



MARKETMAX INDEX™ ANNUITY

Downside protection with features that enhance growth potential

Available rate buy-up accounts provide higher upside to help you achieve your retirement goals.



As you plan for your financial future, would you like to maximize your upside potential while maintaining downside protection? MarketMax Index may be the solution!

MarketMax Index is a long-term accumulation vehicle built to help you reach the retirement of your dreams. It provides the ability to allocate your premium to rate buy-up index accounts, which offer higher cap and participation rates in exchange for an annual fee.

WHAT IS A FIXED INDEX ANNUITY?

A fixed index annuity (FIA) is a product designed to provide you income for retirement through interest earned on market indices. Your money is never exposed to downside market risk. In fact, you share only in the gains, not the losses.

Growing your Accumulation Value

It starts by choosing your index accounts and crediting strategies, providing you the ability to diversify your retirement strategy. Then, on appropriate contract anniversaries, earnings — referred to as “index credits” — are determined on these accounts and applied to your contract’s current Accumulation Value.

If the index value increases, your Accumulation Value grows. If the index value declines, your Accumulation Value will simply remain unchanged from the previous period’s Accumulation Value. The earnings are tax-deferred until they are withdrawn. Index credits will never be less than zero.





ENHANCE YOUR GROWTH POTENTIAL

MarketMax Index gives you the option to allocate funds to rate buy-up index accounts. These accounts offer extra upside potential through enhanced cap and participation rates – in exchange for an annual fee.

FEATURES OF MARKETMAX INDEX

MarketMax Index offers several important features:



Protection of your principal and index gains from market loss



Withdrawal privileges³



Tax-deferred earnings



Availability of rate buy-up accounts



Built-in guarantees²

YOU CONTROL YOUR MONEY – COMING IN OR GOING OUT

MarketMax Index puts you in the driver's seat, with flexibility and options that give you control over your money.

Premiums

After your initial premium payment, you may add subsequent premiums at any time. You may allocate your premiums among the crediting options detailed below.

Fixed rate account

- **1-Year Interest Account** — Interest rate is guaranteed for one contract year. May change subject to contractual Minimum Guaranteed Interest Rate on each contract anniversary. Subsequent premiums are applied to this account until contract anniversary, then allocated per instructions.

Index account options

A variety of index accounts offer index credits based on the changes of a specified index. Credits are never less than zero, and are added to accounts at the end of the one-year period. Cap and participation rates are reset annually. Two options are available:

- **1-Year Point-to-Point Cap** — Index credits are based on the percentage change in the underlying index from the previous contract anniversary, up to a specified cap.
- **1-Year Point-to-Point Participation** — Index credits are based on the percentage change in the underlying index from the previous contract anniversary, multiplied by the participation rate.

Rate buy-up accounts

Allocations directed to rate buy-up accounts offer the advantage of greater growth potential due to enhanced cap and participation rates. A 1.50% fee is deducted from the Accumulation Value at the beginning of each contract year, based only on the allocation to rate buy-up accounts. The initial charge occurs on the contract effective date, and the 1.50% annual fee will not change for the duration of the contract. If the index credits for a given contract year are less than the fee, the Accumulation Value allocated to the rate buy-up account may decrease.

Account options	Indices		
	S&P 500 Index	S&P MARC 5% Excess Return Index	Barclay's Focus50 Index
1-Year Point-to-Point Cap	X		
1-Year Point-to-Point Participation	X	X	X

Non-fee-based index accounts

There is no fee assessed on allocations directed to non-fee-based accounts.

Account options	Indices		
	S&P 500 Index	S&P MARC 5% Excess Return Index	Barclay's Focus50 Index
1-Year Point-to-Point Cap	X		
1-Year Point-to-Point Participation		X	

About the indices

S&P 500 Index⁴

Visit [SPIndices.com](https://www.spglobal.com/sp500)

Ticker: SPX

Widely regarded as the best single gauge of large-cap U.S. equities. More than \$15.6 trillion is indexed or benchmarked to the S&P 500 Index, with indexed assets comprising approximately \$7.1 trillion of this total. Includes 500 leading companies and covers approximately 80% of available market capitalization.

S&P MARC 5% Excess Return Index⁴

Visit [SPIndices.com](https://www.spglobal.com/sp500)

Ticker: SPMARC5

Seeks to provide multi-asset diversification within a simple risk weighting framework, tracking three underlying component indices that represent three asset classes: equities, commodities and fixed income. This index is dynamically rebalanced between the three indices and the cash component to target a 5% level of volatility. In low-volatility environments, the index risk-control mechanism increases market exposure to riskier assets by increasing the allocation to the index (up to a leveraged position of 150%).

