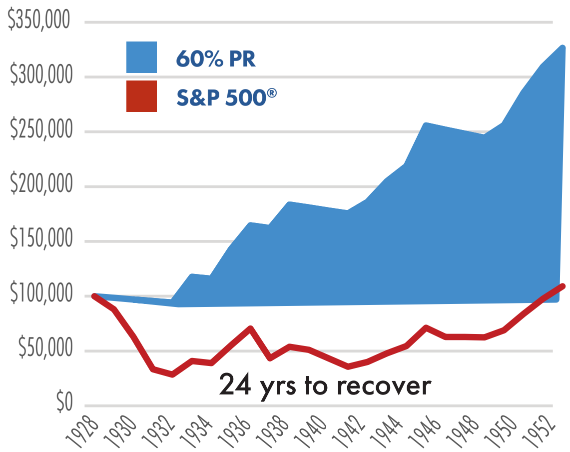
AssetShield™: The Power of Protection

Historic bear markets show how a dramatic decline can have significant drawdown on a portfolio. Recouping those losses always requires a higher gain than the initial loss, costing more money and time.

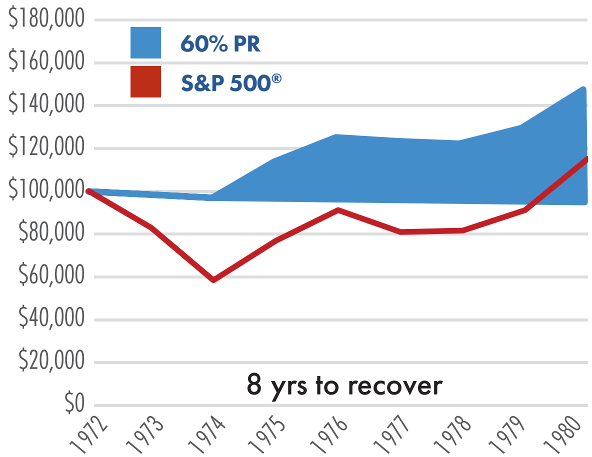
The AssetShield fixed index annuity guarantees levels of principal protection in index declines. When the index rallies, the AssetShield builds on that principal by allowing you to participate in index increases. Additionally, there is the option to purchase a higher rate for added growth potential. The graphs are hypothetical demonstrations of the AssetShield, with an annual point-to-point crediting strategy, in major market downturns. In these examples, the contract owner has chosen to purchase a higher participation rate, capturing 60% of index increases for an annual 1.5% fee.

The Great Depression



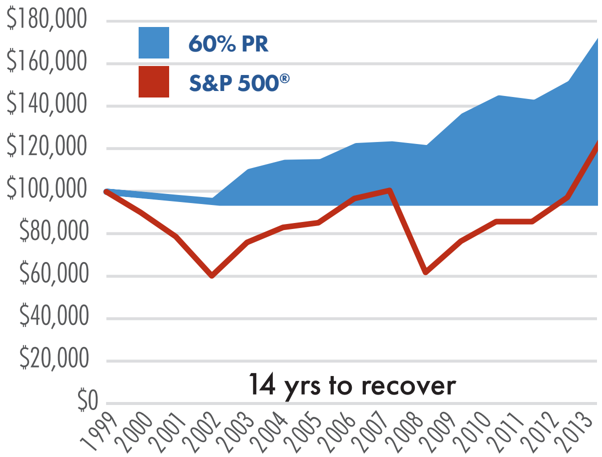
Premiums are secure and principal is guaranteed never to be lost due to index volatility.

The Oil Crisis



Each year, interest credited to the contract is locked in, so you get the index's new benchmark without the index's recent loss.

The Great Recession



Without protection, when the S&P 500® experiences a correction, it can take several years to return to the previous value.

For demonstrative purposes only. Participation rates can change annually. The graph is based on actual rates for the time period shown for the S&P 500® only. Past performance does not guarantee future results. Indexed annuities were not available for the entire period shown, except for 1995-Present. The hypothetical fixed index annuity in this example uses the annual point-to-point index method based on changes in the S&P 500® to calculate the indexed rate for each term. For purposes of these charts an Annual Point to Point 60% 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. Surrender charges will apply if money is withdrawn during the surrender charge period.

The one who works for you!®

AMERICAN EQUITY
INVESTMENT LIFE INSURANCE COMPANY®

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Rates are set at issue and subject to change.

1995 is the year fixed index annuities (FIA) products became available. 1996 is the year American Equity Life Insurance Company had an FIA available with the participation rate strategy. 2018 is the year the AssetShield 10 (9 in CA) product became available.

Source: Bloomberg Membership only database. 12/31/21. • The S&P 500® replaced the 90 stock Composite Price Index in March 1957. • PR=Participation Rate

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60% PR only available on AssetShield 10 (9 in CA). 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. Annuity contract and rider issued under form series ICC17 BASE-IDX, ICC17 IDX-10-10, ICC20 R-ERR, 21 R-ERR and state variations thereof. Availability may vary by state.

Surrender charges may apply to excess withdrawals that exceed annual free withdrawal available under the contract. You may be subject to a 10% federal penalty if you make withdrawals before age 59½.

Market Value Adjustment (MVA) applies to partial withdrawals that exceed the free withdrawal amount allowed and surrenders occurring during the surrender charge period.

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.

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