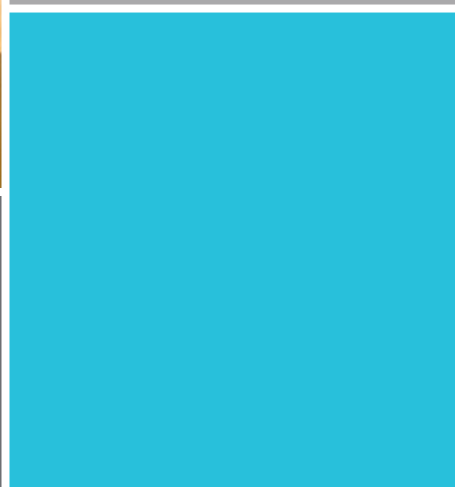
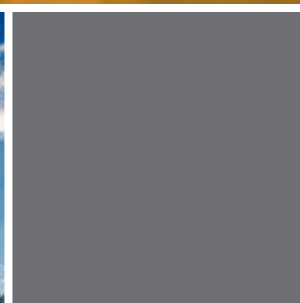
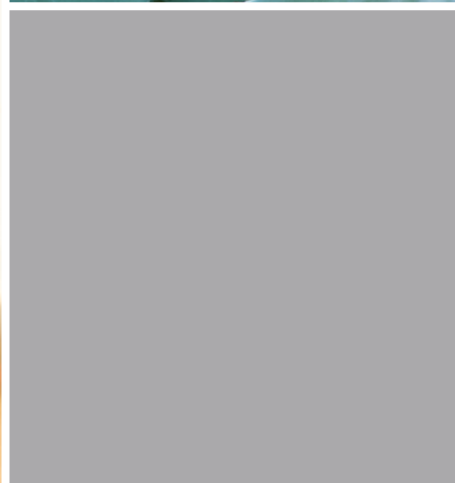


AssuranceSelect 7

An indexed annuity from Great American Life Insurance Company®



Uncomplicate Retirement®



Help Secure Your Retirement With The AssuranceSelect 7

An indexed annuity that offers:



Growth opportunity

You can allocate your money to interest strategies that may help you accumulate more assets for retirement.



Protection from loss

Regardless of market conditions, you won't lose the money you contribute to your annuity unless you take a withdrawal or surrender your contract during its early withdrawal charge period.



Guaranteed retirement income

When you're ready to turn the money you've accumulated in your annuity into retirement income, you can select from a variety of payout options, including an income stream that will last for the rest of your life.

