



DISCOVER  
**INDEX ANNUITIES**



## Do These Reflect Your Long-Term Financial Objectives?

- Upside growth potential
- Downside protection
- Guaranteed minimum rate of return
- Liquidity
- Tax advantages

**That's what you get with an EquiTrust index annuity!**

Guarantees are subject to the claims-paying ability of EquiTrust Life Insurance Company. Neither the Company nor its agents give tax, accounting or legal advice. Please consult your professional advisor in these areas.

# How Does an Index Annuity Work?

Index annuity performance is linked to an index — like the S&P 500® Index or a specialized index designed to seek a defined objective.

The premium paid to your annuity is not directly invested in the index or the holdings that make up the index. Rather, your premium is invested by EquiTrust in order to pay you a portion of the index upside...while protecting you from the index downside.

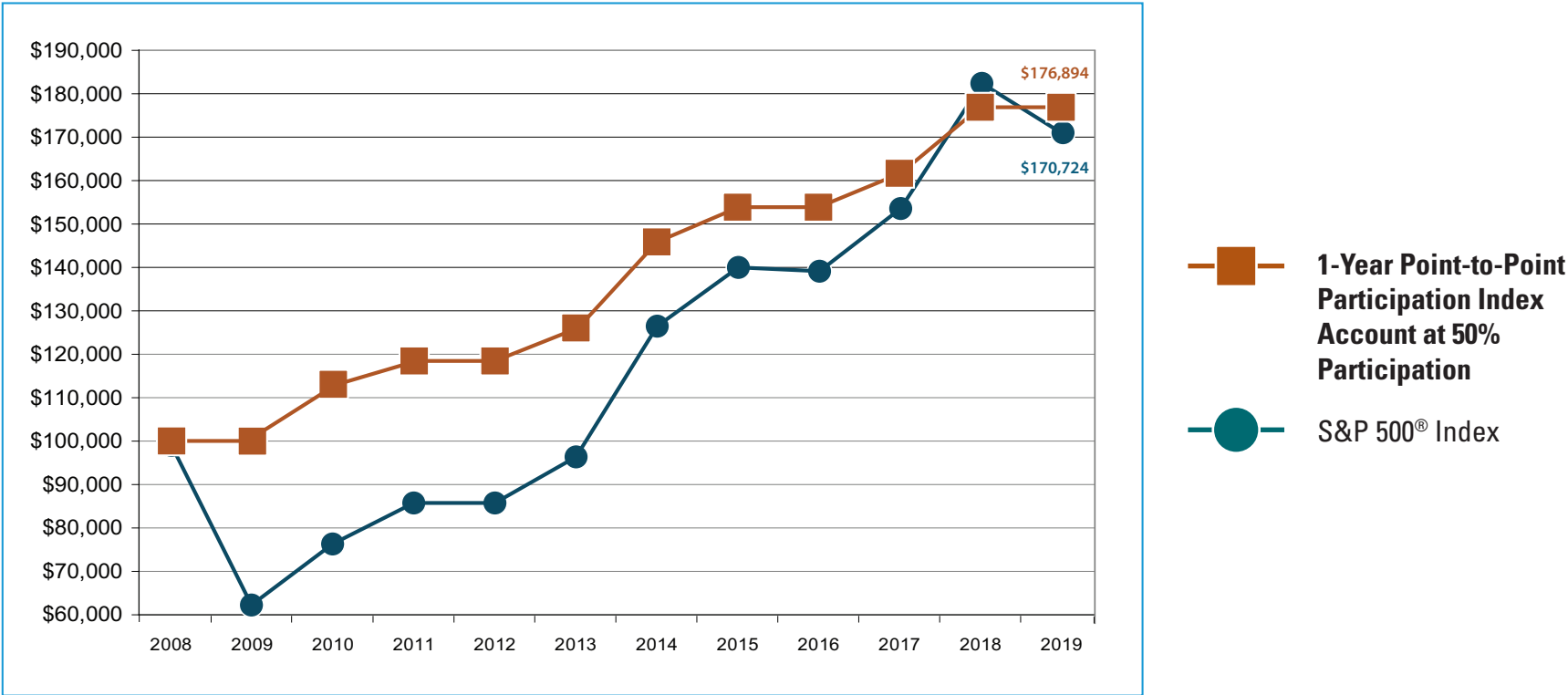
In other words, your account values earn positive index-based performance when index results are positive, while avoiding declines when the index results are negative.



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# What Does Upside Potential and Downside Protection Look Like?

Compare the hypothetical growth on an index annuity to investing directly in the S&P 500®



Assuming a 1/1/2008 start date and 1/1 contract anniversaries. Historical performance of the S&P 500® Index should not be considered a representation of current or future performance of the Index or of your annuity. Each example shown above assumes a \$100,000 initial premium with no withdrawals. The Participation Rate is for hypothetical purposes only. Please contact EquiTrust for current Participation Rates.

