

DISCOVER

FIXED INDEX ANNUITIES

HAVE YOU IMAGINED YOUR LIFE IN RETIREMENT?

**Traveling? Visiting kids and
grandkids? Trying a new hobby?**

**For your retirement dreams to
come true, you'll need to be
financially prepared.**



WHAT ARE YOUR FINANCIAL GOALS?

As you think about your financial future, these may be questions you've considered:



How can I ensure I have regular income payments I won't outlive?



Can I earn a competitive rate of return, defer taxes and protect my assets?



Is there a way to protect my loved ones from a large tax burden?

An annuity may be the right solution to help you accomplish these goals.

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.

DISCOVER FIXED INDEX ANNUITIES



WHAT IS AN ANNUITY?

An annuity is a contract between you and an insurance company.

- ✔ Guaranteed income for life
- ✔ An accumulation vehicle with the potential for tax-deferred growth

CONTRIBUTE
You pay a lump sum or series of payments.

ACCUMULATE
Your contributions grow on a tax-deferred basis until you take income from the annuity.

RECEIVE DISTRIBUTIONS
You receive a guaranteed stream of payments starting immediately or in the future.

Annuities are the only vehicle that provides a guaranteed stream of income for your lifetime.

Guarantees are based on the claims-paying ability of EquiTrust Life Insurance Company.

WHAT IS A FIXED ANNUITY?

A fixed annuity guarantees a fixed interest rate or interval of payments over a specific period of time. Fixed annuities can be deferred or immediate.

	DEFERRED	IMMEDIATE
Objective	Accumulate assets for a guaranteed stream of income on a deferred basis	Access a guaranteed income stream on an immediate basis
Purchasing method	Single premium or multiple premium payments	Single premium payment

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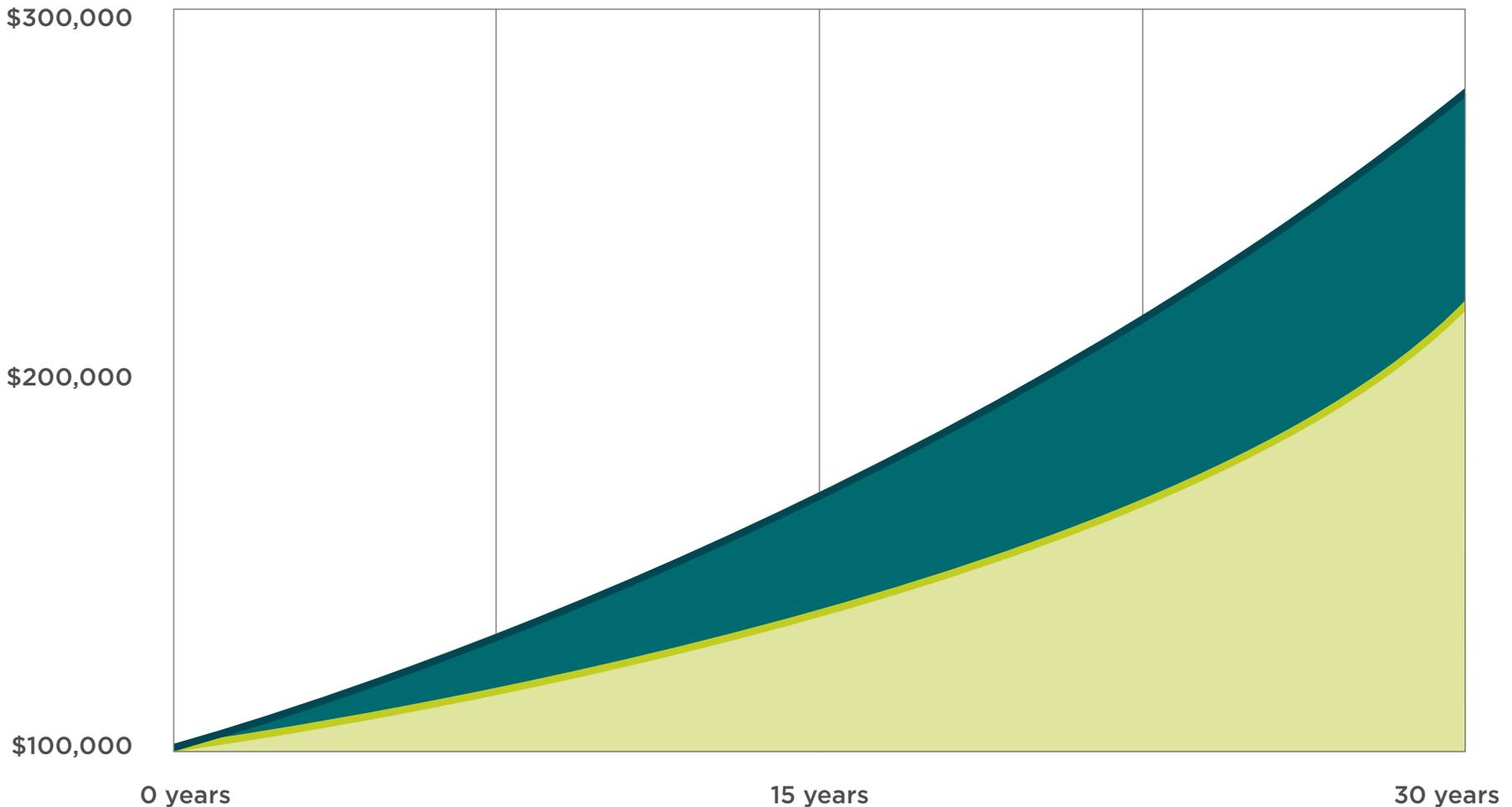
ADVANTAGES OF A FIXED ANNUITY

