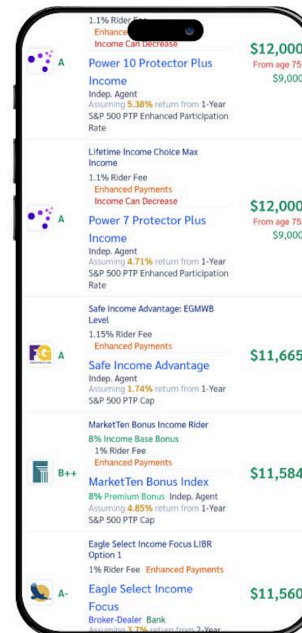




[Click here to read the review of this annuity at annuityeducator.com](https://annuityeducator.com)

## Get Personalized Annuity Quotes At Annuity Educator

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# Heritage Gold



**American Equity**  
**Gold Standard for a**  
**Secure Retirement**



*The one who works for you!*



# Heritage Gold

## 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, American Equity works with you to find the retirement solutions that fit your day-to-day lifestyle as you prepare for your life-long goals. Every day we work hard to provide safe, secure products backed by our award-winning customer service. And, each day people make the right 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 how your annuity grows by choosing the index crediting methods on each Contract Anniversary. The most commonly used index is the S&P 500®.

- **The S&P 500® Index** contains stocks from 500 various industry leaders and is widely regarded as the premier benchmark for U.S. stock market performance.
- **Cap Rate** - An upper limit applied to the Index Credit. Cap rates are subject to change, declared each Contract Anniversary, and guaranteed to never be less than 1% on the Annual Point to Point Crediting Method.

**A very important benefit is that your premium and credited interest can never be lost due to index volatility.** When purchasing an indexed annuity, you own an Annuity Contract backed by American Equity Investment Life Insurance Company™, you are not purchasing shares of stock or indexes.

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 which comprise the indexes don't increase your annuity earnings.

## 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, American Equity has outlined five core considerations for your retirement future:

- Safety of Principal
- Guaranteed Income
- Liquidity
- Income Taxes
- Avoidance of Probate

### Please note:

Under current tax laws annuities grow tax deferred. Any distribution may cause a taxable event. Neither American Equity nor our agents 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.

## Safety of Principal

Fixed annuities, by their very nature, 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 American Equity.

## Guaranteed Income

American Equity 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

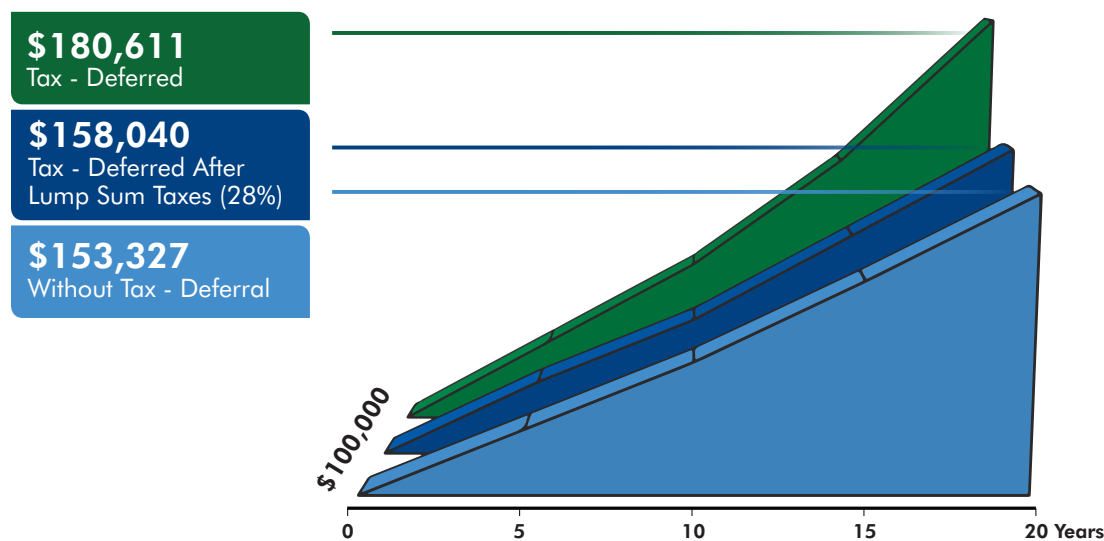
American Equity provides you with opportunities to withdraw funds at any time (subject to applicable surrender charges). Our Annuity Contracts allow penalty-free withdrawals of up to 5% after the first Contract Anniversary.

