

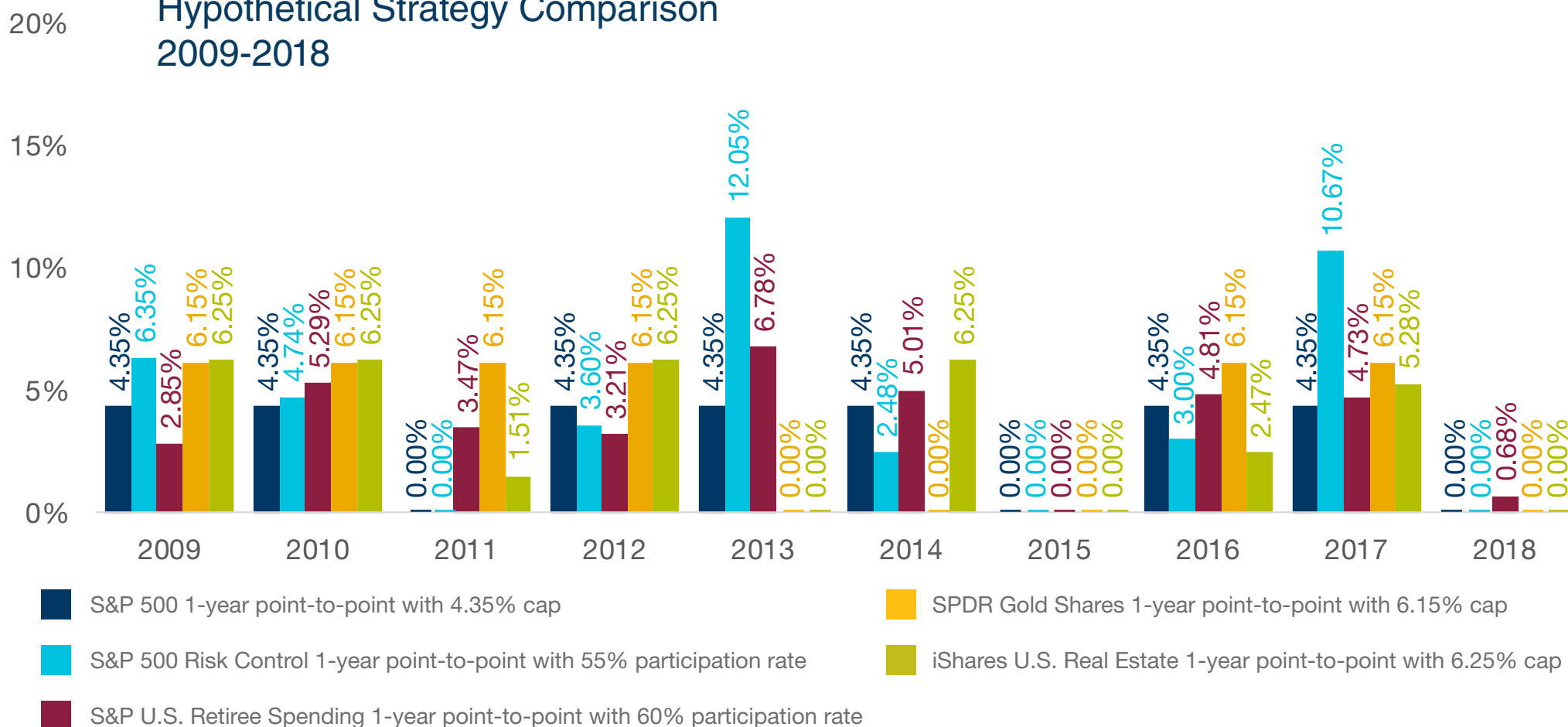
# Choose Your Strategy



Uncomplicate Retirement®

Fixed-indexed annuities offer indexed strategies that earn interest based, in part, on positive performance of an external index or ETF. The following chart uses historical market returns to illustrate the hypothetical performance of indexed strategies that are available with the AssuranceSelect<sup>SM</sup> 7 Plus from Great American Life Insurance Company®.

