



**GET MORE
BANG FOR
YOUR BUCK
ON YOUR
FIXED INDEX
ANNUITY**

Performance Rate Rider

When you think about your goals for retirement, what's on your mind? International travel? Local road trips? Time with your kids and grandkids? Whatever you're picturing for the future, it's no secret you'll need enough money to make it happen.

CAPTURE MORE UPSIDE POTENTIAL

One simple way to enjoy additional opportunities for growth of your retirement savings is to increase the participation rates on the index-linked crediting strategies of a fixed index annuity (FIA).

In addition to index-linked growth potential, FIAs offer principal protection, tax deferral and the opportunity for guaranteed lifetime income. Your money is never invested in the stock market, and its growth is calculated using interest crediting strategies tied to the performance of an external market index.

Enhance participation rates by applying the optional Performance Rate Rider (PRR) for a cost to any of our FIAs:

- Eagle Select® Focus 5
- Eagle Select® Focus 7
- Eagle Select® Income Focus

HOW DOES IT WORK?

The PRR is designed to help provide ways to boost the amount of interest credited to your annuity.



You have the opportunity to enhance participation rates by paying a cost to apply the optional PRR to a participation rate crediting strategy on an FIA.



The PRR can be applied on the issue date and each anniversary of your contract.



The cost is only added for money allocated to strategies where the PRR is elected, and is based on a 1.25% annual fee for Eagle Select® Focus 5 and 7, and a 1.00% annual fee for Eagle Select® Income Focus, assessed at the end of the strategy term.



The fee for applying the PRR to your selected crediting strategies won't change for the length of the surrender charge period.

YOU MAY ASK...

What is a participation rate strategy?

When a participation rate is used to calculate the interest credited to your annuity contract, there's no maximum limit or cap, and a percentage of the increase is credited as interest based on the index changes each crediting period. There's potential for more interest to be credited.

How much more participation rate can I expect?

Because participation rates are higher with a PRR than without, selecting the PRR offers you the potential for greater interest than crediting strategies without it — in most cases, offering a participation rate over 100%.

Average percentage increase in Eagle Life FIA participation rates when the PRR is applied

