

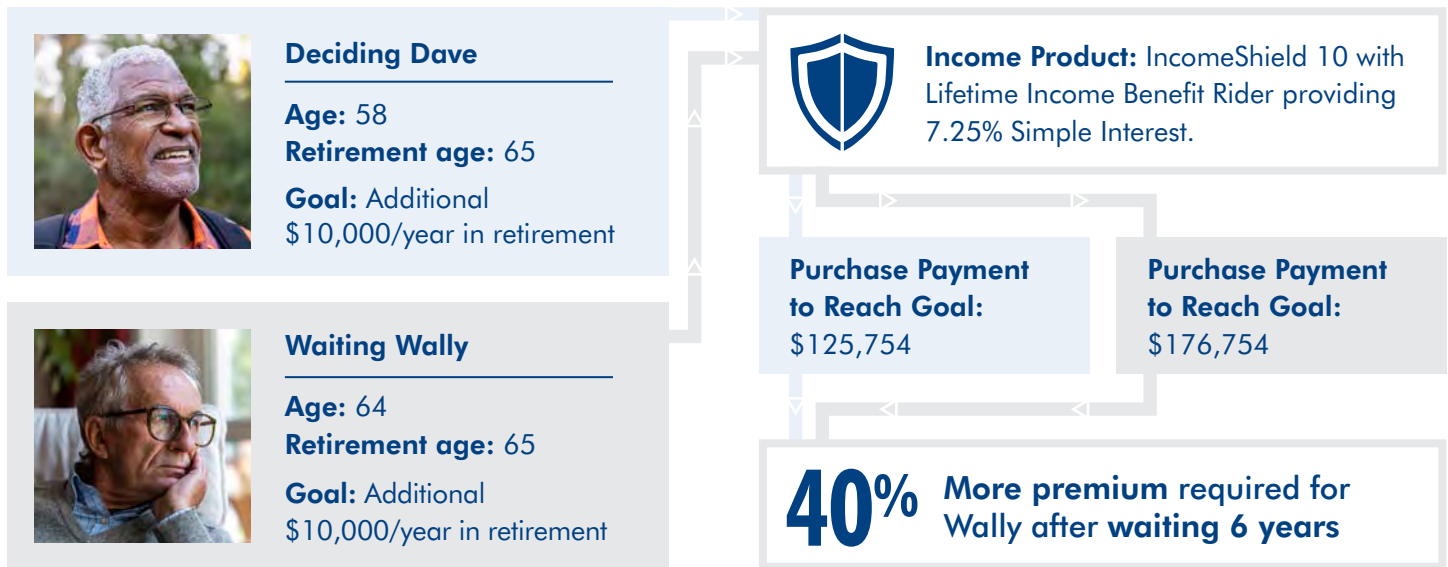
IncomeShield 10 Fixed Index Annuity

Income Annuity Dilemma: Buy early or later?

Retirement decisions are among the most important financial choices we make in life and should be considered thoroughly. The importance of these decisions may not always translate into how pressing they can be. There is a cost to the time spent waiting to buy guaranteed income. One way to help underline the value of your time: considering the cost of waiting to buy a guaranteed income annuity.

The cost of waiting

Two individual pre-retirees, have the same goal: add \$10,000 in annual income when they retire at 65. Both individuals are interested in the IncomeShield 10 fixed index annuity, with a Lifetime Income Benefit Rider that provides a 7.25% simple interest growth rate to the income account value. The only difference is one purchases at 58; the other at 64.



Example shown for illustrative purposes only. Assumes no withdrawals are taken from the contract prior to income payments beginning. Excess withdrawals taken in addition to lifetime income payments will reduce future income payment amounts.

There is a 10-year surrender charge schedule for early withdrawals exceeding 10% annually. The Lifetime Income Benefit is an option and may carry an annual fee. The Lifetime Income Benefit Rider is used to calculate lifetime income only and is not part of the contract value or available as a lump sum.

Cost of Six Years: 40% more premium required to generate \$10,000 additional income

The IncomeShield fixed index annuity provides the principal protection that the clients need during the critical years leading up to and into retirement. By purchasing early, Dave is able to build on off that protection and secure a supplemental lifetime income stream that meets his income goals.