## 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 demonstrative purposes only.

## Avoidance of 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.

# Heritage Gold

## More than a Product. A Promise.

At American Equity we are committed to product integrity, safety and superior service. Our Heritage Gold is one of the industry's leading products and is backed by American Equity'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 American Equity will be there when you need us. We have been fulfilling that promise since we were founded."***

**- David J. Noble**

*Founder and Executive Chairman of the Board*



## Understand Your Plan. Begin Your Future.

- Accessibility – 5% Penalty-Free Withdrawals
- Minimum Guaranteed Surrender Value
- Cash Surrender Value
- Surrender Charges
- Death Benefit

## Accessibility – 5% Penalty-Free Withdrawals

American Equity believes that access to your money is vital to your peace of mind. This annuity offers an annual 5% Penalty-free withdrawal once each year, beginning in year 2. In the first year, you may receive systematic withdrawals of interest or Required Minimum Distributions from the Fixed Interest Account as quickly as 30 days after your contract is issued.<sup>1</sup>

## Minimum Guaranteed Surrender Value (MGSV)

MGSV is calculated separate from your Contract Value. It equals 87.5% 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 surrender charges or MGSV.

## Surrender Charges

Surrender charges are deducted in the event of a full surrender, and apply for the first 5 years, starting at 8% and decreasing. See disclosure for complete schedule.

## Death Benefit

The Death Benefit is the full value of your Annuity Contract and is paid in a lump sum with no surrender charges to your named beneficiaries. Other income options may also be available.

## Crediting Method Options

Heritage Gold uses the following crediting method options:

- **Fixed Value Rate** - Based on a current declared interest rate guaranteed to never be less than the Fixed Value Minimum Guaranteed Interest Rate stated in the contract.
- **Annual Point to Point** - On each Contract Anniversary the Index Value is compared to the previous years Index Value. The Index Credit is based on the increase in the Index Value from point to point. Caps are applied to the Index Credit Calculation.

American Equity annuities allow for annual transfers between different values (Transfer of Values) allowing you greater flexibility in utilizing the interest crediting methods available. A Transfer of Values (TOV) letter and form are sent one month prior to the Contract Anniversary as a courtesy.

	Annual Point to Point	Fixed Rate
Interest Credit Calculation	Percentage of annual increase in the Index	Fixed Interest Rate Declared
Index Availability	S&P 500®	Not Applicable
Frequency of Interest Credit	Annually	Daily
Cap	Cap	Not Applicable

# Heritage Gold

## Gold Standard in Retirement Planning

American Equity is one of the top indexed annuity providers specializing 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.

***“Our business philosophy is simple: Through sound financial management, prudent planning and development of innovative products, we position ourselves as one of the leaders within the insurance industry.”***

**- David J. Noble**

*Founder and Executive Chairman of the Board*



### **American Equity** ***The One Who Works for You!***

- \$36 Billion in Assets
- 30,000 Active Agents
- 470,000 Active Contract Owners
- 400+ Employees
- #3 All-Time in Indexed Annuity Sales<sup>2</sup>
- A- (Excellent) Rating From A.M. Best<sup>3</sup>
- American-Owned and Operated

Liabilities as of 12/31/2014 are \$34 Billion.





# Heritage Gold



## Indexed Annuity Disclosure

American Equity's Heritage Gold allows for long-term accumulation of money you don't anticipate needing in the short term. Heritage Gold is a flexible premium deferred indexed annuity.

### Additional Contract Information

**Contract Value:** The sum of the Fixed Value and the Indexed Values. It is calculated each Contract Anniversary.

**Cash Surrender Value:** Cash Surrender Value is equal to the greater of Contract Value minus any applicable surrender charges or MGSV.

### Surrender Charges

Surrender Charges are deducted from your Contract Value in the event of a Full Surrender within the Surrender Charge period as follows:

#### Issue Ages 79-85

Year	1	2	3	4	5	6+
%	8	7	6	5	4	0

Surrender Charges may vary by state.

The Minimum Guaranteed Surrender Value equals 87.5% of all premiums, minus any withdrawals, all accumulated at the Minimum Guaranteed Interest Rate.

The Cash Surrender Value equals the greater of the Contract Value minus any Surrender Charges or the Minimum Guaranteed Surrender Value. Your Cash Surrender Value can never be lower than the Minimum Guaranteed Surrender Value of the Annuity Contract.

### Accessibility

You may make withdrawals from your Annuity Contract. We allow Penalty-free Withdrawals of up to 5% of Your Contract Value once each Contract Year after the first Contract Year.

Maturity Date is the date annuity payments must begin. You may begin receiving distributions from this contract before the Maturity Date.

