



ASSETSHIELD™ 10

FIXED INDEX ANNUITY



AMERICAN EQUITY
INVESTMENT LIFE INSURANCE COMPANY®

How a fixed index annuity can work for you

Everyone's path to retirement is unique. At American Equity, we are in the business of helping people like you reach their financial goals to live out their dream retirement with confidence.

Let's explore how a fixed index annuity may be a part of your retirement journey.

Basics and benefits

A fixed index annuity is a long-term financial contract with an insurance company, where in exchange for premium, your annuity guarantees you a set of benefits.



Bear Market Protection

Your money is never invested directly in the stock market, so your principal and your interest credits are protected from market declines.



Ongoing Growth Potential

Your growth is based on your choice of fixed and index-linked strategies tracking the performance of an external market index.



Liquidity Options

Grow your retirement dollars tax-deferred while still being able to access them when you need.

Why consider AssetShield 10

The primary focus of **AssetShield 10** fixed index annuity is to help you protect and grow your retirement assets over the long haul. It offers a variety of diversified strategies for protected accumulation paths that won't sacrifice any premium. Additionally, you have the ongoing option to purchase higher index-linked interest crediting rates.



AssetShield 10 FIXED INDEX ANNUITY



Protection
for asset growth



Accumulation
powered by choice



Trust
backed by financial strength

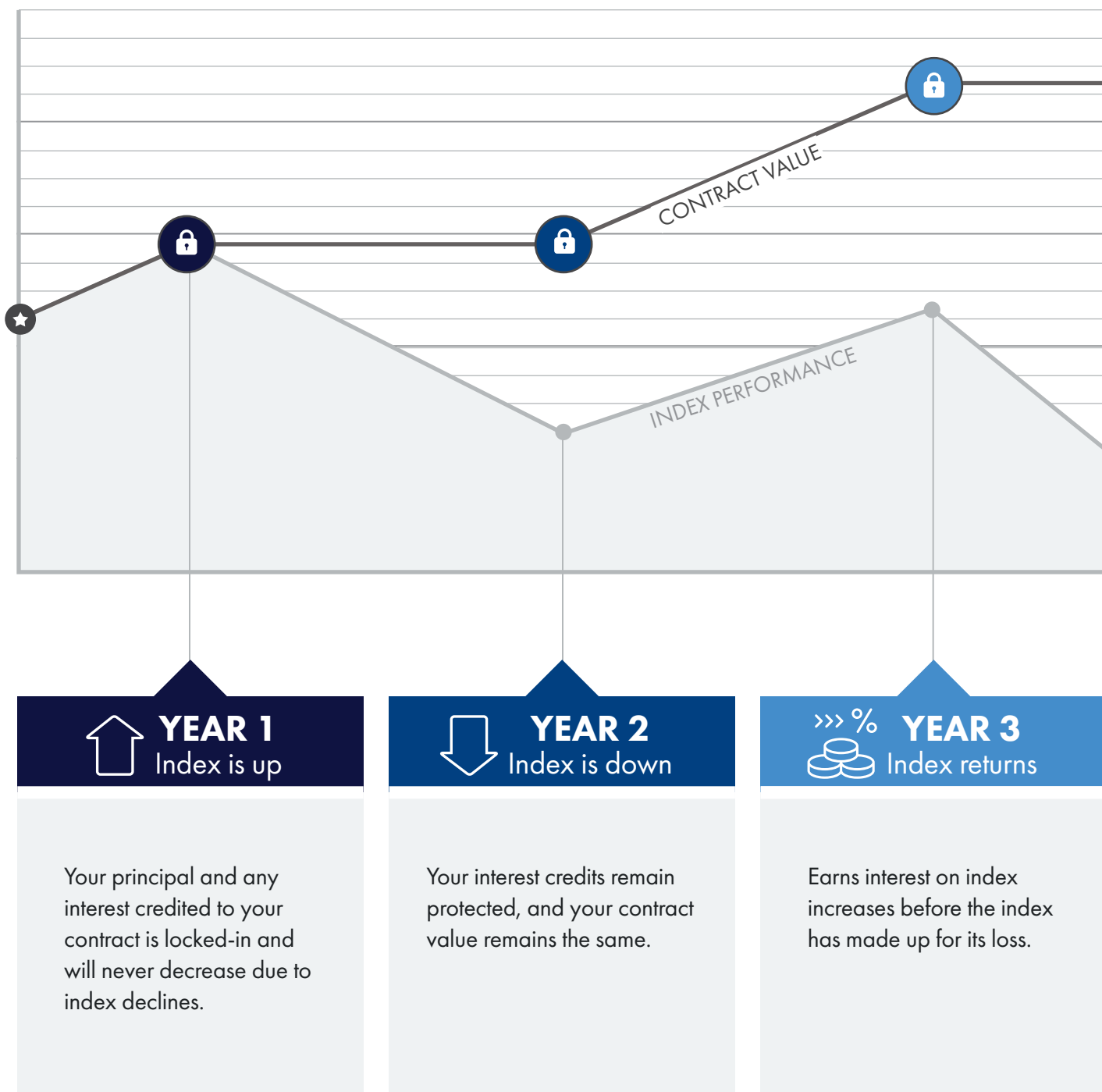
How your money is protected