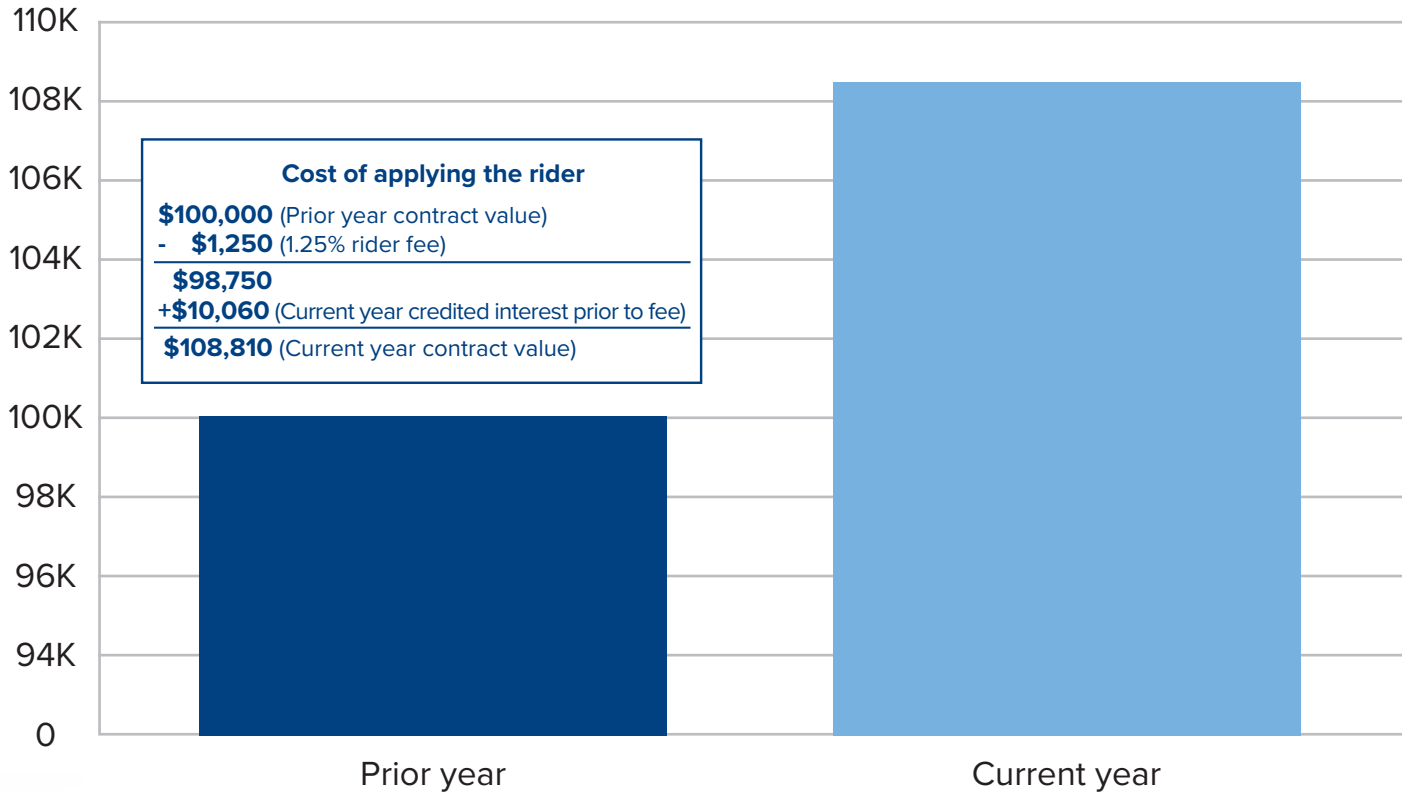
Eagle Select® Focus 5	57%
Eagle Select® Focus 7	49%
Eagle Select® Income Focus	41%

HOW IS THE COST OF THE RIDER CALCULATED?

Because the cost of the rider is calculated based on the prior year's contract value — or two years prior if it's on a two-year crediting strategy — you have the opportunity to help maximize credited interest for the current year. You don't sacrifice any growth from a potential increase in interest resulting from the higher participation rates. Here, you can see a PRR fee of 1.25% — with a rider charge of \$1,250 — being applied to the prior year's \$100,000 contract value.

