A fixed annuity offering index-linked performance and downside protection

**MarketPower Bonus Index® Annuity**

Featuring a 10% bonus on first-year premiums
When creating a strategy for your financial future, you generally face a tradeoff between risk and reward.

A fixed index annuity offers protection against downside risk, and the opportunity to participate in the upside of indices.

**MarketPower Bonus Index** from EquiTrust Life Insurance Company® gives you the benefits when markets are rising, and protection when they’re fluctuating. Plus, there are tax advantages to owning a fixed annuity.

And the bonus isn’t just in the name. EquiTrust will immediately credit your contract an extra 10% on any premiums paid during the first contract year.

**MarketPower Bonus Index** enables you to:
- Lock in index gains
- Avoid market losses – guaranteed

**When the Market is Up...You’re Up! When it’s Down ...You’re Not!**

**MarketPower Bonus Index** annuity never exposes your principal to market risk. You share only in index gains...not the losses. And you benefit from tax-deferred earnings, withdrawal privileges, built-in guarantees and 10% premium bonus – all without investing directly in the stock market.

You may choose among several accounts. The 1-Year Interest Account earns a traditional interest rate, and a variety of Index Accounts that earn credits based on changes in the S&P 500® or the custom, risk-controlled Barclays Focus50 Index.™

On appropriate contract anniversaries, “index credits” are determined on Index Accounts and applied to your contract’s current Accumulation Value. If the Index continues steady growth, your Accumulation Value grows. If the Index declines, your Accumulation Value is simply unchanged from the preceding period’s Accumulation Value.

At the end of the surrender charge period, you have access to your contract’s full Accumulation Value with no surrender charges. However, by leaving your money in MarketPower Bonus Index beyond the surrender charge period, you continue to earn interest and index credits on a tax-deferred basis.

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**About the S&P 500 Index and Barclays Focus50 Index**

**S&P 500 Index**
The S&P 500 is widely regarded as the best single gauge of large-cap U.S. equities. There is over $9.9 trillion indexed or benchmarked to the index, with indexed assets comprising approximately $3.4 trillion of this total. The index includes 500 leading companies and covers approximately 80% of available market capitalization. For more information on this index, visit SPIndices.com, ticker: SPX.

**Barclays Focus50 Index**
The Barclays Focus50 Index seeks growth opportunities while limiting volatility through exposure to a dynamic combination of U.S. stocks and U.S. Treasury Indices. Low Volatility U.S. stocks are used because, historically, they have tended to outperform other, higher volatility stocks, on a risk-adjusted basis. The broad universe consists of all stocks listed on the New York Stock Exchange and NASDAQ issued by companies headquartered in the United States. The addition of Treasuries adds a diversification benefit and a potential reduction in risk. To further control risk, the index aims to limit its annual volatility to a 5% target using a process called volatility control. For more information on this index, visit Indices. Barclays/Focus50, ticker: BXIFF50E.
You Control Your Money... Going In and Coming Out

PREMIUMS
After your initial premium payment, you may add subsequent premiums during the first contract year. The entire premium amount and a 10% premium bonus are credited to the Accumulation Value. You may allocate your premiums among the crediting accounts described below.

FIXED RATE ACCOUNT
- 1-Year Interest Account – The fixed rate is guaranteed for one contract year. On contract anniversaries the rate may change subject to the contractual Minimum Guaranteed Interest Rate. All subsequent premiums received are applied to this account until the contract anniversary, then allocated per your instructions.

INDEX ACCOUNTS
A wide variety of index accounts offer earnings – called “index credits” – based on the changes of a specified index. Credits for index-based accounts are never less than zero and added to accounts at the end of the one/two year period. Cap and participation rates are reset either annually or every two years.

S&P 500 INDEX ACCOUNTS
- 1-Year Point-to-Point Cap Index Account – Index credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary, up to a specified cap.
- 1-Year Monthly Average Cap Index Account – Index credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary to the monthly index average, up to a specified cap.
- 1-Year Monthly Average Participation Index Account – Index credits are based on the percentage change in the S&P 500 Index monthly average from the previous contract anniversary, multiplied by the participation rate.
- 1-Year Monthly Cap Index Account – Index credits are based on the cumulative sum of capped monthly changes in the S&P 500 Index from the previous contract anniversary. Each monthly gain is subject to a cap, but monthly declines are not subject to a floor.
- 2-Year Monthly Average Cap Index Account – Index credits are based on the percentage change in the S&P 500 Index from the previous two-year contract anniversary to monthly index average over a two-year period, up to a specified cap.

BARCLAYS FOCUS50 INDEX ACCOUNTS
- 1-Year Point-to-Point Participation Index Account – Index credits are based on the percentage change in the Barclays Focus50 Index from the previous contract anniversary, multiplied by the participation rate.
- 2-Year Point-to-Point Participation Index Account – Index credits are based on the percentage change in the Barclays Focus50 Index from the previous two-year contract anniversary, multiplied by the participation rate.