Fixed annuities offer a number of important features to help you prepare financially for the future.

1 Security	<ul style="list-style-type: none">• Conservative vehicle backed by life insurance company reserves• Minimum guaranteed value requirements• Never lose principal or credited interest due to market downturns
2 Ability to bypass probate	<ul style="list-style-type: none">• When properly set up with a designated beneficiary, may bypass the probate process• Can allow beneficiaries immediate possession of the death benefit
3 Liquidity	<ul style="list-style-type: none">• Many contracts allow annual penalty-free withdrawals up to a certain percentage• Provides access to money while the rest of the annuity value continues to grow
4 Income	<ul style="list-style-type: none">• Offers the ability to annuitize the contract for a guaranteed income stream• Time period can be your lifetime, a certain time period or a combination of both
5 Tax deferral	<ul style="list-style-type: none">• Interest credited is not taxed until you receive your money, when you may be in a lower tax bracket• Allows you to earn interest on your premium, interest and the money you would have used to pay taxes

EARNINGS GROW ON A TAX-DEFERRED BASIS

Interest earned on an annuity accumulates on a tax-deferred basis. You don't pay taxes until you receive a payment from your contract.



● Tax-deferred growth ● Taxable product

Example assumes \$100,000 growing at 5%, 25% tax bracket, for 30 years.

FIXED, TAX-DEFERRED ANNUITIES VS. OTHER FINANCIAL PRODUCTS

Account options	Safety of principal	Tax deferral	Guaranteed lifetime income	Guaranteed interest rate	Inflation protection	Market index-linked earnings	Growth potential
Savings account	X						
CD	X						
Savings bond	X	X					
Multi-year and traditional fixed annuity	X	X	X	X			
Fixed index annuity	X	X	X		X	X	X
Variable annuity		X			X		X
Stock mutual fund					X		X

Surrender of the contract may be subject to surrender charges or Market Value Adjustment. Market Value Adjustment may not apply in all states. Withdrawals before age 59½ may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth. In the event of a full surrender, charges will apply to any penalty-free amounts taken during the same contract year. Guarantees are based on the claims-paying ability of EquiTrust Life Insurance Company. A fixed index annuity may include a guaranteed interest rate associated with the cash surrender value and money in the fixed rate account. A variable annuity may have the potential for guaranteed lifetime income with the addition of a rider to the contract.