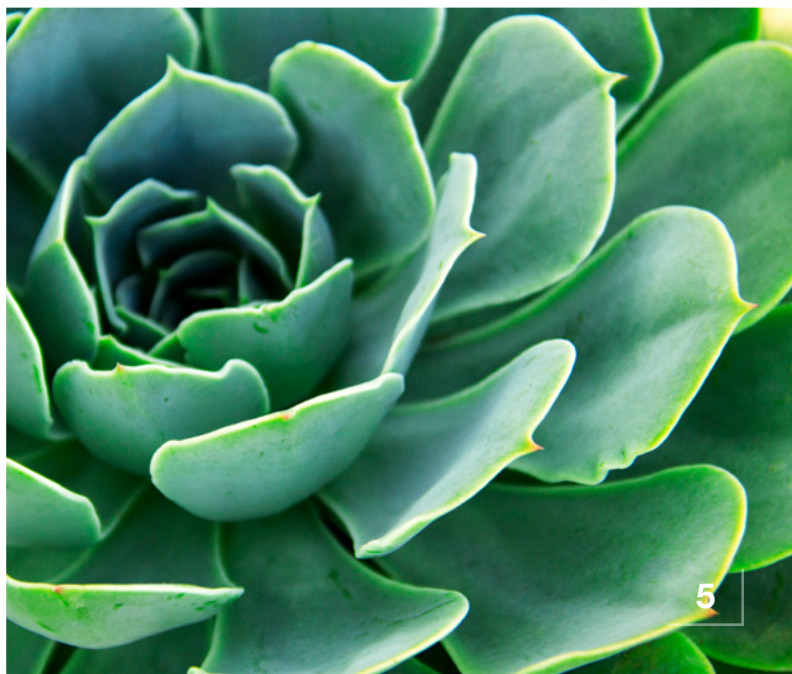
Annuity Basics

Simply put, an annuity is a contract between you and an insurance company. It is a long-term financial vehicle that's designed to protect and grow your money, and then provide a stream of income during your retirement. In fact, other than pensions, **annuities are the only products that provide guaranteed lifetime income.**

Great American Insurance Group is committed to offering annuities that are simpler and easier to understand – helping to achieve your goals with no surprises.



Photo submitted by **Lisa** from **Colorado**,
Great American customer since 2017.





Pick Your Path To Growth

Indexed annuities offer multiple interest strategies to help you build your savings.

Indexed strategies offer you the unique opportunity to earn interest based, in part, on market performance without the risk of market loss. A **declared rate strategy** allows you to grow your money at a fixed interest rate that is set at the beginning of each one-year term.

You have the flexibility to choose the strategies that are right for you. We know your needs may change over time, so you can revisit your strategy selections at the end of each one-year term.

How Do Indexed Strategies Work?

It's simple. Funds in an indexed strategy earn interest based, in part, on the positive performance of an external index, such as the S&P 500®. Interest is credited on the last day of each one-year term and is **guaranteed to never be less than 0%**.

The AssuranceSelect 7 offers point-to-point and monthly averaging indexed strategies.

The **point-to-point** strategies compare the closing value of an index at the end of a one-year term to the closing value on the first day of the term. If the result is positive, interest is credited. If the result is negative, the credited interest rate is 0%. The amount of interest credited at the end of the term is limited by a cap, which is the maximum interest rate that will be credited for a one-year term.

The **monthly averaging** indexed strategy compares the average of the closing index values at the end of each month-long period during the term to the closing index value on the first day of the term. If the result is positive, interest is credited, subject to the cap. If the result is negative, the credited interest rate is 0%.

