

Fixed Index Annuity

Eagle Advisory 8



Eagle Life's Beginning

Eagle Life is an annuity provider that specializes in the design of safe, innovative retirement solutions for you. We pride ourselves on having the best service in the industry. To achieve this superior service, we put our clients in the spotlight. We maintain our commitments by delivering products with integrity while applying a conservative investment approach.

Our promise is to help your nest egg grow while eliminating the fear of index volatility. If you are concerned that your money will not last through retirement, an Eagle Life annuity may be the right product for you. Our products can generate a guaranteed income stream you can count on for the rest of your life.

Eagle Life holds a deep-rooted commitment to excellence. We pride ourselves on:

- Superior Customer Service
- Conservative Investment Methods
- Excellent Renewal Rate History
- Ensuring the Safety of Your Money

Eagle Life's business approach is what sets us apart. If you are looking for best-in-class products, a safe money solution and top-of-the-line customer service, you have come to the right place.



A Good Plan is Always Better Than a Good Guess

The security of your future begins today with sound planning and building a dependable source for lifetime income.

Starting with our easy-to-understand product descriptions, Eagle Life Insurance Company works with you to find the retirement solutions that fit your day-to-day lifestyle as you prepare for your lifelong goals.

Every day we work to provide safe, secure products backed by our award-winning customer service. And, each day people make the choice to start planning with us for the life they want with a strategy they understand.

We Can Help You Get to Where You Want to Go

As a hard working individual, you take your finances seriously. You have invested your time and energy in order to build as well as sustain a quality of life that suits you and your family. As you plan for retirement, it is important to consider any number of factors that can affect your lifestyle:

- Safety of retirement dollars
- Tax effect on your standard of living
- Family illness
- Money saved for retirement

Indexed Annuities: The Right Product for the Right Time

Indexed annuities are fixed annuities that provide an opportunity to potentially earn more interest than traditional fixed annuities and other safe money alternatives.

This is done by basing interest earned on an increase in an equity index. You control the annuity by choosing the crediting method on each Contract Anniversary. A few commonly used indexes are:

- S&P 500®
- S&P 500® Dividend Aristocrats® Daily Risk Control 5% Index

While the value of this Contract may be affected by an external index, this annuity does not participate directly in any stocks or equity investments. You aren't buying shares of stock or an index. Dividends paid on the stocks that comprise the indexes don't increase your annuity earnings.

Are You Prepared?

- Nearly half of American families have no retirement account savings. (Economic Policy Institute, 2016)
- More than 50 percent of Americans are afraid of outliving their income or their inability to pay for basic necessities like healthcare. (Indexed Annuity Leadership Council, 2016)
- About one out of every four 65-year-olds today will live past age 90, and one out of 10 will live past 95. (Social Security Administration, 2016)



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Safety in Numbers

Most importantly, your Premium and credited interest can never be lost due to Index Volatility.

Your indexed annuity is actually a Contract backed by Eagle Life Insurance Company; you are not purchasing shares of stock or indexes. Your funds are safe and secure with us — one of the leading annuity providers on the market.

Security You Can Plan For

As you plan for your retirement, whether it is a far off goal or soon-to-be reality, our innovative tax-deferred annuities can help you maximize growth while not compromising the safety of your hard-earned dollars.

Your nest egg can be affected by any number of conditions. As your partner in planning, Eagle Life Insurance Company has outlined five core considerations for your retirement future:

- Safety of Principal
- Guaranteed Income
- Liquidity
- Income Taxes
- May Avoid Probate

Safety of Principal

Fixed annuities, by their design, are considered a safe money alternative. Your Contract is between you and the insurance company for guaranteed interest and guaranteed income options. This means your guarantees are backed by the financial strength and claims paying ability of Eagle Life Insurance Company.

Guaranteed Income

Eagle Life Insurance Company provides you with a guaranteed income with this tax-deferred annuity. You have the ability to choose from several different options, including payments for a specified number of years or income for life — no matter how long you live.