EQUITRUST OFFERS A VARIETY OF FIXED ANNUITIES

<p>Multi-year guaranteed annuity (MYGA)</p>	<ul style="list-style-type: none"> • Guaranteed, fixed interest rate for a set time period • Multiple rate guarantee periods • Withdrawal provisions for access to a portion of your money (liquidity) • Protection of your principal and earnings • Tax-deferred earnings
<p>Traditional fixed annuity</p>	<ul style="list-style-type: none"> • Guaranteed, fixed interest rate for a set time period • Withdrawal provisions for access to a portion of your money (liquidity) • Protection of your principal and earnings • Tax-deferred earnings
<p>Single premium immediate annuity (SPIA)</p>	<ul style="list-style-type: none"> • Single premium, lump-sum payment converted to a guaranteed stream of income • Fixed period, single life and joint life payment options • Payments can begin any date from 30 days after contract effective date up to one year after contract effective date, and continue annually, semi-annually, quarterly or monthly • Protection of your principal • Tax-deferred earnings
<p>Fixed index annuity (FIA)</p>	<ul style="list-style-type: none"> • Earnings through interest calculated based on the performance of an external market index or multiple indices; you share only in index gains, not the losses • Minimum guaranteed contract rate for downside protection when markets decline • Protection of your principal and earnings • Tax-deferred earnings • Withdrawal provisions for access to a portion of your money (liquidity)

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Withdrawals before age 59½ may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth. In the event of a full surrender, charges will apply to any penalty-free amounts taken during the same contract year.

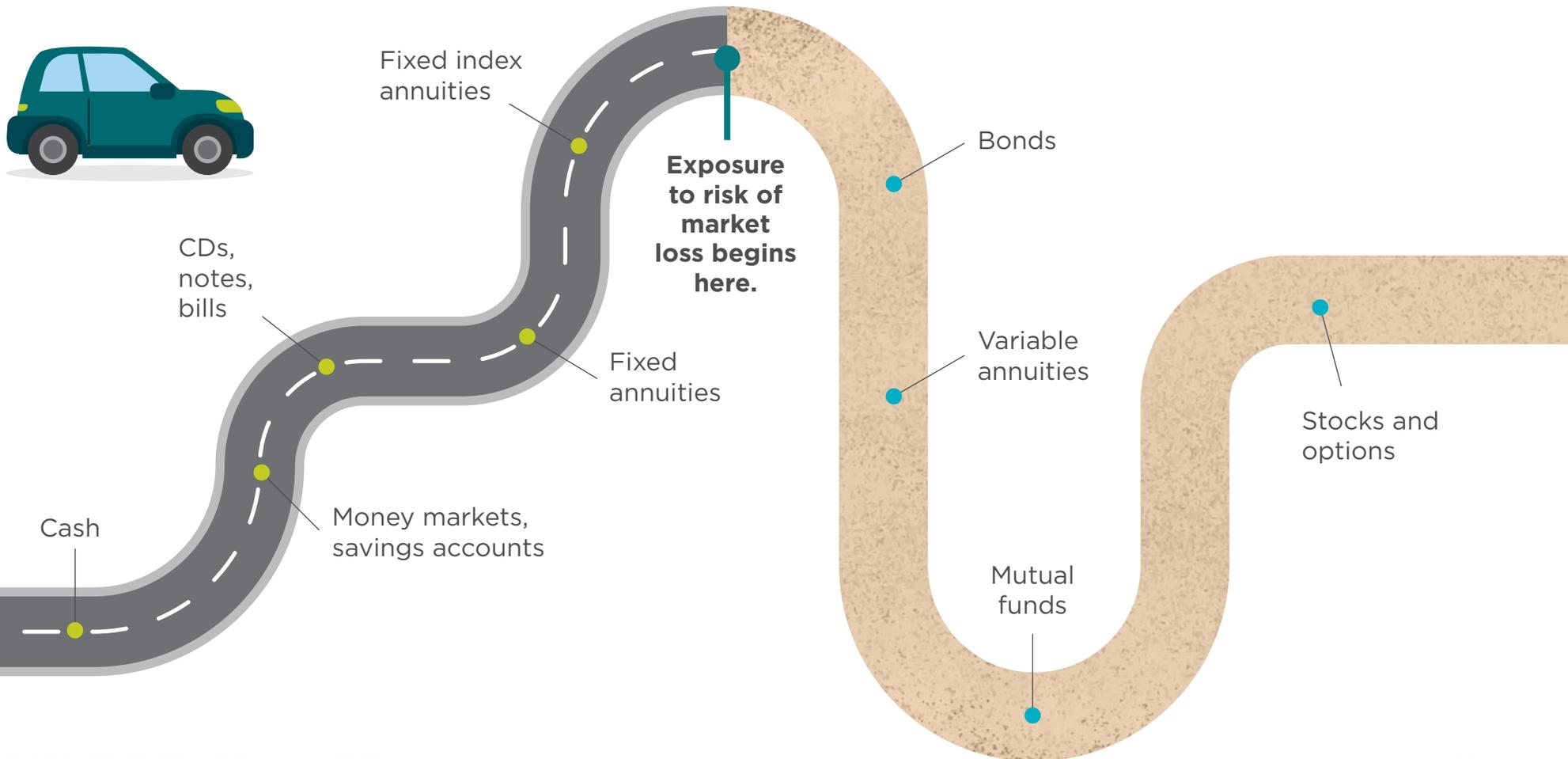
VEHICLES FOR DIFFERENT LEVELS OF RISK TOLERANCE