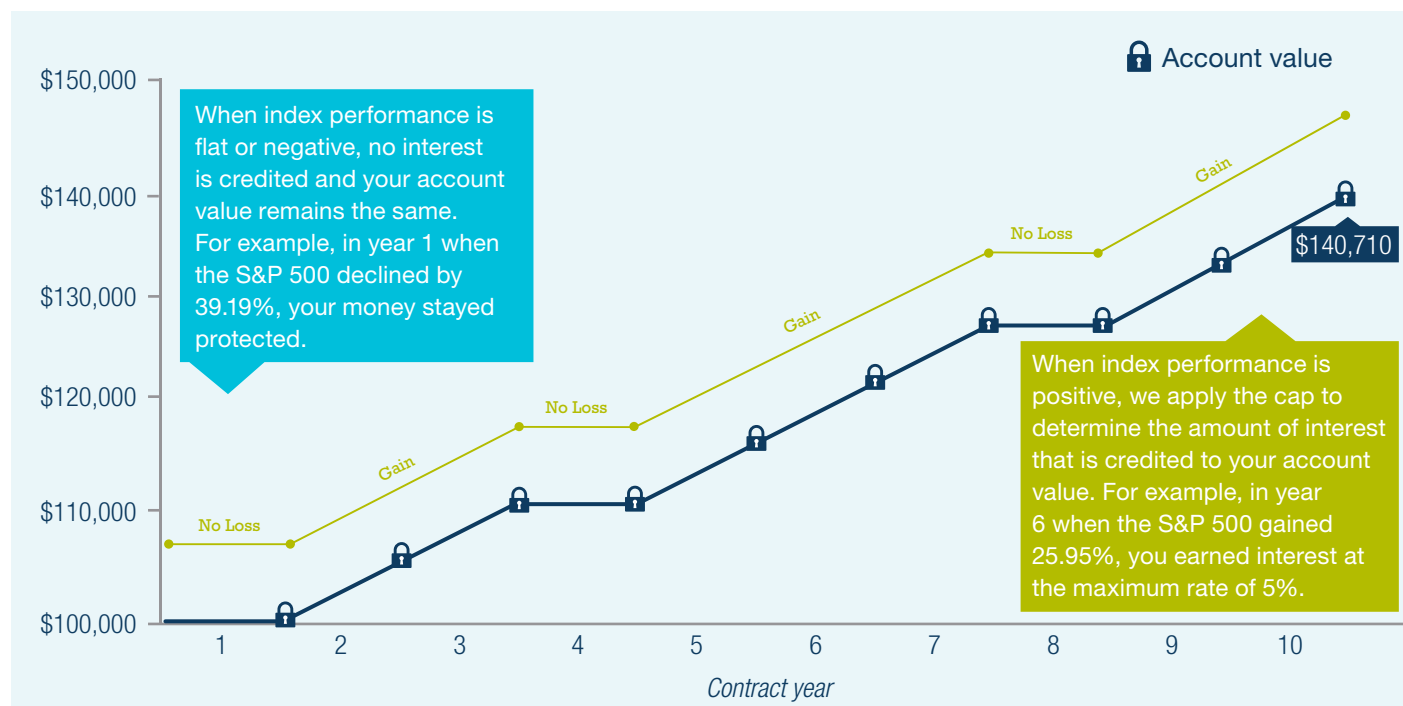
Any interest credited to your account value is locked in at the end of each one-year term and cannot be lost due to future market performance.

Balancing Growth And Protection

Let's say you purchased an AssuranceSelect 7 with \$100,000 and allocated your entire purchase payment to a point-to-point strategy with a 5% cap.

The example uses historical S&P 500® Index returns to show how your annuity account value would have grown, while your principal and earnings were protected from market loss. It assumes the 5% cap applied during the entire 10-year period and you did not change your strategy allocation during that time.

How Your Money Can Grow with a point-to-point indexed strategy



How Your Rate Is Calculated

When index performance is positive, interest is credited, up to the cap. When index performance is flat or negative, the credited interest rate is 0%.

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 | Year 7 | Year 8 | Year 9 | Year 10 |
|--|---------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| S&P 500 Index return | -39.19% | 24.17% | 13.12% | -0.46% | 16.30% | 25.95% | 13.88% | -3.14% | 13.22% | 17.99% |
| Interest credited (with 5% cap) | 0.00% | 5.00% | 5.00% | 0.00% | 5.00% | 5.00% | 5.00% | 0.00% | 5.00% | 5.00% |

If the annuity account value grew at the minimum cap of 1%, the account value would have grown to \$107,212.

While past performance does not guarantee future results, with an indexed annuity, you can be certain that your money will be protected against loss if you hold your annuity through the early withdrawal charge period.

The hypothetical indexed annuity in this example uses the S&P 500® index and the annual point-to-point method with one-year terms beginning on December 20 to calculate the indexed interest rate for each term. For purposes of this example, we assume \$100,000 is allocated to a strategy with a 5% cap. However, during the period shown in the example, the actual caps that we applied to our indexed annuities varied from term to term and ranged from 3.25% to 10%. Caps are subject to change. Indexed interest is credited only on amounts held for the entire term. Terms start on the 6th and 20th of each month. A different term start date would affect the performance of the hypothetical indexed annuity and result in higher or lower annuity account values than those shown in this example. The term for a purchase payment begins on the next start date after we receive that purchase payment. This example assumes no money is withdrawn from the annuity. Early withdrawal charges will apply if money is withdrawn during the early withdrawal charge period.

