



ASSETSHIELDTM

BONUS 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 BONUS 10

The primary focus of **AssetShield BONUS 10** fixed index annuity is helping you protect and grow your retirement assets. It starts with a bonus on all first-year premium, which boosts your contract value and continues to provide built-in portfolio growth potential over the long haul.



AssetShield BONUS 10 Fixed Index Annuity



Protection

for asset growth



Accumulation

powered by choice



Trust

backed by financial strength

16% Premium Bonus



23% Premium Bonus
Enhanced Bonus & Liquidity Rider (EBLR)

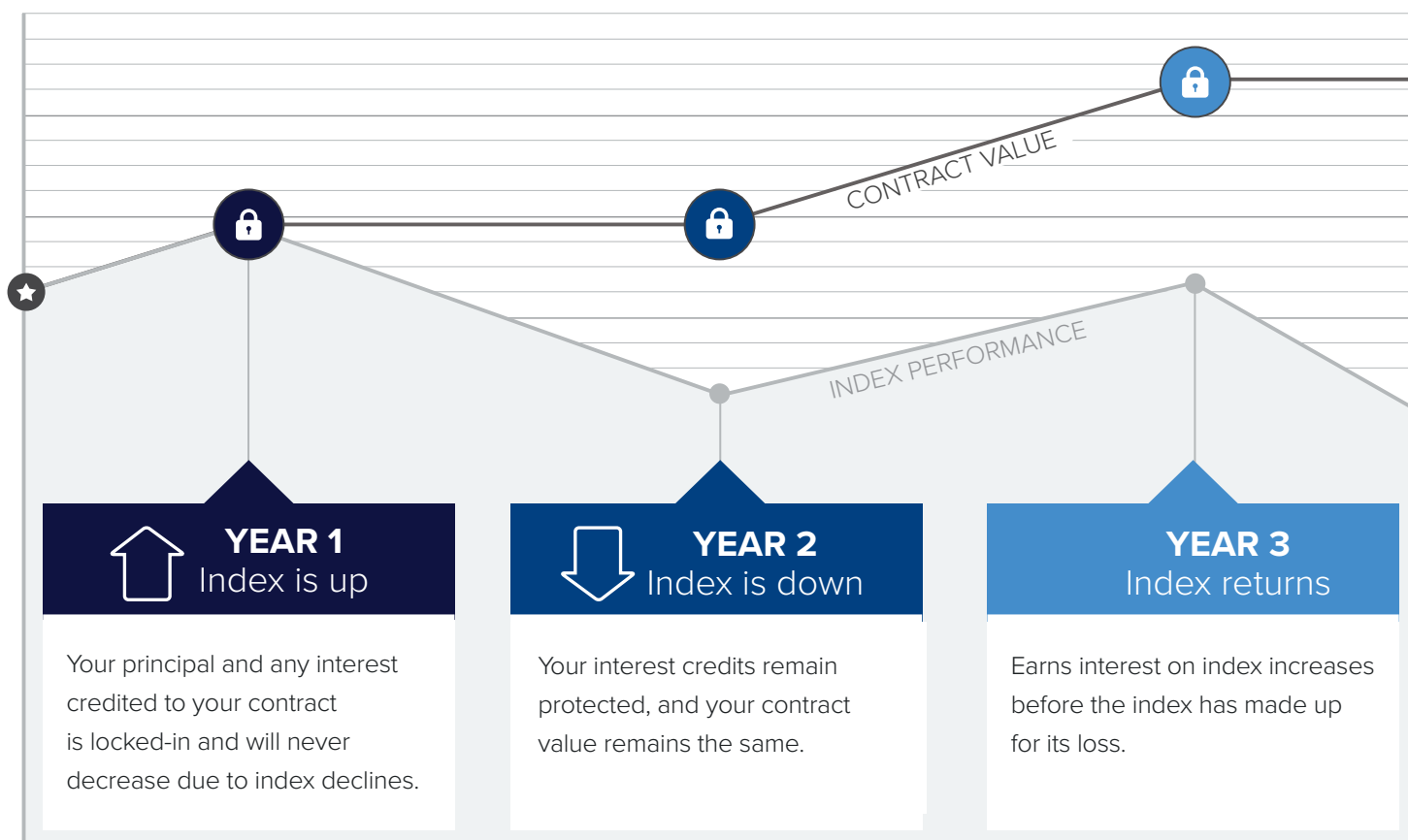
How your money is protected



AssetShield BONUS 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.