AssetShield 10 ensures your principal is protected from market declines and locks in interest credited from fixed rate and index-linked crediting strategies. The underlying indexes are used only to calculate interest credits; your money is not directly invested in any stock or index.

Every dollar safeguarded from market loss is another dollar that can work toward growing your nest egg in periods of market increase.

Let's look at three key scenarios where protection helps lay the foundation for long-term accumulation.



How your money grows

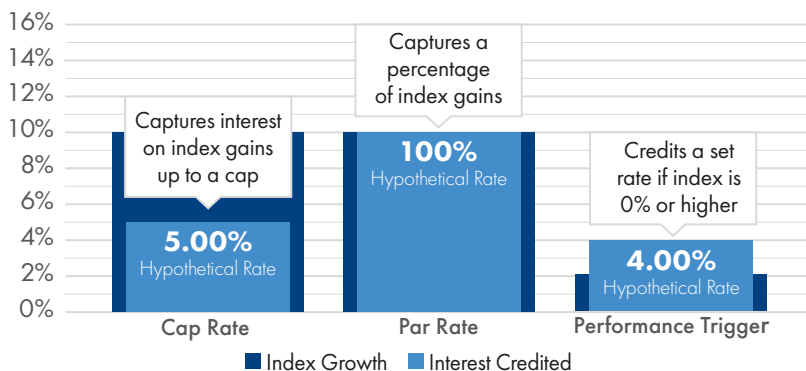


By choosing **AssetShield 10** for a portion of your retirement portfolio, you are accessing long-term growth potential powered by your choice of interest crediting strategies and index options.

Let's look at the options available for your growth potential.

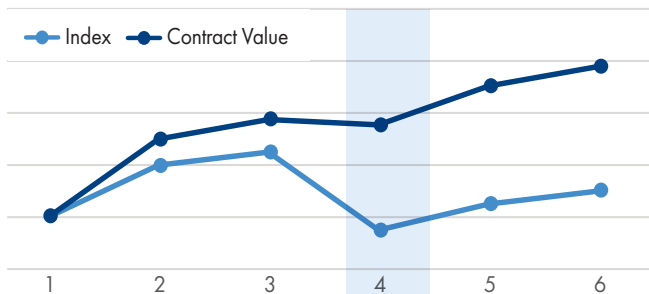
INTEREST CREDITING STRATEGIES

Allocation options include a fixed rate, and one or more index-linked crediting strategies that earn interest based on a cap rate, participation rate (par rate), or performance trigger rate.



PERFORMANCE RATE RIDER

Hypothetical 150% Par Rate with PRR



At the end a negative term, the contract value decreases by the fee amount.

Higher cap and participation rates are available with the Performance Rate Rider (PRR) option for a fee.

The cost of this option is applied at the end of each term, while the fee for applying the rider will not change for the length of the surrender charge period.

If the fees taken out are more than the interest added to your contract by the end of the surrender charge period, we'll add the difference to your contract value.

Diversified index options

Indexed strategies are linked to a broad selection of underlying index options tied to your choice of equity and multi-asset class market indexes that target a lower risk level.