When you buy an indexed annuity, you own an insurance contract. You are not buying shares of any stock or index.

Additional Benefits



Tax treatment that allows faster growth

You don't pay taxes on the interest your contract earns until you start receiving payments or take a withdrawal, so your money can grow at a faster rate than it would in a taxable product.



Guaranteed retirement income

With the average retirement lasting 18 years, you may worry about outliving your savings. The AssuranceSelect 7 provides the opportunity to turn the money you've accumulated in your annuity into a steady stream of retirement income. Depending on which payout option you choose, income benefit payments are made for a specific number of years or for life.



Protection for your loved ones

No one likes to think about it, but part of achieving peace of mind is knowing what would happen to your money if you pass away unexpectedly. With the AssuranceSelect 7, any death benefit is paid directly to your beneficiaries, which allows them to receive your financial legacy without the cost and delays of probate.

This information is not intended or written to be used as legal or tax advice. It was written solely to provide general information and support the sale of annuity products. You should seek advice on legal or tax questions based on your particular circumstances from an attorney or tax advisor.

For qualified contracts, the full amount withdrawn is generally subject to income tax. For other contracts, only the gains are subject to income tax. If you are under age 59½, the taxable amount is also generally subject to a 10% federal penalty tax.



Consider Your Liquidity Needs

The AssuranceSelect 7 is intended to be a long-term product. However, you will have access to a portion of your money each year with penalty-free withdrawals.

During the first contract year, you may withdraw up to 10% of your purchase payments. After the first contract year, 10% of the account value on the most recent contract anniversary may be withdrawn.

It's important to note withdrawals in excess of this amount may be subject to **early withdrawal charges**. Early withdrawal charges end after seven years.

Our simple promise to you:
superior service and annuities
that are easier to understand.



Great American.

It Pays To Keep Things Simple.SM

Serving with great pride for more than a century

With a heritage dating back to 1872, our insurance companies have a long history of helping people achieve their financial goals. Great American Life[®] is a member of Great American Insurance Group and 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.

The importance of financial strength

With medical advances in health care leading to increased longevity, it's possible your retirement may last longer than 30 years. That's why it's important to work with a company that has long-term financial strength and experience. Great American Life Insurance Company[®] is proud to be rated **"A" (Excellent)** by A.M. Best and **"A+"** by Standard & Poor's.

A.M. Best rating affirmed August 11, 2017. "A" (Excellent) is third highest of 16 categories. S&P rating affirmed February 23, 2018. "A+" is fifth highest of 21 categories.

AssuranceSelect 7 Features

| | | | | | | | | | |
|--------------------------|---|----|----|----|----|----|----|----|----|
| Issue ages | Qualified: 18–85 Non-qualified: 0–85 Inherited IRA: 18–75 Inherited non-qualified: 0–75 | | | | | | | | |
| Purchase payments | You can purchase this annuity with an initial purchase payment of \$10,000 or more. You can add to your annuity during the first contract year with additional purchase payments of at least \$2,000. | | | | | | | | |
| Fees | There are no upfront charges. All your money goes to work for you. | | | | | | | | |
| Interest strategies | <div><div>➤ Declared rate</div><div>➤ S&P 500® 1-year point-to-point with cap</div><div>➤ S&P 500® 1-year monthly averaging with cap</div><div>➤ SPDR® Gold Shares 1-year point-to-point with cap</div></div> <div>Available strategies may vary by state and your affiliated broker/dealer, if any. Our products currently offer a declared rate strategy and indexed strategies. A particular indexed strategy may not always be included in this contract. Indexed strategies may be added or removed if there is a significant change in the investment objectives, strategies, or operations of the investment fund or if a specified market declines in importance.</div> | | | | | | | | |
| Term | Each strategy offers a one-year term. | | | | | | | | |
| Penalty-free withdrawals | During the first contract year, you may withdraw up to 10% of your purchase payments. After the first contract year, 10% of the account value on the most recent contract anniversary may be withdrawn. Amounts withdrawn in excess of the penalty-free withdrawal allowance may be subject to early withdrawal charges. | | | | | | | | |
| Early withdrawal charges | During the first seven contract years, an early withdrawal charge starting at 9% is applied to surrenders and withdrawals that exceed the 10% penalty-free amount. All charges end after seven years. | | | | | | | | |
| | Contract year | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8+ |
| | Early withdrawal charge | 9% | 8% | 7% | 6% | 5% | 4% | 3% | 0% |

