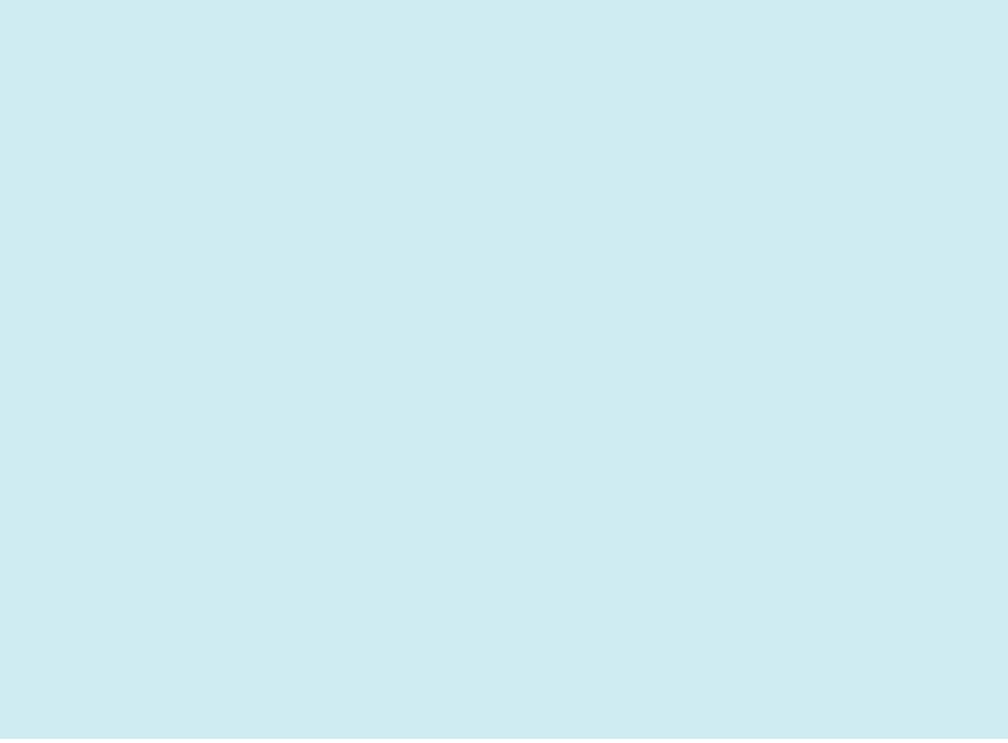


# Getting Started With The Index Achiever 7 Fee-Based Annuity





With Great American Life Insurance Company<sup>®</sup>, you'll find a simpler way to help achieve your clients' goals.

**For them:** Protection, growth and lifetime income.

**For you:** Service, support and a long-term partnership on which you can rely.

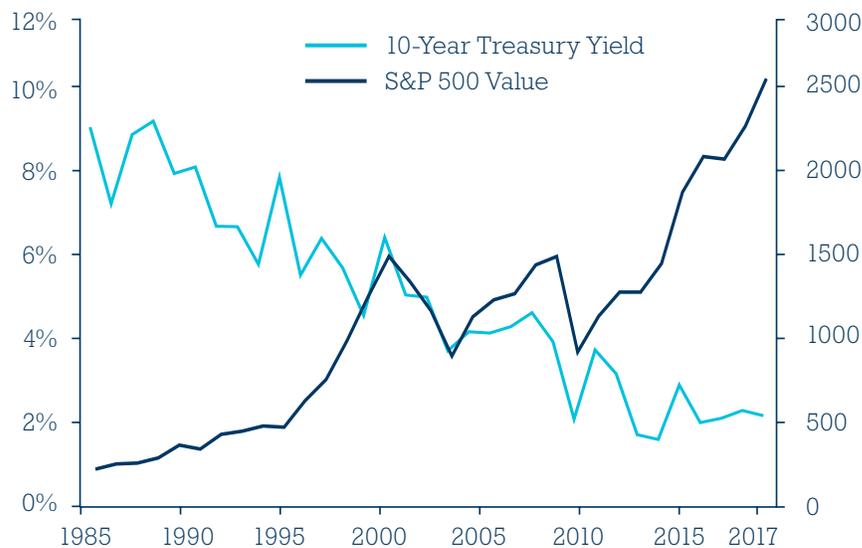
# Are Clients Receiving The Protection And Growth They Need?

