

Why Sell The Index Frontier Variable-Indexed Annuity?

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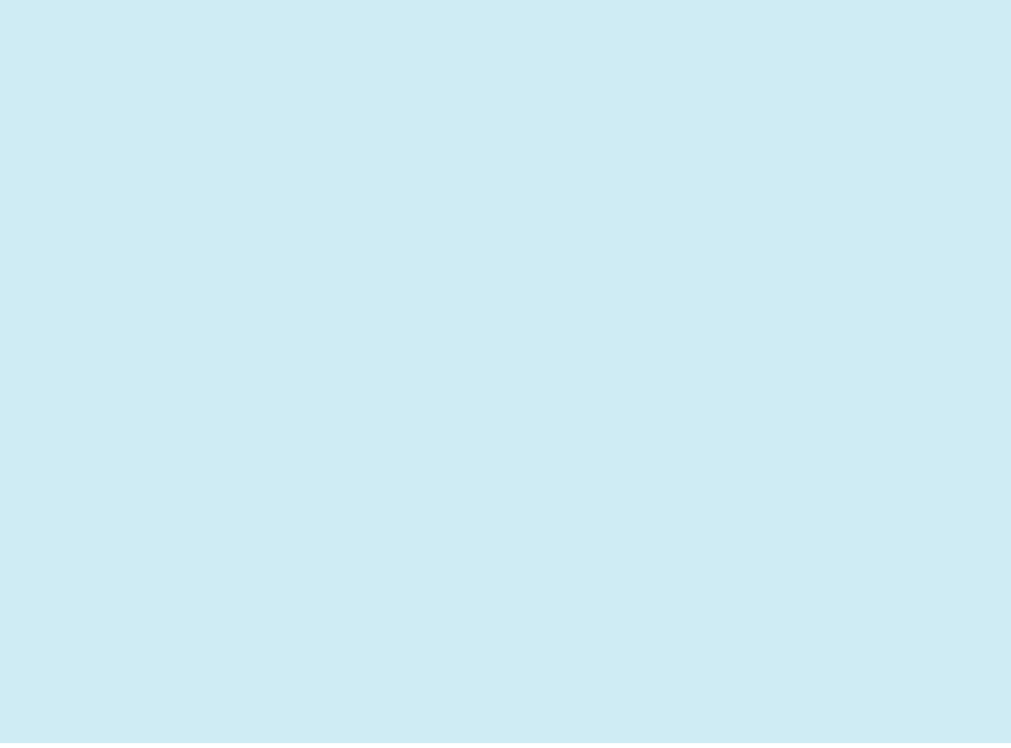


Photo submitted by **Vicki** from **California**, Great American customer since 2006.

With an Index Frontier variable-indexed annuity from Great American Life Insurance Company®, you'll find a simpler way to help achieve your clients' goals.

For them: The opportunity to participate in market growth and choose a level of downside protection

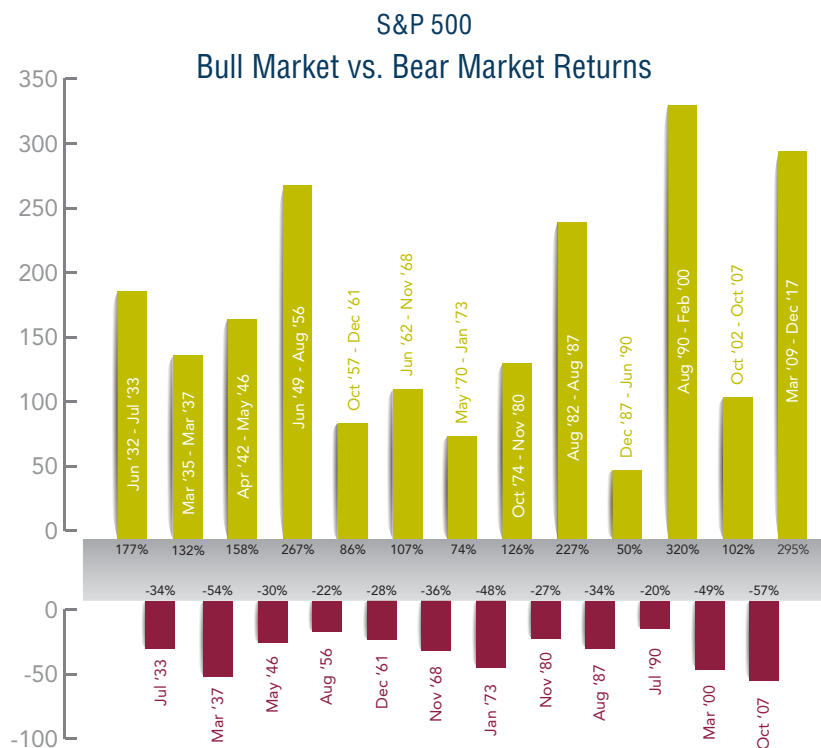
For you: Service, support and a long-term partnership on which you can rely