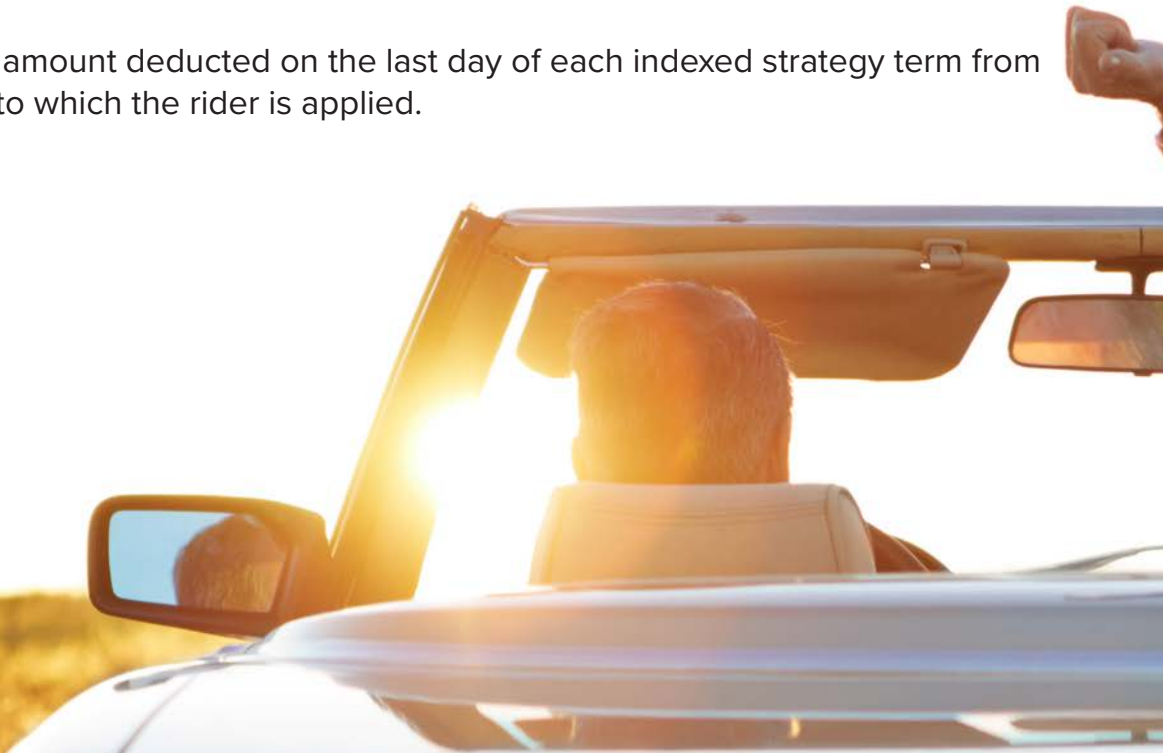
Contract value

■ Prior year contract value ■ Current year contract value



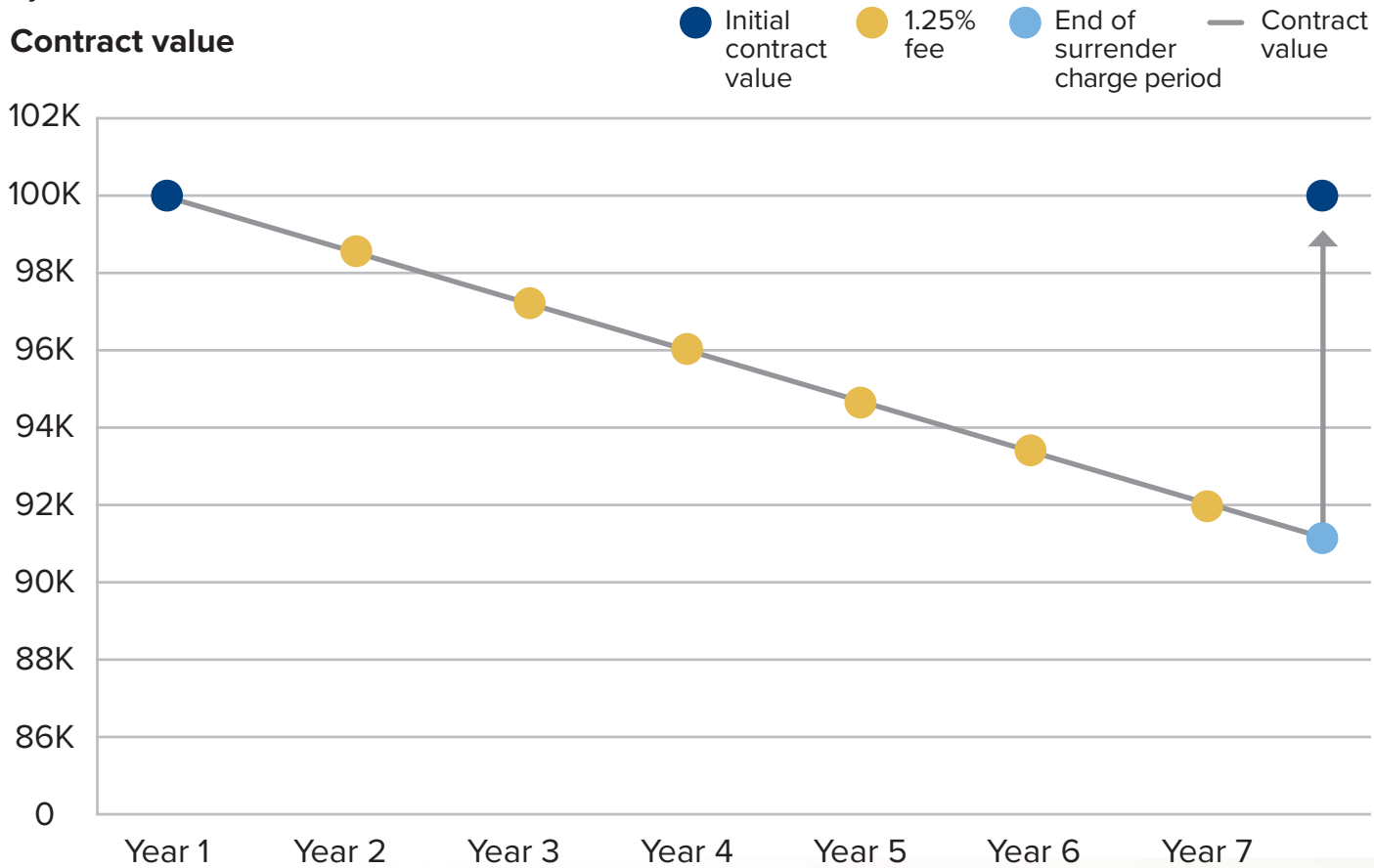
The rider charge is the amount deducted on the last day of each indexed strategy term from each indexed strategy to which the rider is applied.