Depending on your needs and objectives — and how much risk you're willing to take — you may consider different vehicles for your money as plan for the future. Do you consider yourself conservative, moderate or aggressive?

Continuum of risk tolerance

Lower risk, less growth potential

Higher risk, more growth potential





HOW DOES A FIXED INDEX ANNUITY WORK?

- Your money grows through earnings based on the movement of market indices
- You choose index accounts and crediting strategies
- On contract anniversaries, “index credits” are applied to your contract’s value

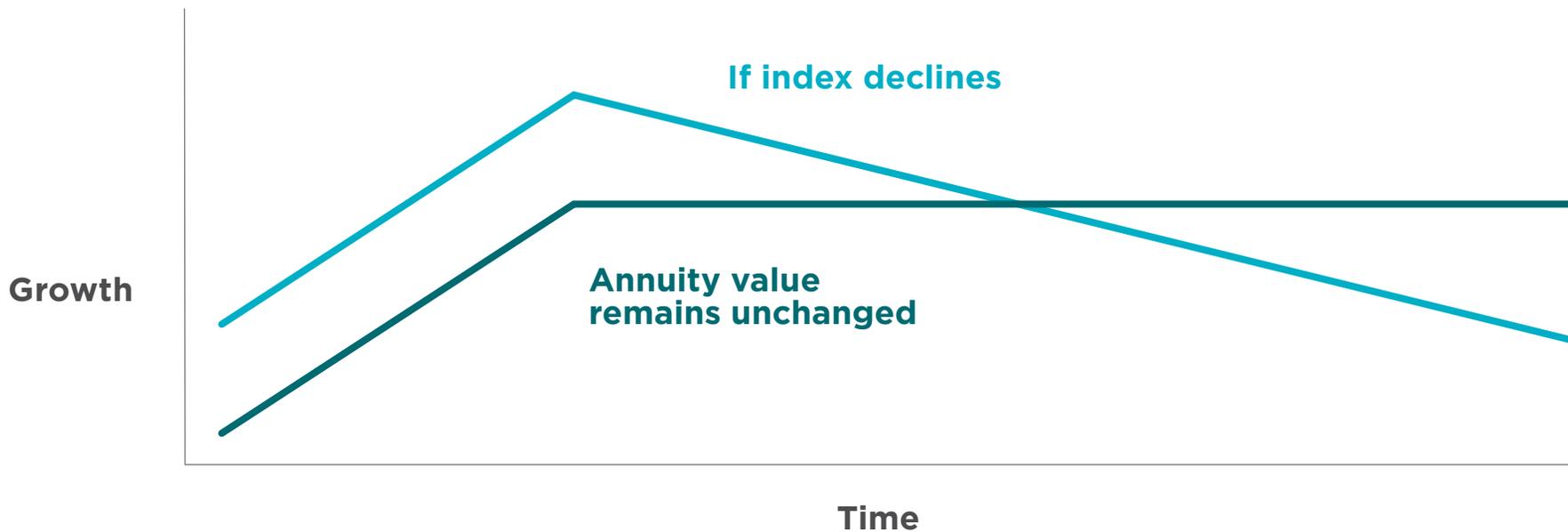
You share only in index gains — not the losses.

