

# Finding value in a charge

If presented with two comparable items – one with a charge, the other “free” – most people would jump at the opportunity to choose the “free” option. This tendency may also hold true when choosing where to allocate your premium in a fixed indexed annuity. But what if, after digging a little deeper, you found out the option with a charge could give you considerably more bang for your buck? Which would you choose?

Athene Performance Elite fixed indexed annuities include nine unique index crediting strategies.<sup>1</sup> Each strategy offers charge and no-charge options. By selecting an index strategy with a charge, you receive a higher cap or participation rate – and the potential for higher interest credits if the index increases in value.<sup>2</sup>

**Sometimes, you *DO* get what you pay for – take a look and see for yourself!**

Year	Index Return	No-charge Cap Rate = 8.50%		Optional Charge Cap Rate = 11.75%, Charge = 1.25%		
		Interest Credit	Accumulated Value	Charge	Interest Credit	Accumulated Value
1	11.39%	8.50%	\$108,500	-1.25%	11.39%	\$109,998
2	-0.73%	0.00%	\$108,500	-1.25%	0.00%	\$108,623
3	9.54%	8.50%	\$117,723	-1.25%	9.54%	\$117,493
4	19.42%	8.50%	\$127,729	-1.25%	11.75%	\$129,657
5	-6.24%	0.00%	\$127,729	-1.25%	0.00%	\$128,037
6	28.88%	8.50%	\$138,586	-1.25%	11.75%	\$141,293
7	16.26%	8.50%	\$150,366	-1.25%	11.75%	\$155,921
8	26.89%	8.50%	\$163,147	-1.25%	11.75%	\$172,063
9	-19.44%	0.00%	\$163,147	-1.25%	0.00%	\$169,913
10	24.23%	8.50%	<b>\$177,014</b>	-1.25%	11.75%	<b>\$187,504</b>

**Hypothetical example:** Assumptions based on the Performance Elite 7 product over a 10-year period from 01/01/2014 – 12/31/2023, 100% of a \$100,000 initial premium allocated to the S&P 500® 1-year Point-to-Point Index strategy with no withdrawals taken. This hypothetical example is for informational purposes only and is not indicative of past, nor intended to predict future performance. Rates are subject to change at any time.

As you can see from this hypothetical example, in an overall rising market, you have the potential to accumulate far more with the charge option than with the no-charge option. Even after paying \$16,662 in charges over the 10-year period, you still come out ahead – In this case, \$10,490 more!

This material is provided by Athene Annuity and Life Company (61689) headquartered in West Des Moines, Iowa, which issues annuities in 49 states (excluding NY) and in D.C. **Product features and availability may vary by state and/or sales distributor.**

**INVESTMENT AND INSURANCE PRODUCTS ARE: • NOT FDIC INSURED • NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY • NOT A DEPOSIT OR OTHER OBLIGATION OF, OR GUARANTEED BY, THE BANK OR ANY OF ITS AFFILIATES • SUBJECT TO INVESTMENT RISKS, INCLUDING POSSIBLE LOSS OF THE PRINCIPAL AMOUNT INVESTED**

