

Eagle Life's

Sure Rate 7

With Eagle Income Advantage Rider



Fixed Annuity



Sure Rate 7

A Fixed Annuity

Every retirement is different, each with its own financial goals and unique needs. But, many of today's retirement objectives are the same — a reliable income source and asset protection.

That is why many Americans are turning to fixed annuities. These products have helped millions of people reach their retirement goals with benefits like principal protection and guaranteed income that cannot be outlived.



Understanding Fixed Annuities

What is a fixed annuity?

A fixed annuity is a contract backed by the financial strength and claims-paying ability of the issuing company. This guarantees contract owners a retirement vehicle designed to protect assets while allowing for growth opportunities. It does this through a combination of powerful benefits:

- **Guaranteed Income**
- **Principal Protection**
- **Tax-Deferred Growth**
- **Liquidity**
- **May Avoid Probate**

How a fixed annuity works

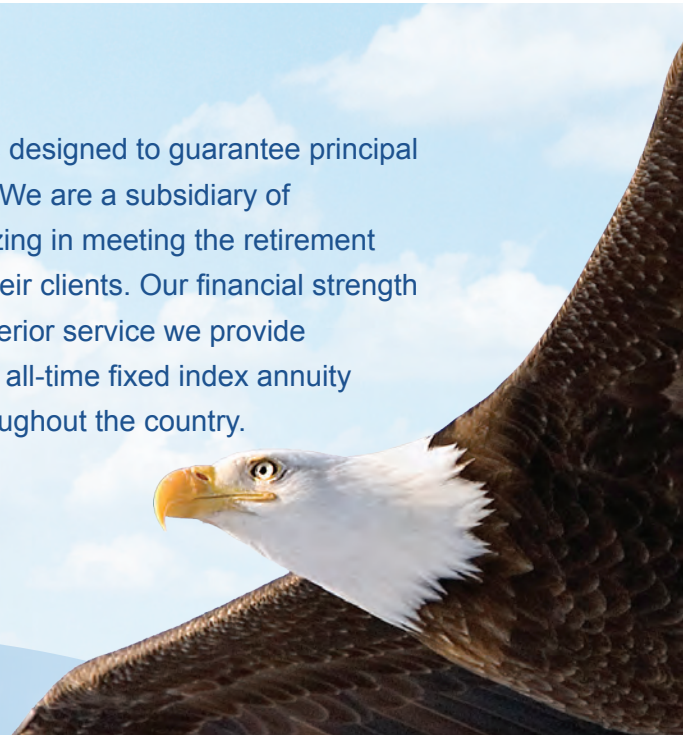
This long-term retirement product is purchased with an insurance provider that, in turn, guarantees principal protection, tax-deferred growth on assets and a reliable income stream. Throughout the course of the contract, the fixed annuity earns additional interest credits based on an established rate.

Eagle Life Insurance Company®

Eagle Life is a provider of fixed and fixed index annuity products designed to guarantee principal protection, generate income and offer a lifetime income source. We are a subsidiary of American Equity Investment Life Insurance Company®, specializing in meeting the retirement product demands of financial institutions, representatives and their clients. Our financial strength is founded on the quality of our products and backed by the superior service we provide our partners and contract owners. As a part of the number three all-time fixed index annuity provider¹, we help fund more than half-a-million retirements throughout the country.

Financial Strength

A- (Excellent) rating from A.M. Best²
A- (Strong) rating from S&P 500^{®3}
American-owned and operated





Key Terms

Here is a list of key terms and definitions that may be useful while learning about this product.

Annuitization	Conversion of the Surrender Value of the annuity into regular guaranteed income payments.	IAV Rate	The interest rate used to calculate the interest credited to the Income Account Value. (Only applicable with Eagle Income Advantage Rider Options 1 and 2.)
Accumulation Period	The period of time during which the Income Account Value is credited the Income Account Value rate.	Joint Life Payout	A joint life payout is available only to legal spouses, as defined under federal law. Both spouses must be at least 50 years of age and payment is based on the age of the younger joint payee. Payments are made through the life of the last surviving spouse, so long as spousal continuation is elected.
Contract Value	The total of the value in the annuity contract.	Minimum Guaranteed Surrender Value (MGSV)	At no time will the Surrender Value of the contract be less than 87.5% of premium received, less any withdrawals, accumulated at the minimum guaranteed interest rate.
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.	Partial Withdrawal	Available at any time, for partial distributions over the Free Withdrawal amount. Surrender Charges and minimum values will apply.
Free Withdrawal	Opportunity each year, after the first contract year, to take withdrawals up to 10% of the Contract Value, without expense.	Rider Fee	The fee charged for the Eagle Income Advantage Rider is based on the Contract Value and deducted from the Contract Value each year as long as the rider is attached to the contract.
Income Account Value (IAV)	This value is used solely to determine the amount of income to be received under the Eagle Income Advantage Rider. It is not a traditionally accessible value. This serves as a measuring tool for purposes of the rider only.		



