

# Diversify with the Power of Gold

Fixed-indexed annuities from Great American Life Insurance Company® offer strategies that credit interest based on the performance of SPDR® Gold Shares and the S&P 500® Index. Allocating money to different strategies may allow you to increase your overall returns.

The following tables use historical returns to show how two strategies with a 6% cap would have performed when one was tied to SPDR Gold Shares and the other was tied to the S&P 500 Index. You can see how average returns are relatively equal, but in four of the 10 years, when one strategy credited 0%, the other strategy credited positive interest. This means **diversifying with an indexed strategy based on SPDR Gold Shares may allow you to earn indexed interest even when the S&P 500 performs poorly.**

Year	S&P 500 Index Return	Strategy Return with 6% cap
2008	-38.49%	0.00%
2009	23.45%	6.00%
2010	12.78%	6.00%
2011	0.00%	0.00%
2012	13.41%	6.00%
2013	29.60%	6.00%
2014	11.39%	6.00%
2015	-0.73%	0.00%
2016	9.54%	6.00%
2017	19.42%	6.00%
<b>Avg. Return</b>	<b>8.04%</b>	<b>4.20%</b>

Year	SPDR Gold Shares Return	Strategy Return with 6% cap
2008	4.96%	4.96%
2009	23.99%	6.00%
2010	29.27%	6.00%
2011	9.57%	6.00%
2012	6.60%	6.00%
2013	-28.33%	0.00%
2014	-2.19%	0.00%
2015	-10.67%	0.00%
2016	8.03%	6.00%
2017	12.81%	6.00%
<b>Avg. Return</b>	<b>5.40%</b>	<b>4.10%</b>

**Diversification does not guarantee you will be credited positive interest for any given term. For any given period, overall returns for those who allocate to both strategies may be higher or lower than overall returns for those who allocate to one strategy.**

Assumes that, for the entire 10-year period, you held a Great American Life® fixed-indexed annuity, allocated funds to both the SPDR Gold Annual Point-to-Point with Cap indexed strategy and the S&P 500 Annual Point-to-Point with Cap indexed strategy, terms coincided with calendar years, and a cap of 6% applied for each term. Indexed interest rates for these strategies are based on changes in the applicable index/share price over one-year terms that begin on the 6th and 20th of a month, not calendar years. The actual caps that we might have applied during this 10-year period might not have been the same for both strategies and might have been higher or lower than 6%. Strategy returns over any period of time consisting of 10 one-year terms depends on the performance of the applicable index/share price and the caps that apply to each strategy during the period. Such returns may be higher or lower than those shown in the tables above.

The Gold Shares represent units of interest in the SPDR Gold Trust, an exchange traded fund that holds gold bullion. The Gold Shares trade on the NYSE Arca under the symbol GLD. For more information, visit [www.spdrgoldshares.com](http://www.spdrgoldshares.com).

A fixed-indexed annuity doesn't participate directly in any stock, debt or other investments. If you buy a fixed-indexed annuity from Great American Life, you aren't investing directly in the S&P 500 Index, the stocks included in the S&P 500 Index, the Gold Shares or gold.

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