

American Equity's Choice 10

Offers a
52%
Participation Rate

How Does The Choice Series Work?
Featuring a 52% Participation Rate

Choice Series can protect principal and interest credits while maintaining the opportunity for growth.

Indexed annuities are fixed annuities that provide an opportunity to earn more interest than traditional fixed annuities and other safe money alternatives.*

This is done by basing interest earned on an increase in an equity index. The crediting method used can be chosen on each contract anniversary.


Participation Rate (Par Rate): Determines what percent of the increase in the index will be credited to the annuity. (Choice assumes a 52% Par Rate)

Example: In 2013, the S&P 500® returned 29.60%. The crediting amount will be 15.39%.

The American Equity annuity Participation Rate can change annually. The chart is based on what rates the S&P 500® earned in the S&P 500® Index. The S&P 500® Index is available to the public through the public domain, used by S&P and IBC. Not performance data or guarantee data.

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Year	S&P 500® Return	52% Par Rate	Contract Value using Par Rate
1995	34.11%	17.74%	\$117,740.00
1996	20.26%	10.54%	\$130,149.90
1997	31.01%	16.12%	\$151,129.94
1998	26.67%	13.87%	\$172,091.67
1999	19.32%	10.15%	\$189,558.97
2000	-10.14%	0.00%	\$189,558.97
2001	-13.04%	0.00%	\$189,558.97
2002	-22.37%	0.00%	\$189,558.97
2003	28.38%	13.72%	\$215,566.46
2004	9.99%	4.68%	\$225,654.97
2005	3.00%	1.56%	\$229,175.19
2006	13.42%	7.08%	\$245,400.79
2007	-3.53%	1.84%	\$249,916.17
2008	-38.49%	0.00%	\$249,916.17
2009	23.43%	12.20%	\$280,405.94
2010	12.78%	6.65%	\$299,052.92
2011	0.00%	0.00%	\$299,052.92
2012	13.41%	6.97%	\$319,896.92
2013	29.60%	15.39%	\$349,129.04
2014	11.39%	5.92%	\$390,981.50
2015	-0.73%	0.00%	\$390,981.50
2016	9.54%	4.96%	\$410,374.18

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6000 Westown Pkwy, West Des Moines, IA 50266

CLICK HERE to See How it Works

*52% par rate is the highest on a fixed index annuity product of any surrender charge duration according to information extracted from Wink, Inc. Membership Access product database, 09.06.2017.

Annuity issued under form series ICC14 IDX8 - 10 and state variations thereof. Availability may vary by state.

52% is only available on the Choice 10 with Optional Market Value Adjustment (MVA) Rider. Rider issued under forms series ICC17 R-MVA and state variations thereof. Availability may vary by state.

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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.

Call us at **888-647-1371**



8:00AM-4:45PM CT Monday-Thursday 8:00AM-1:00PM CT Friday

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