### MARKET VALUE INDEX® ANNUITY

Flexible Premium Fixed and Indexed
Deferred Annuity Contract
Form Series ET-EIA-2000(06-04), ICC12-ET-EIA-2000(01-12)

## **EquiTrust Life Insurance Company®**

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Mailing Address: PO Box 14500 Des Moines, Iowa 50306-3500

#### DISCLOSURE STATEMENT

Thank you for your interest in the MarketValue index annuity, a flexible premium fixed and indexed deferred annuity which is intended to be a long-term financial contract. Some features of this annuity may not be available in all states and may vary by state. This form is not intended to be a complete explanation of your annuity. **Please refer to your Contract for complete details.** 

## INTEREST CREDITING

You can choose different accounts for your money. You may make your allocation elections on the last page of this document. Your Accumulation Value is the total of the individual Account Accumulation Values for the accounts you select.

#### 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 of 1.0%. 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 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<sup>®</sup> Index Accounts

- 1-Year Point-to-Point Cap Index Credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary, up to a specified cap. The minimum cap is 1.0%.
- **1-Year Point-to-Point Participation -** Index credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary, multiplied by the participation rate. The minimum participation rate is 10.0%.
- 1-Year Point-to-Point Performance Trigger Index Credits are based on the Performance Trigger Rate if the S&P 500 index increases from the previous contract anniversary. The minimum Performance Trigger Rate is 1.0%.
- 1-Year Monthly Average Cap 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. The minimum cap is 1.0%.
- 1-Year Monthly Average Participation 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. The minimum participation rate is 10.0%.
- 1-Year Monthly Cap 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. The minimum cap is 0.5%.
- 2-Year Monthly Average Cap Index Credits are based on the percentage change in the S&P 500 Index from the previous two-year contract anniversary to the monthly index average over a two-year period, up to a specified cap. The minimum cap is 3.0%.

#### S&P 500<sup>®</sup> Dynamic Intraday TCA Index Account

• 1-Year Point-to-Point Participation – Index Credits are based on the percentage change in the Dynamic Intraday Index from the previous contract anniversary, multiplied by the participation rate. The minimum participation rate is 10.0%.

## Barclays Focus50 Index<sup>™</sup> Accounts

- **1-Year Point-to-Point Participation** Index Credits are based on the percentage change in the Barclays Focus50 Index from the previous contract anniversary, multiplied by the participation rate. The minimum participation rate is 10.0%.
- **2-Year Point-to-Point Participation** 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. The minimum participation rate is 10.0%.

#### **S&P MARC 5% Excess Return Index Account**

• 1-Year Point-to-Point Participation - Index credits are based on the percentage change in the S&P MARC 5% Excess Return Index from the previous contract anniversary, multiplied by the participation rate. The minimum participation rate is 10.0%.



**Transfers -** You may transfer amounts between Accounts without a Surrender Charge or MVA. Transfers from the 1-Year Accounts are allowed each Contract year. Transfers from the 2-Year Account are only allowed at the end of each two-year indexing period. A written request for transfer must be received prior to the Contract Anniversary. Transfers are subject to minimums.

### LIQUIDITY FEATURES AND IMPORTANT TERMS

You may receive partial surrenders or periodic income payments from your annuity by submitting a request acceptable to the Company. When you make withdrawals, surrender or annuitize your annuity, the amount withdrawn will not be credited with any index return in the current Indexing Period. Withdrawals do not participate in any index gains during the Contract Year of the withdrawal.

You may be subject to a 10% Federal penalty tax if you make withdrawals or surrender your annuity before age 59½.

**Penalty-Free Withdrawals** - Each Contract Year after the first, you may withdraw up to 10% of the Accumulation Value after the most recent Contract Anniversary without being subject to a Surrender Charge or MVA. If the Contract is subsequently surrendered during the Contract Year, the Surrender Charge and MVA will be applied to any previously uncharged Partial Surrender amounts taken in the same Contract Year.

**Partial and Full Surrenders –** Any withdrawal over the 10% penalty-free amount will be subject to surrender charges and a Market Value Adjustment. In the event of a full surrender, you will receive the cash surrender value of your contract as a lump sum.