Equities Offer No Protection

Investing directly in the market can be a lucrative way to grow a retirement portfolio. However, with no protection against loss, market downturns can wreak havoc on the savings your clients have worked hard to build.

We are currently in the second longest-running bull market of all time. As history shows, when long-run bull markets end, the decline can be dramatic.

Is it time to help your clients find a less risky option?



The average decline in the S&P 500 Index in the 13 bear markets since 1929 is 40%.

64%

of Americans fear market volatility will return in the next 12 months and impact their portfolios.

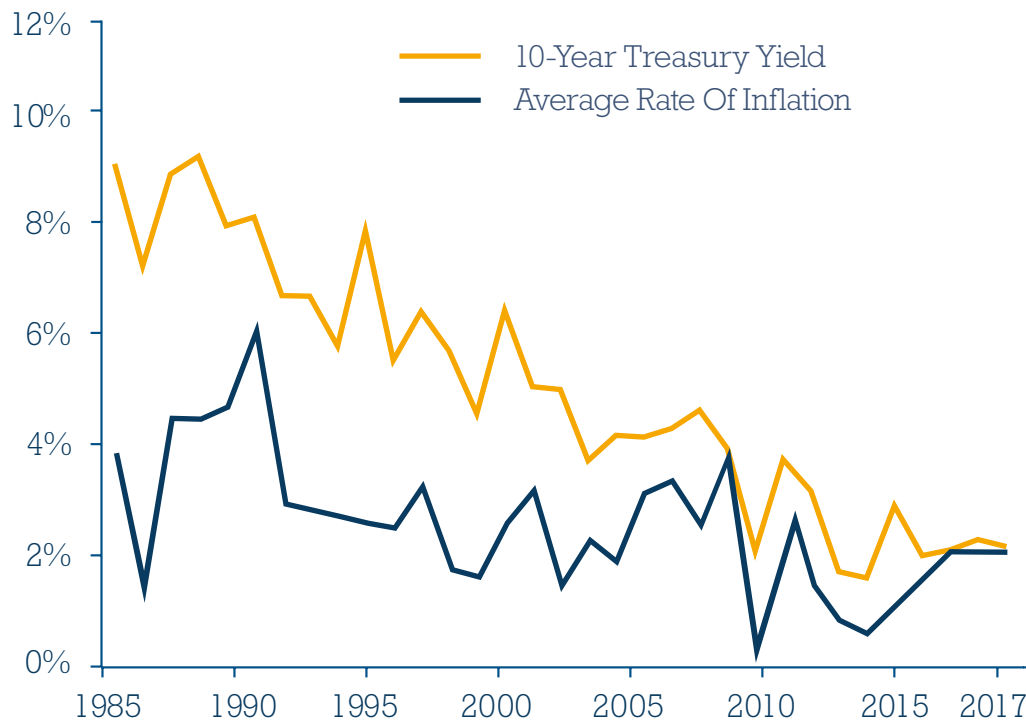
35%

of baby boomers don't think their retirement portfolio could withstand a market correction.

Sources: Edward Jones, September 26, 2017 and S&P Dow Jones Indices

Fixed Income Investments Offer Little Growth

Fixed income investments are commonly used to bring safety and stability to a portfolio. However, mitigating risk could mean getting little in return. In fact, interest rates and yields have trended down over the last 30 years, with the 10-year treasury hitting an all-time low of 1.37% in July 2016.



Low yields are barely keeping pace with inflation, which may have your clients looking for higher returns.

