



Nationwide[®]
is on your side

Nationwide New Heights[®]
Fixed Indexed Annuities

Multi-asset Index Brochure

The J.P. Morgan MOZAICSM Index (USD)

*An index designed to achieve consistent, steady growth
in a variety of market environments*

A powerful combination for retirement

Nationwide has exclusively licensed the J.P. Morgan MOZAICSM Index (USD) for use in the Nationwide New Heights[®] fixed indexed annuities.¹ Nationwide has combined its industry-leading best practices, a commitment to putting people first and J.P. Morgan's index expertise to create one of the most innovative retirement products in the industry.

Nationwide is a U.S.-based, Fortune 100 company with a strong and stable financial foundation.² One of the largest insurance companies in the industry, Nationwide brings a rich history of disciplined investing dating back more than 85 years.

J.P. Morgan is a global leader in investment banking and financial services with a proven track record of award-winning index design. J.P. Morgan leverages its deep expertise and best-in-class infrastructure to provide both retail and institutional investors with indices based on their various objectives.

A new opportunity for growth

The J.P. Morgan MOZAICSM Index (the Index) utilizes some of the same investment philosophies used by the largest institutional investors seeking positive returns in both good and bad market environments. With an established track record of generating consistent returns while managing volatility, the Index is founded upon three core principles:

- **Broad diversification**

The Index utilizes a diversified group of asset classes including equities, fixed income and commodities to provide greater opportunities for growth than a single asset class

- **Positive momentum**

Each month, the Index selects asset classes with the strongest positive momentum to capitalize on proven and persistent performance

- **Volatility smoothing**

The Index proactively rebalances the selected asset classes each month to provide a more stable return

J.P. Morgan, one of the world's leading financial services firms, designed and launched the Index in 2009 to provide a diversified asset allocation with the opportunity to perform in growing and shrinking markets.

¹ Fixed indexed annuities are not an investment and do not directly invest in the stock market or any index.

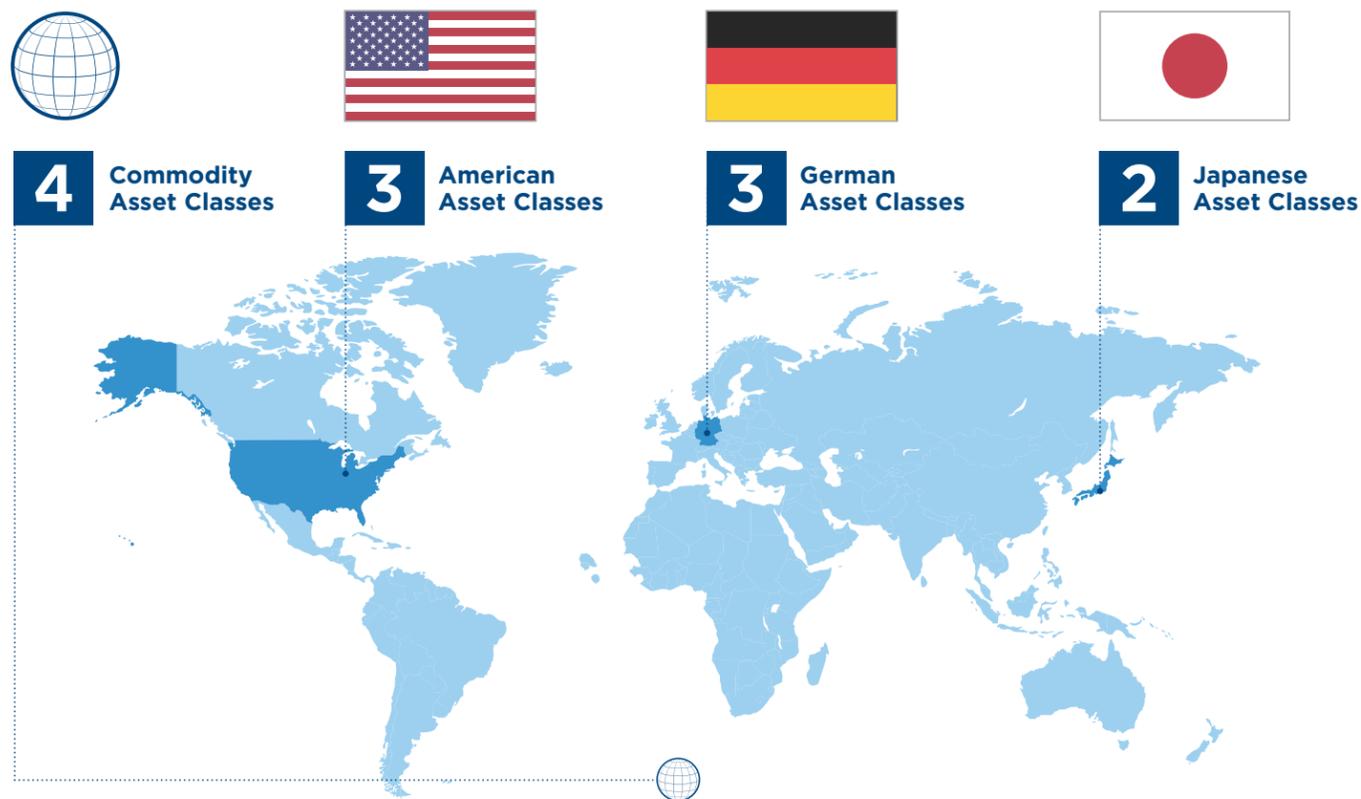
² Based on revenue, Fortune (June 2014)

