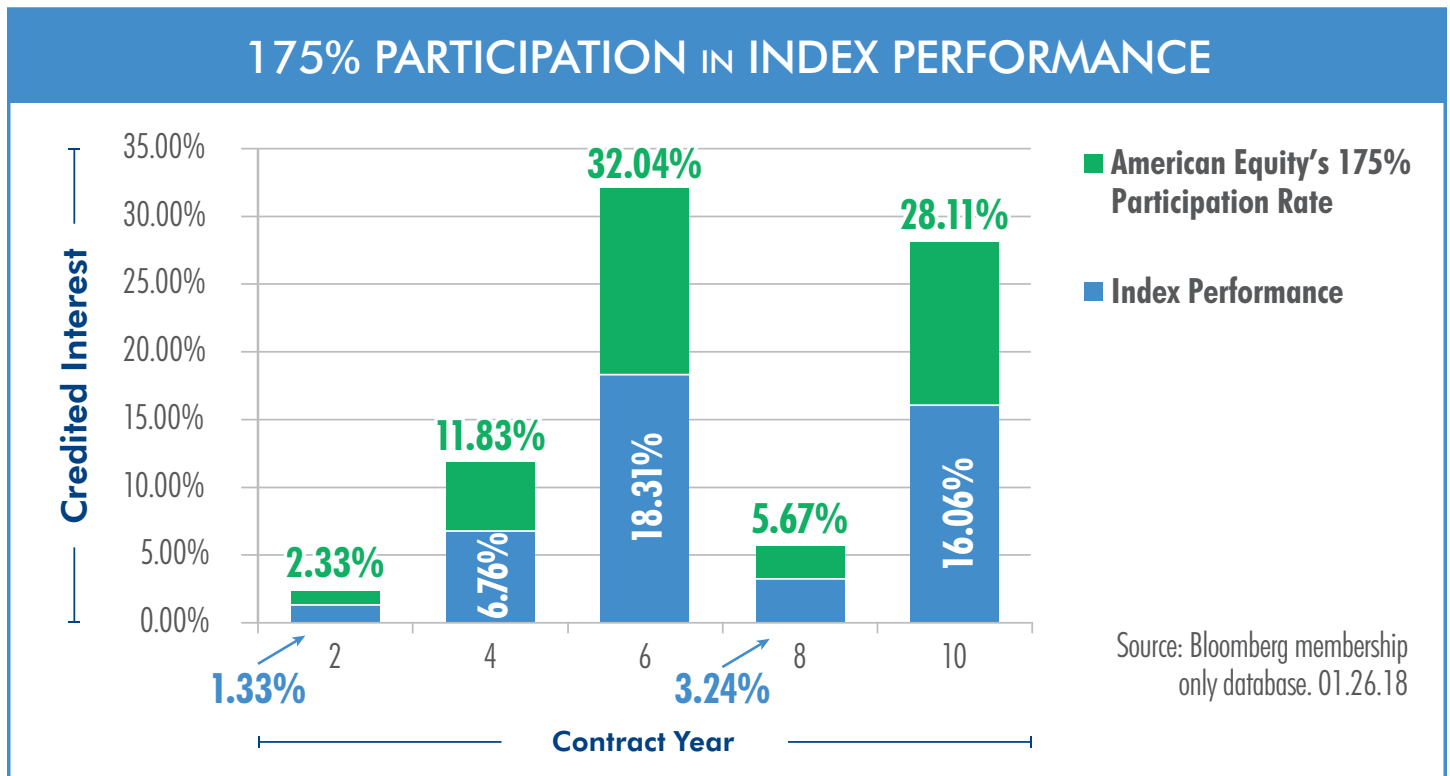


**175% Participation Rate in S&P 500® Dividend Aristocrats®
Daily Risk Control 5% USD Excess Return Index***

American Equity Investment Life Insurance Company® offers a two year point to point with participation rate strategy which allows for increased growth opportunities in index increases, while protecting principal from index decreases. The AssetShield 10 offers **175% participation** in index performance with no fee or spread. Below is a demonstration of the strategy performance over time, delivering a **7.42% annual rate of growth**.



For demonstrative purposes only. Please see page 2 for additional information.

The one who works for you!®



* Index launch date: August 25, 2010. All information for an index prior to its Launch Date is back-tested, based on the methodology that was in effect on the Launch Date. Back-tested performance, which is hypothetical and not actual performance, is subject to inherent limitations because it reflects application of an index methodology and selection of index constituents in hindsight. No theoretical approach can take into account all of the factors in the markets in general and the impact of decisions that might have been made during the actual operation of an index. Actual returns may differ from, and be lower than, back-tested returns.

Past performance of an index does not guarantee future results.

A Participation Rate (PR) is applied as part of the index credit calculation, and may be subject to change. A 175% PR is currently available only on the AssetShield 10 fixed index annuity. This rate is set at issue and is subject to change. Indexed interest is credited only on amounts held for the entire term. Dividends paid on the stocks that comprise the index are not credited directly to contract values. Early withdrawal charges will apply if money is withdrawn during the early withdrawal charge period. Market Value Adjustment (MVA) applies to partial withdrawals that exceed the free withdrawal amount allowed and surrenders occurring during the early withdrawal charge period. See the AssetShield 10 disclosure document for details. AssetShield 10 products became available in 2018.

Possible interest credits for money allocated to an index-linked crediting strategy are based upon performance of the specific index; however, fixed index annuities are not an investment, but an insurance product, and do not directly invest in the stock market or the index itself.

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