# How Does an Index Annuity Value Grow?

Most index annuities offer a variety of index-account options. Each option performs differently in various market scenarios. You may choose a single index strategy or a combination of strategies.

Index credits are added to your accumulation value at the end of each indexing period. The indexing period may be one or two years, depending on the account selected.

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Common index-crediting strategies include

- Cap Rate
- Participation Rate

# Cap-Rate Example

## 1-Year Point-to-Point Cap

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 = 1000  
Ending index value = 1030

$$\frac{1030 - 1000}{1000} = \mathbf{3.0\% \text{ Return}}$$

**5% Cap**

Credited  
to Account

**3.0%**

### EXAMPLE 2: 15% Index Growth

Beginning index value = 1000  
Ending index value = 1150

$$\frac{1150 - 1000}{1000} = \mathbf{15.0\% \text{ Return}}$$

**5% Cap**

Credited  
to Account

**5.0%**

### EXAMPLE 3: 10% Index Decline

Beginning index value = 1000  
Ending index value = 900

$$\frac{900 - 1000}{1000} = \mathbf{10.0\% \text{ Decline}}$$

**5% Cap**

Credited  
to Account

**0.0%**

# Participation-Rate Example

## 1-Year Average Participation

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 = 1000  
Ending index average = 1050

$$\frac{1050 - 1000}{1000} = \mathbf{5.0\% \text{ Return}}$$

**50%**  
Participation Rate

Credited  
to Account

**2.5%**

### EXAMPLE 2: 15% Average Index Growth

Beginning index value = 1000  
Ending index average = 1150

$$\frac{1150 - 1000}{1000} = \mathbf{15.0\% \text{ Return}}$$

**50%**  
Participation Rate

Credited  
to Account

**7.5%**

### EXAMPLE 3: 10% Average Index Decline

Beginning index value = 1000  
Ending index average = 900

$$\frac{900 - 1000}{1000} = \mathbf{10.0\% \text{ Decline}}$$

**50%**  
Participation Rate

Credited  
to Account

**0.0%**

# How Do the Various Rates Affect an Index Annuity?

## **Current Rates**

- Cap and Participation Rates for index accounts, and Interest Rates for fixed-rate account, determine the potential 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 credits earned during the following period; renewal rates are subject to minimums – established at issue.

## **Guaranteed Return**

- For additional protection in a long-term declining market, index annuities offer a minimum rate of return.

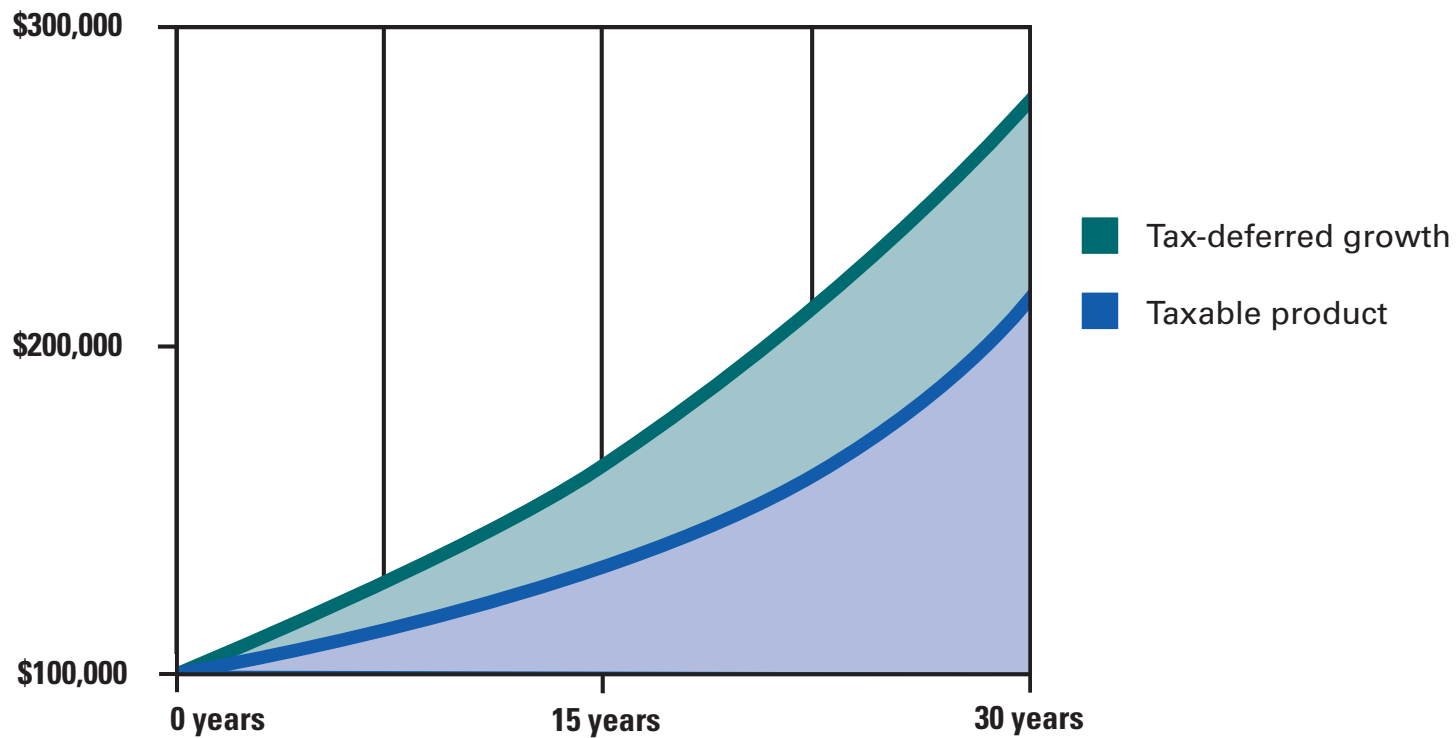
Guarantees are based on the claims-paying ability of EquiTrust Life Insurance Company. Indexing period may be one year or two years depending on the index account chosen.





