

Renewal rates: a long-term focus on customer value



Like all fixed indexed annuities, Athene Performance Elite provides two important and related benefits. Clients receive protection from loss due to market downturns. At the same time, they can pursue growth potential based in part on the upward movement of a market index.

Caps and Participation Rates help determine these benefits. Rates are declared at the start of each term period and are subject to change each renewal year. Renewal rates are guaranteed never to fall below the Guaranteed Minimum Rate set at issue.

Take a look and see for yourself!

S&P 500® Index Cap Rates

90% renewed unchanged or within 100bps of initial rate

Participation Rates

84% renewed unchanged or within **10%** of initial rate

Fixed Account Rates

86% renewed unchanged or within 30bps of initial rate

A strategy to promote stability and growth

Athene's long-term strategy aims to keep renewal rates stable for the duration of the Withdrawal Charge period. We use initial premiums to purchase assets in line with this same timeframe. A portion of the yield on these assets is used to create an option budget.

We can't be certain that renewal rates will remain in line with prior rates. However, we intend to maintain stable option budgets for our contracts. At the beginning of each renewal term, we purchase options that replicate the mechanics of our index credits. This allows us to provide the best possible value to customers while achieving our pricing objectives. Factors that may impact our ability to maintain stable renewal rates include option costs, portfolio yields, and policyholder behavior.

Strong, stable renewal rates on market-leading index interest crediting strategies

Renewal history includes approximately \$11.9 billion in Athene Performance Elite Accumulated Value since the product launch in 2015. While historical renewal rate action is no guarantee of future rate action, these examples demonstrate Athene's stable rate setting philosophy in action.

Great new money rates are only part of the story. Next time you have a client that's "in it for the long haul," consider Athene Performance Elite – consistent competitive rates now and in the future. That's stability you can count on!

See for yourself

Contact the best Sales Desk in the business at
1-888-ANNUITY (266-8489) to illustrate Performance Elite today!

Renewal rate data as of January 16, 2021.

For financial professional use only. Not to be used with the offer or sale of annuities.

23466

(01/13/23)

Guarantees provided by annuities are subject to the financial strength and claims paying ability of the issuing insurance company.

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.

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).

Athene Performance Elite GEN (09/15) NB, GEN10 (04/14), TBS15 (09/12) Athene Performance Elite Plus BONUS (04/17) and Enhanced Liquidity Rider ICC15 PEPR (11/14) or state variations issued by Athene Annuity and Life Company, West Des Moines, IA. Product features, limitations and availability vary; see the Certificates of Disclosure for details. Products not available in all states.

Athene Annuity and Life Company (61689), headquartered in West Des Moines, Iowa, and issuing annuities in 49 states (excluding NY) and in 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.

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.

Not for use in ID, OR or NY.