



WANT TO IMMEDIATELY INCREASE YOUR RETIREMENT SAVINGS?

An accumulation-focused fixed index annuity with a premium bonus can boost your retirement strategy.

MarketPower Bonus Index® by EquiTrust can help grow your savings for the future.



Receive an instant 12% bonus on premiums paid in the first year



Enjoy tax-deferred growth of your money



Build savings for retirement without market risk



Select from multiple account options to achieve broader diversification

MarketPower Bonus Index is designed to help you accumulate retirement savings through interest earned based on the performance of market indices. Your annuity value increases when the index goes up, but won't decrease when the index goes down.¹

Want to learn more?

¹ For any values in the rate buy-up accounts, growth must be greater than the fee for the Accumulation Value to grow. If indices decline, value in the rate buy-up accounts will decline due to the fee.

Product availability and features may vary by state. Contract issued on Contract Form Series ICC18-ET-MP10-2000(05-18) or ET-MPP-2000(02-05). Riders issued on Form Series ICC17-ET-FIXED-MVA(02-17) or ET-IMVA(03-16); ICC18-430-NHW(06-18) or 430-NHW(08-03); and ICC16-ET-TI(10-16) or ET-TI(10-16). EquiTrust Life Insurance Company does not offer investment advice to any individual. This material should not be construed as investment advice. Annuity and insurance products are not deposits nor are they guaranteed by any bank. They are not insured by the Federal Deposit Insurance Corporation (FDIC) or any other agency of the federal government. Certain products may lose value. This material is intended for use with the general public. Products underwritten, issued and distributed by EquiTrust Life Insurance Company, West Des Moines, Iowa. EquiTrust.com.

ET-MPB-FLR-CONS (03-25)

© EquiTrust 2025. All rights reserved.