

# Why BlackRock® Adaptive U.S. Equity 7% Index?



## PERFORMANCE

Design aims to deliver durable returns over the long-term by adapting to daily market conditions. Dynamic allocations rebalance multi-asset class weightings on a daily basis.



**Equity**  
iShares® Core S&P 500® ETF

**Fixed Income**  
iShares® Treasury Bond ETFs

**Volatility Control**  
Interest bearing cash

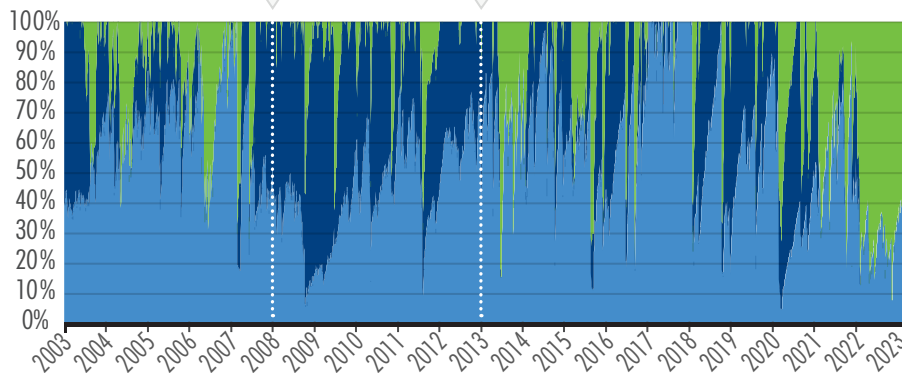


## ADAPTIVE

Index has the ability to rapidly observe its own performance and macro market regimes to enhance risk targeting process.

**2008 – 2013:** During a strong bond market, a heavier bond allocation occurred.\*

■ Equities ■ Fixed Income ■ Cash

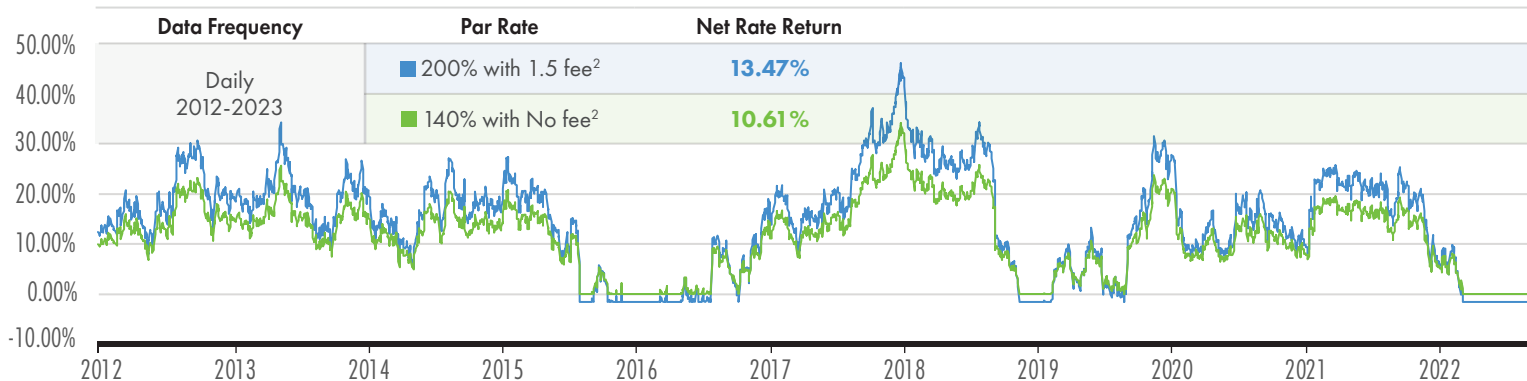


## INNOVATIVE

Industry's first index that utilizes insights from BlackRock® AI Labs to offer stability in changing markets.

