

The NeXt Innovation

IN FIXED INDEX ANNUITIES

The S&P 500[®] NeXt Monthly Point to Point with Replacement Rate⁺

EXCLUSIVE, PATENT PENDING STRATEGY



The one who works for you![®]



AMERICAN EQUITY
INVESTMENT LIFE INSURANCE COMPANY[®]

AMERICAN EQUITY'S NEW PATH TO Growth Opportunities

Innovative Doesn't Have to be Complicated

Our exclusive, patent pending crediting strategy offers a new approach to growth potential, with the traditional protection of a fixed index annuity. The NeXt Monthly Point to Point with Replacement Rate⁺ brings a powerful combination of benefits to help diversify retirement allocations:



Leverage S&P 500[®] peaks for steady growth opportunity



Reduce impact of index volatility



Protect principal from index decreases

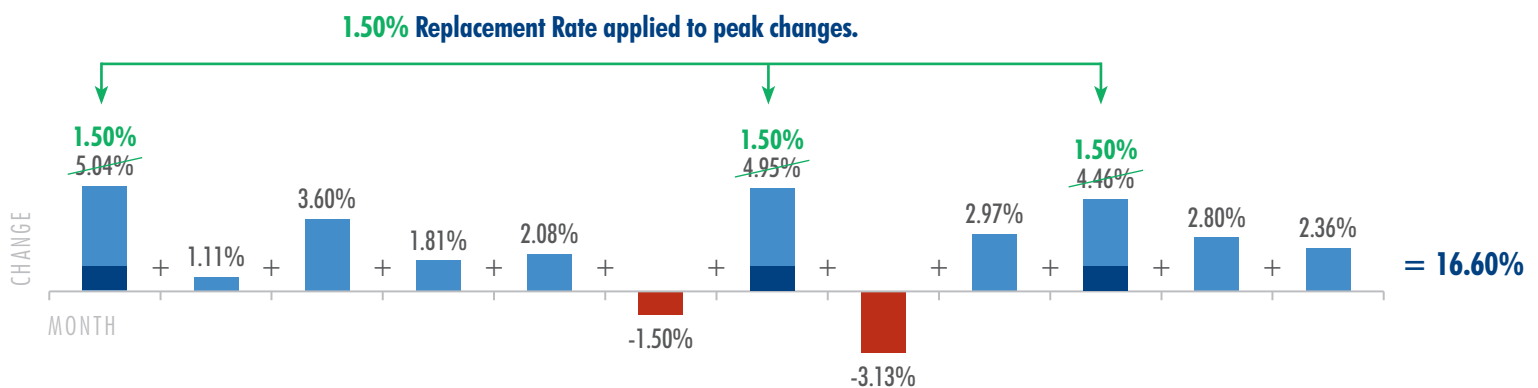
NeXt Monthly Point to Point Strategy with Replacement Rate

The NeXt Monthly Point to Point Strategy offers a Replacement Rate, instead of a traditional participation or cap rate, which is a declared rate applied to the three highest positive changes at the end of the contract term. Applying the Replacement Rate helps counterbalance the impact of index volatility or corrections.

How it Works

To determine how interest is credited to the contract for funds allocated to the NeXt Monthly Point to Point with Replacement Rate strategy, first, calculate the monthly change in the index. This is calculated by taking the index value on one month then figuring the percentage of the increase or decrease in the index the following month. Second, replace the three greatest changes with the replacement rate. Finally, total the sum of the monthly index changes for the interest credited.