GROWING YOUR ANNUITY'S VALUE

With a fixed index annuity, your money is never invested in the stock market. That means it's not exposed to the market's potential volatility, which can result in downside risk.

Your annuity offers returns linked to the performance of an underlying index.

- If the index value increases, your annuity's value grows.
- If the index value declines, your annuity's value will remain unchanged from the previous period's annuity value.



● Index ● Annuity value

Index credits will never be less than zero.



ALLOCATING YOUR PREMIUM

Where does your premium go? You're in the driver's seat!

- Allocate premium to the contract's fixed rate account or index accounts.
- On each contract anniversary (or every two years for a two-year account), you can transfer money among accounts.

The fixed rate account is not tied to an index. Instead, it earns a fixed rate that is guaranteed until your next contract anniversary.

INDEX ACCOUNT OPTIONS

When you allocate premium to an index, you select an account option, also referred to as a crediting strategy.

MOST COMMON ACCOUNT OPTIONS These rates are reset annually or every two years.	
Cap rate	Percentage of the index's change up to a specified rate, or cap.
Participation rate	Percentage of the index's change multiplied by a participation rate.

Account options may be credited by:

Point-to-point — From one contract anniversary to the next (or two years if applicable)

Monthly average — From previous contract anniversary to monthly index average

1-YEAR POINT-TO-POINT CAP RATE EXAMPLE

Compares the index value on the beginning anniversary date with the index value at the next anniversary date. You earn 100% of index returns up to a stated cap.

Example 1

3% index growth

Beginning index value = 1,000

Ending index value = 1,030

$$\frac{1,030 - 1,000}{1,000} = \mathbf{3.0\% \text{ return}}$$

Credited
to account

5% Cap

3.0%

Example 2

15% index growth

Beginning index value = 1,000

Ending index value = 1,150

$$\frac{1,150 - 1,000}{1,000} = \mathbf{15.0\% \text{ return}}$$

Credited
to account

5% Cap

5.0%

Example 3

10% index decline

Beginning index value = 1,000

Ending index value = 900

$$\frac{900 - 1,000}{1,000} = \mathbf{10.0\% \text{ decline}}$$

Credited
to account

5% Cap

0.0%

1-YEAR AVERAGE PARTICIPATION RATE EXAMPLE

Compares the index value on the beginning anniversary date with the average of the monthly index values during the year. You earn a percentage of index returns, with no cap.

Example 1

5% average index growth

Beginning index value = 1,000

Ending index value = 1,050

$$\frac{1,050 - 1,000}{1,000} = \mathbf{5.0\% \text{ return}}$$

50%
Participation rate

2.5%

Credited
to account

Example 2

15% average index growth

Beginning index value = 1,000

Ending index value = 1,150

$$\frac{1,150 - 1,000}{1,000} = \mathbf{15.0\% \text{ return}}$$

50%
Participation rate

7.5%

Credited
to account

Example 3

10% average index decline

Beginning index value = 1,000

Ending index value = 900

$$\frac{900 - 1,000}{1,000} = \mathbf{10.0\% \text{ decline}}$$

50%
Participation rate

0.0%

Credited
to account

THE POWER OF DOWNSIDE PROTECTION

Downside protection means negative index results have no impact on a fixed index annuity's value.

How does a participation rate strategy play along with downside protection and index changes? Here's an example:

If the index change for one year is a positive 15%, a participation rate of 50% will result in index credits of 7.50% ($15\% \times 50\% = 7.50\%$).

50% participation rate + downside protection = 94% index participation results!



THE POWER OF DOWNSIDE PROTECTION

Let's look at how this strategy plays out in good and bad index years.