### Death Benefit

The Death Benefit is payable in a variety of ways. Your beneficiary(ies) will have access to your contract's full value. Death Benefit payment options are a lump sum payout, the guaranteed income of annuitization, penalty-free and continued tax deferral if you are a spouse. The Death Benefit is the greater of the Contract Value or Minimum Guaranteed Surrender Value at the death of the Annuitant or Owner, whichever comes first.

### Tax Treatment

Under current tax laws, contract values accumulate and grow tax deferred. Any distribution may cause a taxable event. Neither American Equity nor our agents offer legal, investment, or tax advice. Please consult your own personal advisor for these matters.

### Minimum Guarantees

The Minimum Guaranteed Interest Rate is set on the issue date and is guaranteed for the life of the Annuity Contract. It is guaranteed to never be less than 1.5%, and applies to Minimum Guaranteed Surrender Value only. The Fixed Value Minimum Guaranteed Interest Rate is 1%.



# Heritage Gold

## Calculating Index Credit

Your Contract Value equals the sum of the Fixed and Indexed Values. The Fixed Value is calculated based on a fixed interest rate rather than an index credit; and the Fixed Value Guaranteed Initial Interest Rate is applicable to your initial premium only. If you add additional premiums to your contract, they may be subject to different rates. The Indexed Value is comprised of the Annual Point to Point Value. American Equity applies Index Credit on your Contract Anniversary. You will also have the benefit of an annual reset of index credits. Your index credits become part of the Contract Value once credited and can never be lost or taken away from your Contract Value due to market volatility. During a contract year, if you have any type of payout (such as Death Benefit, Annuitization, Withdrawals or Surrender) you will not receive an Index Credit on the withdrawn funds for that contract year.

## Choosing Your Value Allocations

As a contract owner, you will choose how to allocate your total initial premium. You may make additional premium payments in any amount and frequency within the premium limits. Additional premiums are automatically credited to the Fixed Value. The Annuity Contract offers additional flexibility by allowing you to transfer money in or out of any value on each Contract Anniversary, subject to these minimums:

- The minimum initial premium is \$75,000.
- The minimum allocation for each value is \$1,000.
- The minimum transfer to select a new value is 10% of the Contract Value.
- Non-Qualified Funds only

Two interest crediting method values:

1. Traditional Fixed Value Interest Rate
2. S&P 500 Annual Pt. to Pt. w/Cap

(For a detailed description of each crediting method refer to page 4 of attached product guide.)

### Total Initial Premium Allocation:

Percentages must be whole numbers. Decimals will NOT be accepted.

1 \_\_\_\_\_ %  
 2 \_\_\_\_\_ %  
**100%**

Annuity Contract issued under form series ICC11 IDX2 and state variations thereof.

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This disclosure is intended to summarize this Annuity. Consult your Annuity Contract for specific terms and conditions of your Annuity. Annuity contracts are products of the insurance industry and are not guaranteed by any bank or insured by the FDIC.

**If you are replacing an existing contract, carefully compare the benefits of the proposed contract with your existing contract to ensure your decision is in your best interest.**

I have read and received a copy of this document and understand I can request a copy of the NAIC Buyer's Guide. **I understand I am applying for an indexed annuity and that past interest and index activity is not intended to predict future activity.** I also acknowledge that a full surrender or withdrawal over penalty free amounts taken within the Surrender Charge Period will result in Surrender Charges being assessed and potential loss of premium.

\_\_\_\_\_  
**Owner's Signature** **Date**

\_\_\_\_\_  
**Joint Owner's Signature** **Date**

### Amount of Premium Received

\$ \_\_\_\_\_  
 Amount Received From

\_\_\_\_\_  
 Owner's Name

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Agent's Name - Please Print

\_\_\_\_\_  
 Agent's Signature

Agents Statement - I certify that I have provided a copy of this document to the applicant and I have made no promises or assurances regarding values of the Annuity Contract, nor have I made statements that differ from this disclosure.

\_\_\_\_\_  
**Agent's Signature** **Date**

\_\_\_\_\_  
**Agent's State License Number**



# Heritage Gold



## Indexed Annuity Disclosure

American Equity's Heritage Gold allows for long-term accumulation of money you don't anticipate needing in the short term. Heritage Gold is a flexible premium deferred indexed annuity.

## Additional Contract Information

**Contract Value:** The sum of the Fixed Value and the Indexed Values. It is calculated each Contract Anniversary.

**Cash Surrender Value:** Cash Surrender Value is equal to the greater of Contract Value minus any applicable surrender charges or MGSV.

## Surrender Charges

Surrender Charges are deducted from your Contract Value in the event of a Full Surrender within the Surrender Charge period as follows:

### Issue Ages 79-85

Year	1	2	3	4	5	6+
%	8	7	6	5	4	0

Surrender Charges may vary by state.