Finding The Right Balance

As your clients plan for a secure future, they may be looking for a tool to help balance their need for growth and protection. An Index Frontier variable-indexed annuity could be a good solution. It's designed to help your clients grow their retirement assets by taking advantage of some market growth, while allowing them to pick a level of protection from market loss.



Participate in market growth

Your clients have the opportunity to grow their money without investing directly in the market. Growth is limited by a maximum gain.



Limit downside risk

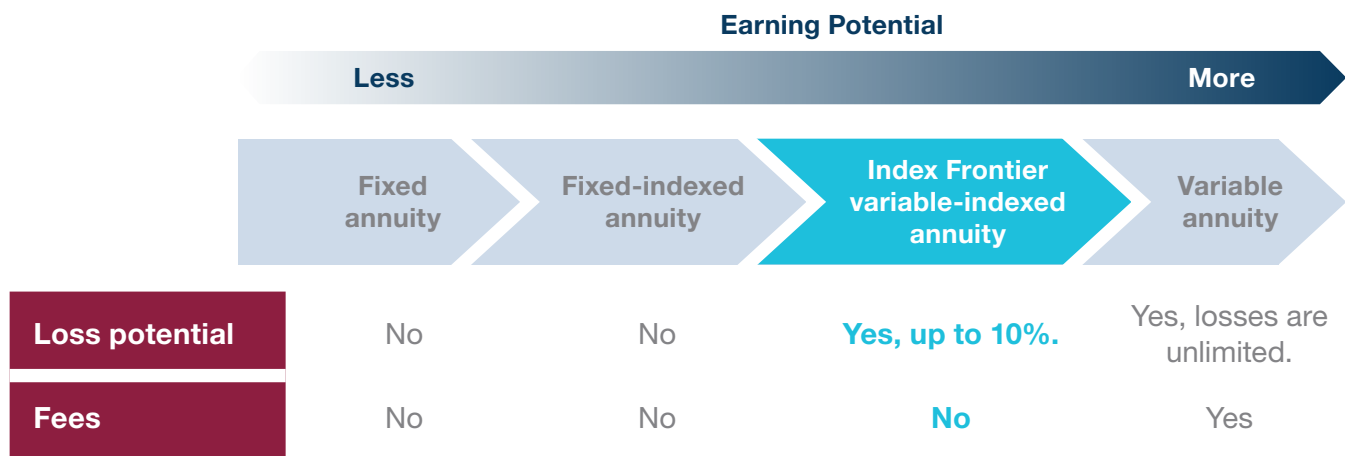
Your clients can pick a level of protection from market loss. The more risk they are willing to take on, the higher their earning potential will be. Downside risk is limited by a maximum loss.



Accumulate more with no fees

There are no upfront or recurring charges, so your clients won't pay fees unless they take a withdrawal during the early-withdrawal charge period.

The Earning Potential of Annuities



Index Frontier could be a good fit for clients who are:

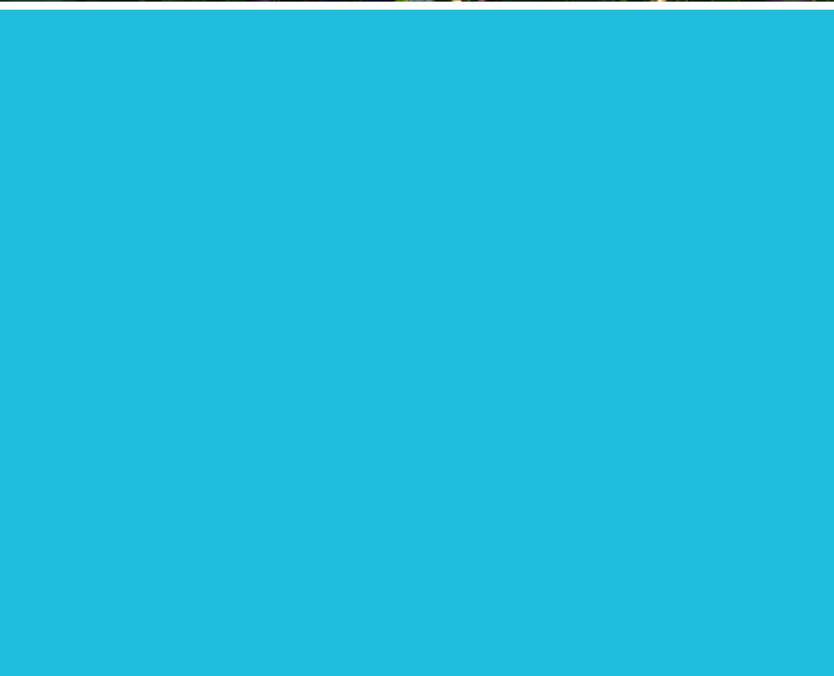
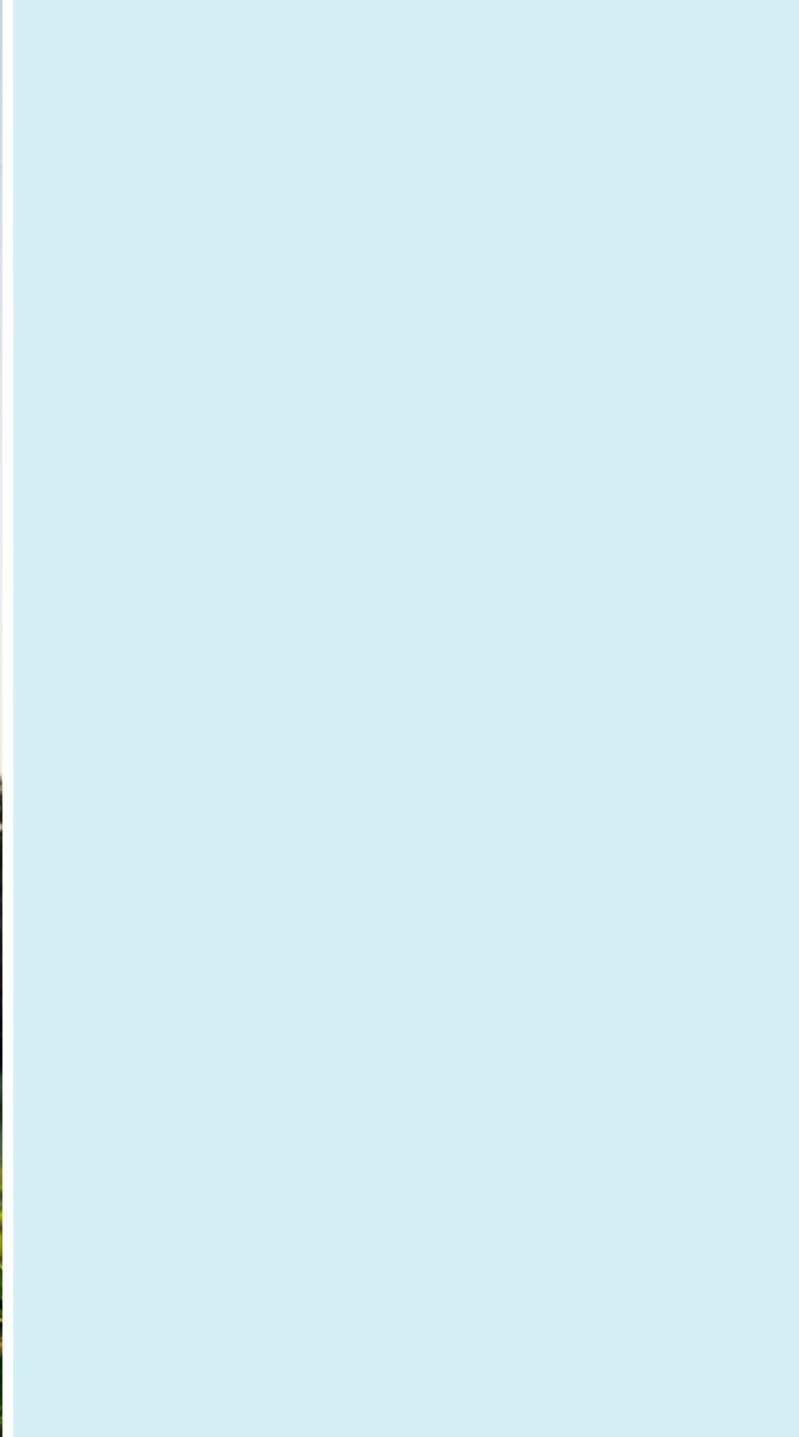
- Nearing retirement and need to boost their savings
- Looking for more protection than offered by a variable annuity
- Seeking higher earning potential than a fixed or fixed-indexed annuity

