

Index Protector 7

A New Opportunity For You



At Great American, we're committed to developing products that can help you attract new distribution and new money. Learn how to position the Index ProtectorSM 7 fixed-indexed annuity to boost consumers' earning potential and protect their principal. The Index Protector 7 offers these features:

- Declining early withdrawal charges that end after seven years
- Return of premium after the third contract year
- 10% penalty-free withdrawals
- \$100,000 minimum purchase payment
- Writing level compensation – 0%
- Competitive caps and participation rates
- Option to add low-cost, guaranteed income rider that offers refund of charges if death occurs before income starts

Why you should offer it

- Created for Registered Investment/Fee-Based Advisors
- Can provide access to a new consumer base and revenue stream
- Responds to new Department of Labor regulations

Protection from rising interest rates and falling equity markets

When interest rates rise, the value of long-term bond funds fall, meaning bond fund investments can be risky in a rising interest rate environment. In a recent survey, 61 percent of retiree respondents didn't understand this inverse relationship between interest rates and bond fund values.¹

Conversely, equity investments can be risky for those nearing retirement. Equity markets are near all time highs, but as history has shown us, when long-run bull markets end, the decline can be dramatic.

The Index Protector 7, however, can help offset the negative impact of rising interest rates and falling equity markets over a specified term.

Bond Duration (Years)	Change in Interest Rates		
	1%	2%	5%
2	-2.0%	-4.0%	-10.0%
3	-3.0%	-6.0%	-15.0%
4	-4.0%	-8.0%	-20.0%
5	-5.0%	-10.0%	-25.0%
10	-10.0%	-20.0%	-50.0%

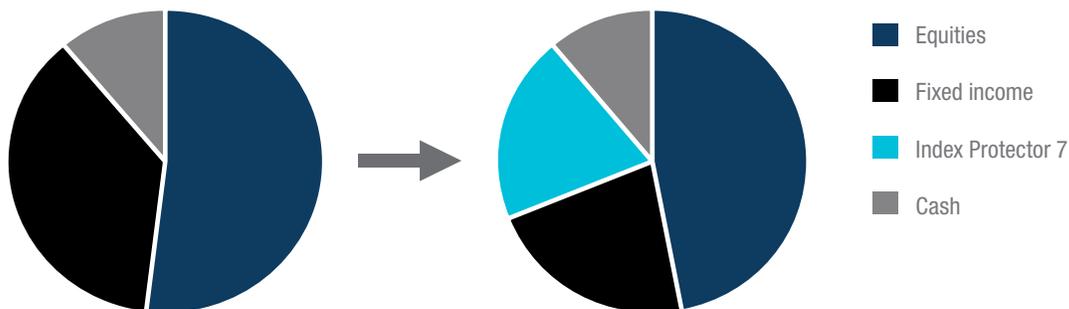
For example, if rates rise 1%, the value of a five-year bond would decrease by 5%.



How it fits into a portfolio

Consider allocating a portion of consumers' equity and fixed income investments to the Index Protector 7 fixed-indexed annuity.

Hypothetical example



By incorporating the Index Protector 7 into consumers' portfolios, they could benefit from:

- Greater returns than other fixed income investments, with competitive participation rates and caps
- Principal protection, as long as the contract is held for the seven-year term²
- A steady income stream that is guaranteed for life

Why Great American?

With a heritage dating back to 1872, Great American 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 more than \$50 billion as of March 31, 2016.

Hundreds of thousands of individuals have entrusted their futures to Great American because of our long track record of undeniable financial strength. Great American Life is proud to be rated "A" (Excellent) by A.M. Best and "A+" by Standard & Poor's.³

To learn more, contact a Relationship Manager at 800-438-3398 ext. 11999.

¹ Retirement Income Literacy Study, The American College, September 2014

² During the seven-year term, early withdrawal charges and market value adjustments will apply to full surrenders and withdrawals exceeding the 10% free withdrawal allowance.

³ A.M. Best rating affirmed May 12, 2016. "A" (Excellent) is third highest of 16 ratings. Standard & Poor's rating affirmed March 2, 2016. "A+" is fifth highest of 22 ratings.

Product issued by Great American Life Insurance Company, member of Great American Insurance Group (Cincinnati, OH) under contract form P1110416NW. Form number, product features and availability may vary by state.

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



It pays to keep things simple.SM