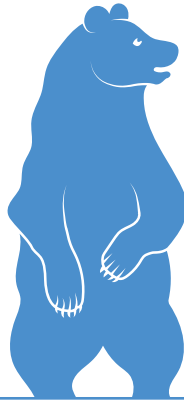


Retirement Unknown Market Risk

Shield a portion of your portfolio with the benefits of an AssetShield fixed index annuity which protects all premium payments and interest earned from index volatility.

Bear Market

The reality of the market is that many of us will be impacted by a bear market as we prepare for or begin retirement.

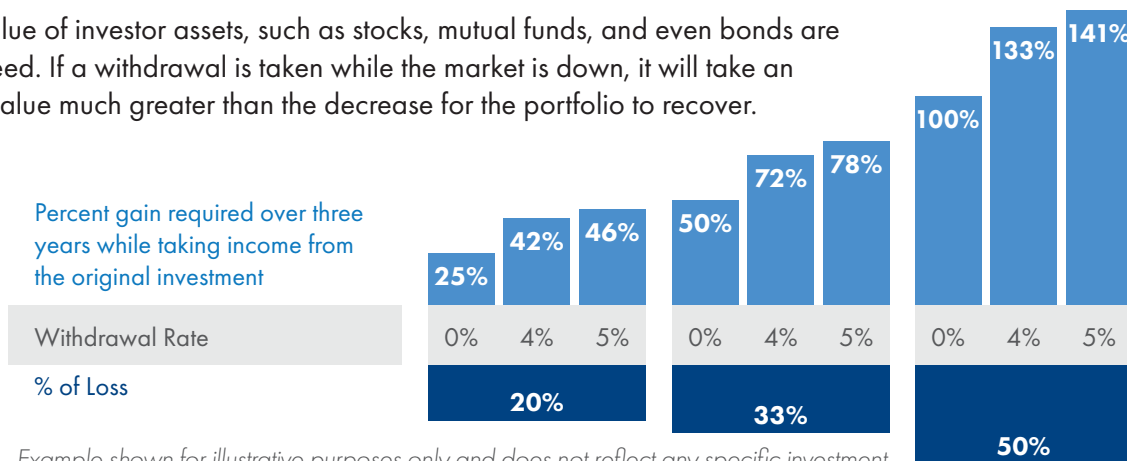


Historically, the average time between bear markets is **3.5 years**.¹



Market Risk

The future value of investor assets, such as stocks, mutual funds, and even bonds are not guaranteed. If a withdrawal is taken while the market is down, it will take an increase in value much greater than the decrease for the portfolio to recover.



Example shown for illustrative purposes only and does not reflect any specific investment.

Potential Solution: AssetShield Fixed Index Annuity

The AssetShield fixed index annuity line is designed to “shield” a portion of your portfolio from retirement unknowns like market declines. It offers the crucial benefit of asset protection with no loss of principal due to market volatility, along with a powerful combination of benefits focused on providing potential protected asset accumulation and diversification.

- ▼ Money is not directly invested in the stock market
- ▼ Assets are tax-deferred until withdrawn
- ▼ Opportunities for ongoing growth potential and ability to lock in interest credits

The one who works for you!®



AMERICAN EQUITY
INVESTMENT LIFE INSURANCE COMPANY®

Potential Solution: AssetShield Fixed Index Annuity

♥ Diversification

Combination of allocation options that aim to help you maximize your diversification and growth potential. You have the ability to grow assets with one- and two-year interest crediting strategies, along with a variety of indices to choose from.

♥ Magnified Growth Potential

The Performance Rate Rider is available for all ages and provides the opportunity to increase the cap or participation rate on elected index-linked crediting strategies. The rider fee is locked-in for the surrender charge schedule and deducted on the last day of each term.

¹ Ned Davis Research as of 06/30/23. Past performance is not indicative of future results.

Annuity contract issued under form series ICC22 BASE-IDX, ICC22 IDX-10-5, ICC22 IDX-10-7, ICC22 IDX-10-10, ICC20 E-MPTP-C, ICC20 E-PTP-C, ICC20 E-PTP-PR, ICC16 R-MVA, ICC20 R-EBR, ICC20 R-ERR, 21 R-ERR and state variations thereof. Availability may vary by state. For a comprehensive overview of all the relevant features and benefits of the AssetShield fixed index annuity please read the sales brochure and disclosure for complete details.

It is not possible to invest directly in an index. Fixed indexed annuities are insurance contracts, not registered securities or stock market investments. Fixed indexed annuities are not invested in the Index itself, but rather interest is credited based on the performance of the Index.

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.

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.

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.

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