rider allows for added control on your growth strategy by purchasing an increased rate on any of the participation, cap or replacement crediting strategies. This option is available on multiple crediting strategy options. The rider fee is locked in at purchase so there are no surprises, and it can be removed upon your written request.

Demonstrating Rider on \$100,000 initial premium					
Year	Without Performance Rate Rider 3.25% Cap		With Performance Rate Rider 6% cap with 1.5% Rider Fee		
	Interest Credit	Accumulation Value (AV)	Interest	Accumulated value (AV)	Fee
2011	0.00%	\$100,000	0.00%	\$98,500	\$1,500
2012	3.25%	\$103,250	6.00%	\$102,933	\$1,478
2013	3.25%	\$106,606	6.00%	\$107,564	\$1,544
2014	3.25%	\$110,070	6.00%	\$112,405	\$1,613
2015	0.00%	\$110,070	0.00%	\$110,719	\$1,686
2016	3.25%	\$113,648	6.00%	\$115,701	\$1,661
2017	3.25%	\$117,341	6.00%	\$120,908	\$1,736
2018	0.00%	\$117,341	0.00%	\$119,094	\$1,814
2019	3.25%	\$121,155	6.00%	\$124,453	\$1,786
2020	3.25%	\$125,092	6.00%	\$130,054	\$1,867

The fixed index annuity in this hypothetical example uses the annual point to point index method based on changes in the S&P 500® index to calculate the indexed rate for each term. Indexed interest is credited only on amounts held for the entire term. This example assumes no money is withdrawn from the annuity. Early withdrawal charges will apply if money is withdrawn during the early withdrawal charge period. Rider fee deduction occurs on the last day of the term based on contract value on the first day of the term.

# AssetShield Demonstration

## Carolyn's Retirement Strategy

Carolyn is in her mid-50s. She is married with a daughter who is leaving for college soon. As she and her husband enter this new phase of their life, they are looking for opportunities to shore up their assets as they look to adjust their financial focus, as day-to-day demands lessen and the urgency for year over year growth increases. While both Carolyn and her husband have retirement accounts, their overall long-term finances have taken backseat to other priorities. Now they are excited to start putting their money to work as they look at life after work.

They begin their retirement accumulation journey by meeting with a financial professional. Based on their accumulation goals and asset protection needs, their financial professional suggests the AssetShield fixed index annuity as an option for protected long-term growth.

To show how the AssetShield provides a variety of accumulation opportunities based on index increases, the financial professional uses historical market data to demonstrate the hypothetical performance of an annual point to point crediting strategy for each volatility-controlled index option.

***Using these demonstrations, Carolyn and her husband can begin mapping out their retirement accumulation strategy utilizing the crediting strategies linked to different index options available on the AssetShield fixed index annuity.***





# AssetShield Demonstration

## SG Global Sentiment Index

The example below uses 10 years of historical market data to demonstrate how \$100,000 would have grown in an AssetShield fixed index annuity with an annual point to point crediting strategy and 85% participation rate in the SG Global Sentiment Index. For additional growth potential in exchange for annual 1.5% fee, the graph also shows how a Performance Rate Rider can help capitalize on index increases.

Scenario A - 85.00% Par Rate				
Year		SG Global Sentiment Return	85.00% Par Rate Return	AV \$100,000
2011	1	11.49%	9.77%	\$109,770
2012	2	9.71%	8.25%	\$118,826
2013	3	1.07%	0.91%	\$119,907
2014	4	12.46%	10.59%	\$132,606
2015	5	1.45%	1.23%	\$134,237
2016	6	5.35%	4.55%	\$140,344
2017	7	9.26%	7.87%	\$151,389
2018	8	0.20%	0.17%	\$151,647
2019	9	10.07%	8.56%	\$164,628
2020	10	10.60%	9.01%	\$179,461