Market-Linked Growth With Built-In Protection

The Index Frontier offers indexed strategies to help your clients accumulate more for retirement. They can choose from two types of indexed strategies – **conserve** and **growth**. Each strategy offers a different level of earning potential and protection, so your clients can customize their strategy selection to fit their risk tolerance. Indexed strategy returns are based, in part, on the performance of the S&P 500, SPDR Gold Shares ETF or the iShares U.S. Real Estate ETF.



Maximum losses don't change, so your clients will always know how much of their money is exposed to market loss. No surprises – it's as simple as that.



How Indexed Strategy Returns Are Calculated

When index performance is positive during a term, the account value grows, up to the strategy's maximum gain. When index performance is negative during a term, the account value declines, no more than the strategy's maximum loss. During the term, a vesting factor will also apply.

Step 1: Calculate the index change by comparing the current index value to the index value on the first day of the term.

Step 2: Apply the maximum gain for the term or the maximum loss. It may help to think of the maximum gain as a cap, and the maximum loss as a floor.

Step 3: Multiply that amount by the applicable vesting factor.

Diversify with multiple indexed strategy options

Index Frontier annuities offer growth opportunity with strategies that earn returns based on the following index and ETFs:

- S&P 500® Index
- SPDR Gold Shares ETF
- iShares U.S. Real Estate ETF



Indexed Strategy Returns Using Rolling Periods

The following analysis shows hypothetical Growth Strategy performance compared to the historical performance of the underlying Index or ETF. Each strategy reflects a different hypothetical maximum gain and assumes it applied to each term, but all strategies reflect the guaranteed 10% maximum loss each term. Index and ETF performance uses one-year historical rolling returns from January 1, 2008 through December 31, 2017.

The following analysis includes 2,265 observations. Observations assume a new one-year term started every market day during the specified time frame.

	S&P 500 Growth Strategy with 11.50% Maximum Gain	S&P 500 Index
Highest Return	11.50%	68.57%
Average Return	6.92%	9.62%
Lowest Return	-10.00%	-48.82%
	SPDR Gold Shares Growth Strategy with 14% Maximum Gain	SPDR Gold Shares ETF
Highest Return	14.00%	55.82%
Average Return	2.57%	5.17%
Lowest Return	-10.00%	-29.28%
	iShares U.S. Real Estate Growth Strategy with 20% Maximum Gain	iShares U.S. Real Estate ETF
Highest Return	20.00%	128.94%
Average Return	9.58%	11.70%
Lowest Return	-10.00%	-61.91%

Index Frontier has the potential to provide competitive average returns, with less risk than investing directly in an index or ETF.

Returns are reflective of the data that was available at the time of the calculations. Actual returns for a strategy will be based on index changes over one-year terms, which begin on the 6th and 20th of a month, and on the maximum gains that we set for each term. During the period shown, the actual maximum gains that we might have applied would have been different and might have been significantly lower.

Past performance does not guarantee future results. Historical index and ETF returns are not indicative of the gains and losses that would have been credited to a variable-indexed annuity during the same time period.

To learn more about the iShares U.S. Real Estate ETF, visit [iShares.com](https://www.ishares.com) and search ticker symbol IYR.

Frequently Asked Questions

What are the contracting and training requirements to sell an Index Frontier annuity?

In order to sell an Index Frontier annuity, you must hold insurance and securities licenses. NAIC product training is not required.

Is there a Mortality and Expense charge?

No, your clients will not pay a Mortality and Expense charge. All their money goes to work for them.

Are there any other administrative fees?

No. Your clients will pay an early withdrawal charge if they take a withdrawal during the early withdrawal charge period, but there are no other fees associated with this product.

Does this product offer subaccounts like traditional variable annuities?

No, your clients' money is not invested in subaccounts. Instead, an Index Frontier annuity offers indexed strategies to help your clients accumulate money for retirement, while giving them the ability to manage downside risk.



How is my clients’ money protected?