## Fixed income investments offer protection, but little growth

Fixed income investments are commonly used to bring safety and stability to a portfolio. However, interest rates and yields have trended down over the last 30 years, with the 10-year Treasury hitting an all-time low of 1.37% in July 2016.

## Equity investments offer growth, but no protection

Equity investments offer growth potential, but may be too volatile for individuals with a shorter investment horizon, like those in or near retirement. While the S&P 500® is hovering near all-time highs, there is no knowing where it will go next.

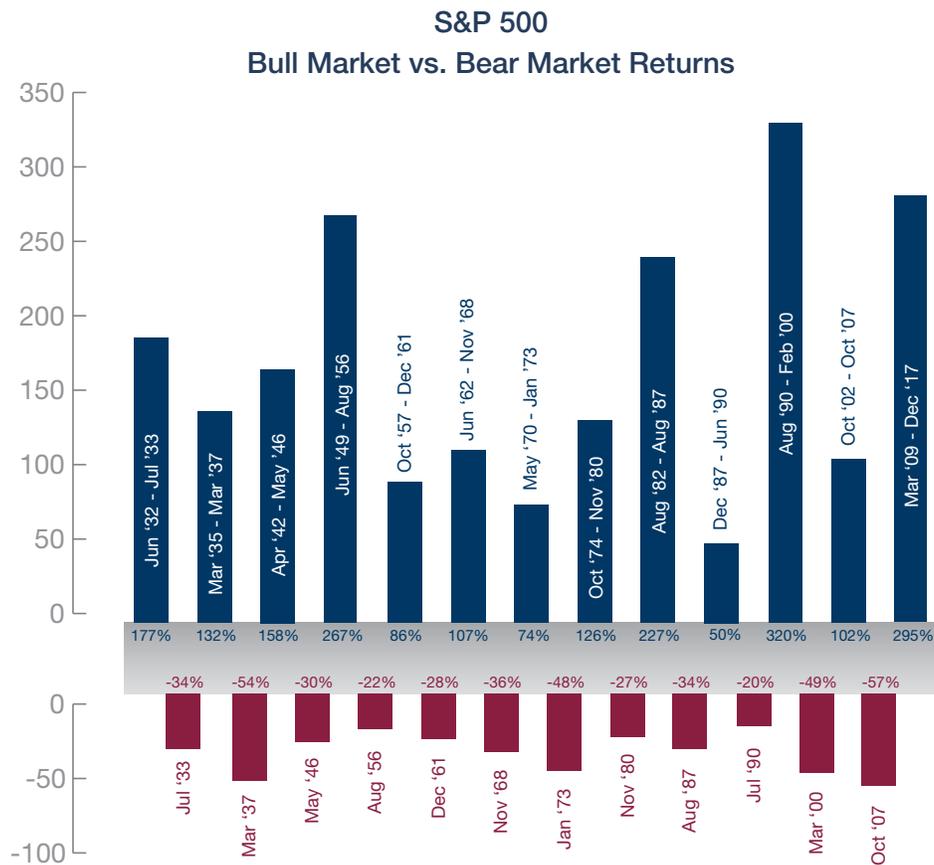


Sources: S&P Dow Jones Indices and <https://fred.stlouisfed.org>.  
Data as of December 31 of each year.

The low fixed income yields and unpredictable market might have you looking for an alternative solution to help clients accumulate retirement assets.



Additionally, we are in the second longest-running bull market of all time. As history shows, when long-run bull markets end, the decline can be dramatic.