Hypothetical example shown for illustrative purposes only.

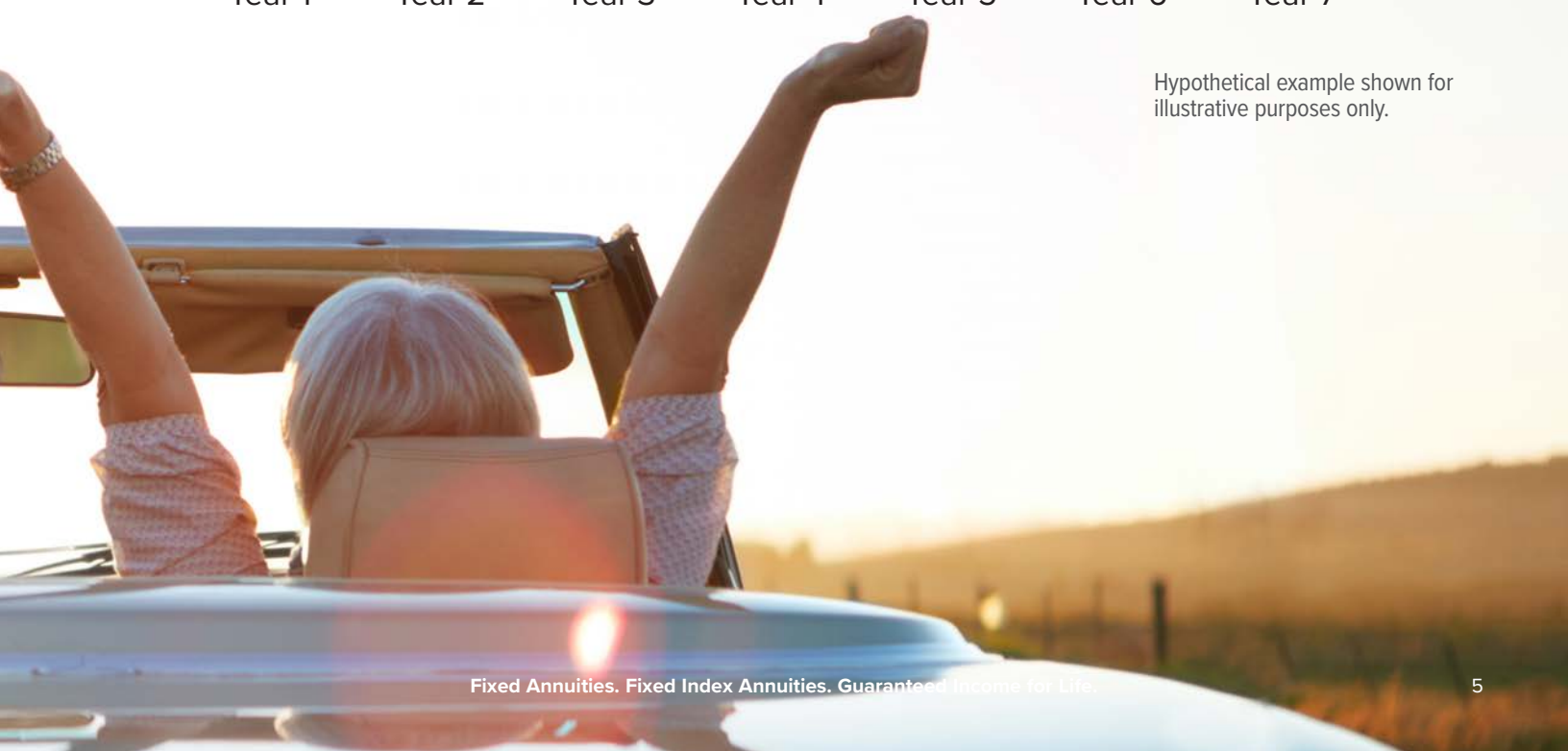


SHORING UP YOUR CONTRACT IF INDEX RETURNS ARE NEGATIVE

What if index returns are negative during the length of the surrender charge period and the cost of the rider has been applied? We've got you covered. At the end of the surrender charge period, if the sum of all deducted rider charges is greater than the sum of all interest credited to the contract value, we'll shore up your contract by increasing the contract value by the difference.



Hypothetical example shown for illustrative purposes only.



ENHANCED POTENTIAL FOR LONG-TERM GROWTH WITH THE PRR

We did the math to show you how the PRR hypothetically would have performed over the most recent 10-year period.

Last 10 years — 1/1/2012 - 12/31/2021

On average, across all index and participation rate options available on Eagle Select® Focus 7, electing the PRR would have improved performance by 33% based on the most recent 10-year period. That includes both existing and back-tested indices available during this timeframe.³

	Crediting strategy	Participation rate	Average credited interest ¹	Percentage increase in credited interest using the Performance Rate Rider ²
S&P 500® Index	Annual Point-to-Point	35%	5.03%	3.73%
	Annual Point-to-Point with Performance Rate Rider	45%	5.22%	
	2-Year Point-to-Point	46%	5.82%	19.75%
	2-Year Point-to-Point with Performance Rate Rider	65%	6.97%	
S&P 500® Dividend Aristocrats® Daily Risk Control 5% ER Index	Annual Point-to-Point	140%	6.82%	31.68%
	Annual Point-to-Point with Performance Rate Rider	210%	8.98%	
	2-Year Point-to-Point	195%	7.92%	36.75%
	2-Year Point-to-Point with Performance Rate Rider	300%	10.83%	
Franklin Global Trends IndexSM	Annual Point-to-Point	135%	7.82%	39.56%
	Annual Point-to-Point with Performance Rate Rider	210%	10.91%	
	2-Year Point-to-Point	190%	10.68%	43.61%
	2-Year Point-to-Point with Performance Rate Rider	300%	15.34%	
Invesco Dynamic Growth Index	Annual Point-to-Point	140%	9.81%	44.40%
	Annual Point-to-Point with Performance Rate Rider	220%	14.17%	
	2-Year Point-to-Point	200%	12.94%	37.77%
	2-Year Point-to-Point with Performance Rate Rider	300%	17.83%	

1. 2-year average credited interest demonstrates annual compounded rate.