Barclays Focus50 Index⁵

Visit [Indices.Barclays/Focus50](https://www.barclays.com/indices/focus50)

Ticker: BXIIF50E

Seeks growth opportunities while limiting volatility through exposure to a dynamic combination of U.S. stocks and U.S. Treasury Indices. Low-volatility U.S. stocks are used because, historically, they have tended to outperform other, higher volatility stocks, on a risk-adjusted basis. The broad universe consists of all stocks listed on the NYSE and NASDAQ issued by companies headquartered in the U.S. The addition of Treasuries adds a diversification benefit and a potential reduction in risk. To further control risk, the index aims to limit its annual volatility to a 5% target using a process called volatility control.

Because not all accounts perform consistently through varying market cycles, diversifying your premium among a variety of strategies – and indices – can help you realize more steady overall performance from your fixed index annuity.

EquiTrust is a name you can trust

At EquiTrust, we're committed to being a financial partner you can trust with your retirement dreams. Rest assured your annuity contract is backed by a company with conservative investment strategies, anchored by a disciplined and diversified management style. EquiTrust is supported by a history of success, experience and strength. Magic Johnson Enterprises — a diversified consortium of business entities and partnerships — owns a controlling interest in EquiTrust.



IMPORTANT FEATURES THAT OFFER PEACE OF MIND

Account transfers

On each contract anniversary, you may transfer money among the various accounts offered, including transfers between the non-fee and rate buy-up accounts.

Free withdrawals

You may withdraw up to 10% of the Accumulation Value each year after the first contract year without paying any charges.³

Lump-sum payment option

Your contract's Cash Surrender Value is available as a lump sum at any time. Surrender charges are in effect during the first 10 contract years, are a percentage of the Accumulation Value, and decline annually: 9, 8, 7, 6.5, 5.5, 4.5, 3.5, 2.5, 1.5 and 0.5%.⁷ In addition, early surrenders or withdrawals over 10% may be subject to Market Value Adjustment (MVA).⁶ At the end of the surrender charge period, your Cash Surrender Value will equal the full Accumulation Value.

The value of tax deferral

Interest earned on an annuity accumulates on a tax-deferred basis. You won't need to pay income taxes on your annuity until you receive a payment from your contract. If you're under age 59½ at the time of withdrawal, there may be an additional 10% IRS penalty.⁸

Minimum Guaranteed Contract Rate

You're guaranteed to receive no less than 87.5% of your premiums — less any partial withdrawals — accumulated at the Minimum Guaranteed Contract Rate (MGCR). Ask your agent/producer for this rate.

Nursing Home Waiver

The Nursing Home Waiver, included at no charge on your contract, can help provide you peace of mind. If you're confined to a nursing home or hospital for 90 days or more, your contract's Accumulation Value will be available without surrender charges or MVA⁶ beginning in the second contract year and during your confinement.

Terminal Illness Rider

This no-charge rider can provide assurance that if you're diagnosed with a terminal illness, charges will be waived for a withdrawal of up to 75% of your contract's Accumulation Value.⁹

Death benefit

If you die, the full Accumulation Value of your contract will be paid to your beneficiary(ies), without surrender charges or MVA.⁶

Free-look period

After your contract is issued, you have a specified number of days to review it; see your contract for complete details. If you're not completely satisfied with the terms, you may return the contract and receive 100% of your premiums paid, minus any prior withdrawals.

Want to learn more about MarketMax Index?

This brochure includes only a summary of the product. Availability and certain features and benefits may vary by state. Ask your agent/producer for complete contract provisions and details before purchasing.



¹ For any values in the rate buy-up accounts, growth must be greater than the fee for the Accumulation Value to grow. If indices decline, value in the rate buy-up accounts will decline due to the fee

² The guarantees expressed in this brochure are based on the claims-paying ability of EquiTrust Life Insurance Company.

³ Surrender of the contract may be subject to surrender charges or Market Value Adjustment. Withdrawals before age 59½ may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth.