Key Terms

Eagle Life is dedicated to simple product designs and easy-to-understand crediting strategies.

Single Life Payout

For the owner and sole annuitant, payouts are based on sex and age at election.

Surrender

Termination of the contract in exchange for Surrender Value.

Surrender Charge

An amount subtracted from the Contract Value if surrendered at a time when the Surrender Charges apply.

Surrender Value

The amount paid to the contract owner by Eagle Life when the contract is surrendered.

Wellbeing Benefit Enhanced Income Payment

Increases the amount of income payments by an enhanced income factor, for up to five years. (Only applicable with Eagle Income Advantage Rider Option 2.)

Withdrawal Charge

An amount subtracted from the Contract Value if requested at a time when the Withdrawal Charges apply.





The Power of a Fixed Annuity

A fixed annuity offers a powerful combination of benefits that help protect against many of today's common retirement concerns.

Fixed Annuity BENEFITS	Common Retirement Concerns			
	Outliving Income	Tax Exposure	Access to Funds	Taking Care of Loved Ones
Guaranteed Income	✓		✓	✓
Principal Protection	✓	✓		✓
Tax-Deferred Growth		✓		✓
Liquidity	✓		✓	✓
May Avoid Probate			✓	✓

Guaranteed Income: Flexible payout options available, including lifelong paychecks.

Principal Protection: Fixed annuities are a safe-money alternative, with guaranteed interest and guaranteed income backed by the financial strength of Eagle Life.

Tax-Deferred Growth: Earn interest on money without paying taxes on it until making a withdrawal, or distribution begins. It enables faster growth by allowing credited interest to compound over time.

Liquidity: Each contract defines various opportunities to withdraw funds, such as Free Withdrawals, Partial Withdrawals, qualified care⁴, terminal illness⁴ and lifetime income options. (Subject to applicable Surrender Charges.)

May Avoid Probate: If applicable, beneficiaries receive any remaining value in the contract while avoiding the expense and time spent in probate.



Eagle Life's Sure Rate 7

Eagle Life's Sure Rate 7 is a fixed annuity designed to help generate a guaranteed income source through an established rate while protecting hard-earned dollars.

Surrender Values and Charges

The annuity's Surrender Value will never be less than 87.5% of the premium received, less any withdrawals, accumulated at the minimum guaranteed interest rate. If a Partial Withdrawal or Surrender is taken during the Withdrawal and Surrender Charge period, a deduction will be taken out according to the Withdrawal and Surrender Charge schedule.

Market Value Adjustment (MVA)

This product offers an optional Market Value Adjustment (MVA) Rider that must be elected at issue. An 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 Index⁵ increases, Cash Surrender Values decrease. As the MVA Index decreases, Cash Surrender Values increase. Interest Rates may be higher for contracts with an MVA Rider.



In the event of death, the surviving joint owner or beneficiary receives the entire Contract Value.

Surrender Charge Schedule (Age 18-80)

Contract Year	1	2	3	4	5	6	7	8+
Surrender Charge Percent	9.20	9.20	8.20	7.20	6.20	5.20	4.10	0
Surrender Charge Percent FL	9.20	9.20	8.00	6.75	5.50	4.25	2.75	0



Money Access Options and Features

With the Sure Rate 7 there is always access to money in the annuity. Eagle Life provides withdrawal flexibility and a variety of liquidity options.

Free Withdrawals

This is an opportunity each year (after the first contract year) to take Free Withdrawals up to 10% of the Contract Value.

Partial Withdrawals

These are available at any time, for partial distributions over the Free Withdrawal amount. Withdrawal Charges will apply.