The one who works for you!®



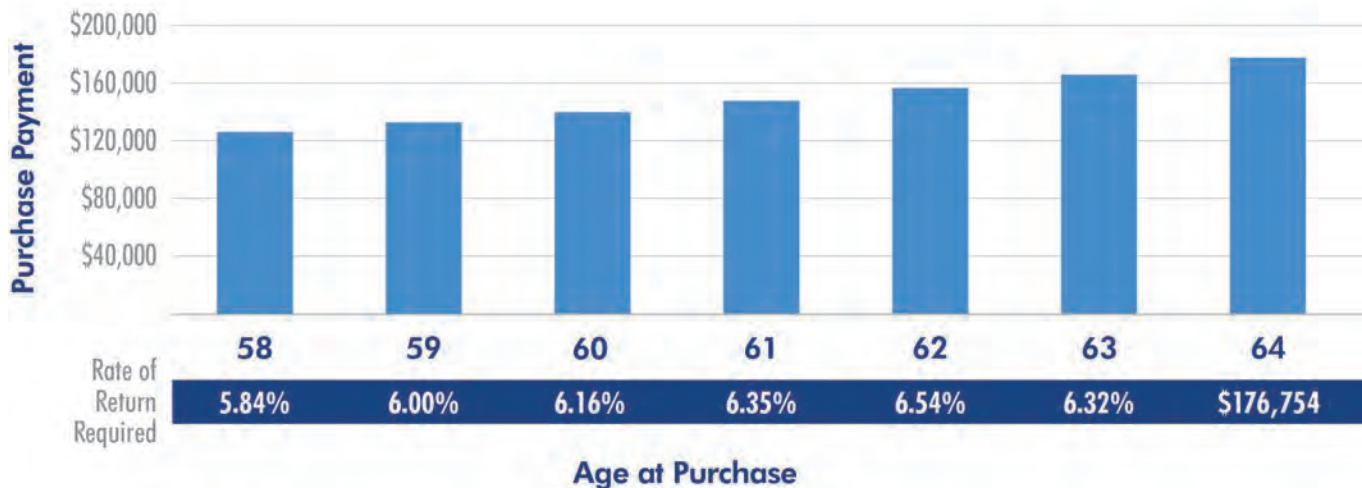
AMERICAN EQUITY
INVESTMENT LIFE INSURANCE COMPANY®

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The growth required

For some, postponing the purchase of guaranteed retirement income may be a good opportunity for using that time to increase their nest egg further before transitioning those assets to income with an annuity. Let's take a closer look at our hypothetical demonstration to see the growth needed for that approach to generate \$10,000 in retirement income with an IncomeShield 10 fixed index annuity.

A 58-year-old individual, looking to retire at 64, would need an annual growth rate of 5.8% on their \$125,754 principal to raise enough capital for a \$176,754 purchase payment of an IncomeShield 10 with Lifetime Income Benefit Rider that would generate \$10,000 in retirement income. Each year the guaranteed income purchase is postponed, the greater the growth rate and more significant the equity risk required to catch up.



■ Capital need for additional \$10,000 at 65

This hypothetical example is for illustrative purposes only and is not representative of the past or future performance of any particular product.

Lifetime Income available through Lifetime Income Benefit Rider. Available for issue ages 50+

Annuities and Rider issued under form series ICC20 BASE-IDX, ICC20 BASE-IDX-B, ICC20 IDX-11-10, ICC19 E-MPTP, ICC19 E-PTPC, ICC19 E-PTPR, ICC16 R-MVA, ICC20 R-LIBR-FCP, ICC20 R-LIBR-FSP, ICC20 R-LIBR-W-FCP, ICC20 R-LIBR-W-FSP, and state variations thereof. Availability may vary by state.

Provisions of the Lifetime Income Benefit Rider, such as Income Account Value Accumulation Rates, may change prior to issue. IAV only used to calculate lifetime income payments. Not part of contract value or available in a lump sum. Interest grows until the earlier of payments beginning or the end of the IAV period. Certain eligibility requirements and restrictions may apply.

Bonus available on 1st year premiums. Each year after the 1st contract year, you become vested in a percentage of the bonus, until 100% vested at the end of the 10th contract year. Vested amounts of the bonus are the amounts not forfeited as a result of an early withdrawal or surrender. Bonus, surrender charges, and vesting schedules may vary by state. See brochure and disclosure for details.

Surrender charges may apply to excess withdrawals that exceed the annual free withdrawal available under the contract. You may be subject to a 10% federal penalty if you make withdrawals before age 59 1/2. 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.

For a comprehensive overview of all the relevant features, benefits, and limitations of the IncomeShield 10 fixed index annuity. Please read the sales brochure and disclosure for complete details.

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