The benefit of a broadly diversified approach

A diversified asset selection strategy provides opportunities for growth through both traditional and alternative asset classes. The J.P. Morgan MOZAIC Index's diversification strategy leverages three essential elements:

- **Global opportunities** leveraging three of the world's most established markets
- **Multiple asset classes** across equities, fixed income and commodities
- **Non-correlated asset classes** including commodities such as precious metals and energy provide additional growth opportunities beyond traditional equity and fixed income options

The Index's 12 asset classes create the flexibility to adapt to a variety of market conditions and help contribute to the Index's consistent positive returns.



The Index cannot be invested into directly, and past performance is not indicative of future results.

Harnessing positive momentum

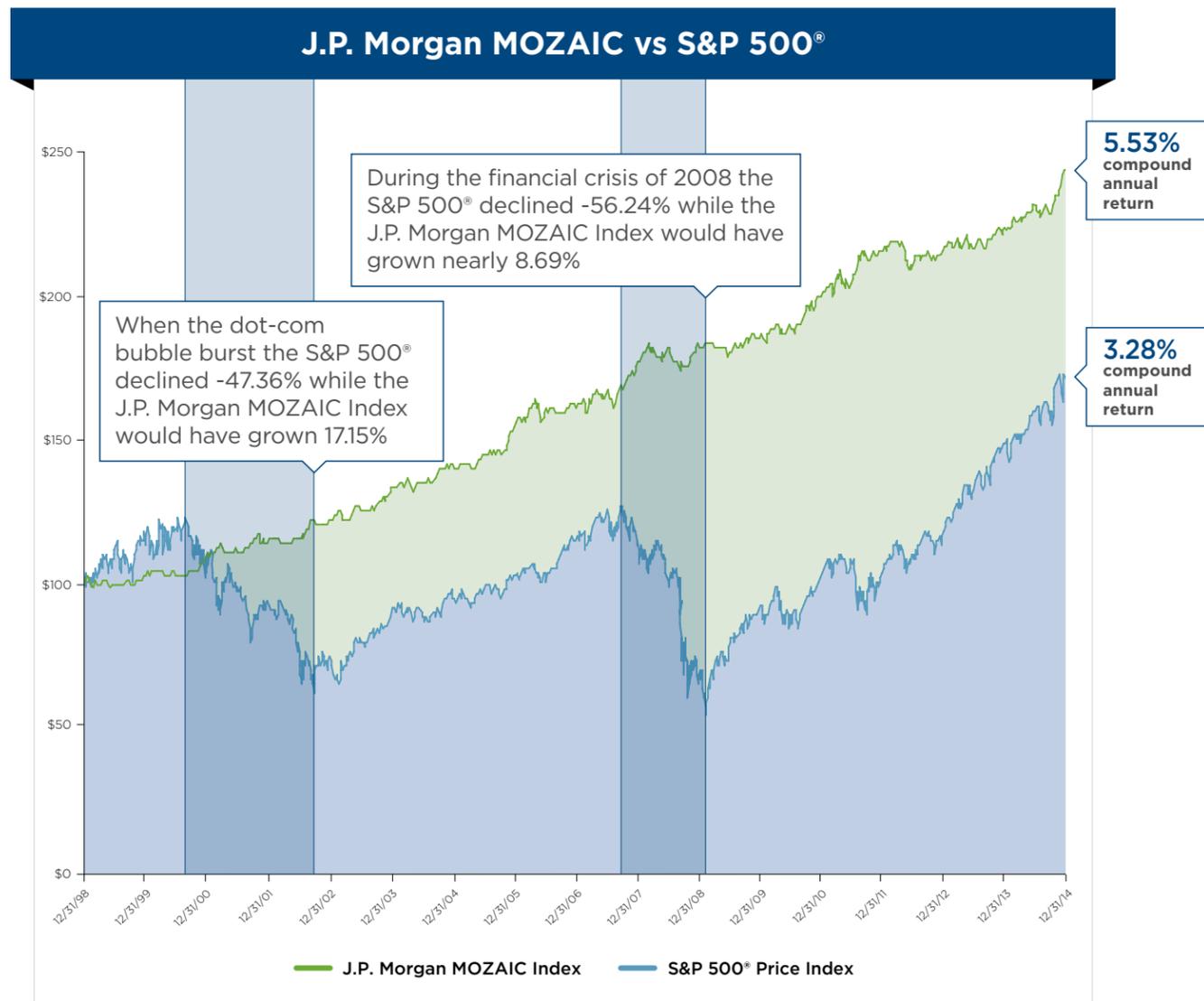
The J.P. Morgan MOZAIC Index's asset selection is based on the historic tendency for asset classes exhibiting positive recent returns to be more likely to continue to deliver performance. Each month the Index chooses up to six asset classes exhibiting the greatest positive returns and strategically allocates to each in order to smooth volatility within the index and create more consistent returns.