Surrender Charges – This annuity product is a long-term contract with substantial penalties for early surrender. A
surrender charge is assessed, according to the schedule below, on any amount withdrawn as a partial or full
surrender that is in excess of the penalty-free amount. The surrender charges are for 10 years and decline as follows:

YEAR	1	2	3	4	5	6	7	8	9	10
%	12%	12%	12%	12%	11%	10%	8%	6%	4%	2%

The surrender charges vary in the following states:

YEAR	1	2	3	4	5	6	7	8	9	10
+	9%	8%	7%	6.5%	5.5%	4.5%	3.5%	2.5%	1.5%	0.5%
CA	8.3%	7.4%	6.5%	5.6%	4.7%	3.8%	2.9%	1.9%	0.9%	0%
FL	10%	10%	10%	10%	10%	10%	8%	6%	4%	2%

<sup>+</sup> Applies to the following states: AK, CT, DE, ID, MN, MT, NV, OH, OK, OR, PA, TX, UT, VT, WA

- Market Value Adjustment We may make a Market Value Adjustment (MVA) on amounts withdrawn or surrendered
  from this Contract. It may result in either an increase or a decrease to the amount withdrawn or surrendered. A MVA
  will be made only when a Surrender Charge is deducted. Generally, the MVA decreases the Accumulation Value
  surrendered when interest rates rise, and increases it when interest rates fall. The MVA will not reduce the amount
  surrendered below the Minimum Guaranteed Contract Value. The Market Value Adjustment does not apply in CA
  and DE.
- Cash Surrender Value The Cash Surrender Value equals the greater of (a) the Minimum Guaranteed Contract Value; or (b) the Accumulation Value less any applicable Surrender Charge, and adjusted for any applicable MVA, determined as of the date of surrender. The Minimum Guaranteed Contract Value will be 87.5% of Premium(s) Paid, less any partial withdrawals, plus interest earned at a rate no lower than 1% and no higher than 3%. Once your Contract is issued, your Minimum Guaranteed Contract Rate will not change.

**Annuitization** – You may choose to have the proceeds of this Contract paid under a payment option on your income date. This is called annuitizing your Contract. When you annuitize, you can choose from several options, including income for life and/or a specified period of years. Once you annuitize your Contract, you may not surrender it or have access to any values of your annuity, other than your income payments.

**Nursing Home Waiver Rider –** After the first Contract Year, you may make a partial or a full surrender without incurring a Surrender Charge or MVA if you become confined to a Hospital or Nursing Care Center for at least 90 consecutive days.

**Terminal Illness Rider** – In the event that you become terminally ill, you may access up to 75% of your Contract's Accumulation Value without a Surrender Charge. A waiting period may apply.

**Death Benefit -** The death benefit is equal to the Accumulation Value.



## INDEX INFORMATION AND DISCLOSURES

Any examples of historical performance of an Index should not be considered a representation of future performance of the Index. Future performance of an Index may be greater or less than any index performance shown in connection with the sale and issue of your annuity Contract. Your Index Credits are based not only on the index, but also on the Participation Rate or Index Cap.

INDEX INFORMATION

S&P 500® Dynamic Intraday TCA Index

Ticker: SPFDYNI

Website: spglobal.com/spdji

S&P MARC 5% Excess Return Index Ticker: SPMARC5P

Website: spglobal.com/spdji

Barclays Focus50 Index

Ticker: BXIIF50E

Website: indices.barclays/Focus50

The "S&P 500® Dynamic Intraday TCA Index", "S&P Multi-Asset Risk Control 5% Excess Return Index" and "S&P 500®" Indices ("Indices") are products of the S&P Dow Jones Indices LLC or its affiliates ("SPDJI") and have been licensed for use by EquiTrust Life Insurance Company ("the Company"). Standard & Poor's® and S&P® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by the Company. The products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, or their respective affiliates and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the indices.

Neither Barclays Bank PLC, or Barclays Capital Inc., nor any affiliate (collectively "Barclays") is the issuer or producer of MarketValue 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 is 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, accurateness, 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.