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

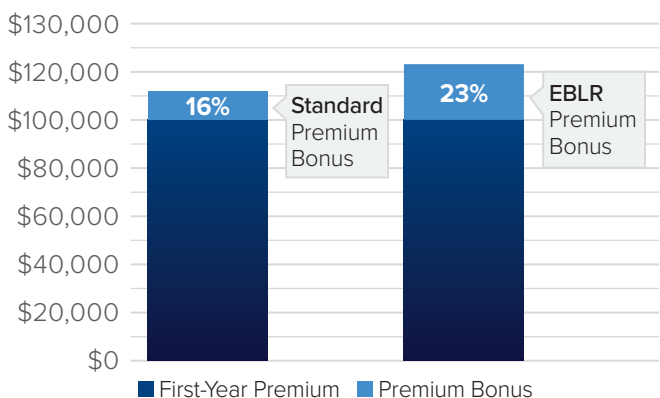
How your money grows



By choosing **AssetShield BONUS 10** for a portion of your retirement portfolio, you are accessing accumulation opportunities that start day one and you have a choice for how your money works moving forward.

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

PREMIUM BONUS



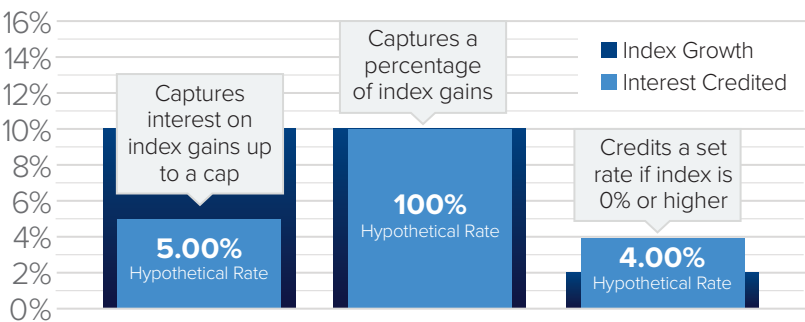
It starts with a built-in 16% premium bonus applied to all first-year premiums that vests over time.

Enhanced Bonus & Liquidity Rider (EBLR)

You can also increase this bonus rate with the optional EBLR, which **replaces the 16% bonus with a 23% bonus**. This is available at issue for a 0.95% annual fee that is deducted from the contract value each anniversary during the rider charge period (10 years).

