

American Equity's RateShield 10+



Income. *Guaranteed.*



The one who works for you!®



RateShield 10+

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 guaranteed income and principal protection.



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.

Why American Equity?

For over 20 years, American Equity has been committed to providing quality annuity products backed by superior service. We remain focused on the business principles that have served our contract owners from the beginning. Through our financial strength and ongoing stability we help fund more than half-a-million contract owners' retirements across the country.

\$41 Billion in Assets¹

35,000 Active Agents

540,000 Active Contract Owners

A- (Excellent) rating from A.M. Best²

A- (Strong) rating from S&P 500^{®3}

American-owned and operated





Key Terms

American Equity is dedicated to simple product designs. Here is a list of key terms and definitions that may be useful while learning about our product.

Annuitization	Conversion of the Surrender Value of the annuity into regular guaranteed income payments.	Partial Withdrawal	Available at any time, for partial distribution over the Free Withdrawal amount. Withdrawal Charges, Bonus Vesting schedule and minimum values will apply.
Bonus Vesting	Each year after the first contract year, a percentage of the bonus is vested until 100% vested at the end of the vesting period.	Premium Bonus	Guaranteed 5% Premium Bonus on all premiums received in the first contract year.
Contract Value	The total of the value in the annuity contract.	Surrender	Termination of the contract in exchange for Surrender Value.
Death Benefit	The greater of the Contract Value or MGSV of the annuity is paid in a lump-sum with no Surrender Charges, plus 100% Bonus Vesting, to named beneficiaries.	Surrender Charge	An amount subtracted from the Contract Value if surrendered at a time when the surrender charges apply.
Free Withdrawal	Opportunity each year, after the first contract year, to take withdrawals up to 10% of the Contract Value, without expense.	Surrender Value	The amount paid to the contract owner by American Equity when the contract is surrendered.
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.	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	X		X	X
Principal Protection	X	X		X
Tax-Deferred Growth		X		X
Liquidity	X		X	X
May Avoid Probate			X	X

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 American Equity.

Tax-Deferred Growth: Earn interest on money without paying taxes on it until making a withdrawal, or distribution begins. It enables growth faster 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 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.



RateShield 10+

RateShield 10+ is a fixed annuity designed to help generate a guaranteed income source through an established rate while protecting hard-earned dollars.

RateShield Premium Bonus

The RateShield includes a Premium Bonus feature that is based on premium payments received in the first contract year. The Premium Bonus is applied to the Contract Value immediately and vests over time. This provides a jumpstart for the Contract Value and can help increase interest growth from the start.

Premium Bonus Vesting

The Premium Bonus vests over a 10-year period. Each year, after the first contract year, a percentage is vested until 100% vested at the end of the 10th contract year.

The vested amount of the Premium Bonus is guaranteed and cannot be forfeited as a result of early Partial Withdrawal or Surrender. In the event of a Partial Withdrawal or Surrender, Premium Bonus payouts will be based on the vesting schedule.



**In the event of death,
100% of the Premium Bonus is vested immediately and the beneficiary receives the entire Contract Value, including the Premium Bonus.**

Premium Bonus Vesting Schedule

Contract Year	1	2	3	4	5	6	7	8	9	10	11+
Vested Percentage	0	10	20	30	40	50	60	70	80	90	100

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. 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.

Withdrawal and Surrender Charge Percentages (Age 18-80)

Contract Year	1	2	3	4	5	6	7	8	9	10	11+
Surrender Charge Percent	9.10	9.10	8.50	7.50	6.50	5.50	4.50	3.40	2.30	1.10	0



Money Access Options and Features

With the RateShield 10+ there is always access to money in the annuity. American Equity 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 of up to 10% of the Contract Value.

Partial Withdrawals

These are available at any time, for partial distribution over the Free Withdrawal amount. Withdrawal Charges and premium Bonus Vesting will apply.

All withdrawals are pro-rated between the accrued premium and accrued bonus portions of the contract value. A withdrawal charge will apply to the accrued premium amount and vesting is applied to the accrued bonus amount.

Qualified Care Needs

Available to annuitants under age 75 at issue.

Nursing Care Rider (NCR-100)⁵

If, after the third contract anniversary, the annuitant is confined to a qualified nursing care center for 90-plus consecutive days, a 100% Penalty-Free Withdrawal is available. A 20% Penalty-Free Withdrawal is available if the confinement occurs in the second or third contract year.

Terminal Illness Rider (TIR-100)⁵

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 named beneficiary(ies) with no Surrender Charges. Generally paid in a lump-sum, other income options are also available.



Multiple Ways to
Access Money

American Equity

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

Our dedication to going above and beyond in every facet of our business has established us as a top-tier fixed annuity provider.

Safety

Our products provide Sleep Insurance[®] for contract owners that can trust their principal is protected and their income is guaranteed for life.

life.american-equity.com



Call us at **888-221-1234**

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Annuity Contract issued under form series ICC16 BASE-FXD-B, ICC16 FXD-3, ICC16 R-MVA, and state variations thereof. Availability may vary by state.

¹ As of 12/31/15 - Assets \$41 billion, Liabilities \$39 billion.

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 4/14/2016.

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.

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

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

American Equity Investment Life Insurance Company[®] does not offer legal, investment, or tax advice. Please consult a qualified professional.