## AssuranceSelect 7 Plus Hypothetical Strategy Comparison 2009-2018



Rates current as of 9/7/19 and subject to change

# About the indexes and ETFs

## S&P 500® INDEX

Ticker: SPX

Reflects the large-cap sector of the U.S. equity market. Includes 500 leading companies and captures approximately 80% coverage of available market capitalization.

## S&P U.S. RETIREE SPENDING INDEX

Ticker: SPRETIRE

Measures the performance of equities in economic sectors that are expected to be impacted by retiree spending, while reducing equity risk and overall portfolio volatility through fixed income exposure.

## S&P 500 RISK CONTROL 10% INDEX

Ticker: SPXAV10P

Applies a strategy to the S&P 500 Index in order to maintain a 10% volatility target.

## SPDR GOLD SHARES ETF

Ticker: GLD

Reflects the performance of the price of gold bullion.

## iSHARES U.S. REAL ESTATE ETF

Ticker: IYR

Reflects the performance of the real estate sector in the U.S. equity market.

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The S&P 500 Risk Control 10% Index refers to the S&P 500 Average Daily Risk Control 10% USD Price Return Index. The launch date of this index was April 4, 2013. For more information, visit [www.US.SPIndices.com](http://www.US.SPIndices.com) and search keyword SPXAV10P. The Gold Shares trade on the NYSE Arca under the symbol GLD. The launch date of the SPDR® Gold Shares ETF was November 2004. For more information, visit [www.spdrgoldshares.com](http://www.spdrgoldshares.com). For more information on the S&P U.S. Retiree Spending Index, visit [US.SPIndices.com](http://US.SPIndices.com) and search keyword SPRETIRE. The launch date of the S&P U.S. Retiree Index was September 26, 2016. To learn more about the iShares U.S. Real Estate ETF, visit [iShares.com](http://iShares.com) and search ticker symbol IYR. The launch date of the iShares U.S. Real Estate ETF was June 12, 2000.

The S&P 500 Index, the S&P 500 Average Daily Risk Control 10% Price Return Index and the S&P U.S. Retiree Spending Index are products of S&P Dow Jones Indices LLC, a division of S&P Global, or its affiliates ("SPDJI"), and have been licensed for use by Great American Life®. Standard & Poor's®, S&P®, S&P 500®, S&P 500 Average Daily Risk Control 10%™, SPDR® and STANDARD & POOR'S DEPOSITORY RECEIPTS® are trademarks of Standard & Poor's Financial Services LLC, a division of S&P Global ("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 Great American Life. Great American Life's products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, or their respective affiliates, and none of such parties makes any representation regarding the advisability of investing in such products nor do they have any liability for any errors, omissions, or interruptions of the S&P 500 Index, the S&P 500 Average Daily Risk Control 10% Price Return Index or the S&P U.S. Retiree Spending Index.

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Indexed interest rates for the strategy are based on changes in the index over one-year terms, which are not based on calendar years but begin on the 6th and 20th of a month. The information presented above reflects caps and participation rates that are current for the AssuranceSelect<sup>SM</sup> 7 Plus as of the date shown. The actual caps and participation rates that we might have applied during this period would have been different and might have been significantly lower.

Returns prior to the index launch date are back-tested. Back-tested performance is not actual performance, but is hypothetical. Back-tested returns were calculated using the same methodology that was in effect when the index was officially launched. Back-tested performance is subject to inherent limitations because it reflects application of an index methodology and selection of index constituents in hindsight. No theoretical approach can take into account all of the factors in the markets in general and the impact of decisions that might have been made during the actual operation of an index. Past performance does not guarantee future results. Back-tested index returns are not indicative of the interest that would have been credited to a fixed-indexed annuity during the same time period. When you buy a fixed-indexed annuity, you own an insurance contract. You are not buying shares of any stock or index.

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