Liquidity

Eagle Life Insurance Company provides you with the opportunity to withdraw funds at any time (subject to applicable Surrender Charges). There is a once a year opportunity to take up to a 5% Penalty-Free Withdrawal from the contract.

Eagle Life Insurance Company also has certain Riders available¹ that increase liquidity in the event of confinement to a nursing home, or if diagnosed with a terminal illness. (Riders not available in all states.)

Please note:

You may be subject to a 10% federal penalty if you make withdrawals or surrender this annuity before age 59½. If this annuity is within a qualified plan all distributions may be taxable. Under current tax laws annuities grow tax deferred. An annuity is not required for tax deferral in a qualified plan. Any distribution may cause a taxable event. Neither Eagle Life Insurance Company nor our representatives offer legal, investment or tax advice. Please consult your own personal advisor for these matters.

We may change your Annuity Contract from time to time to follow federal or state laws and regulations. If we do, we'll tell you about the changes in writing.

Your state has a law that gives you a set number of days to look at an annuity after you buy it. If you decide during that time that you don't want it, you can return the annuity and get all your money back. Please review your Contract after delivery to confirm the number of days you have.

Like any annuity issuer, Eagle Life Insurance Company incurs expenses to sell and issue its Contracts, including the payment of a commission to its representatives, and these expenses are taken into consideration when interest rates, caps, asset fees and participation rates are established and reset. You will receive all benefits as set forth in the Contract.