BlackRock® Adaptive U.S. Equity 7% Index	BAUSE7X
BNPP Patriot Technology Index	PATRIOT
Nasdaq Premier™ Index	NDPREM
NYSE® Premier Index	NYSEPREM
S&P 500® Advantage 15% VT TCA Index (USD) ER	SPADV15E
S&P 500® Dividend Aristocrats® Daily Risk Control 5% Excess Return Index	SPXD5UE
S&P 500® Index	SPX

How to access your money



Free withdrawals: You can withdraw up to 10% of the contract value annually without charges (after the first contract year). Withdrawals may be subject to ordinary income tax. Speak with a tax professional to discuss your personal situation.

Riders and Additional Benefits

Enhanced Benefit Rider: Automatically included at no fee for owners age 75 and under, it includes both qualified nursing care and terminal illness benefit.

Legacy Benefit: In the event of death the surviving owner or beneficiary receive the entire contract value with no surrender charges. Generally, this is paid in a lump-sum, but other payout options are available.

Other considerations

Surrender values and charges: The annuity's surrender value will never be less than 87.5% of the premium received, less any withdrawals at the minimum guaranteed interest rate. If a partial withdrawal above the free withdrawal or surrender is taken during the surrender charge period, a deduction will be taken out according to the surrender charge schedule.

Availability	Contract Year	1	2	3	4	5	6	7	8	9	10	11+
All states except those listed below	Surrender Charge %	12%	12%	11%	10%	9%	8%	7%	5%	4%	2%	0%
AK, CT, DE, FL, ID, IL, IN, KY, MA, MD, MN, MO, MS, MT, NC, NJ, NM, NV, OH, OK, OR, PA, SC, TX, UT, VA, VT, WA	Surrender Charge %	9.2%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%

Key Terms



Cash Surrender Value – The amount paid to the contract owner by American Equity when the contract is surrendered.

Contract Value – The total of the values in the annuity contract.

Death Benefit – The greater of the Contract Value or the Minimum Guaranteed Surrender Value. Available Death Benefit payment options are listed in the annuity contract.

Free Withdrawal – Annual opportunity to withdraw up to 10% of the contract value (after year one). Withdrawals may be subject to ordinary income tax.

Interest Crediting Strategies – Contract owners choose from fixed or index-linked crediting strategies,

each offering different interest crediting opportunities.

Issue Ages – Contract is available for issue to owners age 18-80.

Market Value Adjustment (MVA) Rider – The MVA may increase or decrease the amount of a withdrawal in excess of the Free Withdrawal amount or the Surrender Value. The MVA does not apply to Free Withdrawals, any Death Benefit, the MGSV or any distributions occurring after the Surrender Charge Period has ended. In general, as the MVA Index increases, Cash Surrender Values decrease. As the MVA Index decreases, Cash Surrender Values increase.

Minimum Guaranteed Surrender Value (MGSV) – At no time will the Cash Surrender Value of the contract be less than 87.5% of premium received, less any withdrawals, accumulated at the minimum guaranteed interest rate.

Partial Withdrawal – Partial distribution over the Free Withdrawal amount. Surrender Charges and minimum values will apply.

Surrender – Termination of the contract in exchange for Cash Surrender Value.

Surrender Charge – Fee charged, when applicable, for full or partial distribution over the Free Withdrawal amount.

Annuity contract and riders issued under form series ICC22 BASE-IDX, FL22 BASE-IDX, 23 BASE-IDX, AZ23 BASE-IDX, DC23 BASE-IDX, KS23 BASE-IDX, LA23 BASE-IDX, ID23 BASE-IDX, MT23 BASE-IDX, OH23 BASE-IDX, OK23 BASE-IDX, UT23 BASE-IDX, WA23 BASE-IDX, FL22 IDX-10-10, 23 IDX-10-10, LA23 IDX-13-10, 23 IDX-13-10, ICC20 R-ERR, 21 R-ERR, ICC20 E-MPTP-C, ICC20 E-PTP-C, ICC20 E-PTP-PR, ICC24 E-BPT, ICC16 R-MVA, ICC20 R-EBR and state variations thereof. Availability may vary by state.

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.

Rates are set at issue and subject to change.

You may be subject to a 10% federal penalty if you make withdrawals before age 59½.

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