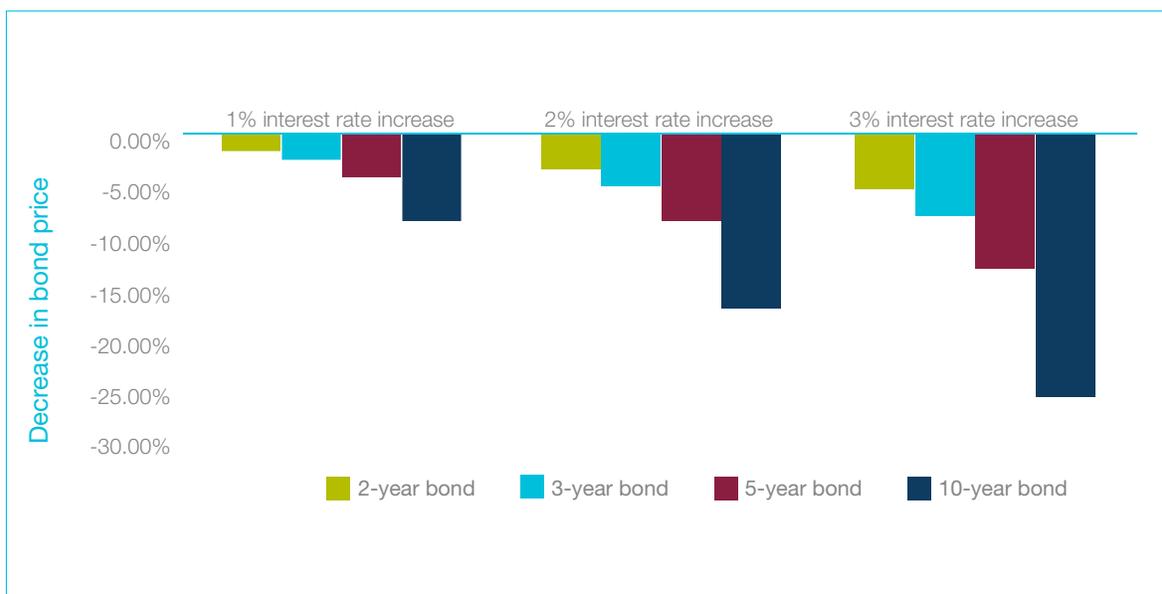
The average bull market lasts about five years. We're currently in year nine. It may be time to reposition a portion of your clients' assets into a less risky option.

# Will They Have Enough Retirement Income?

When you consider the average retirement now lasts 18 years, developing a reliable lifetime income strategy is an important step that shouldn't be overlooked.

Fixed income investments are a common source of retirement income. However, these investments carry a level of interest rate risk. This means if interest rates rise, the value of a fixed income portfolio could decrease and generate less retirement income.

For example, if interest rates rise 2%, the price of a bond with a 3-year duration would fall by approximately 6%.



The inverse relationship between bonds and interest rates could cause the value of clients' fixed income portfolios to decrease, which means they may have to settle for less retirement income than planned.