With an Index Frontier growth indexed strategy, your clients’ money is subject to a maximum loss up to 10%. The maximum loss represents the largest percentage of money your clients can lose during a one-year term of this strategy. This means there are no surprises – your clients always know how much of their money is exposed to market loss.

Some variable-indexed annuities offer a buffer. A buffer also provides a level of downside protection, but it works differently than a maximum loss. For products that offer a buffer, the insurance company absorbs market losses, up to the buffer. The client realizes the remaining loss, which essentially means losses are uncapped.

Hypothetical example

Index return	Strategy return with a 10% maximum loss	Strategy return with a 10% buffer
-10%	-10%	0%
-40%	-10%	-30%

Are there any optional riders available?

Index Frontier annuities do not offer optional riders.

Where can I find the prospectus for this product?

The prospectus is available on GAIGannuities.com. Please keep in mind the prospectus must accompany any marketing materials you present to a client.

Index Frontier Product Details

Issue ages	Qualified: 0–80 Non-qualified: 0–80 Inherited IRA: 0–75 Inherited non-qualified: 0–75																																
Purchase payments	Issued with a single purchase payment. Subsequent purchase payments accepted in the first two contract months. <ul style="list-style-type: none">➤ Minimum: \$25,000➤ Subsequent: \$10,000➤ Maximum: \$1 million issue ages 0-75 \$750,000 issue ages 76-80																																
Penalty-free withdrawals	During the first contract year, 10% of the purchase payments may be withdrawn without an early withdrawal charge. After the first contract year, 10% of the account value on the most recent contract anniversary may be withdrawn without an early withdrawal charge.																																
Early withdrawal charges	Five- or seven-year declining early withdrawal charges: Index Frontier 5 <table><tr><td>Contract year</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6+</td></tr><tr><td>Early withdrawal charge</td><td>8%</td><td>7%</td><td>6%</td><td>5%</td><td>4%</td><td>0%</td></tr></table> Index Frontier 7 <table><tr><td>Contract year</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8+</td></tr><tr><td>Early withdrawal charge</td><td>8%</td><td>7%</td><td>6%</td><td>5%</td><td>4%</td><td>3%</td><td>2%</td><td>0%</td></tr></table> <p><i>Please check with your Broker/Dealer or Financial Institution for product availability.</i></p>	Contract year	1	2	3	4	5	6+	Early withdrawal charge	8%	7%	6%	5%	4%	0%	Contract year	1	2	3	4	5	6	7	8+	Early withdrawal charge	8%	7%	6%	5%	4%	3%	2%	0%
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Vested gains or losses	Each day of a term, the value of an indexed strategy is adjusted for the vested gain or loss since the start of that term. The vested gain is any positive index change for the term, up to the maximum gain set for the term of the strategy, multiplied by the applicable vesting factor for that day, and then multiplied by the remaining investment base for the current term. <table><tr><td colspan="2">Vesting factor</td></tr><tr><td>Within first six months of term</td><td>25%</td></tr><tr><td>Within final six months of term, but before final market day of term</td><td>50%</td></tr><tr><td>On or after reaching final market day of term</td><td>100%</td></tr></table> <p>The vested loss is equal to any negative index change for the term, up to the maximum loss for the strategy, multiplied by the remaining investment base for the current term.</p>	Vesting factor		Within first six months of term	25%	Within final six months of term, but before final market day of term	50%	On or after reaching final market day of term	100%																								
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Bailout right	Clients can withdraw money from an indexed strategy without penalty if the maximum gain for that indexed strategy ever falls below its bailout trigger.																																

Please see the Index Frontier 5 or 7 overview for additional details.



Why Choose Great American Life?