Period	S&P 500	50% participation rate
Best 10 years: 2011-2021	14.30%	7.38%
Worst 10 years: 2000-2010	-2.28%	3.70%
Most Recent 10 years: 2013-2023	9.81%	6.15%
Cumulative 10-year average: 1998-2023	5.96%	5.14%

The **annual reset** locks in the interest gained over the year to protect your annuity's accumulated value from market downturns — even if the index value decreases — and resets your interest calculation to a new starting point for the next year.

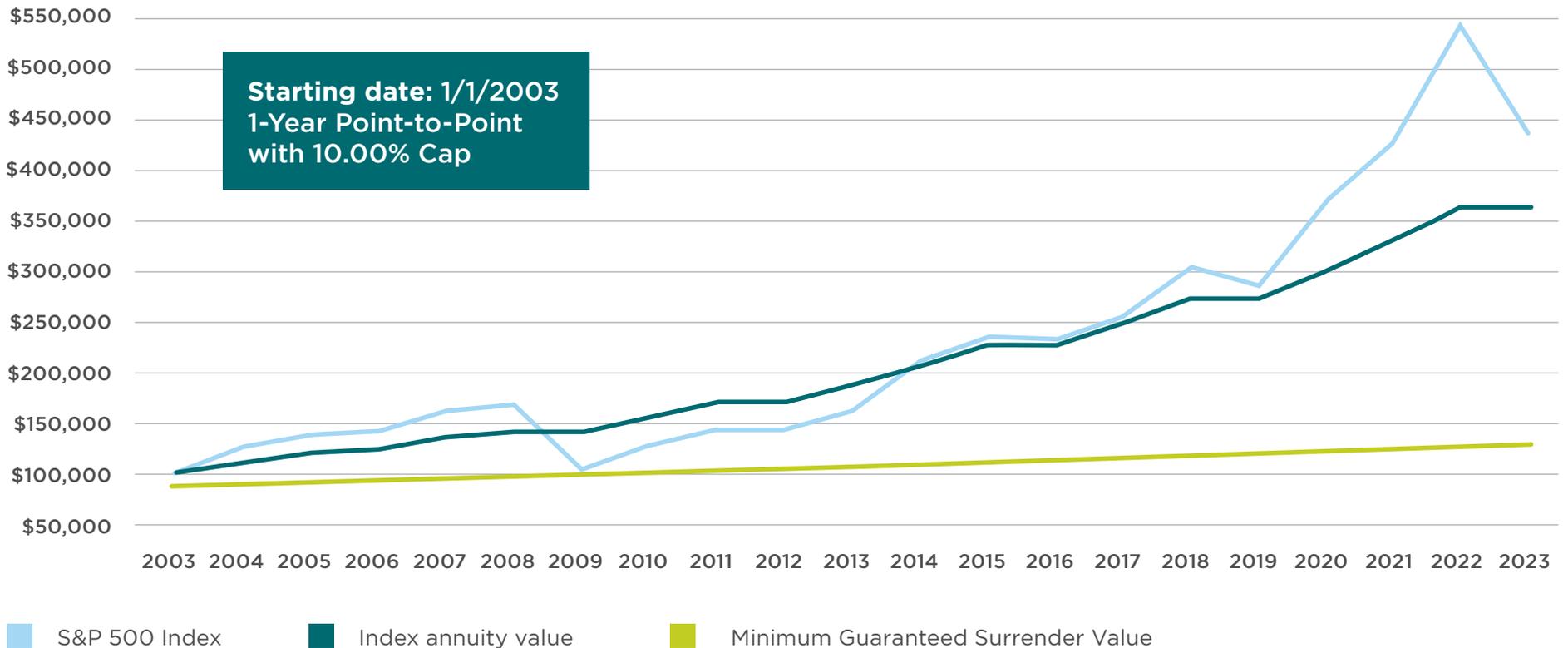
*Based on 10/1 issue date and fiscal year ending 9/30 the following year.

For illustrative purposes only. Past performance does not assure future results. The annualized returns for the participation index account assumes the current 50% participation rate applied consistently for the example period. Participation rates can change annually, and the example participation rate may not reflect participation rates available during this period. Withdrawals do not participate in index growth in the current contract year.

DOWNSIDE PROTECTION — AN EXAMPLE

This example shows upside growth in addition to downside protection.