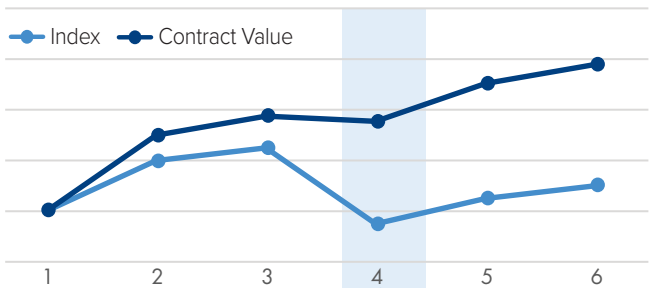
INTEREST CREDITING STRATEGIES

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



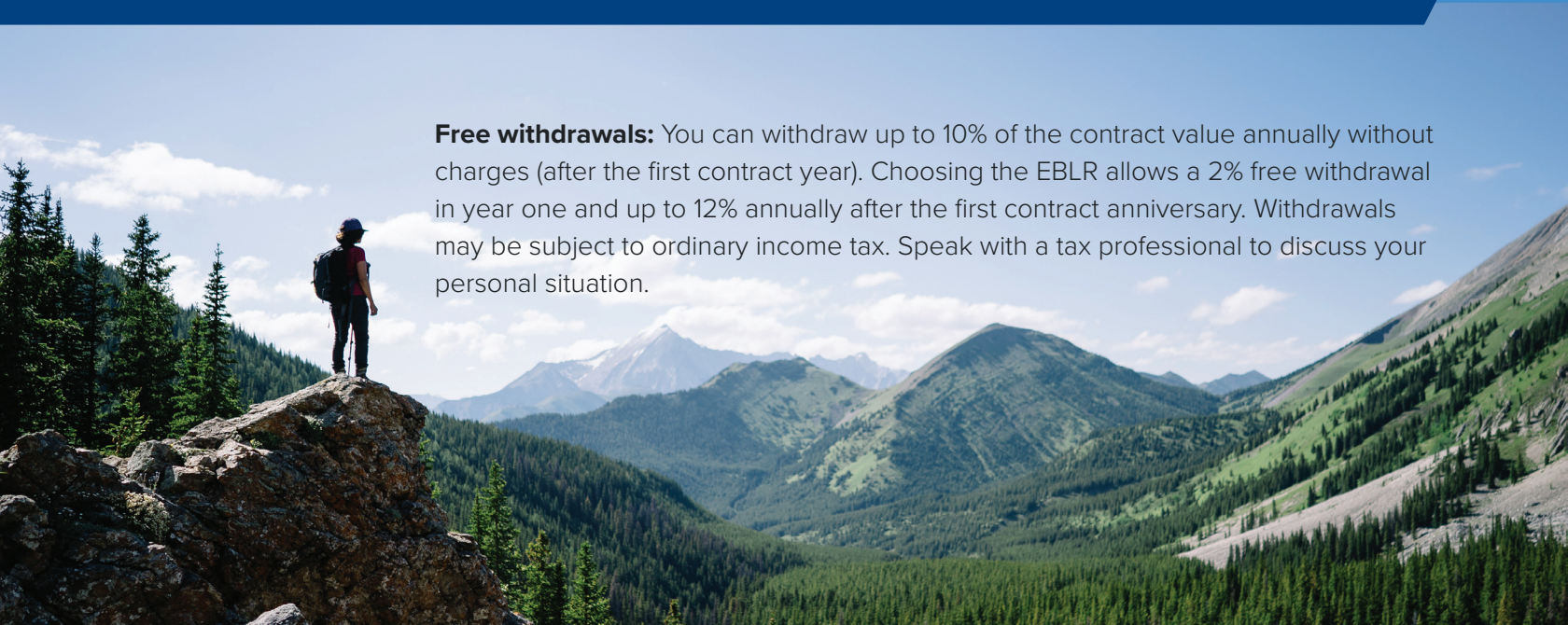
At the end of a negative term, the contract value decreases by the fee amount.

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 performance rate rider 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.

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). Choosing the EBLR allows a 2% free withdrawal in year one and up to 12% annually after the first contract anniversary. Withdrawals may be subject to ordinary income tax. Speak with a tax professional to discuss your personal situation.

Additional Riders and 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 bonus is vested 100% and 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

Premium bonus vesting: The premium bonus, including the EBLR, vests over a 10-year period. Beginning year two, a portion vests annually until fully vested at the end of the tenth year. Premium bonus vesting does not apply to free withdrawals.

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.

Contract year	1	2	3	4	5	6	7	8	9	10	11+
Surrender Charge %	9.1%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%
Premium Bonus Vested	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

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.

Enhanced Bonus & Liquidity Rider – Available at contract issue, this rider offers an enhanced premium bonus which replaces the standard bonus on all first-year premiums. It also provides a penalty-free withdrawal amount in year one and increased penalty-free withdrawals beginning in year two. The annual fee for this rider is deducted from the contract value at the end of each contract year through the rider charge period.

Free Withdrawal – Annual opportunity to withdraw up to 10% (12% if EBLR is elected) of the contract value each year after year one. EBLR also allows a 2% withdrawal in 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.

Premium Bonus – Any premiums paid in year one receive a percentage increase that is added to the contract value. After the first contract year, an increasing percentage of the bonus vests according to the premium bonus vesting schedule.

Premium Bonus Vesting Schedule – Starting in the second year, a percentage of the bonus becomes guaranteed annually; that percentage increases each year according to the bonus vesting schedule. In the event of death, 100% of the bonus is vested as of the contract date and the surviving owner or beneficiary receives the entire contract value. Free withdrawals of up to 10% (12% if EBLR is elected) of the contract value are allowed each contract year beginning in year two. Free withdrawals are not subject to withdrawal charges or bonus vesting.

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-B, ICC22 IDX-11-10, ICC20 E-PTP-C, ICC20 E-PTP-PR, ICC20 E-MPTP-C, ICC24 E-BPT, ICC16 R-MVA, ICC20 R-EBR, ICC20 R-ERR, 21 R-ERR, ICC25 R-EBL, and state variations thereof.

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.

Surrender charges may be higher in contracts with a premium bonus than in contracts without a premium bonus and may exceed premium bonus. Caps, participation rates and performance trigger rates may also be lower in contracts with a premium bonus.

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

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.

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.

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"). BlackRock®, BlackRock Adaptive US Equity 7% Index® and the corresponding logos are registered and unregistered trademarks of BlackRock. The Product is not sponsored, endorsed, sold or promoted 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 has no obligation or liability in connection with the administration or marketing of Product. 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 track general market performance. BlackRock does not guarantee the adequacy, accuracy, timeliness and/or completeness of the Index or any data or communication related thereto nor does it have any liability for any errors, omissions or interruptions of the Index.