⁴ The “S&P Multi-Asset Risk Control 5% Excess Return Index” and “S&P 500®” Indices (“Indices”) are products of S&P Dow Jones Indices LLC or its affiliates (“SPDJI”) and have been licensed for use by EquiTrust Life Insurance Company (“the Company”). Standard & Poor’s® and S&P® are registered trademarks of Standard & Poor’s Financial Services LLC (“S&P”); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC (“Dow Jones”); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by the Company. The products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, or their respective affiliates and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the Indices

⁵ Neither Barclays Bank PLC, or Barclays Capital Inc., nor any affiliate (collectively “Barclays”) is the issuer or producer of MarketMax Index – an index annuity contract – (“the contract”) and Barclays has no responsibilities, obligations or duties to investors in the contract. The Barclays Focus50 Index (“the Index”) including as applicable any component indices that form part of the Index is a trademark owned by Barclays Bank PLC, or Barclays Capital Inc., and licensed for use by EquiTrust Life Insurance Company (“EquiTrust”) as the Issuer of the contract. While EquiTrust as the issuer of the contract may for itself execute transaction(s) with Barclays in or relating to the Index in connection with the contract investors acquire the contract from EquiTrust and investors neither acquire any interest in the Index nor enter into any relationship of any kind whatsoever with Barclays upon making an investment in the contract. The contract is not sponsored, endorsed, sold or promoted by Barclays and Barclays makes no representation regarding the advisability of the contract or use of the Index or any data included therein. Barclays shall not be liable in any way to the Issuer, investors or to other third parties in respect of the use or accuracy of the Index or any data included therein. Bloomberg Index Services Limited is the official index calculation and maintenance agent of the Index, an index owned and administered by Barclays. Bloomberg Index Services Limited does not guarantee the timeliness, accurateness, or completeness of the Index calculations or any data or information relating to the Index. Bloomberg Index Services Limited makes no warranty, express or implied, as to the Index or any data or values relating thereto or results to be obtained therefrom, and expressly disclaims all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Bloomberg Index Services Limited, its affiliates, and all of their respective partners, employees, subcontractors, agents, suppliers and vendors (collectively, the “protected parties”) shall have no liability or responsibility, contingent or otherwise, for any injury or damages, whether caused by the negligence of a protected party or otherwise, arising in connection with the calculation of the Index or any data or values included therein or in connection therewith and shall not be liable for any lost profits, losses, punitive, incidental or consequential damages.

⁶ Market Value Adjustment does not apply in CA.

⁷ The surrender charge period and surrender charges may vary by state. CA - 9 years: 8.3, 7.4, 6.5, 5.6, 4.7, 3.8, 2.9, 1.9 and 0.9%

⁸ EquiTrust Life Insurance Company cannot give legal, tax or accounting advice. Your personal tax advisor can provide important information with respect to the purchase of this annuity contract and its taxation.

⁹ Terminal Illness Rider features may vary by state.

Contract issued on Form Series ICC12-ET-EIA-2000(01-12) or ET-EIA-2000(06-04). Riders issued on Form Series ICC17-ETFIXED-MVA(02-17) or ET-IMVA(03-16); ICC18-430-NHW(06-18) or 430-NHW(08-03); ICC16-ET-TI(10-16) or ET-TI(10-16). Index accounts issued on Form Series ICC19-ET-P2P(05-19) or ET-P2P(05-19); ICC19-ET-P2P-F(05-19) or ET-P2P-F(05-19); ICC19-ET-IPP-F(05-19) or ET-IPP-F(05-19); and ICC19-ET-IPP(05-19) or ET-IPP(05-19).

This brochure briefly highlights EquiTrust Life Insurance Company’s MarketMax Index annuity contract and its benefits. For costs and complete details of coverage, including any exclusions, reductions or limitations, and the terms under which the contract may be continued in force, contact your agent/producer. This material is not intended to provide investment advice to you or to your specific situation. EquiTrust does not offer investment advice to any individual and this material should not be construed as investment advice. IRAs/qualified plans are already tax deferred; consider other annuity features.



7100 Westown Pkwy Suite 200
West Des Moines, IA 50266-2521
877-249-3694 • EquiTrust.com

ANNUITY AND INSURANCE PRODUCTS ARE NOT DEPOSITS NOR ARE THEY GUARANTEED BY ANY BANK. THEY ARE NOT INSURED BY THE FEDERAL DEPOSIT INSURANCE CORPORATION (FDIC) OR ANY OTHER AGENCY OF THE FEDERAL GOVERNMENT. CERTAIN PRODUCTS MAY LOSE VALUE.