



Choose the
retirement
you want. Simply.

Athene
AscentSM **10**
BONUS

A Fixed Indexed Annuity
with an Optional Income Rider

Driven to do more.SM  **ATHENE**



What is a fixed indexed annuity?

It is a contract between you and an insurance company. In return for your money, or “premium,” the insurance company agrees to provide you with a way to save long term and with protection against the risk of market downturns.

An Athene AscentSM 10 Bonus fixed indexed annuity may be right for you if you want...

Guarantees. The fixed interest crediting strategy has a fixed rate of interest that is declared each year by the company and guaranteed for that contract year. In addition, your contract has a minimum guaranteed contract value.

Growth Potential. You can receive interest credits that are linked in part to the performance of an external market index.

Tax Deferral. Annuities provide the advantage of tax-deferred interest accumulation. You don't pay taxes on any growth until you take withdrawals.¹

Protection. There is no direct downside market risk to your money.

Income. At the annuity's maturity date, you have options for a regular stream of income – either for a certain period of time or for the rest of your life.

Premium Bonus. A Premium Bonus is applied when you purchase your annuity. It provides an immediate increase to your annuity's Accumulated Value.²

Minimum Guaranteed Value. Regardless of market conditions, your annuity provides you with a Minimum Guaranteed Contract Value (MGCV). The MGCV ensures that you will receive a minimum interest crediting rate on a percentage of your premium adjusted for withdrawals and optional rider charges³ while the contract is in effect.

A death benefit for your loved ones. If you pass away prior to the annuitization of your contract, the death benefit feature guarantees that your beneficiary will receive your contract's full Accumulated Value free of any Withdrawal Charge, Market Value Adjustment or any Premium Bonus Vesting Adjustment.⁴

Your annuity offers a quick source of funds to settle matters after your death. Annuities with properly named beneficiaries are generally not subject to the probate process.

¹Under current tax law, the Internal Revenue Code already provides tax deferral to qualified money, so there is no additional tax benefit obtained by funding an IRA with an annuity. Consider the other benefits provided by an annuity, such as lifetime income and a Death Benefit.

²Premium Bonus annuities include a Premium Bonus Vesting Schedule and may include a lower Cap Rate or

other limitations not included in similar annuities that don't offer a Premium Bonus feature. Please see Product Details Insert for more information.

³Rider Charges are not deducted from the Minimum Guaranteed Contract Value in certain states.

⁴After annuitization, payments will be consistent with the settlement option selected.



Choose the retirement you want. Simply.

The path to retirement is full of choices. Some hard. Some simple. Getting financially prepared for life after work just got easier with Athene Ascent. Choose how much to save and how to save with interest crediting strategies that are designed to grow your money and help protect you from market downturns. It's that simple.

It only takes two choices to start building income for the retirement you want.

>> 1 Choose how much to save

You can purchase an Athene Ascent annuity with as little as \$5,000, up to \$1,000,000. Larger amounts are considered with company approval.

>> 2 Choose how you would like to save

You can allocate in one or all of the interest crediting strategies available in your contract.



Choose how you would like to save.

What are "strategies?"



Interest is credited to your annuity through "strategies." Strategies are methods used to calculate how much interest, if any, will be credited to your annuity.

Athene Ascent 10

Bonus offers:

- Fixed Strategy
- Indexed Strategies
 - 1-Year No-Cap Point-to-Point
 - 1-Year Point-to-Point
 - 1-Year Monthly Cap
 - 1-Year Monthly Average

You've selected your premium amount. Next, choose your strategy.

You have the flexibility to place your money in one or more of the interest crediting strategies available in your contract.

Fixed Strategy

The fixed strategy provides a guaranteed rate of interest that is used to calculate and credit interest to your annuity daily. Athene declares the guaranteed rate for this fixed strategy each contract year.

Indexed Strategies

With indexed strategies, you receive interest credits linked in part on the performance of external market indices, such as the S&P 500®. The indexed strategies offered on the Athene Ascent annuity credit any earned interest to your annuity once a year on the anniversary of when you purchased the annuity contract.

You can benefit by receiving interest credits that are linked to a portion of the market index's growth and you benefit from a guarantee that you will never earn less than 0%. So even though it's possible that you may have years that you don't have interest credited to the contract, you will not lose any money in your annuity due to market losses even during economic downturns.

There are several indexed strategies available – each works differently and credits interest, if any, subject to applicable caps, participation rates and/or annual spreads. Athene declares the caps, participation rates and annual spreads at the end of each anniversary.



Athene's indexed interest crediting strategies all feature the following benefits:

- Any interest earned is credited on each contract anniversary
- Your interest credits are "locked in" once credited, and cannot be lost due to market downturns
- Annual interest credits will never be less than 0%

Please refer to the Index Strategy Inserts for more information on each crediting method.