## I Also Receive Tax Advantages?

The money you put in an annuity grows tax deferred, so you don't pay taxes until money is withdrawn.



Example assumes \$100,000 growing at 5%, 25% tax bracket for 30 years. For illustration purposes only, and not a representation of future results.

# How Do Index Annuities Compare to Other Financial Products?

	Safety of Principal	Tax Deferral	Guaranteed Lifetime Income	Inflation Protection	Accumulation/ Growth Potential
Savings Account	X				
Certificate of Deposit	X				
Savings Bond	X	X			
Multi-Year Fixed Annuity	X	X	X		
Variable Annuity		X		X	X
Stock Mutual Fund				X	X
Index Annuity	X	X	X	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 59 1/2 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.



# INCOME RIDERS



## What Are Your Retirement-Income Objectives?

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

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

# How Can an Income Rider Help Achieve Your Income Objectives?

An Income Rider is an optional benefit that you may add to any\* EquiTrust index annuity for an annual charge. An income rider provides:

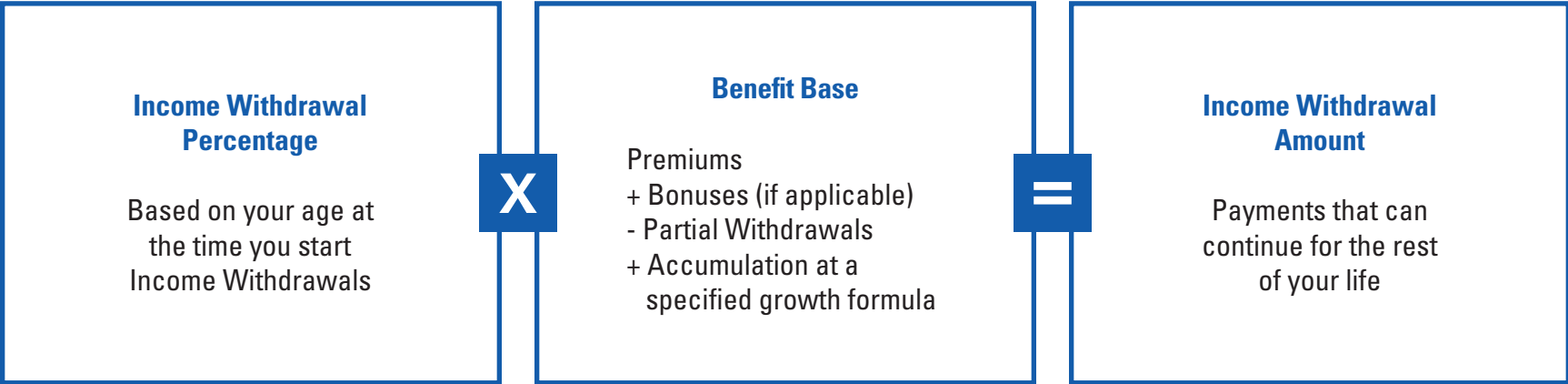
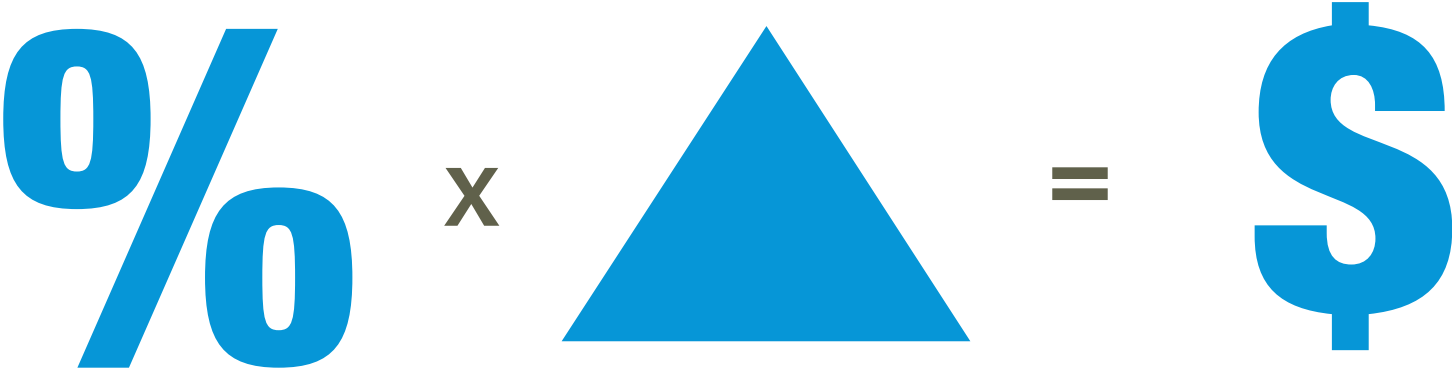
- Guaranteed income for your lifetime – without annuitizing your contract
- Income available after 1st contract year and age 50
- Doubled payments for up to 5 years in the event of a chronic illness (single-life owner; 50% increase for joint owners)
- Flexibility to start and stop income payments when you choose
- Monthly, quarterly, semi-annual or annual withdrawals
- Income Withdrawals based on one or two lives
- All of this...while still maintaining your other annuity contract benefits!