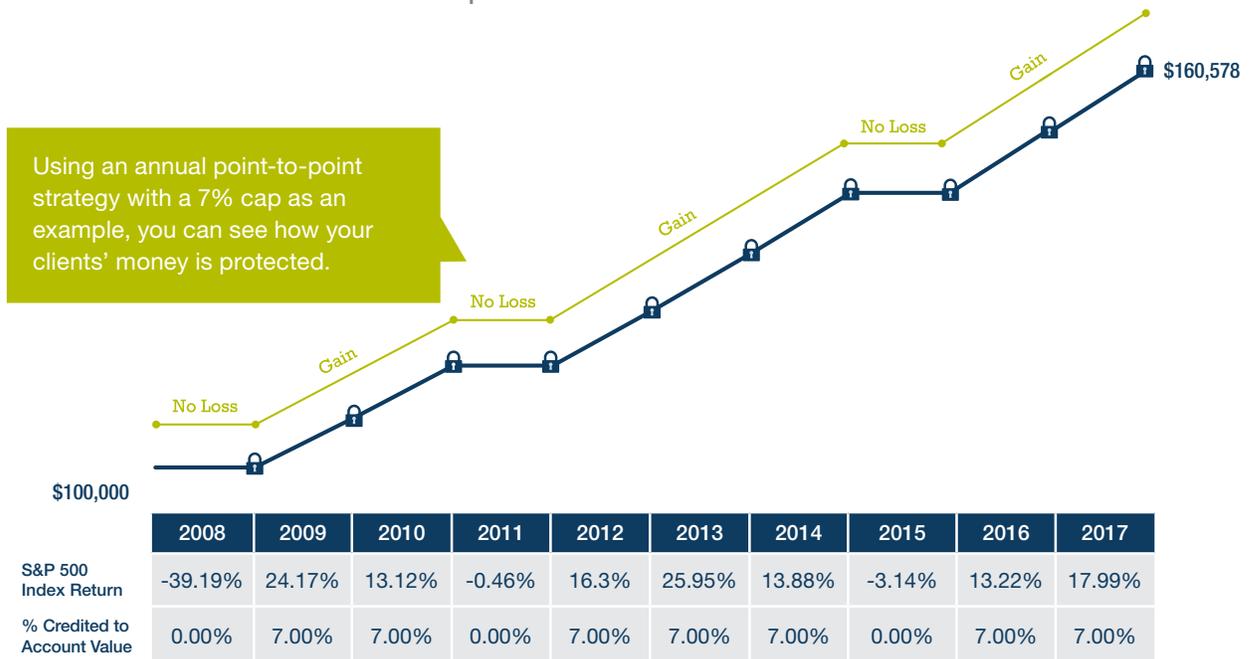
# An Alternative Solution

So how can you offer clients protection from loss, greater growth opportunity and lifetime income? Allocating a portion of their portfolio to the Index Achiever 7 fixed-indexed annuity may be the answer. If they follow the traditional 60/40 allocation model, their portfolios may look something like this:



## Protection from loss

The Index Achiever 7 protects your clients' principal and locks in their earnings on an annual basis. This means once interest is credited, it will not be lost due to market performance.



## Greater growth opportunity

The Index Achiever 7 may offer greater growth opportunity than fixed income investments with strategies that earn interest based on the following indexes and ETF:

- S&P 500® Index
- S&P 500 Risk Control 10% Index
- iShares U.S. Real Estate ETF

The following analysis uses one-year rolling periods and at least **2,500 observations** to analyze the performance of each strategy. Observations represent how each strategy would have performed if someone allocated money to it every day and a term started every day during the specified time frame.

	Maximum Return	Average Return
<b>S&amp;P 500® Index</b> Annual point-to-point strategy with 7.25% cap	7.25%	4.65%
<b>S&amp;P 500 Risk Control 10% Index</b> Annual point-to-point with 80% participation rate	18.94%	5.28%
<b>iShares U.S. Real Estate ETF</b> Annual point-to-point strategy with 9.00% cap	9.00%	5.25%

S&P 500 returns from June 20, 2001 – December 31, 2017 and based on more than 4,100 observations. S&P 500 Risk Control 10% Index returns from January 2, 2008 – December 31, 2017 and based on more than 2,500 observations. iShares U.S. Real Estate returns from June 20, 2001 - December 31, 2017 and based on more than 4,100 observations.

Maximum and average rolling returns are reflective of the data that was available at the time of the calculations. Maximum return for a strategy with a participation rate is based on the single highest return for any one-year period during the specified time frame. Indexed interest rates for a strategy are based on index changes over one-year terms, which begin on the 6th and 20th of a month. **The information presented above reflects hypothetical caps and participation rates, which are not guaranteed rates. The actual caps and participation rates that we might have applied during this period would have been different and might have been significantly lower.**

The launch date of S&P 500 Risk Control 10% Index was April 4, 2013. The launch date of the iShares U.S. Real Estate ETF was June 12, 2000.

**Returns prior to the index launch date are back-tested. Back-tested performance is not actual performance, but is hypothetical.** Back-tested returns were calculated using the same methodology that was in effect when the index was officially launched. Back-tested 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. Past performance does not guarantee future results. Historical and back-tested returns are not indicative of the interest that would have been credited to a fixed-indexed annuity during the same time period.

**The S&P 500 Risk Control 10% Index refers to the S&P 500 Average Daily Risk Control 10% USD Price Return Index. For more information, visit [www.US.SPIndices.com](http://www.US.SPIndices.com) and search keyword SPXAV10P. To learn more about the iShares U.S. Real Estate ETF, visit [iShares.com](http://iShares.com) and search ticker symbol IYR.**

## Lifetime income

When clients purchase an Index Achiever 7, they have the option to add an income rider to receive lifetime income, while maintaining control of their assets.

