

Achieve Index-Linked Performance And Downside Protection

MarketPower Bonus Index[®] Annuity

A tax-deferred annuity offering growth when markets rise, and protection when they fall

- 10% bonus on all first-year premiums
- Optional rider for lifetime income that you can stop and restart as needed

MarketPower Bonus Index Annuity – offered by EquiTrust Life Insurance Company – never exposes your principal to market risk. You share only in stock-index gains, not the losses – without investing directly in the stock market.

**Contact me today for
more information**

Surrender of the contract subject to surrender charges or market value adjustment. Contract issued on 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). EquiTrust Life Insurance Company cannot give legal, tax or accounting advice. This material is intended for general use with the public. EquiTrust does not offer investment advice to any individual and this material should not be construed as investment advice. EquiTrust Life Insurance Company, West Des Moines, IA. ET-MP-PC (7-19)

**Index-Linked Performance
And Downside Protection!**

Advertising Requirements

Ad must be printed as is. No other copy or design revisions other than the addition of your contact information can be made without prior approval from EquiTrust Life Insurance Company. To customize this ad, highlight and replace the text in the shaded box with your contact information.

EquiTrust print ads, flyers and mailers may not be distributed to clients through email or other electronic-delivery systems.

Note Regarding Inserting Contact Information in Fillable Field

In order to change and save your contact information inside the fillable field, you need Adobe Acrobat on your computer. If you or someone in your office does not have the appropriate software, please send an email with the exact contact information you wish to appear in the ad, and the specific ad you want to use.

Prior to use, send a copy of the final ad proof to EquiTrust Life, with the following information:

- Name of agent or organization running the ad
- Phone Number
- Email address
- How or where the ad will be used (mailed, newspaper ad, etc.)
- States in which the publication will be distributed

Send this information to:

EquiTrust Life Insurance Company
Attn: Susan Andersen / Mackenzi Swenson
7100 Westown Pkwy Suite 200
West Des Moines, IA 50266-2521

Or, send information and ad as an e-mail attachment to:

Susan.Andersen@EquiTrust.com, or
Mackenzi.Swenson@EquiTrust.com

Questions? Please call:

Susan Andersen
Assistant Vice President of Marketing
Phone: 515-226-5146
Toll Free: 866-598-3694, ext 5146

Or

Mackenzi Swenson
Sales & Marketing Development Manager
Phone: 515-226-5162
Toll Free: 866-598-3694, ext 5162