

AssuranceSelect 7[®]

An Indexed annuity

From Great American Life Insurance Company

- Opportunity to select from indexed strategies and a declared rate strategy
- 10% penalty-free withdrawals
- Seven-year declining early withdrawal charges
- Opportunity to receive lifetime income

Rates effective May 7, 2018

| | Declared strategy interest rate | S&P 500 Annual monthly averaging with cap | S&P 500 Annual Point-to-Point with cap | SPDR GLD Shares annual point-to-point with cap ² |
|---|---------------------------------|---|--|---|
| Purchase payments over \$100,000 | 2.75% | 6.75% cap | 6.10% cap | 6.75% cap |
| Purchase payments under \$100,000 | 2.60% | 6.25% cap | 5.85% cap | 6.25% cap |
| Guaranteed Minimum Surrender Value: 100% of purchase payments, less withdrawals and applicable early withdrawal charges, plus interest at 1%, less the applicable early withdrawal charge rate multiplied by the account value | | | | |

Rates and caps are current as of the date shown and are subject to change at any time.

An indexed interest rate is based in part on the change in the value of the applicable index. The indexed interest rate for a term of an indexed strategy will never be more than its cap for that term. The participation rate for a term of an indexed strategy is the percentage of a positive index change that we use to calculate the indexed interest rate for that term. We do not guarantee that amounts allocated to an indexed strategy will earn interest, but the indexed interest rate for a term will never be less than 0%.

Early withdrawal charges apply if you surrender your annuity or take withdrawals from it during the first seven contract years. Early withdrawal charges do not apply to amounts covered by the 10% free withdrawal allowance.

The contract provides life annuity settlement options. If you select one of these options, we will make periodic payments until the death of the person on whose life payments are based. After the annuity commencement date, you cannot surrender your annuity or withdraw any other money from your annuity.

In general you will pay ordinary income taxes on the earned interest when you receive annuity benefit payments, you surrender your annuity or you take a withdrawal. You may pay a 10% federal penalty tax on the taxable amount of any payment that you receive before age 59½.

S&P 500 Risk Control refers to the S&P 500 Average Daily Risk Control 10% Price Return Index. For more information, visit US.SPIndices.com and search keyword SPXAV10P.

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