#### OTHER NOTES

- The MarketValue Index annuity is backed by the financial strength of the Company. It is not guaranteed by any bank and is not insured by the Federal Deposit Insurance Corporation (FDIC) or any other agency of the federal government.
- Funded plans under the Employee Retirement Income Security Act of 1974 (ERISA) may not be used with this annuity.
- This material is provided by EquiTrust Life Insurance Company ("EquiTrust"), which issues annuity contracts that are
  generally described in this material. EquiTrust is not undertaking to provide investment advice for any individual or any
  individual situation, and you should not look to this material for any investment advice.



## INCOME RIDER

Optional Rider Available Form Series ET-IBR-STR(04-15), ICC15-ET-IBR-STR(04-15)

The Income Rider is an optional Rider that can only be elected by you at the time of application and is attached to your annuity Contract at issue. If elected, **there is a charge for the Rider**, which will be deducted annually from your Accumulation Value. The Rider provides for Income Withdrawals to be paid to you for your lifetime, even if the Accumulation Value is depleted.

An election to receive Income Withdrawals under this Rider is not an annuitization of the contract. Therefore, when you elect Income Withdrawals, you continue to maintain all the benefits under your Deferred Annuity Contract and retain control of when and how much income is distributed from your Contract.

Some features of this Rider may vary by state. If you have any questions, please contact your representative or EquiTrust Life Insurance Company ("the Company") for details. This form is not intended to be a complete explanation of the rider. **Please refer to the Rider for complete details.** 

#### INCOME WITHDRAWALS

Income Withdrawals can begin any time after the first Contract Year, as long as you (and the Joint Owner if Joint Income Withdrawals are elected) are at least age 50. You must indicate in a form acceptable to the Company that you are electing to begin Income Withdrawals. The Income Period starts at the point of the first Income Withdrawal. Additional premiums are not allowed on your Contract during the Income Period.

#### **Calculation of Income Withdrawal Amount**

The initial Income Withdrawal Amount is determined by taking an age-based factor, called the Income Withdrawal Percentage, multiplied by a value, called the Benefit Base. The Benefit Base is equal to the Premium, plus a 10% first-year bonus on premiums paid, less withdrawals. The benefit base grows by 3% plus the weighted average of index and interest credits for 10 years or until Income Withdrawals start, whichever happens first.

The Benefit Base only serves to calculate the Income Withdrawal Amount. The Benefit Base is not available upon surrender, death or annuitization.

The Income Withdrawal Percentage is based on your age at the time you first elect to receive Income Withdrawals. The percentage is 3.25% for age 50 and increases 0.10% for each age up to age 90. Joint Income Withdrawal Percentages are based on the age of the youngest Owner and are 1.00% lower than the single life percentages.

### RIDER CHARGE

The annual Rider Charge is equal to **0.95% of the Accumulation Value** and is deducted from the Accumulation Value on each Contract Anniversary until the Rider is terminated. The Rider Charge is not deducted from the Minimum Guaranteed Contract Value or the Benefit Base.

#### ENHANCED INCOME WITHDRAWALS

Income withdrawal amounts are increased by 100% for a single-life owner (50% for joint owners) for up to five years in the event of a chronic illness. Chronic illness is defined as permanently unable to perform at least two of six activities of daily living (ADL) or permanent severe cognitive impairment. At the start and during the enhanced benefits period, chronic illness must be certified by a physician annually. Enhanced Income Withdrawals cannot be elected until after the third contract year.

## RIDER TERMINATION

The Rider may be terminated upon your request. Once the rider is terminated, it cannot be restarted. There are certain situations where the rider is terminated automatically; see your contract for details. Your cap rates, participation rates and credited rates may remain lower for the life of the contract, even in the event of rider termination.

### TAX INFORMATION

Please consult your tax advisor for advice on taxation of Income Withdrawals. In general, taxation of Income Withdrawals is similar to taxation of any other partial distribution of proceeds. Income Withdrawals prior to age 59½ may be subject to early withdrawal penalty. Taxation of Income Withdrawals may change if the Rider is in the Income Period and the Accumulation Value is equal to zero. In general, for Non-Qualified contracts, once your cost basis (principal) in the contract has been fully recovered, the full amount of each Income Withdrawal may be subject to tax as ordinary income.