ACCOUNT TRANSFERS
On each contract anniversary, you may transfer money among the various accounts offered in your contract. Transfers out of a two-year account are allowed only at the end of each two-year period.

FREE WITHDRAWALS
You may withdraw up to 10% of the accumulation value each year, after the first contract year, without paying any charges.

LUMP-SUM PAYMENT OPTION
Your contract’s cash surrender value is available to you as a lump sum at any time. Surrender charges are in effect during the first 14 contract years, are a percentage of the Accumulation Value, and decline annually: 20, 20, 19, 19, 18, 17, 16, 14, 12, 10, 8, 6, 4 and 2%. In addition, early surrenders or withdrawals over 10% may be subject to a Market Value Adjustment (MVA). At the end of the surrender charge period, your cash surrender value will equal the full Accumulation Value. Ask your agent/producer for more details on the MVA, or refer to your contract.

PREMIUM BONUS
The 10% premium bonus is added to your premium payments immediately, and is a permanent part of your Accumulation Value. You then earn interest and index credits on your premium and 10% bonus. If you surrender your contract, a surrender charge and MVA may be applied to the full Accumulation Value, but you don’t lose your bonus. In the event of your death, 100% of your premium bonus is included in the death benefit.

EquiTrust Is a Name You Can Trust
When you choose EquiTrust as a financial partner, you can rest assured your annuity contract is backed by 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.
THE VALUE OF TAX DEFERRAL
Currently, all interest income earned on an annuity accumulates on a tax-deferred basis. No income taxes are payable until you receive a payment from your contract. If you are under age 59 ½ at the time of withdrawal, an additional 10% IRS penalty may be imposed.6

MINIMUM GUARANTEED CONTRACT VALUE
You are guaranteed to receive no less than 87.5% of your premiums – less any partial withdrawals – accumulated at the minimum guaranteed contract rate. Ask your agent/producer for the minimum guaranteed rate.

NURSING HOME WAIVER
For additional peace of mind, your contract includes a Nursing Home Waiver. If you are confined to a nursing home or hospital for 90 days or more, your contract Accumulation Value will be available without surrender charges or MVA beginning in the second contract year and during your confinement. There is no charge for this waiver.

TERMINAL ILLNESS RIDER
If you are diagnosed with a terminal illness, charges will be waived for a withdrawal of up to 75% of the Accumulation Value.7 There is no charge for this rider.

BENEFITS UPON DEATH OF OWNER
If you die, the full accumulation value is paid to the beneficiary, without surrender charges or MVA.

FREE-LOOK PERIOD
After your contract is issued, you have a specified number of days to review it; see your contract for complete details. If you are not completely satisfied with the terms, you may return the contract and receive 100% of your premiums paid, minus any prior withdrawals.

Income Rider
This optional benefit offers:
- Lifetime income based on 6% accumulation for up to 10 years.
- A guaranteed income stream for life – without annuitizing.8
- The ability to double your income for up to five years in the event of a chronic illness.
- Flexibility and control to start and stop income payments when you choose.
- All of this while maintaining your annuity benefits!

Any time after the first contract year and age 50, you can elect to begin lifetime Income Withdrawals. Your payments will never decrease if you withdraw only your income amount each year. Under certain situations, your payments may increase.

INCOME WITHDRAWAL AMOUNT
How payments are calculated:

\[
\text{Income Withdrawal Amount} = \text{Income Withdrawal Percentage} \times \text{Benefit Base}
\]

At each 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.

INCOME WITHDRAWAL PERCENTAGE
The Withdrawal Percentage is based on your age at the time you first elect to receive Income Withdrawals. Once you start Income Withdrawals, the Withdrawal Percentage will never change.

<table>
<thead>
<tr>
<th>Age of Owner at Time of 1st Income Withdrawal</th>
<th>Single Life Income Withdrawal Percentage</th>
<th>Joint Life Income Withdrawal Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-54</td>
<td>2.65%</td>
<td>2.15%</td>
</tr>
<tr>
<td>55-59</td>
<td>3.15%</td>
<td>2.65%</td>
</tr>
<tr>
<td>60-64</td>
<td>3.65%</td>
<td>3.15%</td>
</tr>
<tr>
<td>65-69</td>
<td>4.15%</td>
<td>3.65%</td>
</tr>
<tr>
<td>70-74</td>
<td>4.65%</td>
<td>4.15%</td>
</tr>
<tr>
<td>75-79</td>
<td>5.15%</td>
<td>4.65%</td>
</tr>
<tr>
<td>80-84</td>
<td>5.65%</td>
<td>5.15%</td>
</tr>
<tr>
<td>85-89</td>
<td>6.15%</td>
<td>5.65%</td>
</tr>
<tr>
<td>90+</td>
<td>6.65%</td>
<td>6.15%</td>
</tr>
</tbody>
</table>