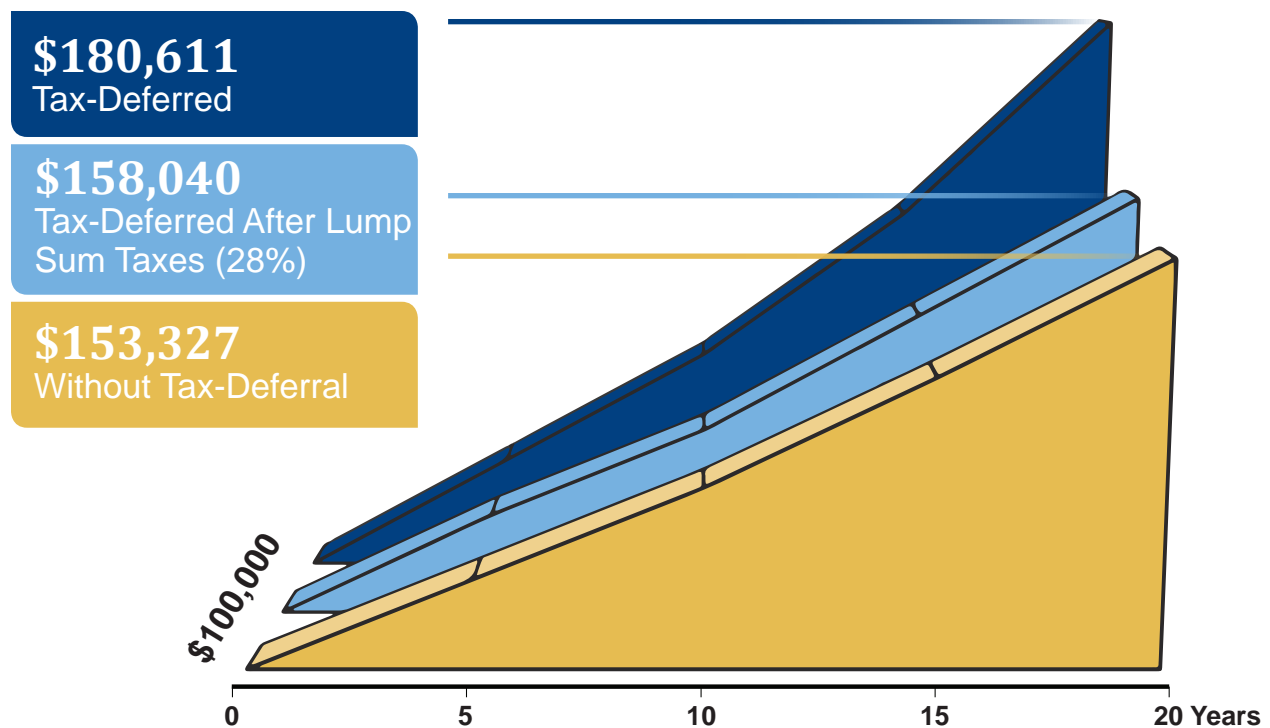
Income Taxes

One of the primary advantages of deferred annuities is the opportunity to accumulate a substantial sum of money by allowing your Premium and interest to grow tax-deferred. Unlike taxable investments, you pay no taxes on your annuity interest until you begin to take withdrawals or receive income. This allows your money to grow faster than in a taxable account.

With our annuities you earn interest on your Premium, interest on your interest and interest on what you would normally pay in income taxes.

The chart below illustrates how much more your money grows over a 20-year period with a tax-deferred annuity compared to an account that is currently taxed.

Taxable vs. Tax-Deferred



Note: Example assumes 3% annual interest rate and 28% tax bracket.
This hypothetical example is for demonstration only.

May Avoid Probate

When planning for the future, a central concern is for our loved ones after we are gone. In the case of premature death, your beneficiaries have the accumulated funds within your annuity available to them and may avoid the expenses and delay of probate. Your named beneficiaries can choose to receive the proceeds as monthly income or a lump-sum payment.

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More than a Product. A Promise.

At Eagle Life Insurance Company we are committed to product integrity, safety and superior service. Our Eagle Advisory 8 is backed by Eagle Life's fiscal strength while supported by our dedicated team of associates. This product provides a sound alternative for your financial future. We look forward to working with you and helping you achieve your retirement goals.

"When you purchase one of our innovative insurance products, you are buying a promise – our promise that Eagle Life will be there when you need us. We have been fulfilling that promise since we were founded."

- David J. Noble
Founder



Understand Your Plan. Begin Your Future.

- Flexibility
- Accessibility – 5% Penalty-Free Withdrawals
- Confinement Care Rider¹
- Terminal Illness Rider¹
- Minimum Guaranteed Surrender Value
- Cash Surrender Value
- Surrender Charges
- Death Benefit

Flexibility

Additional premiums you make to your contract *do not* extend the Surrender Charge period. Your additional premiums will receive the fixed interest rate in effect at the time you submit them. You can reallocate them into an index upon anniversary.

Accessibility – 5% Penalty-Free Withdrawals

We understand that access to your money is very important. While most financial vehicles charge penalties for withdrawals before maturity, this annuity offers:

- One Penalty-Free Withdrawal of up to 5% each contract year beginning 30 days after your contract issues.

Market Value Adjustment (MVA) Rider

This product includes an MVA Rider. The MVA may increase or decrease the amount of a withdrawal in excess of the Penalty-Free Withdrawal amount or the surrender value. The MVA does not apply to Penalty-Free Withdrawals, any death benefit, the MGSV, or any distributions occurring after the Surrender Charge period has ended. In general, as the MVA Index increases, Cash Surrender Values decrease. As the MVA Index decreases, Cash Surrender Values increase. Interest rates may be higher for contracts with an MVA Rider.

Confinement Care Rider¹

This Rider is automatically included at no cost, at issue. This allows you to take a 100% Penalty-Free Withdrawal after the first Contract Anniversary if confinement in a qualified nursing care center occurs after the end of the first Contract Year and continues for at least 90 consecutive days (30 days for hospice).

Terminal Illness Rider¹

This Rider is automatically included at no cost. This allows you to take an additional Penalty-Free Withdrawal of up to 100% of the Contract Value if the diagnosis of a terminal illness by a qualified physician occurs after the first Contract Year, and is expected to result in death within one year.

Minimum Guaranteed Surrender Value (MGSV)

MGSV is calculated separate from your Contract Value. It equals 90% of all Premiums, less any withdrawals, at Minimum Guaranteed Interest Rate (MGIR), compounded annually.