The Minimum Guaranteed Surrender Value equals 87.5% of all premiums, minus any withdrawals, all accumulated at the Minimum Guaranteed Interest Rate.

The Cash Surrender Value equals the greater of the Contract Value minus any Surrender Charges or the Minimum Guaranteed Surrender Value. Your Cash Surrender Value can never be lower than the Minimum Guaranteed Surrender Value of the Annuity Contract.

## Accessibility

You may make withdrawals from your Annuity Contract. We allow Penalty-free Withdrawals of up to 5% of Your Contract Value once each Contract Year after the first Contract Year.

Maturity Date is the date annuity payments must begin. You may begin receiving distributions from this contract before the Maturity Date.

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The Death Benefit is payable in a variety of ways. Your beneficiary(ies) will have access to your contract's full value. Death Benefit payment options are a lump sum payout, the guaranteed income of annuitization, penalty-free and continued tax deferral if you are a spouse. The Death Benefit is the greater of the Contract Value or Minimum Guaranteed Surrender Value at the death of the Annuitant or Owner, whichever comes first.

## Tax Treatment

Under current tax laws, contract values accumulate and grow tax deferred. Any distribution may cause a taxable event. Neither American Equity nor our agents offer legal, investment, or tax advice. Please consult your own personal advisor for these matters.

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The Minimum Guaranteed Interest Rate is set on the issue date and is guaranteed for the life of the Annuity Contract. It is guaranteed to never be less than 1.5%, and applies to Minimum Guaranteed Surrender Value only. The Fixed Value Minimum Guaranteed Interest Rate is 1%.



# Heritage Gold

## Calculating Index Credit

Your Contract Value equals the sum of the Fixed and Indexed Values. The Fixed Value is calculated based on a fixed interest rate rather than an index credit; and the Fixed Value Guaranteed Initial Interest Rate is applicable to your initial premium only. If you add additional premiums to your contract, they may be subject to different rates. The Indexed Value is comprised of the Annual Point to Point Value. American Equity applies Index Credit on your Contract Anniversary. You will also have the benefit of an annual reset of index credits. Your index credits become part of the Contract Value once credited and can never be lost or taken away from your Contract Value due to market volatility. During a contract year, if you have any type of payout (such as Death Benefit, Annuitization, Withdrawals or Surrender) you will not receive an Index Credit on the withdrawn funds for that contract year.

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Two interest crediting method values:

1. Traditional Fixed Value Interest Rate
2. S&P 500 Annual Pt. to Pt. w/Cap

(For a detailed description of each crediting method refer to page 4 of attached product guide.)

### Total Initial Premium Allocation:

Percentages must be whole numbers. Decimals will NOT be accepted.

1 \_\_\_\_\_ %  
 2 \_\_\_\_\_ %  
**100%**

Annuity Contract issued under form series ICC11 IDX2 and state variations thereof.

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I have read and received a copy of this document and understand I can request a copy of the NAIC Buyer's Guide. **I understand I am applying for an indexed annuity and that past interest and index activity is not intended to predict future activity.** I also acknowledge that a full surrender or withdrawal over penalty free amounts taken within the Surrender Charge Period will result in Surrender Charges being assessed and potential loss of premium.

\_\_\_\_\_  
**Owner's Signature** **Date**

\_\_\_\_\_  
**Joint Owner's Signature** **Date**

**Amount of Premium Received**

\$ \_\_\_\_\_

Amount	Received From
Owner's Name	
Date	
Agent's Name - Please Print	
Agent's Signature	

Agents Statement - I certify that I have provided a copy of this document to the applicant and I have made no promises or assurances regarding values of the Annuity Contract, nor have I made statements that differ from this disclosure.

\_\_\_\_\_  
**Agent's Signature** **Date**

\_\_\_\_\_  
**Agent's State License Number**

# Heritage Gold

## American Equity Gold Standard for a Secure Retirement

American Equity is committed to your retirement years and your financial security. We design our products with your future in mind, and customize our service to assist you in leading the life you have planned. All of our employee-owners are committed to ensuring your retirement-planning peace of mind.

Our commitment to quality service and strong contract owner benefits is unsurpassed in our industry. Our steadfast focus on our contract owners has led us to record growth in our industry, and we are the number 3 producer of fixed indexed annuities in the market.<sup>2</sup>

When you purchase an American Equity annuity, you are buying more than a product – you are buying a promise. We guarantee that we will be there for you when you need us. If you want an annuity that can offer you **safety of principal, flexibility, tax advantages, access when you need it** and a chance to have a **lifetime income** – we are the one who works for you.



Ron Grensteiner, President



[life.american-equity.com](http://life.american-equity.com)

Call us at **888-221-1234**

6000 Westown Pkwy, West Des Moines, IA 50266