Qualified Care Needs

Confinement Care Rider (ICC10-NCR-100R)⁴

If, after the first contract anniversary, the annuitant is confined to a qualified nursing care center for 90-plus consecutive days, or 30 days for Hospice, a 100% Free Withdrawal is available.

Terminal Illness Rider (ICC10 TIR-100R)⁴

If after the first contract year, the annuitant is diagnosed with a terminal illness, a 100% Penalty-Free Withdrawal of the Contract Value is available.

Death Benefit

Death Benefit proceeds are paid to the surviving joint owner. If there is no surviving joint owner, the death benefit is paid to the named beneficiary(ies) with no Surrender Charges. Generally paid in the lump-sum, other payment options are also available.





Sure Rate 7 with Eagle Income Advantage Rider

The fixed annuity and income rider work together to provide a lifetime of benefits.

What is the optional Eagle Income Advantage Rider?

Available for issue ages 50+, the Eagle Income Advantage Rider helps secure a lifelong income source. Income payments may begin any time after the first 30 days and are available without a Surrender Charge or having to Annuitize the contract. The amount of the income to be received is measured by the Income Account Value (IAV). The IAV is credited over time and grows until the earlier of income payments beginning or the end of the Accumulation Period. A Rider Fee is deducted from the Contract Value each year the rider is attached to the contract.

Eagle Income Advantage Rider Options

The optional Eagle Income Advantage Rider has options to help individuals reach their income goals and meet their lifestyle needs.

Option 1: Eagle Income Advantage Rider

This option has a set Initial IAV Rate, declared at issue and guaranteed for 7 years. The IAV is calculated on a simple interest basis.

Option 2: Eagle Income Advantage Rider with Wellbeing Benefit

In addition to the benefits of Option 1, the Wellbeing Benefit option is designed to help address the financial burden related to significant health issues. Plus, the Wellbeing Benefit Enhanced Income Payment increases the amount of income by an income payment factor, for up to five years, should the contract owner or their joint spouse become unable to perform multiple activities of daily living outlined in the contract. This option is not confinement driven, so it is available to those receiving home care. There is a two year waiting period before the Wellbeing Benefit can be activated.

Option 1

IAV Rate: 9.25% Simple

Accumulation Period: 7 years

Rider Fee: 1.00%

Option 2

IAV Rate: 9.25% Simple

Accumulation Period: 7 years

Rider Fee: 1.10%



Predictable Lifetime Income

Guaranteed income payments based on easy-to-understand payout factors.

PAYOUT FACTORS

Age	Single		Joint
	Female	Male	Joint
50	3.40%	3.50%	3.00%
51	3.50%	3.60%	3.10%
52	3.60%	3.70%	3.20%
53	3.70%	3.80%	3.30%
54	3.80%	3.90%	3.40%
55	3.90%	4.00%	3.50%
56	4.00%	4.10%	3.60%
57	4.05%	4.20%	3.70%
58	4.15%	4.30%	3.80%
59	4.25%	4.40%	3.90%
60	4.35%	4.50%	4.00%
61	4.40%	4.60%	4.05%
62	4.50%	4.70%	4.10%
63	4.60%	4.80%	4.15%
64	4.70%	4.90%	4.20%

Age	Single		Joint
	Female	Male	Joint
65	4.80%	5.00%	4.25%
66	4.90%	5.10%	4.35%
67	5.00%	5.20%	4.40%
68	5.05%	5.30%	4.45%
69	5.15%	5.40%	4.50%
70	5.25%	5.50%	4.55%
71	5.30%	5.60%	4.60%
72	5.35%	5.70%	4.65%
73	5.40%	5.80%	4.70%
74	5.50%	5.90%	4.75%
75	5.60%	6.00%	4.80%
76	5.70%	6.10%	4.85%
77	5.80%	6.20%	4.90%
78	5.90%	6.30%	5.00%
79	6.00%	6.40%	5.05%
80	6.10%	6.50%	5.10%

The annual income payment equals the IAV on the day the income payments begin, multiplied by the benefit payout percentage applicable to the contract owner's sex and age (if joint payout is elected, whoever is youngest) at the time of election.

If, on the day before income payments are to begin, the Contract Value is greater than the IAV, Eagle Life will increase the IAV to equal the Contract Value.