2. 1-yr strategies: Rolling 1-yr periods (approx. 2,300) for contracts issued 1/1/2012 - 12/31/2020; 2-yr strategies: Rolling 2-yr periods (approx. 2,050) for contracts issued 1/1/2012 - 12/31/2019.

3. Eagle Select® Focus 7 became available for sale in 2018, and was not available for sale for the entire time period shown.

All products and/or options may not be available in all states or with all broker-dealers or financial institutions.

Annuity contract and rider issued under form series (ICC18 E-BASE-IDX, ICC18 E-IDX-C-7, ICC18 E-IDX-C-5, ICC21 E-E-PTP-C, ICC21 E-E-PTP-PR, ICC21 E-R-ERR, ICC17 E-R-MVA, ICC20 E-R-EBR, ICC21 E-R-LIBR-W-FSP and state variations thereof. Availability may vary by state. For complete details, please see product-specific sales brochure(s) and disclosure(s).

Rates are set at issue and subject to change at the end of the strategy term.

Note: If the sum of all Performance Rate Rider charges deducted is greater than all interest credited to the contract value at the end of the surrender charge period, we will increase the contract value by the difference.

Past performance is no indication of future results.

Surrender charges may apply to excess withdrawals that, in addition to LIB payment, exceed 10% annual free withdrawal available under the contract. You may be subject to a 10% federal penalty if you make withdrawals before age 59½.

Market Value Adjustment (MVA) applies to partial withdrawals that exceed the free withdrawal amount allowed and surrenders occurring during the surrender charge period.

Withdrawals are subject to ordinary income tax.

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.

This is not a comprehensive overview of all the relevant features and benefits of the Eagle Select® Focus 5, Eagle Select® Focus 7 and Eagle Select® Income Focus fixed index annuities. This advertisement presents specific examples of how the various crediting strategies work. Please read the sales brochures and disclosures for complete details and limitations.

This material is for informational purposes only, and is not a recommendation to buy, sell, hold or rollover any asset. It does not take into account the specific financial circumstances, investment objectives, risk tolerance or need of any specific person. In providing this information, Eagle Life Insurance Company® is not acting as your fiduciary as defined by the Department of Labor. Eagle Life does not offer legal, investment or tax advice or make recommendations regarding insurance or investment products. Please consult a qualified professional.

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®.

Franklin Global Trends IndexSM data represents backtested performance, which does not guarantee future results. The Index was created on November 8, 2021. Performance and allocations for the index before November 8, 2021, represent hypothetical data determined by retroactive application of a back-tested model, itself designed with the benefit of hindsight. Actual performance of any portfolio may vary significantly due to assumptions regarding fees, transaction costs, liquidity or other market factors. Data does not reflect the deduction of any fees/charges and assumes reinvestment of interest or dividends.

The Invesco Dynamic Growth Index was launched on February 18, 2022. All data prior to a launch date is back-tested (i.e., calculations of how the index might have performed over that time period had the index existed). Back-tested performance is subject to inherent limitations because it reflects retroactive application of an index methodology and selection of index constituents with the benefit of hindsight. Past performance, actual or back-tested, is no guarantee of future performance.

The "S&P 500®" is a product of S&P Dow Jones® Indices LLC ("SPDJI"), and has been licensed for use by Eagle Life ("EL"). 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 EL. EL'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®.

The "Invesco Dynamic Growth Index" (the "Index"), the proprietary data contained therein, and "Invesco" are the property of Invesco Indexing LLC ("Licensor") and have been licensed for use by Eagle Life Insurance Company® ("Licensee") as a component of certain fixed index annuity products (each, a "Product" and collectively, the "Products").