\*Minimum applicant age to elect the income rider is 40 years.

In the event of a full surrender, charges will apply to any penalty-free amounts taken during the same contract year. Withdrawals before age 59 1/2 may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth. Income For Life may not be available in all states.



# How Are Income Payments Calculated?



The Benefit Base is used only to calculate the Income Withdrawal Amount. It is not available upon surrender, death or annuitization.

## Is My Spouse Protected?

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 50, payments will continue for the life of the surviving 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).

# Issued by EquiTrust Life Insurance Company

## A Name You Can Trust

As you plan for long-term financial security, you look to a name you can trust. And when you're searching for a company that demonstrates integrity, strength and innovation – one that can help you meet your financial objectives – take a look at EquiTrust Life Insurance Company. We put you first.

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

Surrender of the contract may be subject to surrender charges or a market value adjustment. Market Value adjustment may not apply in all states. Withdrawals before age 59 1/2 may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth.

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.

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

This brochure briefly highlights EquiTrust Life Insurance Company's annuity contracts and their benefits. For costs and complete details of coverage, including any exclusions, reductions or limitations, and the terms under which the contracts may be continued in force, contact your agent. This material is intended to provide educational information about annuity contracts and/or their features. EquiTrust does not offer investment advice to any individual and this material should not be construed as investment advice.

Contract issued on Contract Form Series ICC18-ET-MP10-2000(05-18) or ET-MPP-2000(02-05). Riders issued on Form Series ICC16-ET-IBR-FIXED(07-16) or ET-IBR(06-08); ICC17-ET-IBR-ER-A(04-17) or ET-IBR-ER-A(04-17); ICC-ET-FIXED-MVA(02-17); and ICC16-ET-TI(10-16) or ET-TI(10-16).

Contract issued on Contract Form Series ICC18-ET-MTB-2000(06-18) or ET-MTB-2000(06-07). Riders issued on Form Series ICC16-ET-IBR-FIXED(07-16) or ET-IBR (06-08); ICC17-ET-IBR-ER-A(04-17) or ET-IBR-ER-A(04-17); and ICC16-ET-TI(10-16) or ET-TI(10-16).

Contract issued on Form Series ICC16-ET-FIA7-2000(10-16) or ET-FIA7-2000(10-16). Riders issued on Form Series ICC16-ET-IBR-FIXED(07-16) or ET-IBR-FIXED(07-16); ICC17-ET-IBR-ER-A(04-17) or ET-IBR-ER-A(04-17); and ICC16-ET-TI(10-16) or ET-TI(10-16).

Contract issued on Form Series ICC12-ET-EIA-2000(01-12) or ET-EIA-2000(06-04). Riders issued on Form Series ICC15-ET-IBR-STR(04-15) or ET-IBR-STR(04-15); ICC17-ET-IBR-ER-A(04-17) or ET-IBR-ER-A(04-17); and ICC16-ET-TI(10-16) or ET-TI(10-16).

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