Scenario B - 150.00% Par Rate				
Year		SG Global Sentiment Return	150.00% Par Rate Return	AV \$100,000
2011	1	11.49%	17.24%	\$115,740
2012	2	9.71%	14.57%	\$130,867
2013	3	1.07%	1.61%	\$131,011
2014	4	12.46%	18.69%	\$153,532
2015	5	1.45%	2.18%	\$154,576
2016	6	5.35%	8.03%	\$164,670
2017	7	9.26%	13.89%	\$185,072
2018	8	0.20%	0.30%	\$182,852
2019	9	10.07%	15.11%	\$207,738
2020	10	10.60%	15.90%	\$237,652

Indexed interest is credited only on amounts held for the entire term. This example assumes no money is withdrawn from the annuity. Early withdrawal charges will apply if money is withdrawn during the early withdrawal charge period. See the disclosure document for the early withdrawal charge schedule.

# AssetShield Demonstration cont.

## Carolyn's Retirement Strategy

### CS Tech Edge Index

The example below uses 10 years of historical market data to demonstrate how \$100,000 would have grown in an AssetShield fixed index annuity with an annual point to point crediting strategy and 85% participation rate in the CS Tech Edge Index. For added growth potential in exchange for annual 1.5% fee, the graph also shows how a Performance Rate Rider can help capitalize on index increases with a 150% participation rate.

Scenario A - 85.00% Par Rate				
Year		CS Tech Edge	85.00% Par Rate Return	AV \$100,000
2011	1	7.88%	6.70%	\$106,700
2012	2	6.74%	5.73%	\$112,814
2013	3	7.20%	6.12%	\$119,718
2014	4	9.41%	8.00%	\$129,296
2015	5	3.10%	2.64%	\$132,709
2016	6	1.33%	1.13%	\$134,209
2017	7	11.26%	9.57%	\$147,052
2018	8	1.62%	1.38%	\$149,082
2019	9	11.00%	9.35%	\$163,021
2020	10	10.58%	8.99%	\$177,676

Scenario B - 150.00% Par Rate				
Year		CS Tech Edge	150.00% Par Rate Return	AV \$100,000
2011	1	7.88%	11.82%	\$110,320
2012	2	6.74%	10.11%	\$119,819
2013	3	7.20%	10.80%	\$130,962
2014	4	9.41%	14.12%	\$147,489
2015	5	3.10%	4.65%	\$152,135
2016	6	1.33%	2.00%	\$152,896
2017	7	11.26%	16.89%	\$176,426
2018	8	1.62%	2.43%	\$178,067
2019	9	11.00%	16.50%	\$204,777
2020	10	10.58%	15.87%	\$234,204

Indexed interest is credited only on amounts held for the entire term. This example assumes no money is withdrawn from the annuity. Early withdrawal charges will apply if money is withdrawn during the early withdrawal charge period. See the disclosure document for the early withdrawal charge schedule.

# AssetShield Demonstration

## BofA Destinations Index™

The example below uses 10 years of historical market data to demonstrate how \$100,000 would have grown in an AssetShield fixed index annuity with an annual point to point crediting strategy and 80% participation rate in the BofA Destinations Index™. For added growth potential in exchange for an annual 1.5% fee, the graph also shows how a Performance Rate Rider can help capitalize on index increases with a 145% participation rate.

### Scenario A - 80.00% Par Rate

Year		BofA Destinations Index	80.00% Par Rate Return	AV \$100,000
2011	1	9.99%	7.99%	\$107,990
2012	2	5.59%	4.47%	\$112,817
2013	3	7.96%	6.37%	\$120,004
2014	4	9.40%	7.52%	\$129,028
2015	5	-0.18%	0.00%	\$129,028
2016	6	1.78%	1.42%	\$130,860
2017	7	9.94%	7.95%	\$141,263
2018	8	-0.47%	0.00%	\$141,263
2019	9	10.91%	8.73%	\$153,596
2020	10	1.84%	1.47%	\$155,854