S&P 500[®] Monthly Point to Point NeXt Strategy with Replacement Rate 1.50%



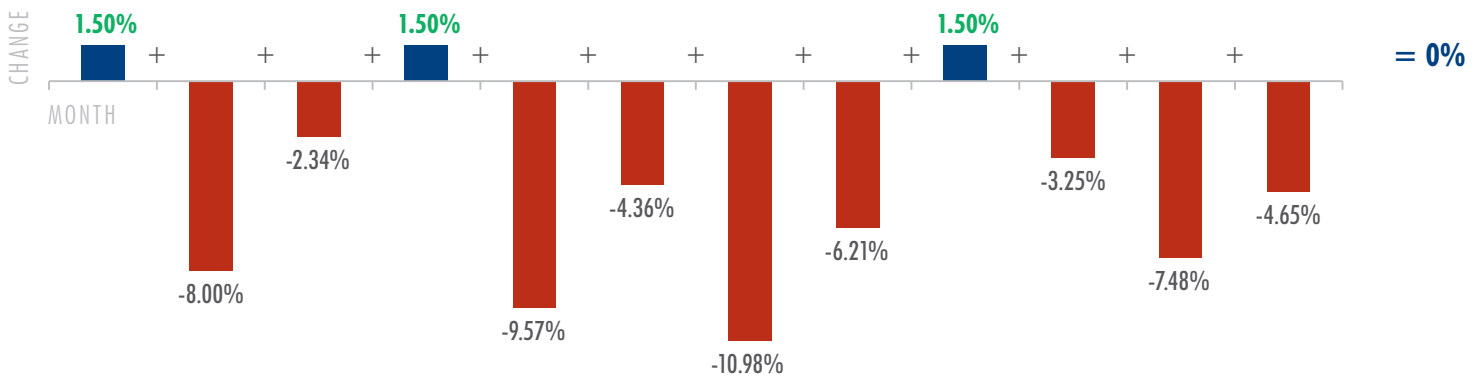
Diversified Option for Diverse Times

By utilizing the strength of the S&P 500®, the NeXt Monthly Point to Point with Replacement Rate aims to deliver stability in diverse times.

Strategy Analysis

Bearish Conditions

If the sum of the net monthly values is negative, the product design protects principal and there will be no loss to contract value due to decreases in the index.



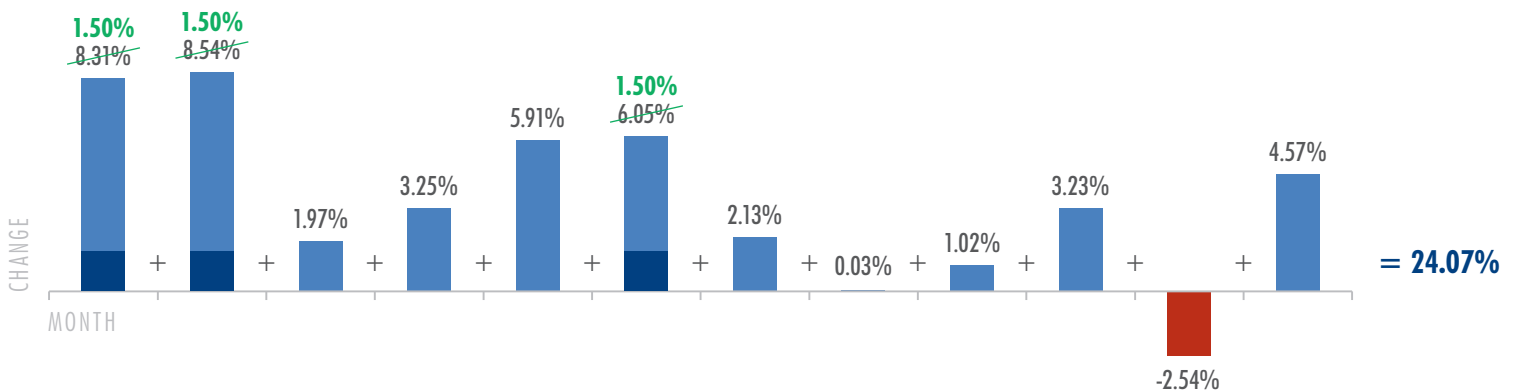
Stable Conditions

If the sum of the monthly values at the end of the contract year is zero, the replacement rate (1.50% below) is applied to three months and helps moderately grow the contract value.



Bullish Conditions

If the sum of the monthly values at the end of the contract year is positive, the replacement rate (1.50% below) is applied to the three peak months and allows for 9 months of uncapped growth potential.



These are hypothetical graphs for demonstration purposes only and may not reflect actual index activity.

American Equity

Commitment to Values

Service

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[®] for contract owners that can trust their principal is protected and their income is guaranteed for life.

For additional resources and blogs, visit www.american-equity.com



American Equity Investment Life Insurance Company[®]
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Annuity Contract and Riders issued under form series ICC17 BASE-IDX, ICC17 IDX-10-5, ICC17 IDX-10-7, ICC17 IDX-10-10, ICC18 E-MPTP-A (+ Patent Pending), ICC18 E-MPTP, ICC18 E-PTPC, ICC18 E-PTPR and state variations thereof. Availability may vary by state.

¹ 1.50% replacement rate currently only available with AssetShield 10 product. Replacement rate may change prior to issue, is declared at the beginning of each contract year and will never be less than .10%. The S&P 500[®] Index (SPX) is a price return index and does not include dividends paid on underlying stocks.

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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. Indexed interest is credited only on amounts held for the entire term. American equity does not offer legal, investment, or tax advice. Please consult a qualified professional.

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