- **IncomeDefender:** Offers guaranteed growth of a benefit base with a 10% rollup credit and 7-year rollup period. Additionally, it offers a reset feature that allows clients to reset the benefit base to the account value on contract anniversaries before income payments begin.
- **Income Keeper:** Offers guaranteed growth of a benefit base with a 2% rollup credit and 10-year rollup period, plus any interest that is credited to the account value is also credited to the benefit base. This feature continues as long as the rider is in force and may result in rider income payments that increase each year.

There is an annual charge for each rider. Charges are refunded upon death if rider income payments haven't started.

## Calculating the income payment

To determine the maximum amount of the annual income payments, we multiply the benefit base by the income percentage, which is based on age and the selected income option. The income percentage is locked in once payments begin.

Income percentages for the IncomeDefender		
Age at income start date	Single lifetime income	Joint lifetime income
55	4.0%	3.0%
60	4.5%	3.5%
65	5.0%	4.0%
66	5.1%	4.1%
67	5.2%	4.2%
68	5.3%	4.3%
69	5.4%	4.4%
70	5.5%	4.5%
71	5.6%	4.6%
72	5.7%	4.7%
73	5.8%	4.8%
74	5.9%	4.9%
75	6.0%	5.0%
80	6.5%	5.5%
85	7.0%	6.0%
90+	7.5%	6.5%

*Income percentage increases 0.10% each year until income payments start. Income payments may begin immediately, if age 55+.*

Income percentages for the Income Keeper		
Age at income start date	Single lifetime income option	Joint lifetime income option
55-64	4.0%	3.0%
65 and over	5.0%	4.0%

*Income payments may begin after five contract years.*

# Lifetime Income With An Optional Rider

## Hypothetical example: IncomeDefender rider

Doug purchases an Index Achiever 7 with a \$100,000 purchase payment and adds the IncomeDefender rider. He is 65 years old at the time of purchase.

After five years, he decides to start rider income payments. Since he is 70, his income percentage is 5.5%.

Contract Year	Beginning benefit base	+	Rollup credit	=	Ending benefit base	Income payment (benefit base x income %)
1	\$100,000		\$10,000		\$110,000	-
2	\$110,000		\$10,000		\$120,000	-
3	\$120,000		\$10,000		\$130,000	-
4	\$130,000		\$10,000		\$140,000	-
5	\$140,000		\$10,000		\$150,000	-
6	\$150,000		-		-	\$8,250 (\$150,000 x 5.5%)

### Years 1-5: Before income payments begin

The benefit base increases by rollup credits. Each year Doug waits to receive income, his income percentage increases by 0.10%.

### Years 6+: After income payments begin

Doug will receive \$8,250 (\$150,000 x 5.5%) each year for the rest of his life even if his account value is depleted.

## Hypothetical example: Lifetime income with the Income Keeper rider

Steve purchases an Index Achiever 7 with a \$100,000 purchase payment and adds the Income Keeper rider. He is 62 years old at the time of purchase. After five years, he decides to start rider income payments. Based on his age, his income percentage is 5%.

Contract Year	Beginning benefit base	+ Rollup credit	+ Account value interest	= Ending benefit base	Income payment (benefit base x income %)
1	\$100,000	\$2,000	\$5,300	\$107,300	-
2	\$107,300	\$2,000	\$0	\$109,300	-
3	\$109,300	\$2,000	\$4,200	\$115,500	-
4	\$115,500	\$2,000	\$0	\$117,500	-
5	\$117,500	\$2,000	\$3,100	\$122,600	-
6	\$122,600	-	\$4,600	\$127,200	\$6,130 (\$122,600 x 5%)
7	\$127,200	-	\$0	\$127,200	\$6,360 (\$127,200 x 5%)
8	\$127,200	-	\$5,100	\$132,300	\$6,360 (\$127,200 x 5%)
9	\$132,300	-	\$3,400	\$135,700	\$6,615 (\$132,300 x 5%)

### Years 1-5: Before income payments begin

The benefit base increases by account value interest and rollup credits.