## **INITIAL PREMIUM ALLOCATION - REQUIRED**

IIIIII	AL PREMIUN	WI ALLOCATION - REQUIRED
1-Year Interest Accou	nt	%
S&P 500 <sup>®</sup> Index		
1-Year Point-to	-Point Cap	%
	-Point Participation	
	-Point Performand	
1-Year Monthly		%
	Average Participa	
1-Year Monthly		%
2-Year Monthly		%
S&P 500 <sup>®</sup> Dynamic Int		
	-Point Participatio	n%
Barclays Focus50 Ind		
	-Point Participation	
	-Point Participation	n%
S&P MARC5 Index		-
1-Year Point-to	-Point Participation	
A11 (1		Total 100%
		0%. Percentages must be whole percentages.
OPTIONAL	RIDER ACK	NOWLEDGEMENT – REQUIRED
my Accumulation Value	on I understand that e on each Contract A o rates, participation	the <b>Rider Charge of .95%</b> will be deducted from Anniversary as long as the Rider is in force. I also rates and credited rates may be lower for the life
No, I would not like	e to elect the Inco	ome Rider
		Company and is approved to provide services to you on our behalf. The ection with any business placed with our Company.
Applicant Statement:		
I also acknowledge that the annuity meet document and no promises or assurances document, as well as any advertisement security and that while the values of the	s my financial objec s have been made a that was used in co contract may be affe ne minimum guaran	en read, this document and understand I am applying for an indexed annuity stives. The agent has not made statements which differ from this disclosure about the future equity values of the contract. I have received a copy of this connection with the sale of this annuity. I understand this is not a registered ected by an external index, the contract does not directly participate in any teed values, there are no guarantees, promises, or warranties. I have read applicable.
Owner(s)/Applicant(s) Signature	Date	Owner(s)/Applicant(s) Name (please print)
Owner Social Security Number		Owner Primary Telephone Number
Joint Owner(s)/Applicant(s) Signature	Date	Joint Owner(s)/Applicant(s) Name (please print)
Joint Owner Social Security Number		Joint Owner Primary Telephone Number
Agent/Producer Statement:		
advertisement used in connection with the in any significant manner from this materi	sales of this annuity al. I have not made	ent with the applicant. I certify that a copy of this document, as well as any y, has been provided to the applicant. I have not made statements that diffe any promises or guarantees about the future value of any non-guaranteed arding Sales to Military Personnel, if applicable.
Signature of Agent/Producer	Date	Agent/Producer Name & Number (please print)



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Flexible Premium Fixed and Indexed Deferred Annuity Contract Form Series ET-EIA-2000(06-04), ICC12-ET-EIA-2000(01-12)

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#### S&P 500<sup>®</sup> Index Accounts

- 1-Year Point-to-Point Cap Index Credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary, up to a specified cap. The minimum cap is 1.0%.
- **1-Year Point-to-Point Participation -** Index credits are based on the percentage change in the S&P 500 Index from the previous contract anniversary, multiplied by the participation rate. The minimum participation rate is 10.0%.
- 1-Year Point-to-Point Performance Trigger Index Credits are based on the Performance Trigger Rate if the S&P 500 index increases from the previous contract anniversary. The minimum Performance Trigger Rate is 1.0%.
- 1-Year Monthly Average Cap 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. The minimum cap is 1.0%.
- 1-Year Monthly Average Participation 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. The minimum participation rate is 10.0%.
- 1-Year Monthly Cap 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. The minimum cap is 0.5%.
- 2-Year Monthly Average Cap Index Credits are based on the percentage change in the S&P 500 Index from the previous two-year contract anniversary to the monthly index average over a two-year period, up to a specified cap. The minimum cap is 3.0%.

#### S&P 500<sup>®</sup> Dynamic Intraday TCA Index Account

• 1-Year Point-to-Point Participation – Index Credits are based on the percentage change in the Dynamic Intraday Index from the previous contract anniversary, multiplied by the participation rate. The minimum participation rate is 10.0%.

## Barclays Focus50 Index<sup>™</sup> Accounts

- **1-Year Point-to-Point Participation** Index Credits are based on the percentage change in the Barclays Focus50 Index from the previous contract anniversary, multiplied by the participation rate. The minimum participation rate is 10.0%.
- **2-Year Point-to-Point Participation** 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. The minimum participation rate is 10.0%.