Cash Surrender Value

Cash Surrender Value is equal to the greater of Contract Value minus any applicable MVA and Surrender Charges or MGSV.

Surrender Charges

Surrender Charges are deducted for withdrawals exceeding the penalty-free Amounts or Full Surrender. See disclosure for complete schedule.

Death Benefit

The Death Benefit is the full Contract Value of your Annuity Contract and is paid in a lump-sum with no MVA or Surrender Charges to your named beneficiaries. Other payout options may also be available.

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Indexes Used

Eagle Advisory 8 uses the following indexes:

- **The S&P 500 Index** contains stocks from 500 various industry leaders and is widely regarded as a leading benchmark for U.S. stock market performance.
- **The S&P 500 Dividend Aristocrats Daily Risk Control 5% Index** is a volatility control index that consists of the S&P 500 Dividend Aristocrats Index and a cash component accruing interest at three Month LIBOR . The Index is dynamically adjusted between the two components to target a 5% level of volatility. The S&P 500 Dividend Aristocrats Index is made up of S&P 500 members that have followed a policy of consistently increasing dividends every year for at least 25 consecutive years. This Index is well diversified across all market sectors.

Index Crediting Method

To allow you greater flexibility in utilizing our interest crediting methods, Eagle Life Insurance Company offers three index choices and one fixed value choice. The annuity structure allows for annual transfer between different values. A Transfer of Values (TOV) letter and form are sent one month prior to the Contract Anniversary as a courtesy to you.

- **Annual Point to Point** – On each Contract Anniversary the Index Value is compared to the previous year's Index Value. The Index Credit is based on increase in the Index Value from point to point. Caps or Participation Rates are applied to the Index Credit Calculation.
- **Volatility Control Index** – On each Contract Anniversary the Index Value is compared to the previous year's Index Value. The Index Credit is based on the increase in the Index Value from point to point, less a Spread⁸ Fee.
- **Fixed Interest** – This is based on a current declared interest rate guaranteed to never be less than the Fixed Value Minimum Guaranteed Interest Rate stated in the Annuity Contract.

	Annual Point to Point	Volatility Control Index	Fixed Rate
Interest Credit Calculation	Percentage of annual increase in the Index	Percentage of annual increase in the index less a Spread ⁷ Fee	Fixed Interest Rate Declared
Index Availability	S&P 500	S&P 500 Dividend Aristocrats Daily Risk Control 5% Index	Not Applicable
Frequency of Interest Credit	Annually	Annually	Daily
Cap, Spread⁷ Fee Rate (SFR) or Participation Rate Available	Choice of Cap or Participation Rate	SF only	Not Applicable

Calculation Information:

- **Cap Rate** – Applies only to the Annual Point to Point Crediting Method.
 - An upper limit applies to the Index Credit. The Cap Rate is subject to change, declared each Contract Anniversary, and guaranteed to never be less than 1%. **–OR–**
- **Participation Rate (PR)** – Applies only to the Annual Point to Point Crediting Method.
 - The stated percentage of any Index increase credited to the annuity contract. The PR is subject to change, declared annually and guaranteed to never be less than 10%. **–OR–**
- **Spread⁷ Fee Rate Only (SF)** – Applies only to Volatility Control Index Crediting Method.
 - A deduction used in calculation of Index Credit. The SF is subject to change, declared each Contract Anniversary and guaranteed to never be more than 10%.
 - Please note: If the index returns less than stated SF, the return for the year will be 0%.



Financial Highlights of American Equity Investment Life Insurance Company[®] *Eagle Life is one of the American Equity Family of Companies.*

- \$48 Billion in Assets²
- Senior Management team has worked together 20+ years
- Market cap \$2.2 Billion³, public since 2003
- #3 All-Time in Indexed Annuity Sales⁴
- A- (Excellent) A.M. Best Rating⁵
- A- (Strong) S&P 500 Rating⁶
- 16% and 17% compounded annual growth rate in operating income and assets under management in the last 10 years
- 13.4% average operating ROE over the past 5 years
- \$2.1 Billion in Total Statutory Capital and Surplus
- 7.8% Capital & Surplus to Annuity Reserves Ratio
- Predominantly fixed maturity portfolio (89% of cash and investments) with high credit quality (96.6%% investment grade)
- No subprime mortgages Average Risk-Based Capital (RBC) of 345% since 2008

*Eagle Life is a wholly owned subsidiary of American Equity Investment Life Insurance Company.