How interest is credited to your annuity

Your annuity's "Contract Year" is based on the date you purchased the contract (contract anniversary), rather than a calendar year basis. This product features an "annual reset" of the index value (baseline of the index crediting strategy) at the beginning of each Contract Year. This means that each year's ending index value becomes the next Contract Year's beginning index value. That value is used to calculate the interest credit amount.

At each contract anniversary, any interest that is credited to either the fixed or indexed interest crediting strategy is automatically locked in, so it becomes part of your annuity's new Accumulated Value.

Even if the value of the index declines in later years, the interest that has already been credited to your contract cannot be lost to future market downturns.

Protection from market downturns

Your money is not directly exposed to the risks of the stock market or individual stocks. We guarantee you will not lose money due to market risk or losses.

Fixed indexed annuities are not stock market investments and do not directly participate in any stock or equity investments. Market Indices may not include dividends paid on the underlying stocks, and therefore may not reflect the total return of the underlying stocks. Clients who purchase indexed annuities are not directly investing in a stock market index.

Access your money when you need it most.



Free Withdrawals.¹ You can withdraw up to 5% of your annuity's Accumulated Value in the first Contract Year without a Withdrawal Charge, MVA or any Premium Bonus Vesting Adjustment. Starting in the second Contract Year, you can withdraw up to 10% of your annuity's Accumulated Value as of your previous contract anniversary without a Withdrawal Charge, MVA and any Premium Bonus Vesting Adjustment.

Required minimum distributions (RMD) are IRS mandatory withdrawals required of anyone over age 70½ for qualified contracts (such as an IRA). These withdrawals in your Annuity Contract are considered part of your Free Withdrawal, free of a Withdrawal Charge, MVA and Premium Bonus Vesting Adjustment, for the Contract Year.

Confinement Waiver.² After the first Contract Year, you can withdraw up to 100% of your annuity's Accumulated Value if you've been confined to a Qualified Care Facility for at least 60 consecutive days and meet the eligibility requirements. You cannot be confined at the time the contract is issued.

Terminal Illness Waiver.² You can withdraw up to 100% of your annuity's Accumulated Value if you're diagnosed with a Terminal Illness that is expected to result in death within one year and you meet the eligibility requirements. This waiver is available after your first Contract Anniversary. You may not be diagnosed during the first Contract Year.

Withdrawal Charge. The Athene Ascent 10 Bonus is designed for long-term savings and has a 10-year Withdrawal Charge period. That means if you withdraw more money than the free amount allowed

by the contract, or if you surrender or "cash out" your annuity before the Withdrawal Charge period ends, a Withdrawal Charge, MVA and any Premium Bonus Vesting Adjustment will be applied.¹

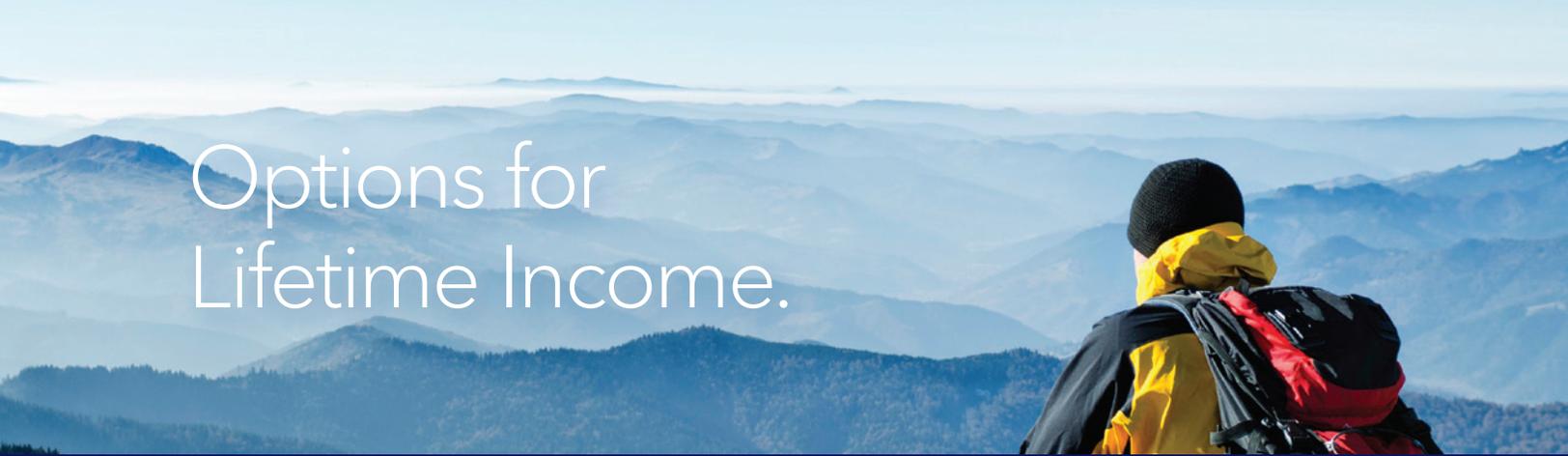
Market Value Adjustment (MVA). An MVA is applied to the portion of a withdrawal or surrender that exceeds the Free Withdrawal amount during the first ten Contract Years. This adjustment is based on changes in interest rates since the issue date and may result in a positive or negative MVA. An increase in interest rates generally results in a negative MVA, which decreases your withdrawal amount or Cash Surrender Value. A decrease in interest rates generally results in a positive MVA, which increases your withdrawal amount or Cash Surrender Value. The MVA applies to withdrawals in excess of the free amount during the annuity's Withdrawal Charge period.