#### **S&P MARC 5% Excess Return Index Account**

• 1-Year Point-to-Point Participation - Index credits are based on the percentage change in the S&P MARC 5% Excess Return Index from the previous contract anniversary, multiplied by the participation rate. The minimum participation rate is 10.0%.



**Transfers -** You may transfer amounts between Accounts without a Surrender Charge or MVA. Transfers from the 1-Year Accounts are allowed each Contract year. Transfers from the 2-Year Account are only allowed at the end of each two-year indexing period. A written request for transfer must be received prior to the Contract Anniversary. Transfers are subject to minimums.

#### LIQUIDITY FEATURES AND IMPORTANT TERMS

You may receive partial surrenders or periodic income payments from your annuity by submitting a request acceptable to the Company. When you make withdrawals, surrender or annuitize your annuity, the amount withdrawn will not be credited with any index return in the current Indexing Period. Withdrawals do not participate in any index gains during the Contract Year of the withdrawal.

You may be subject to a 10% Federal penalty tax if you make withdrawals or surrender your annuity before age 59½.

**Penalty-Free Withdrawals** - Each Contract Year after the first, you may withdraw up to 10% of the Accumulation Value after the most recent Contract Anniversary without being subject to a Surrender Charge or MVA. If the Contract is subsequently surrendered during the Contract Year, the Surrender Charge and MVA will be applied to any previously uncharged Partial Surrender amounts taken in the same Contract Year.

**Partial and Full Surrenders –** Any withdrawal over the 10% penalty-free amount will be subject to surrender charges and a Market Value Adjustment. In the event of a full surrender, you will receive the cash surrender value of your contract as a lump sum.

Surrender Charges – This annuity product is a long-term contract with substantial penalties for early surrender. A
surrender charge is assessed, according to the schedule below, on any amount withdrawn as a partial or full
surrender that is in excess of the penalty-free amount. The surrender charges are for 10 years and decline as follows:

YEA	ιR	1	2	3	4	5	6	7	8	9	10
%		12%	12%	12%	12%	11%	10%	8%	6%	4%	2%

The surrender charges vary in the following states:

YEAR	1	2	3	4	5	6	7	8	9	10
+	9%	8%	7%	6.5%	5.5%	4.5%	3.5%	2.5%	1.5%	0.5%
CA	8.3%	7.4%	6.5%	5.6%	4.7%	3.8%	2.9%	1.9%	0.9%	0%
FL	10%	10%	10%	10%	10%	10%	8%	6%	4%	2%

<sup>+</sup> Applies to the following states: AK, CT, DE, ID, MN, MT, NV, OH, OK, OR, PA, TX, UT, VT, WA

- Market Value Adjustment We may make a Market Value Adjustment (MVA) on amounts withdrawn or surrendered
  from this Contract. It may result in either an increase or a decrease to the amount withdrawn or surrendered. A MVA
  will be made only when a Surrender Charge is deducted. Generally, the MVA decreases the Accumulation Value
  surrendered when interest rates rise, and increases it when interest rates fall. The MVA will not reduce the amount
  surrendered below the Minimum Guaranteed Contract Value. The Market Value Adjustment does not apply in CA
  and DE.
- Cash Surrender Value The Cash Surrender Value equals the greater of (a) the Minimum Guaranteed Contract Value; or (b) the Accumulation Value less any applicable Surrender Charge, and adjusted for any applicable MVA, determined as of the date of surrender. The Minimum Guaranteed Contract Value will be 87.5% of Premium(s) Paid, less any partial withdrawals, plus interest earned at a rate no lower than 1% and no higher than 3%. Once your Contract is issued, your Minimum Guaranteed Contract Rate will not change.

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**Terminal Illness Rider** – In the event that you become terminally ill, you may access up to 75% of your Contract's Accumulation Value without a Surrender Charge. A waiting period may apply.

**Death Benefit -** The death benefit is equal to the Accumulation Value.



## INDEX INFORMATION AND DISCLOSURES

Any examples of historical performance of an Index should not be considered a representation of future performance of the Index. Future performance of an Index may be greater or less than any index performance shown in connection with the sale and issue of your annuity Contract. Your Index Credits are based not only on the index, but also on the Participation Rate or Index Cap.