BENEFIT BASE
The Benefit Base is equal to all premiums and premium bonuses, less withdrawals, compounded at 6% for up to 10 years, or the start of Income Withdrawals, if earlier.3

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

After Income Withdrawals have started, the Benefit Base will be set equal to the Accumulation Value on each subsequent contract anniversary, if the Accumulation Value is higher. This allows for Income Withdrawal amounts to potentially increase from year to year.
INCOME WITHDRAWAL RULES
Income Withdrawals may begin anytime after the first contract year and age 50 (both owners). Unlike annuitization, the Income Rider gives you the flexibility to stop and restart Income Withdrawals when you choose. Payments will continue for life, even if the contract’s Accumulation Value is depleted. Income Withdrawals may be taken monthly, quarterly, semi-annually or annually. After Income Withdrawals start, the annual penalty-free withdrawal amount is the greater of 10% of the Accumulation Value, or your Income Withdrawal.

Waiting to start Income Withdrawals can significantly increase income over the remaining years.

<table>
<thead>
<tr>
<th>ISSUE AGE</th>
<th>1 YEAR</th>
<th>5 YEARS</th>
<th>10 YEARS</th>
<th>14 YEARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>$4,256</td>
<td>$6,109</td>
<td>$9,160</td>
<td>$11,565</td>
</tr>
<tr>
<td>65</td>
<td>$4,839</td>
<td>$6,845</td>
<td>$10,145</td>
<td>$12,808</td>
</tr>
<tr>
<td>70</td>
<td>$5,422</td>
<td>$7,581</td>
<td>$11,130</td>
<td>$14,052</td>
</tr>
<tr>
<td>75</td>
<td>$6,005</td>
<td>$8,317</td>
<td>$12,115</td>
<td>$15,295</td>
</tr>
</tbody>
</table>

RIDERS CHARGE
The annual rider fee is 1.25% of your Accumulation Value on each contract anniversary. The fee is deducted proportionately from each crediting account.

CREDITED RATE NOTICE
The election of the Income Rider may result in lower cap rates, participation rates or interest rate. Combined with the annual rider fee, these lower rates may result in a lower Accumulation Value. This applies for the life of your contract, even if the Income Rider is subsequently terminated.

ENHANCED INCOME WITHDRAWALS
The cost of nursing care later in life can have a severe impact on retirement resources. To help plan for this financial unknown, the Income Rider features Enhanced Income Withdrawals – included at no additional cost.

If you become chronically ill, the income withdrawal amounts may be doubled for up to five years; for joint owners the increase is 50%. A chronic illness is defined as the permanent inability to perform at least two of six activities of daily living, which include eating, toileting, transferring, bathing, dressing and continence – or permanent severe cognitive impairment. If utilized, the original income payment amount resumes when Enhanced Income Withdrawals end.

Enhanced Income Withdrawals may be utilized after the annuity contract has been in effect for 3 years, if the contract has an Accumulation Value greater than zero and the owner is a U.S. resident between the ages of 60 and 90. During the Enhanced Income Withdrawal period, the chronic illness must be certified by a physician annually.

INCOME RIDER ISSUE REQUIREMENTS
The owner must be 40 or older to elect the Income Rider. The rider may be elected during the annuity application process only and cannot be added after the annuity contract has been issued. In order to qualify for the rider, the owner and annuitant must be the same person and joint owners must be spouses; spouse may include domestic partner (in some cases, but does not include spousal continuation).

EXCESS WITHDRAWALS
You may withdraw more than your Income Withdrawal amount at any time, but it will reduce your future Income Withdrawals permanently. Any amount withdrawn in addition to your Income Withdrawal is considered an Excess Withdrawal, with the exception of a Required Minimum Distribution.

- If the Excess Withdrawal amount exceeds the penalty-free provisions of the contract, it may be subject to a surrender charge or Market Value Adjustment.
- Excess Withdrawals reduce future Income Withdrawals and the Benefit Base proportionately to the reduction in Accumulation Value.

PAYMENT FLEXIBILITY
You have the option to stop Income Withdrawals at any time. While the payments are stopped, partial withdrawals in excess of the Income Withdrawal amount will be considered Excess Withdrawals and reduce your future Income Withdrawal Amount. If you later choose to restart Income Withdrawals, the Income Withdrawal amount will be the greater of the prior Income Withdrawal amount (adjusted for any Excess Withdrawals), or the original Income Withdrawal Percentage multiplied by the current Benefit Base.