This product is not sponsored, endorsed, sold or promoted by BNP Paribas or any of its affiliates (collectively, "BNP Paribas"). Neither BNP Paribas nor any other party (including without limitation any calculation agents or data providers) makes any representation or warranty, express or implied, regarding the advisability of purchasing this product. BNPP Patriot Technology Index (the "Index") is the exclusive property of BNP Paribas. BNP Paribas and the Index are service marks of BNP Paribas and have been licensed for use for certain purposes by American National Group, Inc. and its insurance company subsidiaries, including American Equity Investment Life Insurance Company. Neither BNP Paribas nor any other party has or will have any obligation or liability to owners of this product in connection with the administration or marketing of this product, and neither BNP Paribas nor any other party guarantees the accuracy and/or the completeness of the Index or any data included therein.

Citi is a registered trademark and service mark of Citigroup Inc. or its affiliates and is used and registered throughout the world utilized under license and agreement. Nasdaq®, Nasdaq-100®, Nasdaq-100 Total Return™ Index, and XNDX® are registered trademarks of Nasdaq, Inc. (which with its affiliates is referred to as the "Corporations") and are being utilized under license and agreement by American Equity Investment Life Insurance Company in connection with this fixed index annuity product (the "Product"). truVol® is a trademark of Salt Financial LLC ("Salt"). The Product is not designed, sponsored, endorsed, sold, underwritten, distributed, promoted, issued or administered by Citigroup, the Corporations or Salt, and no such party makes any representation regarding the advisability of purchasing such Product. None of Citigroup, the Corporations or Salt gives any express or implied warranties, including, but not limited to, any warranties of merchantability or fitness for a particular purpose or use. In no event shall Citigroup, the Corporations or Salt be liable for any direct, indirect, special or consequential damages in connection with any use of Citigroup's, the Corporations' or Salt's data and information.

Citi is a registered trademark and service mark of Citigroup Inc. or its affiliates and is used and registered throughout the world utilized under license and agreement. NYSE®, ICE®, and NYSE® U.S. 500 Index, are registered trademarks of Intercontinental Exchange, LLC or its affiliates (which are collectively referred to as "IDI") and are being utilized under license and agreement by American Equity Investment Life Insurance Company in connection with this fixed index annuity product (the "Product"). truVol® is a trademark of Salt Financial LLC ("Salt"). The Product is not designed, sponsored, endorsed, sold, underwritten, distributed, promoted, issued or administered by Citigroup, IDI or Salt, and no such party makes any representation regarding the advisability of purchasing such Product. None of Citigroup, IDI or Salt gives any express or implied warranties, including, but not limited to, any warranties of merchantability or fitness for a particular purpose or use. In no event shall Citigroup, IDI or Salt be liable for any direct, indirect, special or consequential damages in connection with any use of Citigroup's, IDI' or Salt's data and information.

The Nasdaq Premier™ Index and the NYSE® Premier Index are administered and published by Citigroup, which has contracted with certain data providers to provide intellectual property that is used by Citigroup for the construction and design of such indices.

The S&P 500® is a product of S&P Dow Jones Indices LLC or its affiliates ("SPDJI"), and the S&P 500® Advantage 15% VT TCA Index (USD) ER, a product of SPDJI and BofA Securities, Inc. (collectively, the "Indices"), and have been licensed for use by American Equity Investment Life Insurance Company ("AEL"). S&P®, S&P 500®, US 500®, The 500® are trademarks of S&P Global, Inc. or its affiliates ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and have been licensed for certain purposes by AEL. AEL's insurance products based on the Indices are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, their respective affiliates, or BofA Securities, Inc. and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the Indices.

The S&P 500® Dividend Aristocrats® Daily Risk Control 5% ER Index (the "Index") is a product of S&P Dow Jones Indices LLC or its affiliates ("SPDJI"), and has been licensed for use by American Equity Investment Life Insurance Company ("AEL"). S&P®, S&P 500®, US 500, The 500, iBoxx®, iTraxx® and CDX® are trademarks of S&P Global, Inc. or its affiliates ("S&P"). Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"). These trademarks have been licensed to SPDJI and sublicensed for certain purposes by AEL. AEL's products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, or their respective affiliates, and such parties make no representations regarding the advisability of investing in such product(s) and have no liability for any errors, omissions, or interruptions of the Index.



American Equity Investment Life Insurance Company®

6000 Westown Pkwy, West Des Moines, IA 50266
www.american-equity.com • 888-221-1234