Financial strength

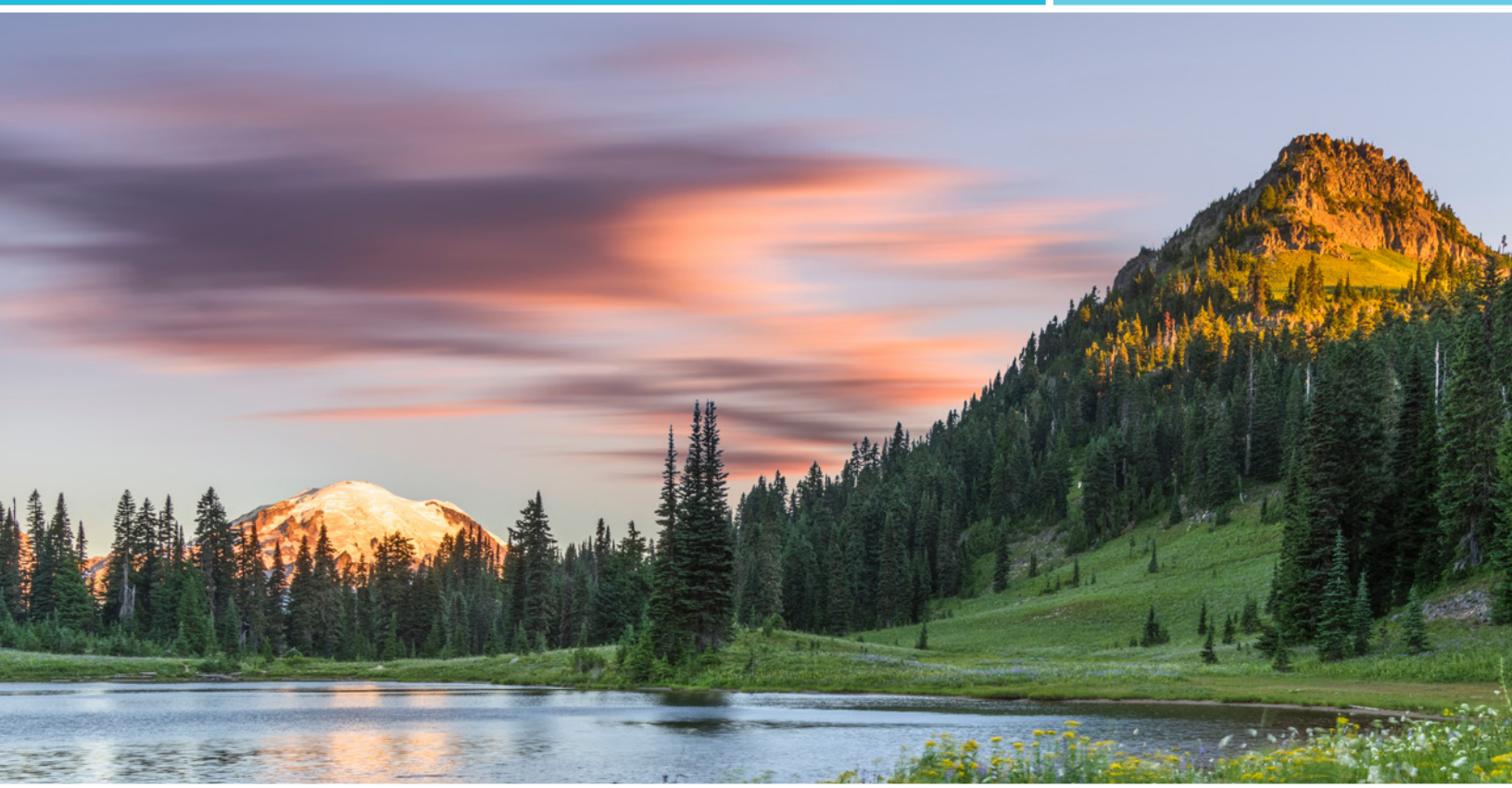
With a heritage dating back to 1872, Great American has a long history of helping people achieve their financial goals. Great American Life Insurance Company® is a subsidiary of American Financial Group, Inc. (AFG), which is publicly traded on the New York Stock Exchange (NYSE: AFG). Headquartered in Cincinnati, Ohio, AFG has assets of \$60 billion as of December 31, 2017.

Great American Life is proud to be rated “A” (Excellent) by A.M. Best and “A+” by Standard & Poor’s.

Simple solutions for your clients

Great American is committed to offering annuities that are simpler and easier to understand. We’re here to support you as you help your clients achieve their retirement goals with no surprises.

A.M. Best rating affirmed August 11, 2017. S&P rating affirmed February 23, 2018.



The Index Frontier 5 and Index Frontier 7 can only be sold through a Broker/Dealer that is contracted with Great American Life Insurance Company. Any sales solicitation must be accompanied or preceded by a prospectus. To obtain a copy of the prospectus, please visit GAIGannuities.com.

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