| | |
|---|--|
| <p>Guaranteed minimum surrender value</p> | <p>The amount payable to you if you surrender your contract will never be less than the Guaranteed Minimum Surrender Value (GMSV). The GMSV is based on 100% of your purchase payments, plus interest credited daily at a guaranteed minimum rate of 1%, minus the account value multiplied by the applicable early withdrawal charge rate.</p> <p>This means, in certain situations when your contract earns no interest due to flat or declining index performance, the amount payable upon surrender may still be greater than the amount of money you contributed to your annuity. It's important to remember the GMSV is reduced by prior withdrawals.</p> |
| <p>Income payout options</p> | <p>Fixed period: You receive income benefit payments for a fixed period of time that you select.</p> <p>Life or life with a minimum fixed period: You receive income benefit payments for life. If you select a minimum fixed period of time and pass away before the end of the period, the remaining income benefit payments are paid to the person you designate.</p> <p>Joint and one-half survivor: Income benefit payments are guaranteed for your life and the life of a designated joint annuitant. If you are survived by the joint annuitant, he or she will receive 50% of the income benefit payment for life.</p> |
| <p>Included waiver riders</p> | <p>Extended care waiver rider: After the first contract year, if you are confined to a nursing home or long-term care facility for at least 90 consecutive days, you have the option to withdraw up to 100% of the account value without incurring an early withdrawal charge.</p> <p>Terminal illness waiver rider: After the first contract year, if you are diagnosed by a physician as having a terminal illness, you have the option to withdraw up to 100% of the account value without incurring an early withdrawal charge. A terminal illness is defined as having a prognosis of survival of 12 months or less, or a longer period as required by state law.</p> <p>Extended care and terminal illness waiver riders are not available in Massachusetts. In California, the Extended Care Waiver Rider has been replaced with the Waiver of Early Withdrawal Charges for Facility Care or Home Care or Community-Based Services Rider, which provides for a waiver of early withdrawal charges under an expanded variety of circumstances.</p> |



The S&P 500 Risk Control 10% Index refers to the S&P 500 Average Daily Risk Control 10% USD Price Return Index. For more information, visit US.SPIndices.com and search keyword SPXAV10P. SPDR Gold Shares refer to units of interest in an exchange traded fund that reflect the market value of gold bullion.

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Great American Life Insurance Company is not an investment adviser and the information provided in this document is not investment advice. You should consult your investment professional for advice based on your personal circumstances and financial situation.

Please note, this is a general description of the product. Please read your contract, including the endorsements and riders, for definitions and complete terms and conditions, as this is a summary of the annuity's features. For use with contract form P1080010NW and rider forms R6032310NW and R6032410NW (not available in Massachusetts). Contract and rider form numbers may vary by state. Products and features may vary by state, and may not be available in all states. See specific product disclosure document for details.

All guarantees based on the claims-paying ability of Great American Life.

Products issued by Great American Life Insurance Company®, member of Great American Insurance Group, Cincinnati, Ohio. © 2018 by Great American Life Insurance Company. All rights reserved. GAIG.com.

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|----------------------------|-----------------------------------|----------------|--|---------------|
| Not FDIC or NCUSIF Insured | No Bank or Credit Union Guarantee | May Lose Value | Not Insured by any Federal Government Agency | Not a Deposit |
|----------------------------|-----------------------------------|----------------|--|---------------|