20-year historical example



- In years of negative changes to the selected index, the fixed index annuity value remains unchanged.
- In years of increases to the S&P 500 Index, the fixed index annuity value rises, but at a lower rate than the total increase in the index value.
- Changes to annuity values that are only positive or zero, never negative, result in long-term accumulation.

THE IMPACT OF VARIOUS RATES



Current rates

Cap and participation rates for the index account — and interest rates for the fixed-rate account — determine potential index credits earned during the first indexing period.



Renewal rates

At the end of each indexing period, the accounts are subject to a new rate for potential index credits earned during the next indexing period; subject to minimums set at issue.



Guaranteed return

For additional protection from market volatility, fixed index annuities offer a minimum rate of return.

The minimum rate of return is the Minimum Guaranteed Interest Rate (MGIR). The annuity will never be credited at less than this rate. Guarantees are based on the claims-paying ability of EquiTrust Life Insurance Company.

GUARANTEED LIFETIME INCOME

THE INCOME BENEFIT RIDER

Some fixed index annuities offer an optional Income Benefit Rider.

Adding the IBR to a fixed index annuity provides:

- Guaranteed, predictable income you can't outlive
- Flexibility to start and stop income as needed
- Guaranteed income for your surviving spouse

Guarantees are based on the claims-paying ability of EquiTrust Life Insurance Company. Spouse may include a domestic partner in OR (in some cases does not include spousal continuation).

WHAT CAN THE INCOME BENEFIT RIDER PROVIDE?



Guaranteed income for life, without annuitizing your contract



Income from rider is available after first contract year and age 50



Doubled payments for up to five years in the event of a chronic illness (single-life owner; 50% increase for joint owners)



Flexibility to start and stop income payments when you choose



Monthly, quarterly, semi-annual or annual withdrawals



Income withdrawals based on one or two lives



Plus all your other annuity contract benefits!

Guarantees are based on the claims-paying ability of EquiTrust Life Insurance Company. Must be age 40 or older to elect the Income Benefit Rider. May not be available in all states. Withdrawals before age 59½ may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth. In the event of a full surrender, charges will apply to any penalty-free amounts taken during the same contract year.

CALCULATION OF INCOME PAYMENTS

Your income payments are based on your age at the time you start income withdrawals, and are calculated based on this equation:



The diagram illustrates the calculation of income payments using three icons and text labels. On the left, a hand holding a coin with a percentage sign represents the 'Income withdrawal percentage'. In the middle, a medal with a ribbon represents the 'Benefit Base'. On the right, a hand holding a coin with a curved arrow above it represents the 'Income withdrawal amount'. The equation is shown as: **Income withdrawal percentage** \times **Benefit Base** = **Income withdrawal amount**.

On your contract anniversary, your income withdrawal amount will be recalculated as the greater of the prior year's income withdrawal amount or the original income withdrawal percentage multiplied by the current Benefit Base.