### Years 6+: After income payments begin

Rollup credits stop, but the benefit base continues to increase by account value interest. Since his benefit base continues to grow, so does his rider income payment. **Income payments will continue for the rest of Steve's life, even if his account value is depleted by income payments and rider charges.**

# Frequently Asked Questions

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## **What are the contracting and training requirements to offer the Index Achiever 7?**

Advisors must hold an insurance license, be contracted with Great American Life® and complete required training to offer the product. You must complete Great American's RIA submission form.

## **Does the Index Achiever 7 pay a commission?**

No, you will not earn a commission for offering the product. It is designed to fit within a fee-based structure.

## **How do I receive my management fee for assets held in this product?**

Your clients can choose to have the fee deducted from their advisory portfolio or have Great American withdraw the fee from their annuity. Please be aware that a withdrawal to pay fees could negatively affect certain annuity benefits and result in tax consequences for your clients.

## **What technology is available to support my data and billing needs?**

Great American works with multiple technology platforms to integrate data, including: DTCC, Morningstar ByAllAccounts, Envestnet, eMoney, etc.

## **Does the product have an early withdrawal charge?**

Yes, the Index Achiever 7 features early withdrawal charges during the first seven contract years. They are similar to an early withdrawal penalty on a bank certificate of deposit or a back-end load or redemption fee charged by some mutual funds.\*

\*Source: U.S. Department of Labor Employee Benefits Security Administration

### **Will my clients have access to their money with the Index Achiever 7?**

Liquidity options are available if clients' needs or risk tolerance change. During the seven-year early withdrawal charge period, clients may choose to withdraw up to 10% of the account value each year without penalty.

The Index Achiever 7 also offers a return of premium guarantee. If clients choose to surrender their contract after the third contract year, they will receive no less than their initial purchase payment.

### **How is the Index Achiever 7 purchased and managed?**

The Index Achiever 7 is an insurance contract that must be purchased by the client. Withdrawals and other disbursements require client consent. Money can be reallocated among different interest crediting strategies on an annual basis.



Photo submitted by **Gladys** from **Texas**, Great American customer since 2005.

# Why Choose Great American Life?

## Financial strength

With a heritage dating back to 1872, Great American Insurance Group has a long history of helping people achieve their financial goals. Great American Life Insurance Company® is a subsidiary of American Financial Group, Inc. (AFG), which is publicly traded on the New York Stock Exchange (NYSE: AFG). Headquartered in Cincinnati, Ohio, AFG has assets of \$60 billion as of December 31, 2017.

## Service and support

We have a team dedicated to the Registered Investment Advisory space to help ensure you receive service and support from experienced professionals who understand your business.

Additional Product Details	
<b>Issue Ages</b>	<ul style="list-style-type: none"><li>➤ Qualified: 18-85</li><li>➤ Non-qualified: 0-85</li><li>➤ Inherited IRA: 18-75</li><li>➤ Inherited non-qualified: 0-75</li></ul>
<b>Purchase Payments</b>	<ul style="list-style-type: none"><li>➤ Issued with single purchase payment; subsequent purchase payments accepted in first two contract months</li><li>➤ Minimum: \$50,000 initial; \$25,000 subsequent</li><li>➤ Maximum: \$2 million issue ages 0-75; \$1.5 million issue ages 76-80; \$1 million issue ages 81+</li></ul>
<b>Return of Premium</b>	Return of premium value is sum of all purchase payments, minus withdrawals and applicable taxes and rider charges. Available after the third contract year. Included at no extra charge.
<b>Early Withdrawal Charges</b>	Seven-year declining early withdrawal charges starting at 7%.
<b>Penalty-free Withdrawals</b>	10% beginning first contract year



Great American Life is proud to be rated “A” (Excellent) by A.M. Best and “A+” by Standard & Poor’s.

A.M. Best rating affirmed August 11, 2017. S&P rating affirmed February 23, 2018.



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All guarantees are based on the claims-paying ability of the issuing insurance company.

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