INDEX INFORMATION

S&P 500® Dynamic Intraday TCA Index

Ticker: SPFDYNI

Website: spglobal.com/spdji

S&P MARC 5% Excess Return Index Ticker: SPMARC5P

Website: spglobal.com/spdji

Barclays Focus50 Index

Ticker: BXIIF50E

Website: indices.barclays/Focus50

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Neither Barclays Bank PLC, or Barclays Capital Inc., nor any affiliate (collectively "Barclays") is the issuer or producer of MarketValue 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 is 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.

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#### OTHER NOTES

- The MarketValue Index annuity is backed by the financial strength of the Company. It is not guaranteed by any bank and is not insured by the Federal Deposit Insurance Corporation (FDIC) or any other agency of the federal government.
- Funded plans under the Employee Retirement Income Security Act of 1974 (ERISA) may not be used with this annuity.
- This material is provided by EquiTrust Life Insurance Company ("EquiTrust"), which issues annuity contracts that are
  generally described in this material. EquiTrust is not undertaking to provide investment advice for any individual or any
  individual situation, and you should not look to this material for any investment advice.



## INCOME RIDER

Optional Rider Available Form Series ET-IBR-STR(04-15), ICC15-ET-IBR-STR(04-15)

The Income Rider is an optional Rider that can only be elected by you at the time of application and is attached to your annuity Contract at issue. If elected, **there is a charge for the Rider**, which will be deducted annually from your Accumulation Value. The Rider provides for Income Withdrawals to be paid to you for your lifetime, even if the Accumulation Value is depleted.

An election to receive Income Withdrawals under this Rider is not an annuitization of the contract. Therefore, when you elect Income Withdrawals, you continue to maintain all the benefits under your Deferred Annuity Contract and retain control of when and how much income is distributed from your Contract.

Some features of this Rider may vary by state. If you have any questions, please contact your representative or EquiTrust Life Insurance Company ("the Company") for details. This form is not intended to be a complete explanation of the rider. **Please refer to the Rider for complete details.** 

#### INCOME WITHDRAWALS

Income Withdrawals can begin any time after the first Contract Year, as long as you (and the Joint Owner if Joint Income Withdrawals are elected) are at least age 50. You must indicate in a form acceptable to the Company that you are electing to begin Income Withdrawals. The Income Period starts at the point of the first Income Withdrawal. Additional premiums are not allowed on your Contract during the Income Period.

#### **Calculation of Income Withdrawal Amount**

The initial Income Withdrawal Amount is determined by taking an age-based factor, called the Income Withdrawal Percentage, multiplied by a value, called the Benefit Base. The Benefit Base is equal to the Premium, plus a 10% first-year bonus on premiums paid, less withdrawals. The benefit base grows by 3% plus the weighted average of index and interest credits for 10 years or until Income Withdrawals start, whichever happens first.

The Benefit Base only serves to calculate the Income Withdrawal Amount. The Benefit Base is not available upon surrender, death or annuitization.

The Income Withdrawal Percentage is based on your age at the time you first elect to receive Income Withdrawals. The percentage is 3.25% for age 50 and increases 0.10% for each age up to age 90. Joint Income Withdrawal Percentages are based on the age of the youngest Owner and are 1.00% lower than the single life percentages.

#### RIDER CHARGE

The annual Rider Charge is equal to **0.95% of the Accumulation Value** and is deducted from the Accumulation Value on each Contract Anniversary until the Rider is terminated. The Rider Charge is not deducted from the Minimum Guaranteed Contract Value or the Benefit Base.

#### ENHANCED INCOME WITHDRAWALS

Income withdrawal amounts are increased by 100% for a single-life owner (50% for joint owners) for up to five years in the event of a chronic illness. Chronic illness is defined as permanently unable to perform at least two of six activities of daily living (ADL) or permanent severe cognitive impairment. At the start and during the enhanced benefits period, chronic illness must be certified by a physician annually. Enhanced Income Withdrawals cannot be elected until after the third contract year.

#### RIDER TERMINATION

The Rider may be terminated upon your request. Once the rider is terminated, it cannot be restarted. There are certain situations where the rider is terminated automatically; see your contract for details. Your cap rates, participation rates and credited rates may remain lower for the life of the contract, even in the event of rider termination.