Montana Residents will be issued on a gender neutral basis. Both Males and Females will be issued using Female payout factors. Joint factors remain the same.



Income and Withdrawals

The Eagle Income Advantage Rider offers guaranteed income through a secure revenue source.

Income Payment Election

Income payments can begin any time after the first 30 days. At the time of election, contract owners select either single life or joint life payouts. Once income payments begin these choices are locked in and may not be changed.

Single Life

Payout factors are determined by the owner's sex and their age at the time of payout election.

Joint Life

Payout is based on the youngest age of the contract owner or spouse, who is at least 50 years, and income payments are guaranteed until the death of the surviving spouse subject to the spousal continuation provision.

Excess Withdrawals

Any partial withdrawals taken from the Contract Value after income payments have started are considered Excess Withdrawals and will reduce future income payment amounts and your IAV on a pro-rata basis. For example, an additional withdrawal of 5% of your Contract Value reduces your future income payments by 5%. If an Excess Withdrawal plus income payment exceeds the Free Withdrawal amount allowed in any contract year, Withdrawal Charges will be applied to any amount in excess of the Free Withdrawal amount. Should Excess Withdrawals reduce the Contract Value to zero, the IAV will also be reduced to zero, and the contract and rider will be considered to be surrendered. Any remaining income payments would also terminate.

Death of Owner

Eagle Life's annuities have a Death Benefit that allows the beneficiaries immediate access to contract value at the time of death. This can help avoid a costly prolonged probate process.

If the owner's spouse is sole primary beneficiary of the contract, elects spousal continuation, and is at least age 50, then income benefits may continue. Details and available options are detailed in the contract.

The Eagle Income Advantage Rider terminates and income payments stop upon the earliest of either the owner's written request, the date the contract terminates, the date the contract is annuitized or the date the owner of the contract changes. Once the Eagle Income Advantage Rider terminates, it may not be reinstated.

Tax Treatment

All income payments are considered a withdrawal from the Contract Value, and any part of the withdrawal that is deferred interest is taxable as income. If the contract is in a qualified plan the entire amount of the withdrawal may be taxable. The taxation of income payments is calculated as outlined in the Internal Revenue Code.

In addition, the taxable portion of any withdrawal taken before age 59½ may be subject to an additional penalty of 10% by the Internal Revenue Service.

Please contact a tax professional for additional information.

Eagle Life

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

As a part of a top-tier fixed index annuity provider, we are dedicated to our established standards of going above and beyond in every facet of our business.

Safety

With our products, contract owners can trust their principal is protected and their income is guaranteed for life.



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Annuity Contract issued under form series ICC17 E-FXD-A-7. The Eagle Income Advantage Rider issued under form series ICC17 E-R-LIBR-FSP and ICC17 E-R-LIBR-W-FSP is available to ages 50-80 for those who select this rider at issue. MVA Rider Issued under form series ICC17 E-R-MVA and state variations thereof. Form number and availability may vary by state.

¹ Source: <https://www.looktowink.com/2018/03/total-overall-indexed-annuity-sales-2017/>. If you cannot access this article online, you may call 888-647-1371 to request a copy.

² A.M. Best has assigned American Equity an "A-" (Excellent) rating, reflecting their current opinion of American Equity's financial strength and its ability to meet its ongoing contractual obligations relative to the norms of the life/health insurance industry. A.M. Best utilizes 15 rating categories ranging from A++ to F. An "A-" rating from A.M. Best is its fourth highest rating. For the latest rating, access www.ambest.com. Rating effective 8/2/2006, affirmed 6/29/2017.

³ Standard and Poor's rating service has recognized American Equity Investment Life Insurance Company with an "A-" rating. An insurer rated "A" has strong financial security characteristics, but is somewhat more likely to be affected by adverse effects of changing circumstances or economic conditions than are insurers with higher ratings. Ratings from 'AA' to 'CCC' may be modified by the addition of a plus (+) or minus (-) sign to show relative standing within the major rating categories. Rating effective 8/5/15, affirmed 9/26/16.

⁴ Rider Benefits and form numbers may vary by state. NCR and TIR not available in CA.

⁵ The MVA Index=The BofA Merrill Lynch 7-10 Year US Corporate Index

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Insured

May Lose Value

No Bank/Credit
Union Guarantee

Not a Deposit

Not Insured by any
Federal Government Agency