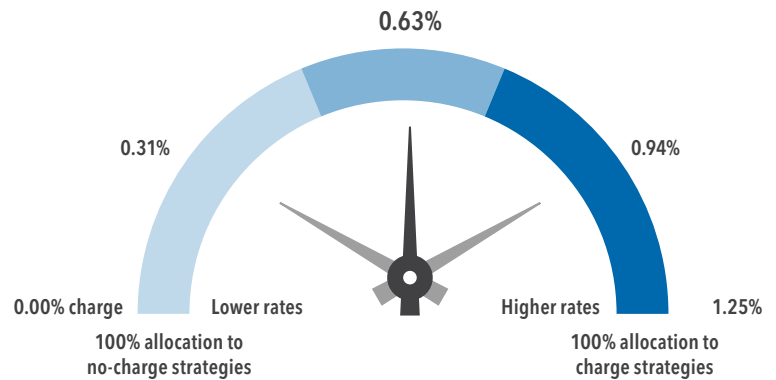
## Strategy Charge Credit

Although you are guaranteed never to earn less than a 0% interest credit when index returns are down, the Strategy Charge will be deducted from your Accumulated Value. To help preserve protection from market loss over a longer time horizon, Athene Performance Elite offers a one-time "safety net" in the form of a Strategy Charge Credit.<sup>3</sup> This feature guarantees that total strategy charges will not exceed total interest credits at the end of the Withdrawal Charge period.

## Combine strategies to "dial in" your risk

A good way to reduce the risk associated with a charge is to allocate your premium across several strategies, some with a Strategy Charge and some without. Using this diversified strategy allows you to "dial in" the amount you're willing to pay for increased accumulation potential.

And, as your needs change over time, you will have the opportunity to re-allocate your money at the end of each Index Term Period. The key to any allocation strategy is to find the balance between risk and reward that works best for you.



## Want to learn more?

Find out how utilizing index crediting strategies with a charge can add value to your annuity allocation strategy. Contact your financial professional and request an Athene Performance Elite illustration today!

<sup>1</sup> A fixed strategy with a 1-year guarantee is also available.

<sup>2</sup> Not available on the Fixed Strategy. The Annual Strategy Charge will be calculated on the contract anniversary and deducted monthly from the Accumulated Value. The Initial Strategy Charge Rate is set at contract issue and guaranteed for the first Index Term Period. A new Strategy Charge Rate will be declared at the start of each Index Term Period.

<sup>3</sup> At the end of the Withdrawal Charge period, a one-time Strategy Charge Credit will be added to the Accumulated Value if the sum of all strategy charges applied minus the sum of all interest credits is greater than zero. The Strategy Charge Credit will be applied to the Accumulated Value pro rata across all funded strategies. If withdrawals subject to a withdrawal charge are taken (including a full surrender), the credit will not be applied.

Index crediting strategies may be added (upon regulatory approval) or eliminated at the company's discretion. If a strategy is eliminated, its value will be reallocated to the Fixed Strategy.

Guarantees provided by annuities are subject to the financial strength and claims paying ability of the issuing insurance company.

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.

**S&P 500® Index** • The S&P 500® Index (the "Index") is a product of S&P Dow Jones Indices LLC or its affiliates ("S&P DJI") and has been licensed for use by Athene Annuity and Life Company ("Athene"). S&P®, S&P 500®, SPX®, US 500, The 500, iBoxx®, iTraxx® and CDX® are trademarks of S&P Global, Inc. or its affiliates ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"). Athene's products are not sponsored, endorsed, sold or promoted by S&P DJI, 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 Index.

Athene Performance Elite GEN (09/15) NB, GEN10 (04/14), TBS15 (09/12) Athene Performance Elite Plus BONUS (04/17) and Enhanced Liquidity Rider ICC15 PEPR (11/14) or state variations issued by Athene Annuity and Life Company, West Des Moines, IA. Product features, limitations and availability vary; see the Certificates of Disclosure for details. Products not available in all states.

This material is a general description intended for informational and educational purposes. Athene Annuity and Life Company (61689), headquartered in West Des Moines, Iowa, and issuing annuities in 49 states (excluding NY) and in D.C., is not undertaking to provide investment advice for any individual or in any individual situation, and therefore nothing in this should be read as investment advice. Please reach out to your financial professional if you have any questions about Athene products or their features.

The purpose of this material is solicitation of insurance. Any sale of an annuity will require contact with a financial professional.

The term "financial professional" is not intended to imply engagement in an advisory business with compensation unrelated to sales. Financial professionals will be paid a commission on the sale of an Athene annuity.

**This insert must be accompanied by the applicable product brochure and Certificate of Disclosure which provide more detailed product information, including all charges or limitations as well as definitions of capitalized terms.**