### AssetShield 10 + BlackRock® Adaptive U.S. Equity 7% Index

American Equity's flagship accumulation fixed index annuity, the AssetShield 10, offers multiple index-linked crediting strategies including a 200% annual point-to-point participation rate (1.5% annual fee)<sup>1</sup> and a 140% annual point-to-point participation rate.



This example is for informational purposes only and is not indicative of past performance, nor intended to predict future performance. Withdrawal charges may apply to an annuity. Interest earnings in an annuity are not taxed until withdrawn. Annuity withdrawals and distributions may be subject to income tax and, if withdrawals or distributions are taken prior to age 59½, a 10% federal penalty tax may apply.

The one who works for you!®



**AMERICAN EQUITY**  
INVESTMENT LIFE INSURANCE COMPANY®

# ASSETSHIELD 10 Fixed Index Annuity BlackRock® Adaptive U.S. Equity 7% Index

**\*Equity:** iShares® Core S&P 500® ETF (IVV) | **Fixed Income:** TLT: iShares® 20 Plus Year Treasury Bond ETF, IEF: iShares® 7-10 Year Treasury Bond ETF, SHY: iShares® 1-3 Year Treasury Bond ETF | **Cash:** Cash Asset, Asset allocation and diversification strategies do not guarantee a profit and may not protect against loss.

<sup>1</sup> 200% par rate only available when optional Performance Rate Rider is applied. Lower rates available without performance rate rider. A rider charge is deducted from the contract value at the end of each term as long as the Performance Rate Rider is applied. See AssetShield sales brochure and disclosure for additional details. Rider issued under form series ICC20 R-ERR, 21 R-ERR and state variations thereof. Availability may vary by state.

<sup>2</sup> The fixed index annuity in this hypothetical example uses the annual point-to-point index method based on changes in the BlackRock® Adaptive U.S. Equity 7% Index to calculate the indexed rate for each term. For purposes of this chart a 200% and 140% participation rate is applied for all terms in the period. Assuming \$100,000 initial premium. 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.

Participation rate is set at issue and subject to change. Past performance does not guarantee future results. 2018 is the year the AssetShield 10 product became available.

Annuity Contract and Riders issued under form series ICC22 BASE-IDX, ICC22 IDX-10-10, ICC20 R-ERR, 21 R-ERR, ICC18 E-MPTP-A (Patent Pending), ICC20 E-MPTP-C, ICC20 E-PTP-PR, ICC18 R-WSC, ICC20 R-EBR, ICC16 R-MVA, and state variations thereof. Availability may vary by state.

This example is for informational purposes only and is not indicative of past performance, nor intended to predict future performance. Withdrawal charges may apply to an annuity. Interest earnings in an annuity are not taxed until withdrawn. Annuity withdrawals and distributions may be subject to income tax and, if withdrawals or distributions are taken prior to age 59½, a 10% federal penalty tax may apply.

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.

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

Guarantees are based on the financial strength and claims paying ability of American Equity and are not guaranteed by any bank or insured by the FDIC.

For a comprehensive overview of all the relevant features and benefits of the AssetShield fixed index annuity please read the sales brochure and disclosures. This advertisement presents specific examples of how index-linked interest crediting works.

This material is for informational purposes only, and is not a recommendation to buy, sell, hold or rollover any asset. It does not take into account the specific financial circumstances, investment objectives, risk tolerance, or need of any specific person. In providing this information American Equity Investment Life Insurance Company is not acting as your fiduciary as defined by

the Department of Labor. American Equity does not offer legal, investment or tax advice or make recommendations regarding insurance or investment products. Please consult a qualified professional.

The BlackRock Adaptive US Equity 7% Index (the "Index") is a product of BlackRock Index Services, LLC and has been licensed for use by American Equity Investment Life Insurance Company ("American Equity") as a component of AssetShield (the "Product").

The Index does not guarantee future income or protect against loss of principal. There can be no assurance that an investment strategy or financial product based on or in any way tracking the Index will be successful. Indexes are unmanaged and one cannot invest directly in an index.