## TAX INFORMATION

Please consult your tax advisor for advice on taxation of Income Withdrawals. In general, taxation of Income Withdrawals is similar to taxation of any other partial distribution of proceeds. Income Withdrawals prior to age 59½ may be subject to early withdrawal penalty. Taxation of Income Withdrawals may change if the Rider is in the Income Period and the Accumulation Value is equal to zero. In general, for Non-Qualified contracts, once your cost basis (principal) in the contract has been fully recovered, the full amount of each Income Withdrawal may be subject to tax as ordinary income.



#### INITIAL PREMIUM ALLOCATION - REQUIRED

INITIAL	PREMIUW AL	LUCATION	I - KEQUIKED
1-Year Interest Account			%
S&P 500® Index			70
1-Year Point-to-Poi	nt Cap		%
1-Year Point-to-Poi	•		<u></u> %
	nt Performance Trig	ger	<u></u> %
1-Year Monthly Ave	•		<del></del> %
1-Year Monthly Ave			<del></del> %
1-Year Monthly Cap			%
2-Year Monthly Ave	erage Cap		<u></u> %
S&P 500 <sup>®</sup> Dynamic Intrad			
1-Year Point-to-Poi			%
Barclays Focus50 Index™			
1-Year Point-to-Poi	•		%
2-Year Point-to-Poi	nt Participation		%
S&P MARC5 Index			
1-Year Point-to-Poi	nt Participation		%
		Total	100%
_ <del>`</del>	-	-	be whole percentages.
OPTIONAL R	IDER ACKNOV	VLEDGEMEN	NT – REQUIRED
Yes, I would like to ele  By choosing this option I u  my Accumulation Value on  understand that my cap rate	inderstand that the <b>Ric</b> each Contract Anniver	der Charge of .95% sary as long as the	e Rider is in force. I also
of the contract by choosing			
No, I would not like to	elect the Income R	Rider	
annuity, contact the issuing company.	represent the Comp	any and is approv	red to provide services to you on our behalf. The olaced with our Company.
Applicant Statement:			
	ad or have been read	this document and	d understand I am applying for an indexed annuity
I also acknowledge that the annuity meets my document and no promises or assurances have document, as well as any advertisement that security and that while the values of the control.	r financial objectives. It is been made about the was used in connection from the may be affected by the inimum guaranteed varianteed variantee	The agent has not ne future equity va on with the sale of by an external inde alues, there are no	made statements which differ from this disclosur lues of the contract. I have received a copy of this fithis annuity. I understand this is not a registere ex, the contract does not directly participate in an guarantees, promises, or warranties. I have rea
Owner(s)/Applicant(s) Signature	Date	Owner(s)/Appli	cant(s) Name (please print)
Owner Social Security Number		Owner Primary	Telephone Number
Joint Owner(s)/Applicant(s) Signature	Date	Joint Owner(s)	/Applicant(s) Name (please print)
Joint Owner Social Security Number		Joint Owner Pr	imary Telephone Number
Agent/Producer Statement:			
advertisement used in connection with the sale	s of this annuity, has that have not made any pr	peen provided to the omises or guarant	ertify that a copy of this document, as well as an be applicant. I have not made statements that diffe ees about the future value of any non-guarantee ersonnel, if applicable.
Signature of Agent/Producer Date	<u> </u>	Agent/Producer	Name & Number (please print)



# AUTHORIZATION TO HOLD ISSUE FOR MULTIPLE PREMIUMS

## **EquiTrust Life Insurance Company®**

7100 Westown Parkway, Suite 200 West Des Moines, Iowa 50266-2521 (866) 598-3692 <a href="www.EquiTrust.com">www.EquiTrust.com</a> Mailing Address: PO Box 14500 Des Moines, Iowa 50306-3500

## TO BE USED FOR FLEXIBLE PREMIUM PRODUCTS

Owner Name (please print):		
Joint Owner Name (please print):		
premium received. If issued with the	he first premium receive e, will be added to the o	remiums and therefore can be issued with the first ed, any additional premium received will not be contract after issue, and will earn interest based on nniversary.
	ave been received. I un	equest EquiTrust to hold issue until all premium derstand the contract effective date for purposes of ds received.
Owner Signature	Date	Owner Name (please print)
Joint Owner Signature	Date Date	Joint Owner Name (please print)
Agent/Producer Signature	Date	Agent/Producer Number