The MVA is in addition to any Withdrawal Charge amounts and may increase the amount of any Withdrawal Charge. In part, Withdrawal Charges allow the company to invest your money on a long-term basis and generally credit higher yields than possible with a similar annuity of shorter term.

Premium Bonus Vesting Adjustment. Withdrawals or surrenders in excess of the Free Withdrawal amount during the Withdrawal Charge period will result in the loss of a portion of the Premium Bonus. The Premium Bonus Vesting Adjustment is a percentage of the annuity's Premium Bonus Accumulated Value. The Premium Bonus Vesting Adjustment will not be applied in the event of death of the Annuitant or any free withdrawal amount, including the Confinement or Terminal Illness Waivers.

¹Withdrawals and surrender may be subject to federal and state income tax and, except under certain circumstances, will be subject to an IRS penalty if taken prior to age 59½. Withdrawals are not credited with index interest in the year they are taken. Withdrawals in excess of the free amount are subject to a Withdrawal Charge, MVA and any Premium Bonus Vesting Adjustment which may result in the loss of principal if taken during the first 10 years of the contract.

²Waivers may not be available in all states. Additional limitations, variations and exclusions may apply. Please see the Certificate of Disclosure for more information.



Options for Lifetime Income.

In addition to taking periodic or Free Withdrawals, Athene Ascent 10 Bonus provides you with options for lifetime income.

Annuity Payout Options

On the Annuity Date (when your annuity matures), Athene Ascent 10 Bonus gives you options to receive guaranteed lifetime income. The payment amount and number of payments will be based on your annuity's Cash Surrender Value and the annuitization option you choose. These options can be based on your lifetime, the lifetimes of you and your Joint Annuitant and for a set period of time.

It's important to note, that once you choose to annuitize, the payment schedule and the amount is fixed and can't be altered.

Optional Income AspectSM Rider

For an income that lasts as long as your retirement does.

At the time of purchase, you have the option to add a lifetime income rider to your Athene Ascent annuity, called Income Aspect. Once you start taking income provided by the Income Aspect rider, you have the flexibility to stop and start your income as your needs dictate. In addition, it provides you with income for life – guaranteed.¹

Double your income with the Enhanced Income Benefit

Take comfort in knowing additional income can be triggered – and doubled – for up to 60 months in the event you are confined to a Qualified Care Facility².

There is a charge for this rider and it may not be available in all states. Please see the Income Aspect brochure and Certificate of Disclosure for full details.

 **Talk to your agent about which income option may be right for you.**

¹ Lifetime Income Withdrawals may be reduced or may stop if you take excess Withdrawals from your contract.

² The Enhanced Income Benefit may not be available in all states. Additional limitations, variations, and exclusions may apply. Please see the Certificate of Disclosure for more information.

This brochure must be accompanied by the Product Details Insert that describes the Withdrawal Charge, Premium Bonus Vesting Percentage Schedule and Market Value Adjustment (MVA) for this product. The MVA is not applicable in all states.

Guarantees provided by annuities are subject to the financial strength of the issuing insurance company; not guaranteed by any bank or the FDIC.

This is a brief description of the Athene Ascent fixed indexed annuity [GEN10 (07/14), GEN10 (04/14), TBS10 (09/12), TBS10 (09/12) SR, TBS10 (04/14) SR or state variation] issued by Athene Annuity and Life Company, West Des Moines, IA. Product features, limitations and availability vary; see the Certificate of Disclosure for details. Products not available in all states.

Fixed indexed annuities are not stock market investments and do not directly participate in any stock or equity investments. Market Indices may not include dividends paid on the underlying stocks, and therefore may not reflect the total return of the underlying stocks; neither an Index nor any market-indexed annuity is comparable to a direct investment in the equity markets. Clients who purchase indexed annuities are not directly investing in a stock market index.

This brochure contains highlights only - please refer to the annuity contract for a full explanation of these annuities and any charges or limitations. Neither Athene Annuity and Life Company nor its representatives offer legal or tax advice. Please consult your personal attorney and/or advisor regarding any legal or tax matters.

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We are Athene. And we are relentless when it comes to creating an innovative portfolio of fixed annuities to meet your accumulation and retirement income needs.

At Athene, we see every day as a new opportunity to measure ourselves against the best – and then we don't stop until we've set the bar even higher. We stand ready to help you achieve more.