The Product is not sponsored, endorsed, marketed, sold, or distributed by BlackRock Index Services, LLC, BlackRock, Inc., or any of its affiliates, or any of their respective third party licensors (including the Index calculation agent, as applicable) (collectively, "BlackRock"). BlackRock makes no representation or warranty, express or implied, to the owners of the Product or any member of the public regarding the advisability of investing the Product or the ability of the Index to meet its stated objectives.

BlackRock's only relationship to American Equity with respect to the Index is the licensing of the Index and certain trademarks of BlackRock. The Index is created, compiled, and calculated by BlackRock Index Services, LLC without regard to American Equity or the Product. BlackRock Index Services, LLC has no obligation to take the needs of American Equity or the owners of the Product into consideration in calculating the Index. BlackRock is not responsible for and has not participated in the determination of the benefits and charges of Product or the timing of the issuance or sale of the Product or in the determination or calculation of the equation by which the Product is to be converted into cash, surrendered or redeemed, as the case may be. BlackRock has no obligation or liability in connection with the administration of Product. There is no assurance that products based on the Index will accurately track index performance or provide positive investment returns. BlackRock Index Services, LLC is not an investment advisor. Inclusion of a security within an index is not a recommendation by BlackRock to buy, sell, or hold such security, nor is it considered to be investment advice. Notwithstanding the foregoing, BlackRock, Inc. and its affiliates may independently issue and/or sponsor financial products unrelated to the Product currently being issued by American Equity, but which may be similar to and competitive with Product. In addition, BlackRock, Inc. and its affiliates may trade financial products which are linked to the performance of the Index.

THE INDEX AND THE INDEX DATA ARE PROVIDED "AS-IS" AND "AS AVAILABLE". BLACKROCK DOES NOT GUARANTEE THE ADEQUACY, ACCURACY, TIMELINESS AND/OR THE COMPLETENESS OF THE INDEX OR ANY DATA RELATED THERETO OR ANY COMMUNICATION WITH RESPECT THERETO, INCLUDING, ORAL, WRITTEN, OR ELECTRONIC COMMUNICATIONS. BLACKROCK SHALL NOT BE SUBJECT TO ANY DAMAGES OR LIABILITY FOR ANY ERRORS, OMISSIONS, OR DELAYS THEREIN. BLACKROCK MAKES NO EXPRESS OR IMPLIED WARRANTIES, AND EXPRESSLY DISCLAIMS ALL WARRANTIES, OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE, TITLE, NON-INFRINGEMENT, OR AS TO RESULTS TO BE OBTAINED BY AMERICAN EQUITY, OWNERS OF THE PRODUCT, OR ANY OTHER PERSON OR ENTITY FROM THE USE OF THE INDEX OR WITH RESPECT TO ANY DATA CONTAINED THEREIN OR RELATED THERETO. WITHOUT LIMITING ANY OF THE FOREGOING, IN NO EVENT WHATSOEVER SHALL BLACKROCK BE LIABLE FOR ANY INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE, OR CONSEQUENTIAL DAMAGES INCLUDING, WITHOUT LIMITATION, LOSS OF PROFITS, TRADING LOSSES, LOST TIME OR GOODWILL, EVEN IF THEY HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER IN CONTRACT, TORT, STRICT LIABILITY, OR OTHERWISE. THERE ARE NO THIRD PARTY BENEFICIARIES OF ANY AGREEMENTS OR ARRANGEMENTS BETWEEN BLACKROCK AND AMERICAN EQUITY.

BlackRock®, BlackRock Adaptive US Equity 7% Index™, and the corresponding logos are registered and unregistered trademarks of BlackRock, Inc. or its subsidiaries. All rights reserved.



American Equity Investment Life Insurance Company®  
6000 Westown Pkwy, West Des Moines, IA 50266

[www.american-equity.com](http://www.american-equity.com) • Call us at 888-647-1371