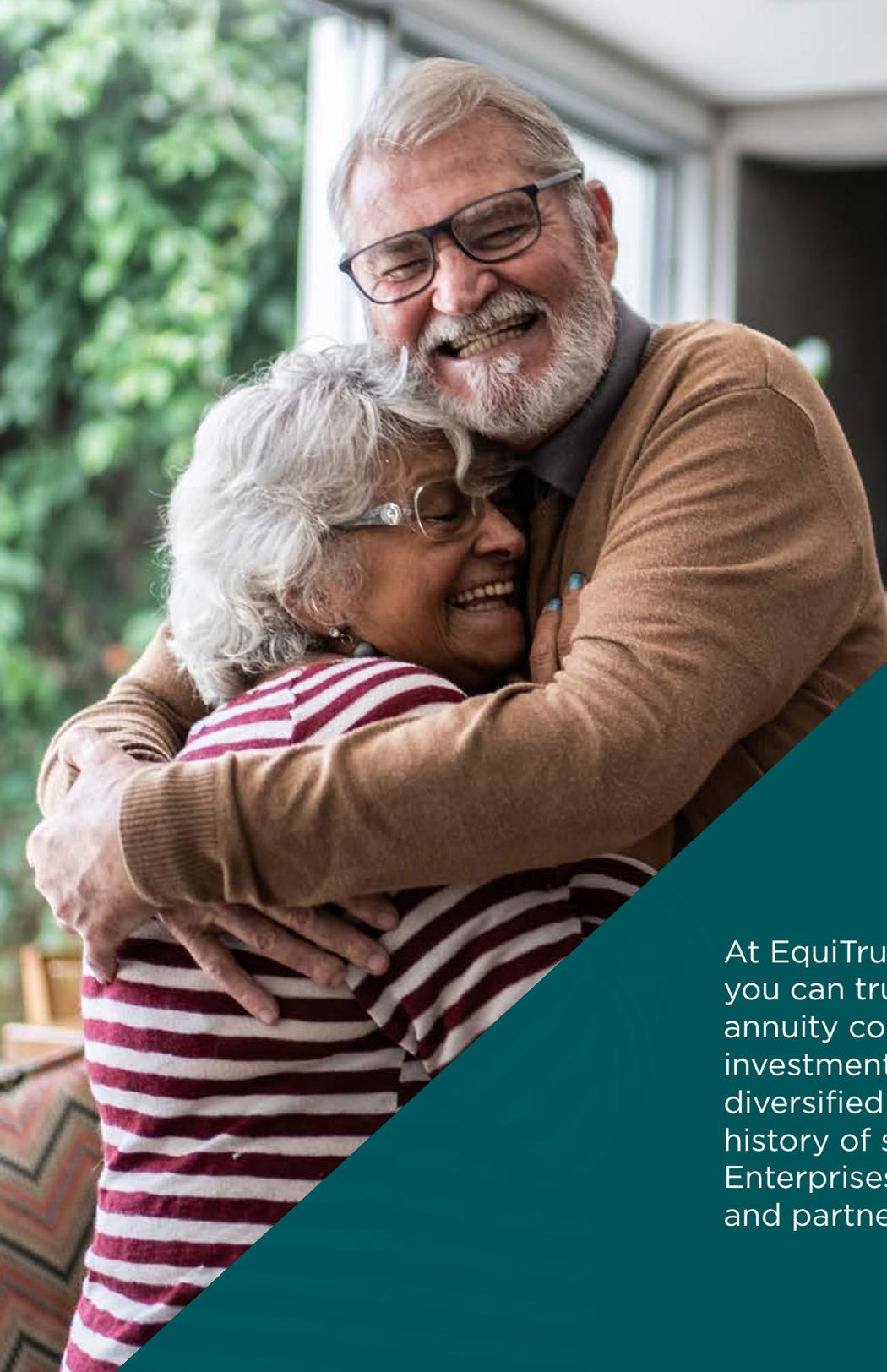
IS MY SPOUSE PROTECTED?

Yes. Upon your death, your spouse can choose to continue receiving payments.

- If you have not started taking income withdrawals, your spouse can start receiving income after the first contract year, or age 50.
- If you have started taking income withdrawals and your spouse is at least age 50, payments will continue for the life of the living spouse.

Payments will continue at the same amount if income withdrawals were based on two lives. Payments will be recalculated based on the spouse's age if the original income withdrawals were based on one life. Spouse may include a domestic partner in OR (in some cases does not include spousal continuation). Spousal continuation may not be elected if single life income withdrawals were elected and the Accumulation Value is zero. Spousal continuation may not be elected if the surviving spouse is younger than age 50 at the time of the owner's death and the owner had been taking single life income withdrawals. NOTE: Your spouse must be named as sole beneficiary to keep the Income Benefit Rider after your death.

DISCOVER FIXED INDEX ANNUITIES



EQUITRUST — 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.

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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. In the event of a full surrender, charges may apply to any penalty-free amounts taken during the same contract year. If the Income Benefit Rider is elected, any withdrawals prior to the start of income withdrawals may reduce the Benefit Base proportionately.

Market Value Adjustment does not apply in CA and DE.

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Annuitization prior to the Income Date is not offered in TX.

This presentation briefly highlights EquiTrust Life Insurance Company's fixed index annuity contract and their 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.

Products underwritten, issued and distributed by EquiTrust Life Insurance Company, West Des Moines, Iowa.



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