"Stop-loss" feature: Asset classes are evaluated, selected and weighted monthly. If on any day the overall index's weekly return is less than -3%, all allocations are removed for one week (the index is effectively uninvested). After one week, the Index re-establishes allocations based on the monthly selection and weighting described above. To the extent the week following the triggering of the "stop-loss" feature sees an additional 3% decline, allocations will be removed for an additional week. This may reduce the risk of potential short-term loss in the index during a period of significant market distress, but may also cause the index to miss a potential recovery in the underlying asset classes.

Smoothing volatility to create stable returns

The J.P. Morgan MOZAIC Index generated steady, positive growth through a variety of market environments due in part to a monthly allocation process that adapts to market changes and mitigates potential risks. The graph below shows actual and back-tested performance in which the index experienced a 69% higher compound annual return than the S&P 500® with 79% less volatility.



Note: The J.P. Morgan MOZAIC Index was established on April 17, 2009. Performance shown before this date is back-tested by applying the index strategy to historical financial data. Back-tested performance is hypothetical and has been provided for informational purposes only. The S&P 500® Price Index results are actual performance for the full period. Past performance is not indicative of nor does it guarantee future performance. The hypothetical data above does not take index fees or transaction costs into account.

Seeking consistent positive returns in uncertain times

Leveraging broad diversification, positive momentum and volatility smoothing, the J.P. Morgan MOZAIC Index back-tested performance demonstrated the ability to deliver positive returns during historical periods of decline for the S&P 500®. The chart below illustrates calendar year-end returns for the Index and the S&P 500®.

Date	S&P 500® Price Index annual growth	J.P. Morgan MOZAIC Index annual growth
12/31/1999	19.53%	3.04%
12/31/2000	-10.14%	5.23%
12/31/2001	-13.04%	4.90%
12/31/2002	-23.37%	7.18%
12/31/2003	26.38%	8.06%
12/31/2004	8.99%	6.47%
12/31/2005	3.00%	8.34%
12/31/2006	13.62%	6.39%
12/31/2007	3.53%	6.64%
12/31/2008	-38.49%	5.22%
12/31/2009	23.45%	1.29%
12/31/2010	12.78%	8.46%
12/31/2011	0.00%	7.48%
12/31/2012	13.41%	0.13%
12/31/2013	29.60%	4.21%
12/31/2014	11.39%	5.92%
Full Period	3.28%	5.53%

From 2000 to 2002, the S&P 500® suffered significant losses each year, while **the Index would have provided consistent positive returns.**

In 2008, the S&P 500® declined 38.49%. This same year the **Index would have produced a 5.22% positive return.**

Consistent positive performance every year resulted in the **J.P. Morgan MOZAIC Index outperforming the S&P 500®.**

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Ask your financial professional how Nationwide New Heights and the J.P. Morgan MOZAIC Index can help you face retirement with confidence.



Nationwide®

• Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution • Not insured by any federal government agency • May lose value

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FAM-0476AO (06/15)