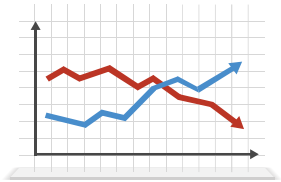
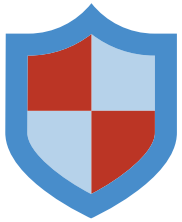
Fixed Index Annuity: Preservation & Accumulation



Do you have the time or money for a market decline?

Retirees are especially vulnerable to market volatility risk. An inopportune market correction can setback your retirement savings right as you need your accumulated assets most for income. By mitigating volatility risks, through principal protection, there is an opportunity to turn market downturns into portfolio growth in market rebounds.



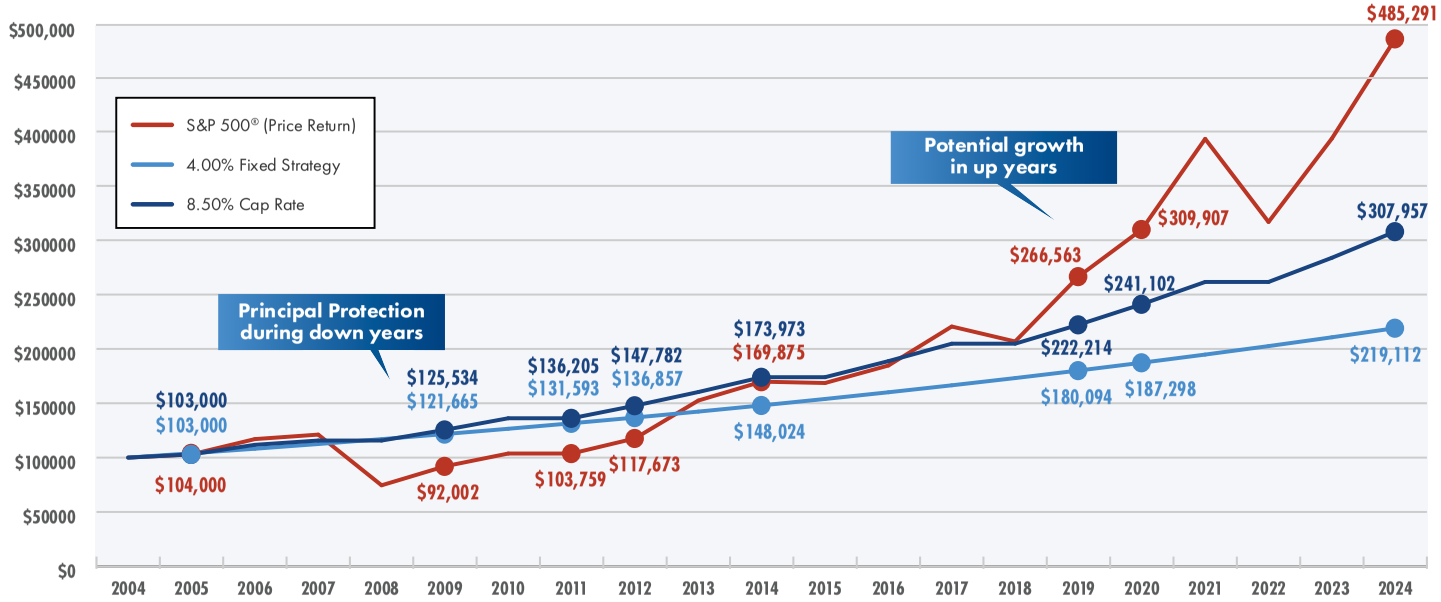
Accumulation through Protection

A fixed index annuity insures your principal is protected from loss and your contract value will never decline due to index decreases. Additionally, you have access to index-linked strategies that credit interest based, in part, on index increases. This means your money has the potential opportunity to grow over time with protection from volatility.

Fixed Index Annuity: Preservation & Accumulation

Historical Demonstration of Preservation & Accumulation

The graph below shows the performance of the S&P 500® Index (Price Return) for the last 20 years,* along with two hypothetical interest crediting strategy demonstrations with a fixed index annuity. As you can see, S&P 500® peaks provide opportunities for growth, while principal protection sustains the contract value and positions the contract for continued growth.



*Assumes a hypothetical investment of $100,000 directly in the index and uses the annual point-to-point method based on changes in the S&P 500® to calculate the indexed rate for each term. Assumes no withdrawals. This example is for informational purposes only and is not indicative of past performance, nor intended to predict future performance of any specific product. Withdrawal charges may apply to an annuity. Interest earnings in an annuity are not taxed until withdrawn. Annuity withdrawals and distributions may be subject to income tax and, if withdrawals or distributions are taken prior to age 59½, a 10% federal penalty tax may apply. Under current tax law, the Internal Revenue Code already provides tax deferral to qualified money, so there is no additional tax benefit obtained by funding a qualified contract, such as an IRA, with an annuity; consider the other benefits provided by an annuity, such as lifetime income and a Death Benefit. Indexed annuities are not stock market investments and do not directly participate in any stock or equity investments. Market indices may not include dividends paid on the underlying stocks, and therefore may not reflect the total return of the underlying stocks; neither an index nor any market-indexed annuity is comparable to a direct investment in the equity markets. 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. This material is for informational purposes only, and is not a recommendation to buy, sell, hold or rollover any asset. It does not consider 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. The "S&P 500®" is a product of S&P Dow Jones Indices LLC ("SPDJI"), and has been licensed for use by American Equity Investment Life Insurance Company ("AEL"). Standard & Poor's® and S&P® are registered trademarks of Standard & Poor's Financial Services LLC ("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 S&P.

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