The Product is not sponsored, endorsed, sold or promoted by Licensor. Licensor makes no representation or warranty, express or implied, regarding the advisability of purchasing the Products generally or the ability of the Index, to track general stock market performance. Licensor's relationship to Licensee includes the licensing of certain trademarks and trade names of Licensor and of the Index, which is determined, composed and calculated by Licensor without regard to the Licensee or the Product. Licensor has no obligation to take the needs of the Licensee or any other party into consideration in determining, composing or calculating the Index. Licensor has no obligation or liability in connection with the administration, marketing or trading of the Product.

Licensors does not guarantee the accuracy and/or the completeness of the Index and/or any data included therein. Licensors makes no warranty, express or implied, as to results to be obtained by any person or entity from the use of the Index, any data included therein in connection with the rights licensed hereunder or for any other use. Licensors makes no express or implied warranties, and hereby expressly disclaims all warranties of merchantability or fitness for a particular purpose with respect to the Index, or any data included therein. Without limiting any of the foregoing, in no event shall Licensors have any liability for any special, punitive, indirect or consequential damages (including lost profits), even if notified of the possibility of such damages.

"Franklin," "Franklin Templeton" and the "Franklin Global Trends IndexSM" (the "Index") are trademarks of Franklin Advisers, Inc. (the "Licensors") and have been licensed for use by Eagle Life Insurance Company[®] ("Eagle Life") as a component of certain fixed index annuity products (each, a "Product" and collectively, the "Products").

Licensors uses a third-party Calculation Agent (the "Calculation Agent") to calculate and publish the Index. The Calculation Agent uses its best efforts to ensure that the Index is calculated correctly; however, the Calculation Agent has no obligation to point out errors in the Index to third parties. Neither publication of the Index by the Calculation Agent nor the licensing of the Index or Index trademark for the purpose of use in connection with the Products constitutes a recommendation by the Calculation Agent to purchase the Products, nor does it in any way represent an assurance or opinion of the Calculation Agent with regard to any Product.

The Products are not sponsored, endorsed, sold or promoted by Licensors or the Calculation Agent. Neither Licensors nor the Calculation agent makes any representation or warranty (express or implied) regarding the Product, the advisability of purchasing the Product, or the use of the Index or any data included therein. Licensors's only relationship to Eagle Life is the licensing of certain trademarks and trade names and the Index or components thereof. Neither Licensors nor the Calculation Agent have any obligation or liability in connection with the marketing, issuance, or administration of the Product.

LICENSORS DOES NOT GUARANTEE THE ACCURACY AND/OR THE COMPLETENESS OF THE INDEX OR ANY DATA INCLUDED THEREIN AND LICENSORS SHALL HAVE NO LIABILITY FOR ANY ERRORS, OMISSIONS, UNAVAILABILITY OR INTERRUPTIONS THEREIN. LICENSORS MAKES NO WARRANTY, EXPRESS OR IMPLIED, AS TO RESULTS TO BE OBTAINED BY LICENSEE, HOLDERS OF THE PRODUCT OR ANY OTHER PERSON OR ENTITY FROM THE USE OF THE INDEX OR ANY DATA INCLUDED THEREIN. LICENSORS MAKES NO EXPRESS OR IMPLIED WARRANTIES, AND EXPRESSLY DISCLAIMS ALL WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE, WITH RESPECT TO THE INDEX OR ANY DATA INCLUDED THEREIN. WITHOUT LIMITING ANY OF THE FOREGOING, IN NO EVENT SHALL LICENSORS HAVE ANY LIABILITY FOR ANY SPECIAL, PUNITIVE, INDIRECT, INCIDENTAL, CONSEQUENTIAL DAMAGES OR LOST PROFITS, EVEN IF NOTIFIED OF THE POSSIBILITY OF SUCH DAMAGES.



Not FDIC/NCUA Insured

May Lose Value

No Bank/Credit
Union Guarantee

Not a Deposit

Not Insured by Any Federal
Government Agency

6000 Westown Pkwy., West Des Moines, IA 50266 • Phone: 866-526-0995 • Fax: 515-457-1911 • eagle-lifeco.com