### Scenario B - 145.00% Par Rate

Year		BofA Destinations Index	145.00% Par Rate Return	AV \$100,000
2011	1	9.99%	14.49%	\$112,990
2012	2	5.59%	8.11%	\$120,459
2013	3	7.96%	11.54%	\$132,553
2014	4	9.40%	13.63%	\$148,631
2015	5	-0.18%	0.00%	\$146,402
2016	6	1.78%	2.58%	\$147,983
2017	7	9.94%	14.41%	\$167,088
2018	8	-0.47%	0.00%	\$164,581
2019	9	10.91%	15.82%	\$188,149
2020	10	1.84%	2.67%	\$190,351

Indexed interest is credited only on amounts held for the entire term. This example assumes no money is withdrawn from the annuity. Early withdrawal charges will apply if money is withdrawn during the early withdrawal charge period. See the disclosure document for the early withdrawal charge schedule.

# AssetShield Demonstration cont. Carolyn's Retirement Strategy

## S&P 500® Dividend Aristocrats Daily Risk Control 5% Excess Return Index

The example below uses 10 years of historical market data to demonstrate how \$100,000 would have grown in an AssetShield fixed index annuity with an annual point to point crediting strategy and 70% participation rate in the S&P 500® Dividend Aristocrats Daily Risk Control 5% Excess Return Index. For added growth potential in exchange for an annual 1.5% fee, the graph also shows how a Performance Rate Rider can help capitalize on index increases with a 125% participation rate.

### Scenario A - 70.00% Par Rate

Year		Dividend Aristocrats	70.00% Par Rate Return	AV \$100,000
2011	1	0.39%	0.27%	\$100,270
2012	2	5.00%	3.50%	\$103,779
2013	3	12.67%	8.87%	\$112,985
2014	4	4.81%	3.37%	\$116,792
2015	5	-1.50%	0.00%	\$116,792
2016	6	2.31%	1.62%	\$118,684
2017	7	13.44%	9.41%	\$129,852
2018	8	-2.18%	0.00%	\$129,852
2019	9	6.93%	4.85%	\$136,150
2020	10	-1.71%	0.00%	\$136,150

### Scenario B - 125.00% Par Rate

Year		Dividend Aristocrats	125.00% Par Rate Return	AV \$100,000
2011	1	0.39%	0.49%	\$98,990
2012	2	5.00%	6.25%	\$103,692
2013	3	12.67%	15.84%	\$118,561
2014	4	4.81%	6.01%	\$123,909
2015	5	-1.50%	0.00%	\$122,050
2016	6	2.31%	2.89%	\$123,746
2017	7	13.44%	16.80%	\$142,680
2018	8	-2.18%	0.00%	\$140,539
2019	9	6.93%	8.66%	\$150,602
2020	10	-1.71%	0.00%	\$148,343

Indexed interest is credited only on amounts held for the entire term. This example assumes no money is withdrawn from the annuity. Early withdrawal charges will apply if money is withdrawn during the early withdrawal charge period. See the disclosure document for the early withdrawal charge schedule.

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# AssetShield

Annuity contract and Riders issued under form series ICC17 BASE-IDX, ICC17 IDX-10-10, ICC17 IDX-10-7, ICC17 IDX-10-5, ICC20 E-PTP-C, ICC20 E-MPTP-C, ICC20 E-PTP-PR, ICC18 E-MPTP-A (patent pending), ICC20 R-EBR, ICC20 R-ERR, 21 R-ERR, ICC16 R-MVA, ICC18 R-WSC and state variations thereof. Availability may vary by state.

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# American Equity

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Our contract owners are why we are here, and we do our best to provide service, second to none, every day.

### **Integrity**

Our values of honesty, fairness and truthfulness have been central to our past success and will continue to be for generations to come.

### **Excellence**

Our dedication to going above and beyond in every facet of our business has established us as a top-tier fixed index annuity provider.

### **Safety**

Our products provide Sleep Insurance<sup>®</sup> for contract owners so that they can trust their principal is protected and their income is guaranteed for life.

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