



7 FOR 7 ENHANCE YOUR RETIREMENT STRATEGY WITH EAGLE SELECT® FOCUS 7 FIXED INDEX ANNUITY



Providing growth potential and asset protection

What do you picture when you think about your retirement? Regardless of your goals, it's important to be financially prepared for the costs. And that may mean shifting your retirement strategy from investing to a more protected approach.

Our **Eagle Select® Focus 7** is a fixed index annuity that can help protect the money you've saved, while also providing ways to help grow your assets, providing you more confidence as you move toward retirement.

7 ways to help you build momentum for retirement:

- 1 Start at your own level**
With no premium bands, you can begin your contract with an initial premium as little as \$5,000 — and at the same rate no matter what your premium is — allowing you to build up your retirement savings at your own pace.
- 2 Benefit from choices and diversification**
Select from multiple index-linked crediting strategies that allow you to diversify your retirement dollars and benefit from index increases — while your principal remains protected from index volatility.
- 3 Capture more upside potential**
You can enhance participation rates and boost the amount of interest credited to your annuity by paying a cost to apply the optional Performance Rate Rider (PRR) to any or all participation rate crediting strategies.
- 4 Consolidate and accumulate assets**
With the flexible premium feature, you can add more money to your contract when it works for you, with no minimum or maximum. That means your account can grow over time, compounding interest.
- 5 Stay protected when the unexpected happens**
Through a rider that's automatically included from day one, you have access to 100% of the contract value after one year if you're confined to a qualified care facility or diagnosed with a terminal illness.
- 6 Access for non-natural persons or entities**
If you're a business owner, charity or trust, Eagle Select® Focus 7 can be a reliable option to help you protect and build your reserve dollars.
- 7 More time for your annuity value to grow**
You can potentially receive higher index credits to help build up your assets in exchange for a commitment to a longer surrender penalty period.¹

Eagle Select® Focus 7 can help provide financial stability by protecting a portion of your hard-earned dollars while you continue to grow money to better meet your retirement goals.

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QUESTIONS TO ASK YOURSELF TO SEE IF EAGLE SELECT® FOCUS 7 MIGHT BE A GOOD FIT WITHIN YOUR PLAN. ARE YOU:

Wanting to start small while still having 100% principal protection?	Looking for upside growth potential?	Desiring the flexibility to add more money?	Needing potential access to funds due to health circumstances?	Wondering if there are options if you own a business, trust or charity?	Seeking ways to protect yourself if rates fall?	Interested in having more time to build assets?
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If you said yes to these questions, then Eagle Select® Focus 7 could be for you.
Contact your financial professional to learn more about the benefits of Eagle Select® Focus 7.



1. Eagle Select® Focus 7 is an annuity contract with a seven-year surrender charge schedule. By committing to a seven-year surrender charge period, you could potentially receive higher index credits to help build your long term assets.

A fixed index annuity is a contract you purchase that is backed by the financial strength and claims-paying ability of the issuing company. It is designed to provide principal protection, tax-deferred growth on assets, index-linked interest opportunities and a source of guaranteed income you can't outlive.

Annuity contract and/or Rider(s) issued under form series ICC18 E-BASE-IDX, ICC18 E-IDX-C-7, ICC21 E-E-PTP-C, ICC21 E-E-PTP-PR, ICC17 E-R-MVA, ICC21 E-R-ERR, ICC20 E-R-EBR and state variations thereof. Availability may vary by state. For complete details, please see product-specific sales brochure(s) and disclosure(s).

This is not a comprehensive overview of all the relevant features and benefits of the Eagle Select® Focus 7 fixed index annuity. This advertisement presents specific examples of how the annuity works. Please read the sales brochure and disclosure for complete details and limitations

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. Surrender charges may apply to withdrawals that exceed annual free withdrawal available under the contract. Withdrawals are subject to ordinary income taxes. You may be subject to a 10% federal penalty if you make withdrawals before age 59½.

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Guarantees are based on the financial strength and claims-paying ability of the issuing company. Eagle Life is a wholly owned subsidiary of American Equity Investment Life Insurance Company®.

The Wellbeing Benefit can only be activated one time after a two-year waiting period. Contract owner must be unable to perform two of six ADLs and requires annual certification by a qualified physician. The current enhanced income payment factor is 200% for single life payout or 150% for joint life payout. See disclosure and sales brochure for additional details.

Not FDIC/NCUA Insured	May Lose Value	No Bank/Credit Union Guarantee	Not a Deposit	Not Insured by any Federal Government Agency
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