RIDER TERMINATION
The rider may be terminated upon your request. Once the rider is terminated, it cannot be restarted. The rider will terminate automatically upon:

- Death of first contract owner, unless spousal continuation is elected.
- Full surrender.
- Annuity termination.
- Contract ownership change – other than a spousal continuation or the addition of a spousal joint owner.
- Excess Withdrawals that reduce the Accumulation Value to zero.
For More Information

This is a summary only of **MARKETPOWER BONUS INDEX.** The product availability and certain provisions may vary by state. Ask your agent/producer or the company for complete contract provisions and details before purchasing.

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1. The S&P 500® Index is a product of S&P Dow Jones Indicies, LLC. (“S&P DJI”) and has been licensed for use by EquiTrust Life Insurance Company. S&P® and S&P 500® are registered trademarks of Standard & Poor’s Financial Services, LLC. (“S&P”). These trademarks have been licensed for use by S&P DJI and sublicensed for certain purposes by EquiTrust Life Insurance Company. MarketPower Bonus Index Annuity is not sponsored, endorsed, sold or promoted by S&P DJI, S&P, or any of their respective affiliates or third party licensors, and none of such parties make any representation regarding the advisability of purchasing MarketPower Bonus Index Annuity nor do they have any liability for any errors, omissions, or interruptions of the S&P 500®.

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

3. 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 will apply to any penalty-free amounts taken during the same contract year – does not apply in AK, CT, IL, MN, MT, NJ, NV, OH, OK, PA, TX, UT, VT, WA. If the Income Rider is elected, any withdrawals prior to the start of Income Withdrawals will reduce the Benefit Base proportionately.

4. Neither Barclays Bank PLC, or Barclays Capital Inc., nor any affiliate (collectively “Barclays”) is the issuer or producer of MarketPower Bonus Index – an index annuity contract – (“the contract”) and Barclays has no responsibilities, obligations or duties to investors in the contract. The Barclays Focus50 Index (“the Index”) including as applicable any component indices that form part of the Index is a trademark owned by Barclays Bank PLC, or Barclays Capital Inc., and licensed for use by EquiTrust Life Insurance Company (“EquiTrust”) as the Issuer of the contract. While EquiTrust as the issuer of the contract may for itself execute transaction(s) with Barclays in or relating to the Index in connection with the contract investors acquire the contract from EquiTrust and investors neither acquire any interest in the Index nor enter into any relationship of any kind whatsoever with Barclays upon making an investment in the contract. The contract is not sponsored, endorsed, sold or promoted by Barclays and Barclays makes no representation regarding the advisability of the contract or use of the Index or any data included therein. Barclays shall not be liable in any way to the Issuer, investors or to other third parties in respect of the use or accuracy of the Index or any data included therein.

Bloomberg Index Services Limited is the official index calculation and maintenance agent of the Index, an index owned and administered by Barclays. Bloomberg Index Services Limited does not guarantee the timeliness, accuracy or completeness of the Index calculations or any data or information relating to the Index. Bloomberg Index Services Limited makes no warranty, express or implied, as to the Index or any data or values relating thereto or results to be obtained therefrom, and expressly disclaims all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Bloomberg Index Services Limited, its affiliates, and all of their respective partners, employees, subcontractors, agents, suppliers and vendors (collectively, the “protected parties”) shall have no liability or responsibility, contingent or otherwise, for any injury or damages, whether caused by the negligence of a protected party or otherwise, arising in connection with the calculation of the Index or any data or values included therein or in connection therewith and shall not be liable for any lost profits, losses, punitive, incidental or consequential damages.

5. The surrender charge period and surrender charges may vary by state. AK, CT, IL, MN, MT, NJ, NV, OH, OK, OR, PA, TX, UT, VT, WA – 10 Years: 17, 15, 14, 12, 10, 9, 7, 5, 3 and 1% 6. 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.

6. Terminal Illness Rider features may vary by state.

8. Annuity prior to the Income Date is not offered in TX.

Contract issued on Contract Form Series ICC18-ET-MPP10-2000(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); ICC16-ET-IBR-ER-A(04-17); ICC17-ET-FIXED-MVA(02-17); ICC18-430-NHW(06-18) or 430-NHW(08-03); and ICC16-ET-TI(10-16) or ET-TI(10-16). Index accounts issued on Form Series ICC18-ET-P2P(05-18), ICC18-ET-MAVG(05-18), ICC18-ET-1AP(05-18), ICC18-ET-1MC(05-18), ICC17-ET-2YR(05-18), ICC19-ET-1PP(05-19), ICC19-ET-2PP(05-19), ET-1PPGS(10-16), ET-2PPGS(10-16), ET-1PP(05-19) and ET-2PP(05-19).

This brochure briefly highlights EquiTrust Life Insurance Company’s MarketPower Bonus Index annuity contract and its 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.