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Simple Choices for a Secure Retirement

Eagle Life Insurance Company specializes in designing secure, innovative retirement solutions, and providing financial stability with our broad product line of fixed and indexed annuities. We have a strong commitment to superior customer service, product integrity and secure retirement planning. Based in the heart of the Midwest, West Des Moines, Iowa, we are one of the few American-owned, American-operated insurance companies in our industry.

Notes:

Annuity Contract issued under form series ICC15 E-IDXB-8 and state variations thereof. Availability and benefits may vary by state. Not for use in CA or FL.

¹ Riders issued under form series ICC10-NCR-100-R and ICC10 TIR-100-R. Availability and benefits may vary by state. Not available in CA.

² As of 12/31/2016 liabilities \$45 Billion

³ As of 2/19/2015

⁴ Source: <https://www.looktowink.com/2017/04/winkoverall/>. If you cannot access this article online, you may call 888-526-0995 to request a copy.

⁵ A.M. Best has assigned American Equity and Eagle Life an "A-" (Excellent) rating, reflecting their current opinion of American Equity and Eagle Life's financial strength and their ability to meet its ongoing contractual obligations relative to the norms of the life/health insurance industry. A.M. Best utilizes 15 rating categories ranging from A++ to F. An "A-" rating from A.M. Best is its fourth highest rating. For the latest rating, access www.ambest.com. Rating effective 8/2/2006, affirmed 6/29/2017.

⁶ Standard and Poor's rating service has recognized American Equity Investment Life Insurance Company with an "A-" rating. An insurer rated "A" has strong financial security characteristics, but is somewhat more likely to be affected by adverse effects of changing circumstances or economic conditions than are insurers with higher ratings. Ratings from 'AA' to 'CCC' may be modified by the addition of a plus (+) or minus (-) sign to show relative standing within the major rating categories. Rating effective 8/5/15, affirmed 9/26/16.

⁷ "Spread Fee" appears as "VOL Asset Fee" in contract language.

Guarantees are based on the claims-paying abilities of the issuing company.

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Not FDIC/NCUA
Insured

May Lose Value

No Bank/Credit
Union Guarantee

Not a Deposit

Not Insured by any
Federal Government Agency



Eagle Life Insurance Company

Helping Americans Enjoy a Secure Retirement

It is a key focus for Eagle Life Insurance Company to help Americans enjoy their retirement years with financial security. We care about providing products that protect your retirement savings. We are committed to ensuring confidence for your retirement future. Our commitment to unsurpassed service and strong policy benefits is the cornerstone of the Eagle Life business model.

When you purchase an Eagle Life annuity, you are buying the promise that we will always be there when you need us. Safety and accessibility are a few of the things we are able to provide when life's unexpected crises happen. We are pleased to offer diverse planning choices for your retirement dollars.

Annuity contracts are products of the insurance industry and are not guaranteed by any bank or insured by the FDIC.

Eagle Life is a wholly owned subsidiary of American Equity Investment Life Insurance Company®, a leader in the index annuity marketplace.

Neither Eagle Life Insurance Company, nor any of our Representatives give legal or tax advice. The information here is a summary of our understanding of current tax laws as they relate to this insurance product. This document was not intended or written to be used, and cannot be used to avoid tax penalties or promote, market or recommend any tax plan or arrangement. You should seek advice based on your particular circumstances from your tax advisor.



Eagle Life Insurance Company

6000 Westown Parkway
West Des Moines, IA 50266
Telephone: (866) 526-0995
Fax: (515) 457-1911
www.eagle-lifeco.com